

**BASILDON RETAIL AND
LEISURE NEEDS STUDY**

**FINAL REPORT
VOLUME 4**

Prepared for:

**Basildon Borough
Council**

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**Basildon Household Survey
For
Lambert Smith Hampton**

April 2023

Job Ref: 024A23

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Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the catchment area of the Basildon Council area to assess shopping habits for main food and grocery, top-up food, non-food shopping, leisure patterns and a qualitative assessment of key centres.

1.2 Research Methodology

A total of 808 interviews were conducted between Friday 24th March and Saturday 19th April 2023. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was segmented into eight zones, defined by postcode sectors. The zone details were:

Zone	Postcode sectors	Number of Interviews
1	SS13 1, SS13 2, SS13 3, SS14 2, SS14 3	101
2	SS14 1, SS15 4, SS15 5, SS15 6, SS16 5, SS16 6, SS16 4	105
3	SS12 0, SS12 9, SS11 8	100
4	CM12 0, CM12 9, CM11 2	100
5	SS17 7, SS17 8, SS17 9	102
6	RM14 3, CM13 1, CM13 3	100
7	CM11 1, CM4 9, SS11 7	100
8	SS6 9, SS7 4, SS7 5, SS8 0, SS8 9, SS7 1, SS7 3, SS6 7	100
Total		808

1.3.2 Telephone Numbers

The landline numbers are generated through a process known as Random Digit Dialling (RDD), whereby we start with known 'seed' numbers and then generate all possible number combinations around these. Known business numbers are removed and the remaining numbers are randomly sorted to give each number the same and equal chance of being selected.

The benefit of using RDD numbers (as opposed to those generated from pre-existing lists such as telephone directories and Electoral Register entries) is that ex-directory numbers are also included in the survey sample. In practice, this means that the sample provided is in no way preselected, and that consumers who had opted-out of providing their telephone contact details to directory operators had the opportunity to take part in the research, thereby removing potential bias in the sample.

Mobile numbers were also included in the survey sample to further increase the inclusivity of the survey, given the increase in the number of mobile-only households amongst certain demographic groups (especially younger people and lower income households). These numbers are generated from a variety of commercial sources, where permission has been given to use such contact information for research and marketing purposes.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

1.3.3 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

All calls are made by interviewers; no automated call handling systems are used.

1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	20.0%	125	1.2909
35-44	18.1%	97	1.5108
45-54	18.3%	83	1.7831
55-64	18.6%	130	1.1558
65+	25.0%	373	0.5411
Total		808	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	37,521	101	97	0.9337
2	69,271	105	179	1.5168
3	27,766	100	72	0.7877
4	31,586	100	81	0.8659
5	24,642	102	64	0.6773
6	21,671	100	56	0.6079
7	19,844	100	51	0.4713
8	81,062	100	209	1.9465
Total	313,363	808	808	

* Source: 2011 Census

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 808 answers “Yes” to a question, we can be 95% sure that between 46.5% and 53.5% of the population holds the same opinion (i.e. +/- 3.5%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±2.1%
20%	±2.8%
30%	±3.2%
40%	±3.4%
50%	±3.5%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where do you normally shop for your household's main-food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
Aldi, The Broadway, Wickford, SS11 7AJ	3.7%	30	0.0%	0	1.0%	1	17.0%	17	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	3.0%	24	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	19.0%	19
Aldi, London Road, Grays, RM17 5YB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.2%	26	9.9%	10	1.9%	2	3.0%	3	3.0%	3	5.9%	6	0.0%	0	1.0%	1	1.0%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.8%	47	14.9%	15	20.0%	21	0.0%	0	1.0%	1	5.9%	6	0.0%	0	2.0%	2	2.0%	2
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	5.4%	44	2.0%	2	11.4%	12	4.0%	4	16.0%	16	1.0%	1	3.0%	3	2.0%	2	4.0%	4
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.1%	9	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6DN (near mini roundabout on Lower Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Queen's Park, Billericay, CM12 0UA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Iceland, High Street, Billericay, CM12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.0%	8	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Lidl, London Road, Hadleigh, SS7 2DE	0.5%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.7%	14	2.0%	2	6.7%	7	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.6%	13	4.0%	4	4.8%	5	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.6%	5	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.5%	12	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	8.0%	8
Morrisons, St. Johns Way, Corringham,	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	30	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Stanford-le-Hope, SS17 7LL																		
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	5.1%	41	9.9%	10	1.9%	2	13.0%	13	6.0%	6	1.0%	1	1.0%	1	7.0%	7	1.0%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.1%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	29	1.0%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, North Road, South Ockendon, RM15 6QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.4%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	9.5%	77	5.0%	5	5.7%	6	31.0%	31	17.0%	17	0.0%	0	2.0%	2	12.0%	12	4.0%	4
Tesco Extra, Pitsea, Basildon, SS13 3JU	9.2%	74	24.8%	25	9.5%	10	2.0%	2	1.0%	1	25.5%	26	0.0%	0	0.0%	0	10.0%	10
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	4.6%	37	2.0%	2	16.2%	17	0.0%	0	3.0%	3	4.9%	5	9.0%	9	1.0%	1	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	3.7%	30	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.0%	0	2.0%	2	11.0%	11	0.0%	0
Internet / delivery	14.4%	116	12.9%	13	14.3%	15	11.0%	11	18.0%	18	14.7%	15	12.0%	12	21.0%	21	11.0%	11
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	1.0%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2	3.0%	3	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Aldi, Reid Road, Witham, CM8 1XU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, South Street, Romford, RM1 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.7%	6	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Lidl, Progress Road / Rayleigh Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Leigh-on-Sea, SS9 5PR																		
Local shops, Billericay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pitsea Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Upminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Londis, Rectory Road, Pitsea, SS13 2AJ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, White Hart Lane, Springfield, Chelmsford, CM2 5PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.9%	7	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsburys, High Street, Hornchurch, RM11 1TX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Base:	808	101		105		100		100		102		100		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 Why do you choose (STORE / LOCATION MENTIONED AT Q01) for your main food shopping? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
Close to home	48.3%	334	53.4%	47	58.9%	53	34.8%	31	39.0%	32	56.3%	49	46.6%	41	45.6%	36	50.6%	45
Low prices / value for money	22.0%	152	29.5%	26	17.8%	16	27.0%	24	29.3%	24	10.3%	9	18.2%	16	24.1%	19	20.2%	18
Good quality FOOD goods available	9.8%	68	8.0%	7	2.2%	2	10.1%	9	8.5%	7	11.5%	10	12.5%	11	11.4%	9	14.6%	13
Good range of FOOD goods available	7.5%	52	4.5%	4	6.7%	6	3.4%	3	4.9%	4	12.6%	11	5.7%	5	15.2%	12	7.9%	7
You can get everything you need there	7.1%	49	5.7%	5	2.2%	2	13.5%	12	8.5%	7	10.3%	9	9.1%	8	1.3%	1	5.6%	5
Habit / always used it	6.6%	46	5.7%	5	5.6%	5	12.4%	11	6.1%	5	5.7%	5	8.0%	7	3.8%	3	5.6%	5
Familiar / know where everything is	5.9%	41	5.7%	5	11.1%	10	3.4%	3	4.9%	4	8.0%	7	3.4%	3	1.3%	1	9.0%	8
Easy to get to by car	5.5%	38	3.4%	3	6.7%	6	2.2%	2	4.9%	4	6.9%	6	3.4%	3	8.9%	7	7.9%	7
Parking - easy to find a space	3.9%	27	2.3%	2	3.3%	3	3.4%	3	8.5%	7	1.1%	1	8.0%	7	2.5%	2	2.2%	2
Large store	3.8%	26	2.3%	2	4.4%	4	2.2%	2	0.0%	0	4.6%	4	5.7%	5	5.1%	4	5.6%	5
Good layout / compact / easy to get around	2.6%	18	4.5%	4	3.3%	3	0.0%	0	2.4%	2	2.3%	2	2.3%	2	0.0%	0	5.6%	5
Parking - is free	2.6%	18	3.4%	3	4.4%	4	1.1%	1	3.7%	3	1.1%	1	3.4%	3	1.3%	1	2.2%	2
Loyalty scheme / reward points	2.5%	17	2.3%	2	5.6%	5	3.4%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	4.5%	4
Friendly / helpful staff	2.5%	17	5.7%	5	0.0%	0	1.1%	1	0.0%	0	1.1%	1	5.7%	5	1.3%	1	4.5%	4
Attractive environment / nice place	2.2%	15	5.7%	5	3.3%	3	0.0%	0	1.2%	1	1.1%	1	2.3%	2	2.5%	2	1.1%	1
Clean	2.0%	14	1.1%	1	2.2%	2	0.0%	0	1.2%	1	1.1%	1	0.0%	0	3.8%	3	6.7%	6
Close to work	2.0%	14	1.1%	1	4.4%	4	1.1%	1	2.4%	2	0.0%	0	2.3%	2	0.0%	0	4.5%	4
Staff discount / work there	1.9%	13	4.5%	4	5.6%	5	1.1%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Lack of options / no other choice	1.9%	13	0.0%	0	1.1%	1	4.5%	4	0.0%	0	0.0%	0	3.4%	3	6.3%	5	0.0%	0
Preference for retailer	1.6%	11	0.0%	0	0.0%	0	3.4%	3	4.9%	4	0.0%	0	3.4%	3	0.0%	0	1.1%	1
Easy to get to by bus	1.4%	10	4.5%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Close to family / friends	1.4%	10	0.0%	0	3.3%	3	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.3%	1	4.5%	4
Good NON-FOOD range	1.0%	7	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.3%	1	3.4%	3
Delivery service	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	4.5%	4
Long opening hours	0.9%	6	0.0%	0	3.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Small / quiet store	0.9%	6	1.1%	1	2.2%	2	1.1%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Do online / delivery shopping because it's covid safe	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.1%	1	2.5%	2	1.1%	1
Nothing available locally	0.7%	5	1.1%	1	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Offers click & collect service	0.7%	5	2.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Has a petrol station	0.7%	5	2.3%	2	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Good range of shops / services nearby	0.7%	5	2.3%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Parking - prices are low	0.4%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Like to support local shops	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Easy to get to by bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Easy to get to by tube / train	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Quick service	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Easy access to store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
On school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Offers scan-as-you-shop service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
They accept vouchers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(No reason in particular)	2.3%	16	1.1%	1	3.3%	3	2.2%	2	4.9%	4	0.0%	0	1.1%	1	3.8%	3	2.2%	2
(Don't know)	0.6%	4	0.0%	0	0.0%	0	2.2%	2	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Base:		692		88		90		89		82		87		88		79		89

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
No	66.2%	458	62.5%	55	67.8%	61	66.3%	59	69.5%	57	77.0%	67	59.1%	52	64.6%	51	62.9%	56
Yes - non-food shopping	13.6%	94	14.8%	13	11.1%	10	5.6%	5	19.5%	16	6.9%	6	15.9%	14	19.0%	15	16.9%	15
Yes - other food shopping	9.2%	64	11.4%	10	6.7%	6	11.2%	10	8.5%	7	6.9%	6	10.2%	9	8.9%	7	10.1%	9
Yes - cafés	4.8%	33	10.2%	9	3.3%	3	4.5%	4	2.4%	2	2.3%	2	3.4%	3	8.9%	7	3.4%	3
Yes - get petrol	4.0%	28	3.4%	3	6.7%	6	3.4%	3	1.2%	1	5.7%	5	3.4%	3	5.1%	4	3.4%	3
Yes - visiting services such as banks and other financial institutions	1.9%	13	1.1%	1	1.1%	1	2.2%	2	0.0%	0	2.3%	2	6.8%	6	0.0%	0	1.1%	1
Yes - gyms / health and fitness	1.6%	11	1.1%	1	4.4%	4	1.1%	1	0.0%	0	0.0%	0	2.3%	2	2.5%	2	1.1%	1
Yes - meeting friends	1.4%	10	3.4%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.2%	2
Yes - restaurants	1.3%	9	2.3%	2	2.2%	2	1.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Yes - go to park	1.0%	7	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.1%	4	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.0%	7	1.1%	1	2.2%	2	0.0%	0	1.2%	1	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Yes - markets	1.0%	7	2.3%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.2%	2
Yes - meeting family	0.9%	6	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2
Yes - library	0.7%	5	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Yes - cinemas	0.7%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.1%	1
Yes - swimming	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	0.0%	0
Yes - go for a walk / walk the dog	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.1%	1
Yes - work	0.6%	4	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Yes - museums / art gallery	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	0.0%	0
Yes - bars / pubs	0.4%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - health service (e.g. doctors, dentists etc.)	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know)	2.0%	14	2.3%	2	3.3%	3	3.4%	3	0.0%	0	1.1%	1	1.1%	1	1.3%	1	3.4%	3
Base:		692		88		90		89		82		87		88		79		89

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q04 When you combine your trip with other activities, where do you normally go?																		
<i>Not those that said 'No' or '(Don't know)' at Q03</i>																		
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.6%	8	9.7%	3	11.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	3.3%	1
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.8%	4	0.0%	0	3.8%	1	0.0%	0	4.0%	1	5.3%	1	2.9%	1	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.4%	3	6.5%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	5	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.7%	6	0.0%	0	0.0%	0	14.8%	4	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.3%	5	9.7%	3	0.0%	0	3.7%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.5%	10	9.7%	3	7.7%	2	0.0%	0	0.0%	0	15.8%	3	0.0%	0	0.0%	0	6.7%	2
Basildon Town Centre	7.3%	16	22.6%	7	23.1%	6	7.4%	2	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	5.0%	11	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0	2.9%	1	18.5%	5	0.0%	0
Brentwood Town Centre	4.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	9	3.7%	1	0.0%	0
Canvey Island Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	6.7%	2
Chelmsford City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Corringham Town Centre	4.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.4%	9	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.4%	3	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
Laindon Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.9%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	3.6%	8	19.4%	6	0.0%	0	3.7%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.9%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
South Benfleet Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2
South Woodham Ferrers Town Centre	1.4%	3	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Southend-on-Sea Town Centre	0.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Wickford Town Centre	4.5%	10	0.0%	0	0.0%	0	18.5%	5	0.0%	0	0.0%	0	0.0%	0	18.5%	5	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.7%	1	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	10.9%	24	6.5%	2	3.8%	1	25.9%	7	36.0%	9	5.3%	1	2.9%	1	11.1%	3	0.0%	0
PIPPS HILL Retail Park,	4.1%	9	0.0%	0	11.5%	3	0.0%	0	20.0%	5	0.0%	0	2.9%	1	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	1.4%	3	3.2%	1	0.0%	0	7.4%	2	0.0%	0	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	0.9%	2	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
B&M, Parkway, Chelmsford, CM2 7PX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.9%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Currys, Eastern Avenue West, Romford, RM7 7JN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Festival Leisure Park, Basildon, SS14 3WB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Firstsite Arts Centre, Lewis Gardens, High Street, Colchester, CO1 1JH	0.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	5	0.0%	0	0.0%	0
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Old Market Retail Park, High Road, Basildon, SS13 3BY	0.5%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.5%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU (Don't know / varies)	10.5%	23	6.5%	2	19.2%	5	3.7%	1	4.0%	1	5.3%	1	2.9%	1	7.4%	2	33.3%	10
Base:		220		31		26		27		25		19		35		27		30

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q05 In addition to (STORE / LOCATION MENTIONED AT Q01), where else do you regularly use for your main-food shopping?																		
Aldi, The Broadway, Wickford, SS11 7AJ	1.5%	12	0.0%	0	0.0%	0	9.0%	9	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.9%	7	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Aldi, London Road, Grays, RM17 5YB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	2.1%	17	8.9%	9	3.8%	4	0.0%	0	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.0%	24	8.9%	9	5.7%	6	2.0%	2	2.0%	2	3.9%	4	1.0%	1	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.6%	21	0.0%	0	7.6%	8	3.0%	3	6.0%	6	0.0%	0	1.0%	1	2.0%	2	1.0%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Co-op, Ferry Road, Hullbridge, SS5 6ET (next to Golden Crust Bakery, opposite Perfect Vision Opticians)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.9%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.4%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.5%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, High Street, Billericay, CM12 9AJ	1.0%	8	0.0%	0	1.0%	1	0.0%	0	6.0%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	0.7%	6	2.0%	2	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.1%	9	0.0%	0	0.0%	0	6.0%	6	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	8	0.0%	0	1.0%	1	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.9%	15	0.0%	0	7.6%	8	0.0%	0	4.0%	4	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	2.4%	19	6.9%	7	1.9%	2	1.0%	1	2.0%	2	4.9%	5	1.0%	1	0.0%	0	1.0%	1
Lidl, Woodgrange Drive,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Southend-on-Sea, SS1 2SE																		
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.7%	14	3.0%	3	1.0%	1	5.0%	5	1.0%	1	2.9%	3	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.5%	12	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	15	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	4.5%	36	9.9%	10	1.0%	1	14.0%	14	5.0%	5	2.0%	2	0.0%	0	3.0%	3	1.0%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.1%	9	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	6
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.5%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	9	2.0%	2	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay, CM11 2DN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	4.0%	32	4.0%	4	5.7%	6	9.0%	9	3.0%	3	0.0%	0	2.0%	2	7.0%	7	1.0%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.7%	30	8.9%	9	5.7%	6	2.0%	2	0.0%	0	6.9%	7	0.0%	0	0.0%	0	6.0%	6
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.1%	9	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	2.6%	21	0.0%	0	0.0%	0	1.0%	1	11.0%	11	0.0%	0	2.0%	2	7.0%	7	0.0%	0
Internet / delivery	2.7%	22	1.0%	1	3.8%	4	1.0%	1	2.0%	2	2.0%	2	7.0%	7	1.0%	1	4.0%	4
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Aldi, Priory Crescent, Southend, SS2 6AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Aldi, St Marys Lane, Upminster, RM14 2QB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.5%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
David's Quality Meats, Grange Road, South	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Green, Billericay, CM11 2RB																		
Gibsons Finest Meats, Pippas Hill Road North, Crays Hill, Billericay, CM11 2UJ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.4%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsburys, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sunny Fruits, St John's Way, Corringham, SS17 7LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Hornchurch, RM12 4SB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Tesco Express, London Road, Rayleigh, SS6 9BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
(Don't know / varies)	3.3%	27	2.0%	2	1.9%	2	3.0%	3	4.0%	4	2.0%	2	4.0%	4	5.0%	5	5.0%	5
(Nowhere else)	37.6%	304	33.7%	34	38.1%	40	32.0%	32	39.0%	39	39.2%	40	39.0%	39	49.0%	49	31.0%	31
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. where you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.6%	21	0.0%	0	0.0%	0	9.0%	9	1.0%	1	0.0%	0	0.0%	0	11.0%	11	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.1%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.1%	9	7.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.8%	23	7.9%	8	12.4%	13	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.6%	13	1.0%	1	7.6%	8	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.5%	4	2.0%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	6
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.1%	9	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.6%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Co-op, St. Peters Terrace, Wickford, SS12 0AP	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, High Street, Billericay, CM12 9AJ	1.0%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	0.6%	5	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.9%	15	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	7	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.5%	4	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Northwick Road, Charfleets Industrial	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Estate, Canvey Island, SS8 0PU																		
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.6%	5	3.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.4%	11	3.0%	3	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	3.5%	28	0.0%	0	1.0%	1	0.0%	0	0.0%	0	26.5%	27	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	1.0%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.6%	5	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.6%	13	6.9%	7	1.9%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	1.6%	13	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Express, Meadow Rise, Billericay, CM11 2DN	1.9%	15	0.0%	0	1.0%	1	0.0%	0	11.0%	11	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	1.7%	14	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.1%	9	0.0%	0	1.9%	2	6.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.6%	13	5.9%	6	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.6%	21	2.0%	2	13.3%	14	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Waitrose, High Street, Billericay, CM12 9BY	3.8%	31	0.0%	0	1.0%	1	1.0%	1	23.0%	23	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Internet / delivery	3.1%	25	4.0%	4	3.8%	4	0.0%	0	0.0%	0	1.0%	1	4.0%	4	9.0%	9	3.0%	3
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Budgens, Church Lane, Doddinghurst, CM15 0NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Budgens, High Street, Stock, CM4 9BA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Budgens, Lampits Hill, Corringham, Stanford-le-Hope, SS17 9AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bulphan Village Shop, Church Road, Bulphan, RM14 3RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Church Road Supermarket, Church Road, Basildon, SS16 4AE	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Kiln Road, Hadleigh, Benfleet, SS7 1TE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Long Road, Canvey Island, SS8 0JD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crays Hill Post Office, A129, Crays Hill, CM11 2XJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats, Grange Road, South Green, Billericay, CM11 2RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jotmans Store, Jotmans Lane, South Benfleet, Benfleet, SS7 5AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kast Convenience, Pendle Drive, Basildon, SS14 3LT	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward Stores, Dawson Court, Basildon, SS15 6JG	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street Bakery, King Street, Stanford-le-Hope, SS17 0HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Progress Road /	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Road, Leigh-on-Sea, SS9 5PR																		
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billericay Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Brentwood Town Centre	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, South Green, Billericay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thundersley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Upminster Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Londis, Felmores End, Basildon, SS13 1PN	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Kings Park Chalets, Canvey Island, SS8 8BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
M&J Berrett, London Road, Rayleigh, SS6 9AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Margarets Food & Wine, Rectory Road, Pitsea, Basildon, SS13 2AH	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Hutton Mount, Brentwood, CM13 2LG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
McColl's, Chafford Gardens, West Horndon, Brentwood, CM13 3NJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
McColl's, The Triangle, Langdon Hills, SS16 6BH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Triangle, High Road, Langdon Hills, SS16 6HF	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Nisa (Kams Loco), Austen Road, Basildon, SS14 3RR	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Nisa, London Road, South Benfleet, SS7 5UH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Billericay, CM12 9AH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Church Road, Ramsden Bellhouse, CM11 1RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Premier, Kathleen Ferriers Crescent, Laindon,	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon, SS15 5QR																		
Premier, Luncies Road, Basildon, SS14 1SB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Rayleigh Road, Hutton, Brentwood, CM13 1BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ravens Bakery Essex, High Street, Ingatestone, CM4 9DW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Reddingtons Butchers, High Road, Horndon on the Hill, SS17 8LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotgate Post Office, Southend Road, Wickford, SS11 8QW	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballards Walk, Basildon, SS15 5HL	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kibcaps, Lee Chapel, Basildon, SS16 5SA	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Brentwood Road, Chadwell St Mary, RM16 4JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	0.7%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Leigh-On-Sea, SS9 3JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, London Road, Rayleigh, SS6 9BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, The Grove Centre, Witham, CM8 2YT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Barke Craft Bakery, High Street, Wickford, SS12 9AT	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Yoshas, Alderney Gardens, Wickford, SS11 7JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Your Local, Alderney Gardens, Wickford, SS11 7JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	4.8%	39	9.9%	10	4.8%	5	3.0%	3	2.0%	2	4.9%	5	6.0%	6	3.0%	3	5.0%	5
(Don't do this type of shopping)	26.4%	213	31.7%	32	24.8%	26	26.0%	26	22.0%	22	32.4%	33	26.0%	26	27.0%	27	21.0%	21
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 In addition to (STORE / LOCATION MENTIONED AT Q06), where else do you regularly use for your top-up food shopping?																		
<i>Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.7%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Aldi, London Road, Grays, RM17 5YB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.1%	6	6.8%	4	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.7%	4	3.4%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.9%	5	0.0%	0	4.1%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.9%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, High Street, Billericay, CM12 9AJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	0.5%	3	3.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.1%	6	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	1.4%	1	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.7%	4	1.7%	1	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.5%	3	1.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.4%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.6%	9	5.1%	3	0.0%	0	2.8%	2	2.6%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.5%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Tesco Express, Meadow Rise, Billericay, CM11 2DN	0.9%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.5%	3	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.4%	8	5.1%	3	2.7%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.4%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	2.2%	12	0.0%	0	0.0%	0	0.0%	0	14.5%	11	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Internet / delivery	1.1%	6	0.0%	0	0.0%	0	2.8%	2	1.3%	1	0.0%	0	1.5%	1	2.9%	2	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&M, Town Square, Basildon, SS14 1DZ	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.4%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Grange Road, South Green, Billericay, CM11 2RB																		
Grange Stores, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1		
Herongate Village Store, Brentwood Road, Herongate, CM13 3PD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.4%	2	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.5%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Billericay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Londis, Corbets Tey Road, Upminster, RM14 2AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Cranfield Park Road, Wickford, SS12 9FG	0.5%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Roundacre, Basildon, SS15 5UL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Morrisons, Limebrook Way, Maldon, CM9 6GG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Poundland, Old Market Retail Park, Pitsea, SS13 3BB	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeds Family Butchers, St John's Way, Corringham, SS17 7NA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Shenfield Broadway Post Office, Hutton Road, Shenfield, CM15 8NR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford, CM2 6QT	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	23	1.7%	1	4.1%	3	2.8%	2	3.9%	3	4.7%	3	5.9%	4	2.9%	2	6.8%	5
(Nowhere else)	59.9%	333	59.3%	35	73.0%	54	56.3%	40	53.9%	41	59.4%	38	61.8%	42	61.4%	43	54.1%	40
Base:		556		59		74		71		76		64		68		70		74

Meanscore: [%]

Q08 Of all the money you spend on your MAIN AND TOP-UP food shopping, what % share goes on your MAIN food shopping?

Not those that said '(Don't know / varies)' at Q06

1 - 10%	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
11 - 20%	1.2%	9	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.1%	2	2.1%	2
21 - 30%	0.8%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.1%	1
31 - 40%	1.2%	9	2.2%	2	0.0%	0	2.1%	2	1.0%	1	0.0%	0	1.1%	1	1.0%	1	2.1%	2
41 - 50%	3.8%	29	7.7%	7	4.0%	4	1.0%	1	5.1%	5	2.1%	2	2.1%	2	3.1%	3	5.3%	5
51 - 60%	5.9%	45	7.7%	7	4.0%	4	4.1%	4	9.2%	9	4.1%	4	6.4%	6	5.2%	5	6.3%	6
61 - 70%	9.9%	76	14.3%	13	8.0%	8	8.2%	8	8.2%	8	12.4%	12	8.5%	8	8.2%	8	11.6%	11
71 - 80%	21.7%	167	15.4%	14	20.0%	20	25.8%	25	26.5%	26	23.7%	23	22.3%	21	15.5%	15	24.2%	23
81 - 90%	13.5%	104	6.6%	6	13.0%	13	15.5%	15	15.3%	15	14.4%	14	14.9%	14	15.5%	15	12.6%	12
91 - 99%	3.0%	23	0.0%	0	4.0%	4	5.2%	5	2.0%	2	1.0%	1	3.2%	3	6.2%	6	2.1%	2
100% (Don't do top-up shopping)	27.7%	213	35.2%	32	26.0%	26	26.8%	26	22.4%	22	34.0%	33	27.7%	26	27.8%	27	22.1%	21
(Don't know / varies)	10.7%	82	9.9%	9	16.0%	16	7.2%	7	10.2%	10	6.2%	6	11.7%	11	13.4%	13	10.5%	10
(Refused)	0.5%	4	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Mean:		82.04		81.36		81.17		82.37		81.59		84.56		84.40		82.01		78.72
Base:		769		91		100		97		98		97		94		97		95

Q09 Have you changed or do you intend to change any of your FOOD and/or NON-FOOD shopping habits as a result of cost of living crisis (e.g. rising inflation and rising energy prices)?

Yes	42.0%	339	36.6%	37	48.6%	51	40.0%	40	42.0%	42	31.4%	32	46.0%	46	46.0%	46	45.0%	45
No	58.0%	469	63.4%	64	51.4%	54	60.0%	60	58.0%	58	68.6%	70	54.0%	54	54.0%	54	55.0%	55
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 How have your FOOD and/or NON-FOOD shopping habits changed or are likely to change as a result of the cost of living crisis? [MR]																		
<i>Those that said 'Yes' at Q09</i>																		
Shop more at discount foodstores such as Aldi and Lidl.	24.5%	83	16.2%	6	29.4%	15	17.5%	7	23.8%	10	21.9%	7	21.7%	10	32.6%	15	28.9%	13
Spend less on non-essential / luxury food items	23.3%	79	21.6%	8	21.6%	11	35.0%	14	19.0%	8	12.5%	4	21.7%	10	28.3%	13	24.4%	11
Spend more on discounted food items	23.0%	78	24.3%	9	27.5%	14	15.0%	6	19.0%	8	31.3%	10	28.3%	13	17.4%	8	22.2%	10
Spend less in general on food items	16.5%	56	10.8%	4	19.6%	10	22.5%	9	19.0%	8	18.8%	6	15.2%	7	8.7%	4	17.8%	8
Spend less on non-essential / luxury non-food items	10.0%	34	16.2%	6	17.6%	9	15.0%	6	4.8%	2	9.4%	3	6.5%	3	4.3%	2	6.7%	3
Spend less in general on non-food items	8.3%	28	13.5%	5	11.8%	6	10.0%	4	4.8%	2	3.1%	1	13.0%	6	4.3%	2	4.4%	2
Shop less online for food shopping	6.2%	21	8.1%	3	13.7%	7	0.0%	0	0.0%	0	6.3%	2	4.3%	2	10.9%	5	4.4%	2
Carry out more bulk food shopping	5.9%	20	5.4%	2	3.9%	2	2.5%	1	9.5%	4	3.1%	1	4.3%	2	2.2%	1	15.6%	7
Shop less at larger foodstores	5.9%	20	10.8%	4	3.9%	2	0.0%	0	2.4%	1	3.1%	1	6.5%	3	10.9%	5	8.9%	4
Shop more online for food shopping	5.6%	19	13.5%	5	5.9%	3	2.5%	1	4.8%	2	0.0%	0	4.3%	2	4.3%	2	8.9%	4
Shop more at larger foodstores	5.0%	17	5.4%	2	2.0%	1	2.5%	1	7.1%	3	0.0%	0	2.2%	1	10.9%	5	8.9%	4
Spend more on discounted non-food items	5.0%	17	13.5%	5	3.9%	2	5.0%	2	7.1%	3	0.0%	0	6.5%	3	4.3%	2	0.0%	0
Buying more own-brand labels	4.1%	14	2.7%	1	3.9%	2	0.0%	0	19.0%	8	3.1%	1	2.2%	1	0.0%	0	2.2%	1
Shop less at local convenience stores	3.8%	13	0.0%	0	5.9%	3	0.0%	0	0.0%	0	6.3%	2	0.0%	0	6.5%	3	11.1%	5
More careful about what I buy	3.2%	11	2.7%	1	2.0%	1	0.0%	0	4.8%	2	3.1%	1	4.3%	2	0.0%	0	8.9%	4
Shop more at local convenience stores	3.0%	10	0.0%	0	2.0%	1	2.5%	1	0.0%	0	0.0%	0	2.2%	1	15.2%	7	0.0%	0
Shop more at frozen foodstores such as Farmfoods and Iceland	3.0%	10	8.1%	3	2.0%	1	0.0%	0	4.8%	2	3.1%	1	4.3%	2	0.0%	0	2.2%	1
Used different physical shops for main food shopping	2.4%	8	2.7%	1	2.0%	1	5.0%	2	2.4%	1	3.1%	1	0.0%	0	4.3%	2	0.0%	0
Spending less in general on everything	2.4%	8	0.0%	0	2.0%	1	5.0%	2	0.0%	0	6.3%	2	4.3%	2	0.0%	0	2.2%	1
Shop more at discount shops for non-food items	2.1%	7	2.7%	1	0.0%	0	0.0%	0	7.1%	3	3.1%	1	2.2%	1	0.0%	0	2.2%	1
Used different physical shops for top-up food shopping	1.8%	6	5.4%	2	2.0%	1	0.0%	0	2.4%	1	0.0%	0	2.2%	1	2.2%	1	0.0%	0
Shop more online for non-food shopping	1.8%	6	0.0%	0	3.9%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Shopping around / price checking	1.8%	6	2.7%	1	2.0%	1	2.5%	1	2.4%	1	0.0%	0	2.2%	1	0.0%	0	2.2%	1
Carry out more basket / top-up food shopping	1.5%	5	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	2.2%	1
Using a meal planner	1.2%	4	0.0%	0	3.9%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.2%	1
Stick to a shopping list	1.2%	4	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.2%	1	0.0%	0
Reducing food waste	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Using offers more often	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Shop more at a specific store for food items: Lidl, High Street, Hornchurch	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more at a specific store for food items: Asda, Eastgate Shopping Centre, Basildon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Using food banks	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Keeping track of spending	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Buying more ready meals	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less meat	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop less online for non-food shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Shop more locally for non-food shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more where I work	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
because I get a staff discount																		
Being greener / fixing items more	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Buying less alcohol	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	3	0.0%	0	0.0%	0	5.0%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		339		37		51		40		42		32		46		46		45

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 Where do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear EXCLUDING sports clothing and sports footwear?																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.9%	15	2.0%	2	6.7%	7	1.0%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.4%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.0%	8	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.0%	8	1.0%	1	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.7%	6	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.6%	13	5.0%	5	2.9%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	10.1%	82	14.9%	15	22.9%	24	7.0%	7	5.0%	5	10.8%	11	2.0%	2	3.0%	3	15.0%	15
Billericay Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Brentwood Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Canvey Island Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Central London / West End	0.5%	4	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	3.8%	31	1.0%	1	0.0%	0	2.0%	2	10.0%	10	0.0%	0	4.0%	4	12.0%	12	2.0%	2
Corringham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	6.9%	56	4.0%	4	3.8%	4	5.0%	5	1.0%	1	24.5%	25	13.0%	13	0.0%	0	4.0%	4
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Romford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	8.0%	8
Stratford, London / Westfield Stratford City	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Upminster Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Wickford Town Centre	2.0%	16	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3WJ																		
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	5.0%	40	4.0%	4	2.9%	3	7.0%	7	11.0%	11	4.9%	5	1.0%	1	6.0%	6	3.0%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	1.1%	9	1.0%	1	1.9%	2	0.0%	0	3.0%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	7.6%	61	5.0%	5	8.6%	9	7.0%	7	6.0%	6	13.7%	14	9.0%	9	5.0%	5	6.0%	6
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivery	38.1%	308	41.6%	42	36.2%	38	39.0%	39	42.0%	42	32.4%	33	32.0%	32	43.0%	43	39.0%	39
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.1%	9	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	4.0%	4	1.0%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Colchester Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.6%	5	2.0%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Designer Outlet Ashford, Kimberley Way, Ashford, TN24 0SD	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	28	3.0%	3	5.7%	6	1.0%	1	5.0%	5	2.9%	3	4.0%	4	4.0%	4	2.0%	2
(Don't do this type of shopping)	4.6%	37	6.9%	7	2.9%	3	3.0%	3	6.0%	6	1.0%	1	6.0%	6	5.0%	5	6.0%	6
Base:	808	101	105	100	100	102	100	100	100	100	100	100	100	100	100	100	100	100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.4%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	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	0.0%	0	1.0%	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	2.7%	22	6.9%	7	4.8%	5	2.0%	2	2.0%	2	2.0%	2	0.0%	0	2.0%	2	2.0%	2
Billericay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	0.6%	5	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Laindon Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wickford Town Centre	0.7%	6	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.6%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Internet / delivery	21.4%	173	21.8%	22	22.9%	24	26.0%	26	20.0%	20	13.7%	14	16.0%	16	25.0%	25	26.0%	26
Aldi, Parkway, Chelmsford, CM2 7FS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Colchester Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	2.1%	17	4.0%	4	1.0%	1	1.0%	1	1.0%	1	1.0%	1	4.0%	4	0.0%	0	5.0%	5
(Don't do this type of	67.8%	548	61.4%	62	66.7%	70	63.0%	63	71.0%	71	81.4%	83	75.0%	75	62.0%	62	62.0%	62

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping)									
Base:	808	101	105	100	100	102	100	100	100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 Where do you do most of your household's shopping for DOMESTIC electrical goods including small domestic electrical appliances such as irons, kettles, fans, coffee makers, food mixers and large white goods e.g. fridges, freezers, dishwashers etc?																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.4%	19	4.0%	4	11.4%	12	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.7%	6	0.0%	0	2.9%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.2%	10	2.0%	2	2.9%	3	3.0%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.6%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.6%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.6%	13	5.9%	6	2.9%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.4%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basildon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Brentwood Town Centre	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0
Canvey Island Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chelmsford City Centre	1.6%	13	0.0%	0	0.0%	0	2.0%	2	4.0%	4	0.0%	0	1.0%	1	5.0%	5	1.0%	1
Corringham Town Centre	2.1%	17	1.0%	1	0.0%	0	0.0%	0	0.0%	0	15.7%	16	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.6%	13	3.0%	3	0.0%	0	1.0%	1	4.0%	4	1.0%	1	1.0%	1	3.0%	3	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	17.5%	141	26.7%	27	23.8%	25	26.0%	26	25.0%	25	6.9%	7	6.0%	6	16.0%	16	9.0%	9
Pitsea Retail Park, High Road, Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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	4.2%	34	0.0%	0	1.0%	1	2.0%	2	1.0%	1	16.7%	17	11.0%	11	0.0%	0	2.0%	2
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivery	41.1%	332	33.7%	34	41.0%	43	42.0%	42	44.0%	44	35.3%	36	30.0%	30	53.0%	53	50.0%	50
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	0.7%	6	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	2.0%	2
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Rugby Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stellisons Electrical, London Road, Benfleet, SS7 1AA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Trading Park, Warley Street, Great Warley, RM14 3PJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
West Mersea Village Centre (Don't know / varies)	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	4.0%	32	5.9%	6	3.8%	4	5.0%	5	2.0%	2	2.9%	3	6.0%	6	2.0%	2	4.0%	4
	10.4%	84	11.9%	12	6.7%	7	7.0%	7	13.0%	13	8.8%	9	14.0%	14	9.0%	9	13.0%	13
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q14 Where do you do most of your household's shopping for OTHER electrical goods such as TV's, computers, cameras, kindles, ipads, phones, radios, etc?																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	3	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.6%	13	6.9%	7	1.9%	2	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.2%	10	1.0%	1	2.9%	3	1.0%	1	1.0%	1	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	1.0%	1	1.0%	1
Canvey Island Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chelmsford City Centre	1.7%	14	0.0%	0	0.0%	0	4.0%	4	4.0%	4	0.0%	0	1.0%	1	3.0%	3	2.0%	2
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Romford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Stratford, London / Westfield Stratford City	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Upminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.1%	17	2.0%	2	1.9%	2	0.0%	0	4.0%	4	2.9%	3	2.0%	2	3.0%	3	1.0%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	21.5%	174	35.6%	36	28.6%	30	24.0%	24	31.0%	31	12.7%	13	6.0%	6	22.0%	22	12.0%	12
Pitsea Retail Park, High Road, Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	6.8%	55	2.0%	2	2.9%	3	2.0%	2	1.0%	1	24.5%	25	16.0%	16	2.0%	2	4.0%	4
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.4%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivery	37.7%	305	28.7%	29	41.9%	44	41.0%	41	37.0%	37	30.4%	31	27.0%	27	46.0%	46	50.0%	50
Aldi, Springfield Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Chelmsford, CM2 6AP																		
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.9%	7	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	2	2.0%	2	0.0%	0	0.0%	0
Canary Wharf Shopping Centre, Canada Square, London, E14 5AB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	1.0%	8	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	3.0%	3
Gadget Geeks, High Road, South Benfleet, Benfleet, SS7 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gidea Park Local Centre, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hornchurch Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
West Mersea Village Centre (Don't know / varies)	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	4.1%	33	5.0%	5	5.7%	6	6.0%	6	0.0%	0	2.9%	3	8.0%	8	1.0%	1	4.0%	4
	14.1%	114	15.8%	16	8.6%	9	16.0%	16	15.0%	15	16.7%	17	16.0%	16	12.0%	12	13.0%	13
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.0%	8	5.0%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.4%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.4%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.9%	7	1.0%	1	2.9%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.2%	18	6.9%	7	2.9%	3	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.9%	7	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Basildon Town Centre	5.0%	40	14.9%	15	14.3%	15	1.0%	1	1.0%	1	4.9%	5	0.0%	0	1.0%	1	2.0%	2
Billericay Town Centre	3.3%	27	0.0%	0	0.0%	0	0.0%	0	20.0%	20	0.0%	0	1.0%	1	6.0%	6	0.0%	0
Brentwood Town Centre	2.7%	22	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	18.0%	18	1.0%	1	0.0%	0
Canvey Island Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Central London / West End	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Chelmsford City Centre	1.9%	15	0.0%	0	0.0%	0	2.0%	2	6.0%	6	0.0%	0	1.0%	1	4.0%	4	2.0%	2
Corringham Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	10	0.0%	0	1.0%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.4%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.8%	8	2.0%	2	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.5%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.6%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Southend-on-Sea Town Centre	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Stanford-le-Hope Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Wickford Town Centre	5.0%	40	0.0%	0	1.0%	1	23.0%	23	1.0%	1	0.0%	0	0.0%	0	13.0%	13	2.0%	2
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.7%	6	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	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	1.5%	12	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.9%	4	4.0%	4	1.0%	1	1.0%	1

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivery	34.2%	276	21.8%	22	36.2%	38	40.0%	40	37.0%	37	26.5%	27	32.0%	32	36.0%	36	44.0%	44
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Colchester Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Butneys, Basildon, SS14 2DG	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felmores End Shopping Centre, Basildon	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.7%	30	6.9%	7	5.7%	6	2.0%	2	0.0%	0	4.9%	5	2.0%	2	3.0%	3	5.0%	5
(Don't do this type of shopping)	26.4%	213	30.7%	31	31.4%	33	20.0%	20	27.0%	27	25.5%	26	24.0%	24	26.0%	26	26.0%	26
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.2%	10	2.0%	2	3.8%	4	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	4	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.7%	6	3.0%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.9%	7	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.6%	13	5.9%	6	2.9%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Basildon Town Centre	4.2%	34	9.9%	10	11.4%	12	1.0%	1	1.0%	1	5.9%	6	2.0%	2	2.0%	2	0.0%	0
Billericay Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Brentwood Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Canvey Island Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chelmsford City Centre	0.7%	6	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Corringham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	2.0%	2	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.7%	6	2.0%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Rayleigh Town Centre	1.6%	13	1.0%	1	1.9%	2	2.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	5.0%	5
Romford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Wickford Town Centre	1.9%	15	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.2%	10	0.0%	0	1.0%	1	3.0%	3	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	2.7%	22	4.0%	4	2.9%	3	1.0%	1	6.0%	6	1.0%	1	1.0%	1	6.0%	6	0.0%	0
Pitsea Retail Park, High Road, Pitsea	1.1%	9	2.0%	2	1.9%	2	1.0%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	1.0%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	2.6%	21	1.0%	1	2.9%	3	2.0%	2	1.0%	1	3.9%	4	6.0%	6	3.0%	3	1.0%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	30.1%	243	30.7%	31	30.5%	32	37.0%	37	31.0%	31	22.5%	23	21.0%	21	31.0%	31	37.0%	37
B&M, Hazelmere, Pitsea, SS13 3JY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Crays Hill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Old Market Retail Park, High Road, Basildon, SS13 3BY	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Orsett Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pelican Retail Park, Claydons Lane, Rayleigh, SS6 7UP	0.7%	6	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Rom Valley Retail Park, Rom Valley Way, Romford, RM7 0AN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wagtails, High Road, South Benfleet, Benfleet, SS7 5HA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	1.0%	8	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Whitesbridge Farm Industrial	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Estate, Crays Hill, Billericay, CM11 2UL (Don't know / varies)	5.6% 45	5.0% 5	8.6% 9	3.0% 3	6.0% 6	2.9% 3	5.0% 5	4.0% 4	10.0% 10
(Don't do this type of shopping)	30.6% 247	26.7% 27	27.6% 29	30.0% 30	32.0% 32	39.2% 40	38.0% 38	27.0% 27	24.0% 24
Base:	808	101	105	100	100	102	100	100	100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	2.1%	17	2.0%	2	3.8%	4	2.0%	2	1.0%	1	2.9%	3	0.0%	0	2.0%	2	3.0%	3
Billericay Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Brentwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Canvey Island Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Central London / West End	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	2.2%	18	0.0%	0	0.0%	0	2.0%	2	6.0%	6	0.0%	0	5.0%	5	5.0%	5	0.0%	0
Corringham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.9%	7	5.0%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Romford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Stanford-le-Hope Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.4%	19	0.0%	0	1.0%	1	0.0%	0	2.0%	2	3.9%	4	9.0%	9	3.0%	3	0.0%	0
Wickford Town Centre	4.0%	32	0.0%	0	1.0%	1	21.0%	21	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	2.2%	18	2.0%	2	2.9%	3	3.0%	3	1.0%	1	1.0%	1	3.0%	3	0.0%	0	5.0%	5
Wickes, Rat Lane, Rayleigh, SS6 7TS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wickes, Brook Street, Brentwood, CM14 5LX	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.1%	25	4.0%	4	1.9%	2	8.0%	8	6.0%	6	2.0%	2	1.0%	1	0.0%	0	2.0%	2
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right,	8.4%	68	12.9%	13	12.4%	13	8.0%	8	13.0%	13	4.9%	5	4.0%	4	9.0%	9	3.0%	3

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Currys)																		
Pitsea Retail Park, High Road, Pitsea	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	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	7.3%	59	4.0%	4	6.7%	7	3.0%	3	7.0%	7	15.7%	16	5.0%	5	9.0%	9	8.0%	8
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivery	17.2%	139	20.8%	21	24.8%	26	15.0%	15	12.0%	12	9.8%	10	11.0%	11	17.0%	17	27.0%	27
Affordable Carpets, Daneholes Roundabout, Grays, RM16 2XE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Brook Road Industrial Estate, Rayleigh, SS6 7X	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Burnt Mills Industrial Estate, Basildon, SS13 1EU	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Carpets, Roneo Corner, Hornchurch, RM12 4TQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Cranham Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Dedham Village Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Eastern Avenue West, Romford, RM7 7JN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hornchurch Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
HSL, Eastwood Road, Rayleigh, SS6 7LF	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
LTC, Cranes Farm Road, Basildon, SS14 3JL	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Industrial Park, Stanford Road, Orsett, RM16 3BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1
Vange Local Centre,	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon																		
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westmayne Industrial Park, Bramston Way, Laindon, SS15 6TP	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.3%	91	10.9%	11	9.5%	10	12.0%	12	8.0%	8	14.7%	15	10.0%	10	11.0%	11	14.0%	14
(Don't do this type of shopping)	26.2%	212	33.7%	34	28.6%	30	21.0%	21	27.0%	27	29.4%	30	29.0%	29	18.0%	18	23.0%	23
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.0%	8	2.0%	2	3.8%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Billericay Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brentwood Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Chelmsford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Corringham Town Centre	0.7%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.4%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.5%	4	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Upminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wickford Town Centre	1.2%	10	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	1.7%	14	1.0%	1	0.0%	0	0.0%	0	1.0%	1	4.9%	5	6.0%	6	0.0%	0	1.0%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	28.6%	231	32.7%	33	27.6%	29	37.0%	37	56.0%	56	11.8%	12	11.0%	11	39.0%	39	14.0%	14
B&Q, Roneo Corner, Hornchurch Road, Romford, RM11 1PY	2.1%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	16.0%	16	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford, RM3 8GZ	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	1.0%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	7.4%	60	11.9%	12	6.7%	7	3.0%	3	0.0%	0	33.3%	34	1.0%	1	1.0%	1	2.0%	2
Homebase, Stadium Way, Rayleigh, SS7 3NT	3.3%	27	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	21.0%	21
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wickes, Rat Lane, Rayleigh, SS6 7TS	2.2%	18	1.0%	1	0.0%	0	6.0%	6	0.0%	0	1.0%	1	0.0%	0	3.0%	3	7.0%	7
Wickes, Brook Street, Brentwood, CM14 5LX	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon	1.5%	12	4.0%	4	1.9%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(EXCLUDING Tesco Extra)																		
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	3.8%	31	3.0%	3	9.5%	10	2.0%	2	9.0%	9	0.0%	0	4.0%	4	3.0%	3	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.5%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	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	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.4%	11	0.0%	0	1.9%	2	1.0%	1	2.0%	2	0.0%	0	1.0%	1	4.0%	4	1.0%	1
Internet / delivery	8.8%	71	7.9%	8	12.4%	13	10.0%	10	5.0%	5	2.9%	3	6.0%	6	13.0%	13	13.0%	13
A.E. Harnett & Sons, Greenacre Lane, Stock, CM4 9QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, CM2 8LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Garden Centre, Arterial Road, Wickford, SS12 9JG	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1
B&M, Hazelmere, Pitsea, SS13 3JY	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
B&Q, Fossetts Way, Southend-on-Sea, SS2 4DQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
B&Q, Homelands Retail Park, Springfield, Chelmsford, CM2 5PX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basildon Garden & Mower Centre, Nevendon Road, Basildon, SS13 1BS	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluehouse Farm Retail Centre, London Road, Pitsea, SS13 2BY	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood Garden Centre, Vicarage Close, Brentwood, CM14 5GR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cherry Lane Garden Centre, High Street, Long Melford, CO10 9DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Colchester Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Market Garden Centre, Lower Road, Ashingdon, SS5 5JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Waterhouse Lane, Chelmsford, CM1 2QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hunters Chase Garden Centre, Hunters Chase, Hutton, CM13 1SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hutton Industrial Estate, Tallon Road, Hutton, CM13 1TF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Interior Decor, High Road, South Benfleet, Benfleet,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
SS7 5HB																		
Little Lodge Garden Centre, High Road, Fobbing, SS17 9HN	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perrywood Garden Centre, Kelvedon Road, Tiptree, CO5 9SX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Arterial Park, Rayleigh, SS6 7NG	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Tallon Road, Brentwood, CM13 1TN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	1.1%	9	0.0%	0	1.0%	1	3.0%	3	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Thurrock Garden Centre, South Road, South Ockendon, RM15 6DU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Yardley Business Park, Luckyn Lane, Basildon, Essex, SS14 3GL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.7%	38	3.0%	3	9.5%	10	3.0%	3	1.0%	1	6.9%	7	6.0%	6	3.0%	3	5.0%	5
(Don't do this type of shopping)	17.0%	137	17.8%	18	21.9%	23	15.0%	15	16.0%	16	21.6%	22	14.0%	14	10.0%	10	19.0%	19
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.9%	7	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.7%	6	4.0%	4	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.8%	23	7.9%	8	9.5%	10	1.0%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	1.0%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.0%	16	1.0%	1	4.8%	5	0.0%	0	7.0%	7	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.8%	23	10.9%	11	1.0%	1	6.0%	6	1.0%	1	1.0%	1	0.0%	0	3.0%	3	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.7%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.6%	21	2.0%	2	1.0%	1	9.0%	9	1.0%	1	0.0%	0	0.0%	0	7.0%	7	1.0%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.8%	39	15.8%	16	4.8%	5	2.0%	2	1.0%	1	12.7%	13	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.1%	17	1.0%	1	7.6%	8	0.0%	0	0.0%	0	1.0%	1	7.0%	7	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	1.5%	12	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	1.0%	1	4.0%	4	0.0%	0
Basildon Town Centre	6.9%	56	18.8%	19	23.8%	25	2.0%	2	1.0%	1	4.9%	5	2.0%	2	1.0%	1	1.0%	1
Billericay Town Centre	4.7%	38	0.0%	0	0.0%	0	0.0%	0	28.0%	28	0.0%	0	0.0%	0	10.0%	10	0.0%	0
Brentwood Town Centre	2.6%	21	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	18.0%	18	2.0%	2	0.0%	0
Canvey Island Town Centre	0.9%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Central London / West End	0.4%	3	0.0%	0	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	4.0%	4	1.0%	1
Corringham Town Centre	4.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.2%	39	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	2.0%	2	0.0%	0	1.0%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.5%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rayleigh Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
South Benfleet Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stanford-le-Hope Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	18	0.0%	0	0.0%	0
Wickford Town Centre	5.6%	45	0.0%	0	1.0%	1	26.0%	26	1.0%	1	0.0%	0	0.0%	0	16.0%	16	1.0%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.5%	36	3.0%	3	7.6%	8	7.0%	7	9.0%	9	0.0%	0	0.0%	0	5.0%	5	4.0%	4
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	1.2%	10	3.0%	3	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.6%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	19.3%	156	14.9%	15	19.0%	20	24.0%	24	19.0%	19	12.7%	13	17.0%	17	21.0%	21	27.0%	27
Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colchester Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Great Yarmouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.4%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Shotgate Village Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Tesco Superstore, Princes Road, Chelmsford, CM2	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
9XW																		
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
(Don't know / varies)	5.4%	44	2.0%	2	6.7%	7	1.0%	1	10.0%	10	2.9%	3	6.0%	6	5.0%	5	10.0%	10
(Don't do this type of shopping)	6.6%	53	8.9%	9	2.9%	3	11.0%	11	6.0%	6	6.9%	7	5.0%	5	5.0%	5	7.0%	7
Base:	808	101		105		100		100		102		100		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.7%	22	7.9%	8	10.5%	11	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.5%	12	1.0%	1	3.8%	4	1.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.0%	16	5.0%	5	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	2.0%	2	2.0%	2
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.4%	19	1.0%	1	0.0%	0	7.0%	7	4.0%	4	0.0%	0	1.0%	1	6.0%	6	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.3%	27	12.9%	13	6.7%	7	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	2.0%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.2%	10	1.0%	1	2.9%	3	0.0%	0	0.0%	0	1.0%	1	5.0%	5	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Basildon Town Centre	6.2%	50	18.8%	19	20.0%	21	3.0%	3	0.0%	0	2.9%	3	2.0%	2	1.0%	1	1.0%	1
Billericay Town Centre	10.5%	85	0.0%	0	1.9%	2	0.0%	0	61.0%	61	0.0%	0	1.0%	1	21.0%	21	0.0%	0
Brentwood Town Centre	2.6%	21	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	18.0%	18	1.0%	1	0.0%	0
Canvey Island Town Centre	1.6%	13	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chelmsford City Centre	0.6%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Corringham Town Centre	6.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.0%	50	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hadleigh Town Centre	0.9%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Ilford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ingatstone Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Laindon Town Centre	1.5%	12	1.0%	1	10.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pitsea Town Centre	2.5%	20	15.8%	16	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(EXCLUDING Tesco Extra)																		
Rayleigh Town Centre	1.4%	11	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
South Benfleet Town Centre	1.1%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
South Ockendon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stanford-le-Hope Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13	0.0%	0	0.0%	0
Wickford Town Centre	9.2%	74	0.0%	0	1.0%	1	44.0%	44	2.0%	2	0.0%	0	0.0%	0	27.0%	27	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.1%	25	0.0%	0	5.7%	6	6.0%	6	4.0%	4	2.0%	2	0.0%	0	4.0%	4	3.0%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.5%	4	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	10.6%	86	10.9%	11	9.5%	10	7.0%	7	6.0%	6	8.8%	9	15.0%	15	16.0%	16	12.0%	12
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Armada Centre, Drake Road, Chafford Hundred, RM16 6PS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, Colchester, CO4 5TU	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benfleet Pharmacy, High Road, South Benfleet, Benfleet, SS7 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Britannia Pharmacy, Timberlog Lane, Basildon, SS14 1PB	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Cross Chemist, London Road, South Benfleet, Benfleet, SS7 5SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Elora Pharmacy, High Road, South Benfleet, Benfleet, SS7 5LN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Fryerns Local Centre, Basildon	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Great Berry Pharmacy, Nightingales, Langdon Hills, SS16 6SA	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassengate Medical Centre, Southend Road, Stanford-le-Hope, SS17 0PH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Horndon on the Hill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Kingswood Medical Centre, Clay Hill Road, Basildon, SS16 5AD	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Chapel Local Centre, Basildon	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Shotgate Village Centre	1.7%	14	0.0%	0	0.0%	0	14.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silva Island Way Shopping Centre, Salcott Crescent, Wickford, SS12 9NR	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Green, Billericay	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Vange Local Centre, Basildon	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
West Horndon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	48	4.0%	4	7.6%	8	1.0%	1	6.0%	6	5.9%	6	7.0%	7	1.0%	1	15.0%	15
(Don't do this type of shopping)	4.8%	39	6.9%	7	5.7%	6	6.0%	6	2.0%	2	2.0%	2	8.0%	8	4.0%	4	4.0%	4
Base:	808	101		105		100		100		102		100		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.0%	8	2.0%	2	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.5%	4	0.0%	0	1.0%	1	3.0%	3	0.0%	0	0.0%	0	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.4%	11	3.0%	3	1.9%	2	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	2.0%	2
Basildon Town Centre	4.0%	32	7.9%	8	10.5%	11	1.0%	1	1.0%	1	4.9%	5	0.0%	0	1.0%	1	5.0%	5
Billericay Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Brentwood Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Central London / West End	0.9%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	3.0%	3	0.0%	0
Chelmsford City Centre	1.9%	15	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	3.0%	3	4.0%	4	1.0%	1
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ingatstone Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	2.4%	19	3.0%	3	0.0%	0	1.0%	1	1.0%	1	8.8%	9	3.0%	3	1.0%	1	1.0%	1
Leigh-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.5%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Southend-on-Sea Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Wickford Town Centre	1.7%	14	0.0%	0	0.0%	0	10.0%	10	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
B&Q, Pippis Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	1.1%	9	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	3.0%	3
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.2%	10	0.0%	0	1.0%	1	3.0%	3	3.0%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
PIPPIS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	4.7% 38	4.0% 4	2.9% 3	4.0% 4	3.0% 3	5.9% 6	7.0% 7	3.0% 3	8.0% 8
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
London Road Retail Park, London Road, Southend-on-Sea	0.1% 1	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Riverside Retail Park, Victoria Road, Chelmsford	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
Abroad	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
Internet / delivery	18.2% 147	11.9% 12	26.7% 28	18.0% 18	21.0% 21	10.8% 11	9.0% 9	24.0% 24	24.0% 24
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.6% 5	0.0% 0	0.0% 0	0.0% 0	1.0% 1	1.0% 1	1.0% 1	1.0% 1	1.0% 1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.4% 3	0.0% 0	1.0% 1	0.0% 0	1.0% 1	1.0% 1	0.0% 0	0.0% 0	0.0% 0
Choice Home & Sofa Outlet, Rayleigh Weir, Rayleigh, SS7 3NZ	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1
Colchester Town Centre	0.1% 1	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.2% 2	1.0% 1	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.1% 1	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.1% 1	0.0% 0	0.0% 0	1.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know / varies)	10.5% 85	9.9% 10	17.1% 18	7.0% 7	14.0% 14	8.8% 9	9.0% 9	7.0% 7	11.0% 11
(Don't do this type of shopping)	42.2% 341	49.5% 50	29.5% 31	43.0% 43	44.0% 44	50.0% 51	50.0% 50	39.0% 39	33.0% 33
Base:	808	101	105	100	100	102	100	100	100

Meanscore: [Number of times per week]

Q22 How often do you or your household visit Basildon Town for shopping, leisure and accessing services?

Daily	0.9% 7	3.0% 3	2.9% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
4-6 days a week	1.7% 14	2.0% 2	6.7% 7	1.0% 1	0.0% 0	0.0% 0	0.0% 0	4.0% 4	0.0% 0
2-3 days a week	5.6% 45	11.9% 12	12.4% 13	2.0% 2	3.0% 3	3.9% 4	1.0% 1	5.0% 5	5.0% 5
One day a week	8.0% 65	21.8% 22	16.2% 17	2.0% 2	3.0% 3	11.8% 12	3.0% 3	4.0% 4	2.0% 2
Every two weeks	9.2% 74	9.9% 10	15.2% 16	10.0% 10	8.0% 8	8.8% 9	4.0% 4	5.0% 5	12.0% 12
Monthly	11.0% 89	11.9% 12	9.5% 10	10.0% 10	14.0% 14	21.6% 22	6.0% 6	6.0% 6	9.0% 9
Once every two months	6.2% 50	7.9% 8	7.6% 8	4.0% 4	5.0% 5	8.8% 9	1.0% 1	3.0% 3	12.0% 12
Three-four times a year	9.5% 77	6.9% 7	9.5% 10	9.0% 9	9.0% 9	4.9% 5	14.0% 14	11.0% 11	12.0% 12
Once a year	6.1% 49	3.0% 3	2.9% 3	10.0% 10	5.0% 5	8.8% 9	9.0% 9	6.0% 6	4.0% 4
Less often	4.5% 36	3.0% 3	2.9% 3	8.0% 8	2.0% 2	0.0% 0	5.0% 5	4.0% 4	11.0% 11
Never	35.9% 290	16.8% 17	11.4% 12	41.0% 41	50.0% 50	29.4% 30	57.0% 57	51.0% 51	32.0% 32
(Don't know / varies)	1.5% 12	2.0% 2	2.9% 3	3.0% 3	1.0% 1	2.0% 2	0.0% 0	0.0% 0	1.0% 1
Mean:	0.47	0.94	1.16	0.22	0.20	0.35	0.11	0.49	0.26
Base:	808	101	105	100	100	102	100	100	100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 What is the main reason for visiting Basildon Town Centre, e.g. what is the main activity you do there?																		
<i>Not those that said 'Never' at Q22</i>																		
FOOD shopping	12.4%	64	21.4%	18	14.0%	13	6.8%	4	12.0%	6	8.3%	6	9.3%	4	22.4%	11	2.9%	2
NON-FOOD shopping	20.3%	105	9.5%	8	14.0%	13	28.8%	17	24.0%	12	26.4%	19	14.0%	6	28.6%	14	23.5%	16
Shopping in general	33.6%	174	32.1%	27	34.4%	32	33.9%	20	38.0%	19	33.3%	24	37.2%	16	20.4%	10	38.2%	26
Visiting personal services e.g. hair salon, barber, beauty salon etc	2.1%	11	3.6%	3	5.4%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.9%	2
Visiting financial services e.g. banks, building society etc	10.6%	55	13.1%	11	11.8%	11	3.4%	2	8.0%	4	23.6%	17	0.0%	0	8.2%	4	8.8%	6
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Visit bars / pubs	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	4.2%	22	4.8%	4	3.2%	3	1.7%	1	4.0%	2	4.2%	3	9.3%	4	4.1%	2	4.4%	3
Visit leisure entertainment venues e.g. cinemas	2.1%	11	0.0%	0	2.2%	2	3.4%	2	4.0%	2	0.0%	0	4.7%	2	2.0%	1	2.9%	2
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	1.7%	9	0.0%	0	1.1%	1	3.4%	2	4.0%	2	0.0%	0	2.3%	1	6.1%	3	0.0%	0
Visit sports and fitness venues	0.6%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Visit community services e.g. library, doctors, etc.	2.5%	13	6.0%	5	1.1%	1	5.1%	3	0.0%	0	1.4%	1	7.0%	3	0.0%	0	0.0%	0
Visit street market	0.8%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.9%	2
To meet family / friends	2.7%	14	4.8%	4	2.2%	2	3.4%	2	2.0%	1	0.0%	0	2.3%	1	0.0%	0	5.9%	4
For work / business	0.8%	4	2.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.7%	9	2.4%	2	1.1%	1	0.0%	0	0.0%	0	2.8%	2	4.7%	2	4.1%	2	0.0%	0
(Don't know)	2.3%	12	0.0%	0	1.1%	1	8.5%	5	2.0%	1	0.0%	0	4.7%	2	0.0%	0	4.4%	3
Base:		518		84		93		59		50		72		43		49		68

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q24 What do you like about Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q22</i>																		
Close to home	14.7%	76	11.9%	10	26.9%	25	13.6%	8	16.0%	8	11.1%	8	7.0%	3	12.2%	6	11.8%	8
Easy to get to by car	6.4%	33	6.0%	5	6.5%	6	0.0%	0	8.0%	4	0.0%	0	9.3%	4	8.2%	4	14.7%	10
Parking - it's easy to find a space	4.6%	24	2.4%	2	2.2%	2	3.4%	2	6.0%	3	4.2%	3	7.0%	3	10.2%	5	5.9%	4
Shops - good range of non-food shops generally	4.2%	22	1.2%	1	2.2%	2	3.4%	2	4.0%	2	2.8%	2	9.3%	4	2.0%	1	11.8%	8
Good layout / compact / easy to get around	4.2%	22	4.8%	4	5.4%	5	0.0%	0	2.0%	1	2.8%	2	7.0%	3	2.0%	1	8.8%	6
Shops - good range of affordable shops	3.7%	19	1.2%	1	7.5%	7	1.7%	1	2.0%	1	0.0%	0	4.7%	2	4.1%	2	7.4%	5
Familiar / know where everything is	3.5%	18	4.8%	4	6.5%	6	0.0%	0	2.0%	1	2.8%	2	2.3%	1	4.1%	2	2.9%	2
Good cafés / restaurants	3.5%	18	4.8%	4	2.2%	2	0.0%	0	4.0%	2	6.9%	5	2.3%	1	6.1%	3	1.5%	1
Has undercover shopping	3.1%	16	0.0%	0	3.2%	3	3.4%	2	2.0%	1	2.8%	2	2.3%	1	8.2%	4	4.4%	3
Attractive environment / nice place	2.9%	15	6.0%	5	2.2%	2	1.7%	1	0.0%	0	1.4%	1	7.0%	3	6.1%	3	0.0%	0
Easy to get to by bus	2.7%	14	3.6%	3	2.2%	2	0.0%	0	2.0%	1	0.0%	0	2.3%	1	10.2%	5	2.9%	2
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.7%	14	0.0%	0	5.4%	5	0.0%	0	0.0%	0	2.8%	2	7.0%	3	4.1%	2	2.9%	2
Parking - it's free	2.5%	13	2.4%	2	2.2%	2	0.0%	0	0.0%	0	2.8%	2	2.3%	1	2.0%	1	7.4%	5
Good market	2.5%	13	2.4%	2	2.2%	2	1.7%	1	0.0%	0	4.2%	3	2.3%	1	4.1%	2	2.9%	2
Close to friends / relatives	2.3%	12	6.0%	5	1.1%	1	0.0%	0	2.0%	1	1.4%	1	4.7%	2	0.0%	0	2.9%	2
Close to work	2.3%	12	2.4%	2	4.3%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	8.2%	4	1.5%	1
Shops - good range of 'high street' retailers	2.1%	11	6.0%	5	1.1%	1	5.1%	3	0.0%	0	0.0%	0	2.3%	1	2.0%	1	0.0%	0
Good for a day out / makes a change	2.1%	11	2.4%	2	1.1%	1	0.0%	0	2.0%	1	0.0%	0	7.0%	3	0.0%	0	5.9%	4
You can get everything you need there	2.1%	11	3.6%	3	2.2%	2	3.4%	2	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Parking - it's cheap	2.1%	11	1.2%	1	1.1%	1	1.7%	1	0.0%	0	1.4%	1	2.3%	1	4.1%	2	5.9%	4
Feel safe there / good security	1.7%	9	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	5.9%	4
Shops - good range of clothes shops	1.5%	8	0.0%	0	2.2%	2	3.4%	2	0.0%	0	2.8%	2	4.7%	2	0.0%	0	0.0%	0
Shops - good range of independent shops	1.5%	8	2.4%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	7.0%	3	4.1%	2	0.0%	0
Shops - good range of food stores	1.2%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Quiet / not too busy	1.2%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Clean streets / well maintained	1.2%	6	1.2%	1	1.1%	1	1.7%	1	2.0%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Good for financial services (e.g. banks / building societies)	1.0%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.1%	2	1.5%	1
Nice atmosphere / friendly people	1.0%	5	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	2.3%	1	2.0%	1	1.5%	1
Easy to get to by bicycle	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	1.5%	1
Shops - good opening hours / open on Sundays	1.0%	5	1.2%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Shops - has a Primark store	1.0%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Easy to get to by tube / train	0.8%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.5%	1
Pedestrianised areas	0.8%	4	1.2%	1	1.1%	1	0.0%	0	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Shops - good range of quality shops	0.6%	3	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Shops - good range of supermarkets	0.6%	3	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.6%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Traditional	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Good pubs / bars	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.0%	1	0.0%	0
Shops - has a Home Bargains store	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a HMV store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Free parking at Asda	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking on Sundays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Hobbycraft	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
store																		
Shops - has a Wilko store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
(Nothing)	47.5%	246	54.8%	46	47.3%	44	61.0%	36	52.0%	26	58.3%	42	32.6%	14	34.7%	17	30.9%	21
(Don't know)	3.7%	19	4.8%	4	1.1%	1	3.4%	2	6.0%	3	5.6%	4	7.0%	3	2.0%	1	1.5%	1
Base:	518	84	93	59	50	72	43	49	68									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 What could be improved about Basildon Town Centre that would make you visit more often during the DAY time? [MR]																		
Shops - more / better range of non-food shops generally	13.9%	112	19.8%	20	18.1%	19	23.0%	23	8.0%	8	12.7%	13	7.0%	7	10.0%	10	12.0%	12
Less empty shops	12.3%	99	26.7%	27	13.3%	14	6.0%	6	10.0%	10	14.7%	15	8.0%	8	8.0%	8	11.0%	11
Shops - more 'high street' retailers	11.0%	89	15.8%	16	12.4%	13	21.0%	21	4.0%	4	13.7%	14	4.0%	4	7.0%	7	10.0%	10
Update / refurbish the shopping area	8.8%	71	9.9%	10	6.7%	7	9.0%	9	9.0%	9	14.7%	15	8.0%	8	9.0%	9	4.0%	4
Shops - more / better clothes shops	8.4%	68	8.9%	9	15.2%	16	13.0%	13	6.0%	6	7.8%	8	2.0%	2	4.0%	4	10.0%	10
Better security / safety	8.0%	65	9.9%	10	12.4%	13	6.0%	6	9.0%	9	1.0%	1	8.0%	8	10.0%	10	8.0%	8
Shops - more high quality shops	7.1%	57	8.9%	9	3.8%	4	11.0%	11	7.0%	7	11.8%	12	4.0%	4	6.0%	6	4.0%	4
Cleaner streets / better maintained	5.7%	46	5.9%	6	4.8%	5	10.0%	10	6.0%	6	1.0%	1	2.0%	2	10.0%	10	6.0%	6
Parking - make it free	5.3%	43	3.0%	3	10.5%	11	3.0%	3	4.0%	4	7.8%	8	4.0%	4	4.0%	4	6.0%	6
Make it more attractive / nicer environment	5.3%	43	5.9%	6	8.6%	9	7.0%	7	2.0%	2	2.0%	2	6.0%	6	4.0%	4	7.0%	7
Shops - more independent shops	4.8%	39	9.9%	10	4.8%	5	3.0%	3	7.0%	7	7.8%	8	1.0%	1	2.0%	2	3.0%	3
Parking - make more spaces available	4.3%	35	2.0%	2	3.8%	4	2.0%	2	8.0%	8	3.9%	4	5.0%	5	6.0%	6	4.0%	4
Shops - more / better food shops	4.0%	32	2.0%	2	1.9%	2	5.0%	5	4.0%	4	5.9%	6	2.0%	2	6.0%	6	5.0%	5
Shops - more / better range of supermarkets	3.2%	26	3.0%	3	2.9%	3	2.0%	2	1.0%	1	3.9%	4	5.0%	5	3.0%	3	5.0%	5
Better market	2.7%	22	1.0%	1	2.9%	3	1.0%	1	0.0%	0	2.9%	3	3.0%	3	8.0%	8	3.0%	3
Parking - make it cheaper	2.6%	21	2.0%	2	4.8%	5	0.0%	0	3.0%	3	3.9%	4	1.0%	1	4.0%	4	2.0%	2
Nicer atmosphere / friendlier people	2.5%	20	1.0%	1	4.8%	5	3.0%	3	3.0%	3	2.0%	2	0.0%	0	0.0%	0	6.0%	6
Better layout / shops closer together	1.9%	15	2.0%	2	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	5.0%	5	2.0%	2
More / better cafés / restaurants	1.9%	15	2.0%	2	1.9%	2	1.0%	1	2.0%	2	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Better access by car	1.6%	13	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	4.0%	4
Less charity shops	1.5%	12	5.0%	5	3.8%	4	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.5%	12	2.0%	2	2.9%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Shops - more affordable shops	1.2%	10	5.0%	5	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Shops - needs a department store	1.1%	9	1.0%	1	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2
More / better public toilets	1.0%	8	2.0%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1
Better disabled access	1.0%	8	0.0%	0	1.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Less takeaways	0.9%	7	0.0%	0	1.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Less cheap shops	0.9%	7	2.0%	2	2.9%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.9%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	2.0%	2
Less betting shops	0.7%	6	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Improve the nightlife	0.7%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3
Shops - longer opening hours / more open on Sundays	0.6%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.6%	5	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More / better flower displays / greenery	0.6%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better access by bus	0.6%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
More / better seating areas	0.5%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More undercover shopping	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Shops - needs a M&S store	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Improve the quality of the roads	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Quieter / less busy	0.4%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better financial services (e.g. banks / building societies)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Better access by bicycle	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More pedestrianised areas	0.4%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shops - needs a book store	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install parking machines which accept both cash	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
and card																		
Better enforcement of parking rules	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less homeless	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Make it clearer where people are allowed to park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better access by tube / train	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Nothing)	26.1%	211	12.9%	13	20.0%	21	25.0%	25	30.0%	30	22.5%	23	44.0%	44	31.0%	31	24.0%	24
(Don't know)	5.4%	44	5.0%	5	2.9%	3	6.0%	6	2.0%	2	3.9%	4	15.0%	15	4.0%	4	5.0%	5
Base:		808		101		105		100		100		102		100		100		100

Q26 What could be improved about Basildon Town Centre that would make you visit more often during the EVENING time? [MR]

More / better police presence / CCTV	9.7%	78	9.9%	10	20.0%	21	12.0%	12	4.0%	4	2.0%	2	8.0%	8	6.0%	6	15.0%	15
Safer environment at night	9.2%	74	13.9%	14	14.3%	15	8.0%	8	9.0%	9	0.0%	0	6.0%	6	8.0%	8	14.0%	14
More evening leisure facilities - a new cinema	5.1%	41	7.9%	8	12.4%	13	3.0%	3	5.0%	5	4.9%	5	2.0%	2	3.0%	3	2.0%	2
More / better quality cafés and restaurants	4.0%	32	3.0%	3	8.6%	9	6.0%	6	2.0%	2	2.9%	3	2.0%	2	4.0%	4	3.0%	3
Later opening shops	3.6%	29	2.0%	2	7.6%	8	1.0%	1	3.0%	3	4.9%	5	3.0%	3	0.0%	0	7.0%	7
Free parking in general	3.6%	29	1.0%	1	9.5%	10	3.0%	3	0.0%	0	2.9%	3	2.0%	2	6.0%	6	4.0%	4
More / better quality pubs and bars	3.5%	28	4.0%	4	5.7%	6	3.0%	3	3.0%	3	2.0%	2	1.0%	1	6.0%	6	3.0%	3
More branded / chain cafés and restaurants	2.5%	20	6.9%	7	1.0%	1	2.0%	2	5.0%	5	0.0%	0	1.0%	1	2.0%	2	2.0%	2
More evening leisure facilities in general	2.1%	17	3.0%	3	4.8%	5	1.0%	1	2.0%	2	1.0%	1	2.0%	2	3.0%	3	0.0%	0
Free parking in the evening	2.1%	17	0.0%	0	4.8%	5	1.0%	1	2.0%	2	1.0%	1	2.0%	2	6.0%	6	0.0%	0
More cafés and restaurants in general	2.0%	16	3.0%	3	1.9%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	4.0%	4	4.0%	4
Cheaper parking	1.9%	15	4.0%	4	1.9%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	2	3.0%	3
An evening food market	1.7%	14	1.0%	1	3.8%	4	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0	3.0%	3
More evening leisure facilities for children	1.6%	13	4.0%	4	3.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
More / better late night venues (e.g. night club)	1.5%	12	3.0%	3	2.9%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2
Cheaper prices in cafes / restaurants	1.5%	12	1.0%	1	1.9%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3
Better public transport in the evening	1.2%	10	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Later opening restaurants	1.2%	10	1.0%	1	1.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	3.0%	3
More evening leisure facilities - outdoor events	1.1%	9	3.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
More independent cafés and restaurants	1.1%	9	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1
More evening leisure facilities - theatre	0.9%	7	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Less traffic congestion / improved access	0.7%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0
Open the cinema	0.7%	6	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More cafés and restaurants suitable for children	0.6%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More taxis available	0.5%	4	0.0%	0	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces available at night	0.4%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More evening leisure facilities for older age groups	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Better lighting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better access for cycling	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Nothing)	38.6%	312	21.8%	22	33.3%	35	43.0%	43	45.0%	45	41.2%	42	43.0%	43	41.0%	41	41.0%	41
(Don't visit any centres on an evening)	23.0%	186	22.8%	23	12.4%	13	25.0%	25	25.0%	25	36.3%	37	26.0%	26	22.0%	22	15.0%	15
(Don't know)	4.3%	35	5.9%	6	1.0%	1	2.0%	2	3.0%	3	2.9%	3	12.0%	12	4.0%	4	4.0%	4
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q27 Which of the following town centres is the closest to where you and your household live? [PR]																		
Basildon Town Centre	34.5%	279	57.4%	58	65.7%	69	3.0%	3	4.0%	4	78.4%	80	22.0%	22	12.0%	12	31.0%	31
Billericay Town Centre	21.4%	173	0.0%	0	3.8%	4	2.0%	2	92.0%	92	0.0%	0	29.0%	29	45.0%	45	1.0%	1
Laindon Town Centre	4.5%	36	4.0%	4	20.0%	21	0.0%	0	0.0%	0	2.0%	2	7.0%	7	2.0%	2	0.0%	0
Pitsea Town Centre	11.1%	90	37.6%	38	8.6%	9	0.0%	0	0.0%	0	11.8%	12	0.0%	0	0.0%	0	31.0%	31
Wickford Town Centre	18.7%	151	0.0%	0	0.0%	0	94.0%	94	4.0%	4	0.0%	0	1.0%	1	40.0%	40	12.0%	12
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28	1.0%	1	0.0%	0
Upminster Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0
Rayleigh Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Corringham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	1.0%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
South Benfleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lakeside Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / not sure)	1.1%	9	1.0%	1	1.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	4.0%	4
Base:		808		101		105		100		100		102		100		100		100

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?

Not those that said 'Basildon' or '(Don't know / not sure)' at Q27

Daily	5.0%	26	2.4%	1	0.0%	0	7.2%	7	8.3%	8	0.0%	0	2.6%	2	9.1%	8	0.0%	0
4-6 days a week	5.8%	30	0.0%	0	5.9%	2	7.2%	7	8.3%	8	5.0%	1	7.7%	6	5.7%	5	1.5%	1
2-3 days a week	20.2%	105	33.3%	14	2.9%	1	16.5%	16	35.4%	34	0.0%	0	11.5%	9	29.5%	26	7.7%	5
One day a week	25.8%	134	31.0%	13	5.9%	2	28.9%	28	32.3%	31	45.0%	9	21.8%	17	27.3%	24	15.4%	10
Every two weeks	8.1%	42	7.1%	3	11.8%	4	12.4%	12	5.2%	5	0.0%	0	7.7%	6	8.0%	7	7.7%	5
Monthly	8.3%	43	9.5%	4	8.8%	3	5.2%	5	6.3%	6	5.0%	1	9.0%	7	5.7%	5	18.5%	12
Once every two months	4.0%	21	0.0%	0	8.8%	3	4.1%	4	1.0%	1	10.0%	2	3.8%	3	0.0%	0	12.3%	8
Three-four times a year	4.4%	23	2.4%	1	5.9%	2	1.0%	1	0.0%	0	10.0%	2	10.3%	8	3.4%	3	9.2%	6
Once a year	1.7%	9	2.4%	1	2.9%	1	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Less often	1.3%	7	0.0%	0	5.9%	2	0.0%	0	1.0%	1	0.0%	0	2.6%	2	1.1%	1	1.5%	1
Never	14.0%	73	9.5%	4	38.2%	13	10.3%	10	1.0%	1	25.0%	5	23.1%	18	8.0%	7	23.1%	15
(Don't know / varies)	1.3%	7	2.4%	1	2.9%	1	2.1%	2	1.0%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Mean:		1.49		1.41		0.54		1.68		2.28		0.74		1.15		2.04		0.54
Base:		520		42		34		97		96		20		78		88		65

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
FOOD shopping	28.6%	128	42.1%	16	28.6%	6	26.4%	23	25.3%	24	53.3%	8	30.0%	18	32.1%	26	14.0%	7
NON-FOOD shopping	11.4%	51	5.3%	2	4.8%	1	11.5%	10	12.6%	12	13.3%	2	8.3%	5	11.1%	9	20.0%	10
Shopping in general	32.7%	146	21.1%	8	38.1%	8	26.4%	23	38.9%	37	20.0%	3	33.3%	20	37.0%	30	34.0%	17
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	8	5.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	2.5%	2	4.0%	2
Visiting financial services e.g. banks, building society etc	3.8%	17	2.6%	1	0.0%	0	5.7%	5	3.2%	3	6.7%	1	6.7%	4	1.2%	1	4.0%	2
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	1.7%	1	1.2%	1	2.0%	1
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.8%	26	7.9%	3	4.8%	1	6.9%	6	7.4%	7	0.0%	0	6.7%	4	3.7%	3	4.0%	2
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	1.1%	5	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	14	7.9%	3	9.5%	2	3.4%	3	2.1%	2	0.0%	0	1.7%	1	3.7%	3	0.0%	0
Visit street market	2.9%	13	7.9%	3	4.8%	1	3.4%	3	0.0%	0	6.7%	1	1.7%	1	0.0%	0	8.0%	4
To meet family / friends	1.6%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	2.5%	2	6.0%	3
For work / business	0.9%	4	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1
For education e.g. school, college, university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.6%	7	0.0%	0	0.0%	0	1.1%	1	2.1%	2	0.0%	0	1.7%	1	3.7%	3	0.0%	0
(Don't know)	1.3%	6	0.0%	0	4.8%	1	3.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Base:		447		38		21		87		95		15		60		81		50

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
Close to home	36.0%	161	36.8%	14	47.6%	10	26.4%	23	47.4%	45	40.0%	6	26.7%	16	42.0%	34	26.0%	13
Attractive environment / nice place	16.1%	72	7.9%	3	4.8%	1	10.3%	9	30.5%	29	6.7%	1	15.0%	9	21.0%	17	6.0%	3
Good cafés / restaurants	7.2%	32	5.3%	2	4.8%	1	5.7%	5	9.5%	9	0.0%	0	8.3%	5	8.6%	7	6.0%	3
Nice atmosphere / friendly people	6.7%	30	7.9%	3	0.0%	0	6.9%	6	9.5%	9	0.0%	0	6.7%	4	7.4%	6	4.0%	2
Familiar / know where everything is	5.6%	25	10.5%	4	9.5%	2	2.3%	2	4.2%	4	0.0%	0	13.3%	8	2.5%	2	6.0%	3
Shops - good range of independent shops	5.1%	23	0.0%	0	0.0%	0	5.7%	5	4.2%	4	0.0%	0	13.3%	8	3.7%	3	6.0%	3
Easy to get to by car	4.7%	21	5.3%	2	19.0%	4	2.3%	2	2.1%	2	0.0%	0	5.0%	3	2.5%	2	12.0%	6
You can get everything you need there	4.5%	20	7.9%	3	4.8%	1	1.1%	1	5.3%	5	20.0%	3	8.3%	5	1.2%	1	2.0%	1
Good market	4.3%	19	7.9%	3	0.0%	0	8.0%	7	0.0%	0	20.0%	3	0.0%	0	3.7%	3	6.0%	3
Shops - good range of non-food shops generally	4.3%	19	5.3%	2	0.0%	0	9.2%	8	3.2%	3	0.0%	0	5.0%	3	2.5%	2	2.0%	1
Feel safe there / good security	3.1%	14	2.6%	1	0.0%	0	2.3%	2	6.3%	6	0.0%	0	3.3%	2	3.7%	3	0.0%	0
Shops - good range of food stores	3.1%	14	2.6%	1	0.0%	0	2.3%	2	1.1%	1	0.0%	0	11.7%	7	0.0%	0	6.0%	3
Parking - it's easy to find a space	3.1%	14	0.0%	0	4.8%	1	2.3%	2	2.1%	2	20.0%	3	6.7%	4	0.0%	0	4.0%	2
Quiet / not too busy	3.1%	14	2.6%	1	9.5%	2	4.6%	4	3.2%	3	0.0%	0	1.7%	1	2.5%	2	2.0%	1
Close to friends / relatives	2.7%	12	2.6%	1	4.8%	1	0.0%	0	1.1%	1	0.0%	0	3.3%	2	2.5%	2	10.0%	5
Traditional	2.7%	12	0.0%	0	4.8%	1	0.0%	0	5.3%	5	0.0%	0	3.3%	2	3.7%	3	2.0%	1
Parking - it's free	2.5%	11	7.9%	3	0.0%	0	1.1%	1	0.0%	0	20.0%	3	0.0%	0	1.2%	1	6.0%	3
Clean streets / well maintained	2.2%	10	2.6%	1	4.8%	1	0.0%	0	1.1%	1	0.0%	0	3.3%	2	4.9%	4	2.0%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	9	5.3%	2	0.0%	0	3.4%	3	2.1%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Good pubs / bars	1.8%	8	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	1.7%	1	1.2%	1	0.0%	0
Easy to get to by bus	1.8%	8	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	2.5%	2	4.0%	2
Shops - good range of affordable shops	1.8%	8	2.6%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.7%	1	1.2%	1	6.0%	3
Shops - good range of 'high street' retailers	1.6%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.7%	1	2.5%	2	2.0%	1
Shops - good range of supermarkets	1.6%	7	5.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.0%	3	0.0%	0	2.0%	1
Good layout / compact / easy to get around	1.3%	6	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	2.5%	2	4.0%	2
Good for financial services (e.g. banks / building societies)	1.3%	6	0.0%	0	4.8%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.5%	2	2.0%	1
Shops - good range of quality shops	1.1%	5	2.6%	1	4.8%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Close to work	0.9%	4	2.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	2.0%	1
Easy to get to by tube / train	0.9%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.3%	2	1.2%	1	0.0%	0
Pedestrianised areas	0.7%	3	0.0%	0	4.8%	1	0.0%	0	1.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Parking - it's cheap	0.7%	3	2.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Good transport links	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Shops - good range of clothes shops	0.4%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good disabled access	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Has undercover shopping	0.4%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Good for a day out / makes a change	0.4%	2	2.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better than Basildon Town Centre	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Has nice parks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a The Range store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shops - has a Waitrose store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
(Nothing)	17.0%	76	15.8%	6	28.6%	6	25.3%	22	6.3%	6	20.0%	3	10.0%	6	18.5%	15	24.0%	12

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(Don't know)	1.3%	6	5.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	2.0%	1
Base:		447		38		21		87		95		15		60		81		50

Meanscore: [Number of times per week]

Q31 How often do you or your household visit Mayflower Retail Park OR Pipp's Hill Retail Park?

Daily	0.5%	4	1.0%	1	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.4%	11	0.0%	0	2.9%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0
2-3 days a week	4.7%	38	5.0%	5	9.5%	10	7.0%	7	3.0%	3	1.0%	1	4.0%	4	6.0%	6	2.0%	2
One day a week	15.7%	127	15.8%	16	16.2%	17	29.0%	29	31.0%	31	4.9%	5	2.0%	2	21.0%	21	6.0%	6
Every two weeks	13.2%	107	13.9%	14	17.1%	18	16.0%	16	17.0%	17	11.8%	12	8.0%	8	10.0%	10	12.0%	12
Monthly	18.3%	148	19.8%	20	11.4%	12	21.0%	21	27.0%	27	17.6%	18	12.0%	12	18.0%	18	20.0%	20
Once every two months	8.9%	72	10.9%	11	9.5%	10	5.0%	5	9.0%	9	5.9%	6	6.0%	6	13.0%	13	12.0%	12
Three-four times a year	8.5%	69	14.9%	15	13.3%	14	3.0%	3	3.0%	3	10.8%	11	5.0%	5	5.0%	5	13.0%	13
Once a year	4.7%	38	0.0%	0	1.0%	1	6.0%	6	2.0%	2	10.8%	11	7.0%	7	5.0%	5	6.0%	6
Less often	3.0%	24	1.0%	1	3.8%	4	1.0%	1	0.0%	0	8.8%	9	2.0%	2	2.0%	2	5.0%	5
Never	19.4%	157	13.9%	14	10.5%	11	9.0%	9	6.0%	6	27.5%	28	52.0%	52	14.0%	14	23.0%	23
(Don't know / varies)	1.6%	13	4.0%	4	2.9%	3	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
<i>Mean:</i>		<i>0.52</i>		<i>0.53</i>		<i>0.84</i>		<i>0.68</i>		<i>0.64</i>		<i>0.20</i>		<i>0.26</i>		<i>0.78</i>		<i>0.26</i>
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 What is the main reason for visiting Mayflower Retail Park or Pippis Hill Retail Park?																		
<i>Not those that said 'Never' at Q31</i>																		
Visit Home Bargains store (Mayflower Retail Park)	3.5%	23	3.4%	3	5.3%	5	1.1%	1	1.1%	1	2.7%	2	2.1%	1	3.5%	3	9.1%	7
Visit Lidl foodstore (Mayflower Retail Park)	1.7%	11	4.6%	4	2.1%	2	1.1%	1	2.1%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Visit Marks & Spencer store (Mayflower Retail Park)	8.4%	55	12.6%	11	4.3%	4	5.5%	5	7.4%	7	14.9%	11	6.3%	3	9.3%	8	7.8%	6
Visit Next Home store (Mayflower Retail Park)	7.4%	48	4.6%	4	6.4%	6	7.7%	7	8.5%	8	8.1%	6	4.2%	2	3.5%	3	15.6%	12
Visit Tesco foodstore (Mayflower Retail Park)	11.2%	73	2.3%	2	9.6%	9	28.6%	26	9.6%	9	4.1%	3	6.3%	3	19.8%	17	5.2%	4
Visit other Mayflower Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Clarks store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Dunelm store (Mayflower Retail Park)	0.5%	3	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visit River Island store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Visit Sports Direct store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Argos store (Pippis Hill Retail Park)	1.1%	7	1.1%	1	2.1%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.2%	1	1.3%	1
Visit Asda store (Pippis Hill Retail Park)	7.2%	47	1.1%	1	11.7%	11	4.4%	4	18.1%	17	4.1%	3	8.3%	4	5.8%	5	2.6%	2
Visit B&Q store (Pippis Hill Retail Park)	10.4%	68	6.9%	6	16.0%	15	5.5%	5	12.8%	12	6.8%	5	6.3%	3	15.1%	13	11.7%	9
Visit Pets at Home store (Pippis Hill Retail Park)	1.7%	11	1.1%	1	1.1%	1	2.2%	2	2.1%	2	0.0%	0	2.1%	1	2.3%	2	2.6%	2
Visit Poundstretcher store (Pippis Hill Retail Park)	0.5%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit TK Maxx store (Pippis Hill Retail Park)	2.2%	14	1.1%	1	4.3%	4	2.2%	2	1.1%	1	1.4%	1	0.0%	0	2.3%	2	3.9%	3
Visit other Pippis Hill Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Currys store (Pippis Hill Retail Park)	1.2%	8	2.3%	2	1.1%	1	1.1%	1	0.0%	0	1.4%	1	4.2%	2	0.0%	0	1.3%	1
Visit DFS store (Pippis Hill Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Halfords store (Pippis Hill Retail Park)	0.8%	5	1.1%	1	0.0%	0	0.0%	0	2.1%	2	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Visit Wenzel's the Bakers store (Pippis Hill Retail Park)	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion and footwear shopping	2.2%	14	1.1%	1	1.1%	1	3.3%	3	1.1%	1	2.7%	2	4.2%	2	0.0%	0	5.2%	4
Furniture and fitted furniture shopping	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
DIY / garden furniture shopping	2.9%	19	8.0%	7	0.0%	0	4.4%	4	3.2%	3	2.7%	2	2.1%	1	2.3%	2	0.0%	0
Flooring and carpets shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
NON-FOOD shopping in general	10.1%	66	11.5%	10	6.4%	6	5.5%	5	7.4%	7	14.9%	11	22.9%	11	12.8%	11	6.5%	5
FOOD shopping in general	5.1%	33	6.9%	6	5.3%	5	3.3%	3	7.4%	7	4.1%	3	4.2%	2	5.8%	5	2.6%	2
ALL Shopping in general	12.0%	78	14.9%	13	12.8%	12	17.6%	16	9.6%	9	8.1%	6	10.4%	5	7.0%	6	14.3%	11
Visiting personal services e.g. hair salon, barber, beauty salon etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit petrol filling station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, shoe repair etc	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Visit cafés and restaurants e.g. Nandos	2.0%	13	4.6%	4	3.2%	3	1.1%	1	1.1%	1	1.4%	1	4.2%	2	0.0%	0	1.3%	1
Visit coffee shop e.g. Costa	0.5%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Visit drive-thru restaurant e.g. KFC, McDonald's etc.	1.2%	8	3.4%	3	1.1%	1	0.0%	0	1.1%	1	1.4%	1	2.1%	1	0.0%	0	1.3%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
To meet family / friends	0.8% 5	1.1% 1	0.0% 0	1.1% 1	0.0% 0	0.0% 0	2.1% 1	0.0% 0	2.6% 2
For work / business	0.5% 3	0.0% 0	3.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Window shopping / browsing	0.8% 5	1.1% 1	1.1% 1	1.1% 1	0.0% 0	1.4% 1	0.0% 0	1.2% 1	0.0% 0
(Don't know)	2.3% 15	2.3% 2	0.0% 0	1.1% 1	2.1% 2	9.5% 7	0.0% 0	2.3% 2	1.3% 1
Base:	651	87	94	91	94	74	48	86	77

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33 What do you like about Mayflower Retail Park or Pippis Hill Retail Park, e.g. why do you go there? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
Close to home	18.7%	122	19.5%	17	28.7%	27	18.7%	17	16.0%	15	13.5%	10	10.4%	5	20.9%	18	16.9%	13
Shops - good range of non-food shops generally	17.1%	111	14.9%	13	21.3%	20	19.8%	18	14.9%	14	17.6%	13	12.5%	6	19.8%	17	13.0%	10
Parking - it's easy to find a space	16.4%	107	9.2%	8	9.6%	9	16.5%	15	25.5%	24	12.2%	9	27.1%	13	14.0%	12	22.1%	17
Parking - it's free	14.3%	93	9.2%	8	20.2%	19	9.9%	9	18.1%	17	6.8%	5	14.6%	7	15.1%	13	19.5%	15
You can get everything you need there	9.2%	60	12.6%	11	2.1%	2	11.0%	10	10.6%	10	8.1%	6	12.5%	6	11.6%	10	6.5%	5
Easy to get to by car	9.1%	59	9.2%	8	6.4%	6	4.4%	4	11.7%	11	6.8%	5	10.4%	5	9.3%	8	15.6%	12
Shops - good range of 'high street' retailers	8.8%	57	11.5%	10	4.3%	4	8.8%	8	9.6%	9	12.2%	9	4.2%	2	10.5%	9	7.8%	6
Shops - good range of supermarkets	6.3%	41	4.6%	4	7.4%	7	6.6%	6	9.6%	9	2.7%	2	8.3%	4	8.1%	7	2.6%	2
Shops - good range of food stores	5.5%	36	6.9%	6	3.2%	3	14.3%	13	3.2%	3	2.7%	2	2.1%	1	5.8%	5	3.9%	3
Shops - good range of clothes shops	5.1%	33	4.6%	4	7.4%	7	7.7%	7	1.1%	1	6.8%	5	0.0%	0	3.5%	3	7.8%	6
Shops - good range of quality shops	4.8%	31	5.7%	5	3.2%	3	6.6%	6	4.3%	4	1.4%	1	10.4%	5	7.0%	6	1.3%	1
Attractive environment / nice place	4.5%	29	12.6%	11	5.3%	5	3.3%	3	4.3%	4	1.4%	1	2.1%	1	2.3%	2	2.6%	2
Good cafés / restaurants	4.5%	29	3.4%	3	4.3%	4	7.7%	7	3.2%	3	2.7%	2	4.2%	2	4.7%	4	5.2%	4
Good layout / compact / easy to get around	4.3%	28	1.1%	1	7.4%	7	3.3%	3	5.3%	5	2.7%	2	0.0%	0	4.7%	4	7.8%	6
Shops - good range of affordable shops	2.9%	19	2.3%	2	5.3%	5	0.0%	0	2.1%	2	0.0%	0	4.2%	2	2.3%	2	7.8%	6
Clean streets / well maintained	2.9%	19	6.9%	6	3.2%	3	0.0%	0	0.0%	0	2.7%	2	4.2%	2	0.0%	0	7.8%	6
Familiar / know where everything is	2.9%	19	2.3%	2	4.3%	4	1.1%	1	4.3%	4	0.0%	0	4.2%	2	4.7%	4	2.6%	2
Feel safe there / good security	2.6%	17	3.4%	3	3.2%	3	1.1%	1	3.2%	3	2.7%	2	2.1%	1	1.2%	1	3.9%	3
Nice atmosphere / friendly people	2.5%	16	5.7%	5	3.2%	3	0.0%	0	1.1%	1	8.1%	6	0.0%	0	1.2%	1	0.0%	0
Shops - good opening hours / open on Sundays	2.0%	13	2.3%	2	5.3%	5	0.0%	0	2.1%	2	1.4%	1	0.0%	0	0.0%	0	3.9%	3
Easy to get to by bus	1.8%	12	3.4%	3	3.2%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Close to work	1.5%	10	2.3%	2	3.2%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Shops - good range of independent shops	1.4%	9	0.0%	0	0.0%	0	1.1%	1	2.1%	2	2.7%	2	4.2%	2	2.3%	2	0.0%	0
Good for a day out / makes a change	1.2%	8	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.1%	1	1.2%	1	3.9%	3
Close to friends / relatives	0.9%	6	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	2.6%	2
Easy to get to by tube / train	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	3.5%	3	0.0%	0
Parking - it's cheap	0.8%	5	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	1	1.2%	1	1.3%	1
Good pubs / bars	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.3%	2	0.0%	0
Good market	0.5%	3	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.3%	2	0.0%	0
Quiet / not too busy	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
Easy to get to by bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Has undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Good for window shopping / browsing	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Nothing)	11.2%	73	13.8%	12	5.3%	5	9.9%	9	11.7%	11	18.9%	14	18.8%	9	10.5%	9	5.2%	4
(Don't know)	2.0%	13	0.0%	0	3.2%	3	1.1%	1	0.0%	0	5.4%	4	0.0%	0	1.2%	1	5.2%	4
Base:		651		87		94		91		94		74		48		86		77

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q34 Now thinking about reasons you may have to choose Mayflower or Pippis Hill Retail Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit those retail parks instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
More / better NON-FOOD stores	23.5%	153	25.3%	22	24.5%	23	25.3%	23	21.3%	20	27.0%	20	16.7%	8	23.3%	20	22.1%	17
Free parking	18.0%	117	10.3%	9	21.3%	20	17.6%	16	16.0%	15	16.2%	12	25.0%	12	17.4%	15	23.4%	18
Better facilities in general	12.4%	81	20.7%	18	10.6%	10	14.3%	13	9.6%	9	13.5%	10	12.5%	6	15.1%	13	2.6%	2
Easier to park	11.7%	76	4.6%	4	7.4%	7	13.2%	12	17.0%	16	8.1%	6	20.8%	10	12.8%	11	13.0%	10
More / better high street brands / retail multiples	11.4%	74	11.5%	10	16.0%	15	11.0%	10	10.6%	10	12.2%	9	8.3%	4	10.5%	9	9.1%	7
Closer to home	11.2%	73	9.2%	8	8.5%	8	16.5%	15	17.0%	16	2.7%	2	18.8%	9	9.3%	8	9.1%	7
More / better FOOD stores	8.6%	56	6.9%	6	5.3%	5	19.8%	18	4.3%	4	9.5%	7	6.3%	3	8.1%	7	7.8%	6
More safe / secure	7.5%	49	8.0%	7	8.5%	8	9.9%	9	8.5%	8	4.1%	3	0.0%	0	7.0%	6	10.4%	8
More parking spaces	7.1%	46	6.9%	6	3.2%	3	6.6%	6	10.6%	10	6.8%	5	12.5%	6	5.8%	5	6.5%	5
Easier to get to by car	6.3%	41	4.6%	4	3.2%	3	3.3%	3	10.6%	10	4.1%	3	10.4%	5	5.8%	5	10.4%	8
Easier to get around / more compact / better layout	5.5%	36	6.9%	6	5.3%	5	3.3%	3	4.3%	4	8.1%	6	2.1%	1	7.0%	6	6.5%	5
Nicer environment	5.4%	35	5.7%	5	7.4%	7	4.4%	4	6.4%	6	5.4%	4	4.2%	2	3.5%	3	5.2%	4
Cleaner	4.9%	32	3.4%	3	7.4%	7	3.3%	3	3.2%	3	4.1%	3	4.2%	2	3.5%	3	10.4%	8
More / better DIY retailers	4.0%	26	6.9%	6	7.4%	7	4.4%	4	1.1%	1	0.0%	0	2.1%	1	5.8%	5	2.6%	2
Easier to get to by bus	1.5%	10	1.1%	1	0.0%	0	1.1%	1	2.1%	2	0.0%	0	2.1%	1	5.8%	5	0.0%	0
More / better furniture retailers	1.4%	9	2.3%	2	1.1%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	2	2.6%	2
Closer to work	1.2%	8	1.1%	1	5.3%	5	1.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Basildon Town Centre doesn't have a good range of shops	1.2%	8	2.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	3.5%	3	1.3%	1
Later opening hours	1.1%	7	0.0%	0	4.3%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
More / better cafes and restaurants	1.1%	7	1.1%	1	3.2%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
More pedestrian friendly	0.9%	6	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Shops - has a Marks & Spencer store	0.9%	6	1.1%	1	1.1%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	1.2%	1	0.0%	0
Less traffic	0.9%	6	1.1%	1	1.1%	1	0.0%	0	2.1%	2	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Closer to friends / relatives	0.6%	4	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Everything I need is in one place	0.6%	4	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Shops - has a B&Q store	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
More convenient	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
Just dislike Basildon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Shops - has a Lidl store	0.5%	3	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bike	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	1
Can shop quicker there	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Don't know what's available at Basildon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
More / better drive through restaurants	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
Shops - has a Next store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Shops - has a Pets at Home store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Shops - has a Tesco store	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better for a day out	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Nearer to Summerhill Garden Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shops - has a Clarks store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Shops - has a Halfords store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit these retail parks instead of Basildon Town Centre)	6.1%	40	10.3%	9	10.6%	10	2.2%	2	7.4%	7	8.1%	6	2.1%	1	1.2%	1	5.2%	4
(Don't know)	4.0%	26	2.3%	2	3.2%	3	2.2%	2	2.1%	2	9.5%	7	2.1%	1	3.5%	3	7.8%	6
Base:		651		87		94		91		94		74		48		86		77

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Meanscore: [Number of times per week]																		
Q35 How often do you or your household visit Festival Leisure Park?																		
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.2%	10	0.0%	0	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6	1.0%	1
2-3 days a week	0.9%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
One day a week	3.7%	30	5.0%	5	4.8%	5	1.0%	1	3.0%	3	2.0%	2	3.0%	3	8.0%	8	3.0%	3
Every two weeks	4.8%	39	8.9%	9	3.8%	4	5.0%	5	6.0%	6	4.9%	5	3.0%	3	2.0%	2	5.0%	5
Monthly	14.0%	113	18.8%	19	19.0%	20	13.0%	13	19.0%	19	8.8%	9	5.0%	5	10.0%	10	18.0%	18
Once every two months	9.0%	73	9.9%	10	8.6%	9	10.0%	10	11.0%	11	10.8%	11	6.0%	6	8.0%	8	8.0%	8
Three-four times a year	16.2%	131	11.9%	12	16.2%	17	21.0%	21	17.0%	17	15.7%	16	8.0%	8	16.0%	16	24.0%	24
Once a year	9.4%	76	5.9%	6	11.4%	12	11.0%	11	8.0%	8	13.7%	14	10.0%	10	11.0%	11	4.0%	4
Less often	4.8%	39	5.9%	6	7.6%	8	2.0%	2	5.0%	5	2.0%	2	4.0%	4	5.0%	5	7.0%	7
Never	34.3%	277	28.7%	29	22.9%	24	33.0%	33	30.0%	30	40.2%	41	61.0%	61	31.0%	31	28.0%	28
(Don't know / varies)	1.6%	13	3.0%	3	2.9%	3	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
<i>Mean:</i>	<i>0.22</i>		<i>0.23</i>		<i>0.28</i>		<i>0.16</i>		<i>0.15</i>		<i>0.10</i>		<i>0.07</i>		<i>0.52</i>		<i>0.22</i>	
<i>Base:</i>		808		101		105		100		100		102		100		100		100

Q36 What is the main reason for visiting Festival Leisure Park?*Not those that said 'Never' at Q35*

Visit ten-pin bowling (Hollywood Bowl)	7.7%	41	5.6%	4	12.3%	10	6.0%	4	7.1%	5	6.6%	4	5.1%	2	4.3%	3	12.5%	9
Visit cinema (Cineworld)	47.3%	251	33.3%	24	37.0%	30	55.2%	37	64.3%	45	44.3%	27	51.3%	20	53.6%	37	43.1%	31
Visit adventure golf (Mr Mulligans)	0.9%	5	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Visit coffee shops (e.g. Starbucks etc.)	2.3%	12	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	10.3%	4	8.7%	6	0.0%	0
Visit for children's parties / soft play (Legends Birthday Parties, 360 Play)	3.0%	16	5.6%	4	3.7%	3	0.0%	0	4.3%	3	0.0%	0	2.6%	1	2.9%	2	4.2%	3
Visit ice cream parlour (e.g. Sprinkles Gelato)	0.9%	5	1.4%	1	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Visit leisure centres / gyms (e.g. David Lloyd, Better Gym etc.)	1.3%	7	1.4%	1	3.7%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Visit restaurants or cafes (e.g. Nandos, Wagamama, TGI Fridays etc.)	31.6%	168	48.6%	35	30.9%	25	31.3%	21	21.4%	15	45.9%	28	23.1%	9	18.8%	13	30.6%	22
Visit bars	0.6%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Visit nightclub	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit hotels	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
For childcare / kindergarten	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / have a walk around	0.9%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.2%	3
(Don't know)	2.6%	14	2.8%	2	4.9%	4	1.5%	1	1.4%	1	3.3%	2	2.6%	1	2.9%	2	1.4%	1
<i>Base:</i>		531		72		81		67		70		61		39		69		72

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q37 Now thinking about reasons you may have to choose Festival Leisure Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit Festival Leisure Park instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q35</i>																		
Better cinema	22.4%	119	19.4%	14	19.8%	16	20.9%	14	18.6%	13	19.7%	12	25.6%	10	37.7%	26	19.4%	14
More / better cafes / restaurants	22.0%	117	31.9%	23	24.7%	20	23.9%	16	14.3%	10	24.6%	15	12.8%	5	14.5%	10	25.0%	18
Better facilities in general	16.6%	88	22.2%	16	23.5%	19	17.9%	12	11.4%	8	26.2%	16	20.5%	8	8.7%	6	4.2%	3
Free parking	14.3%	76	6.9%	5	16.0%	13	11.9%	8	14.3%	10	11.5%	7	7.7%	3	13.0%	9	29.2%	21
Easier to park	13.2%	70	8.3%	6	9.9%	8	13.4%	9	15.7%	11	13.1%	8	17.9%	7	13.0%	9	16.7%	12
Closer to home	8.7%	46	8.3%	6	11.1%	9	19.4%	13	11.4%	8	1.6%	1	2.6%	1	8.7%	6	2.8%	2
More safe / secure	8.5%	45	11.1%	8	6.2%	5	11.9%	8	8.6%	6	3.3%	2	5.1%	2	5.8%	4	13.9%	10
Nicer environment	7.0%	37	8.3%	6	8.6%	7	6.0%	4	8.6%	6	11.5%	7	7.7%	3	1.4%	1	4.2%	3
Easier to get to by car	5.3%	28	6.9%	5	2.5%	2	1.5%	1	2.9%	2	3.3%	2	5.1%	2	8.7%	6	11.1%	8
More parking spaces	5.1%	27	1.4%	1	2.5%	2	7.5%	5	7.1%	5	4.9%	3	15.4%	6	1.4%	1	5.6%	4
More / better attractions for children (e.g. soft play / party centres)	4.5%	24	4.2%	3	6.2%	5	1.5%	1	8.6%	6	3.3%	2	5.1%	2	2.9%	2	4.2%	3
Has a ten-pin bowling venue	4.0%	21	2.8%	2	4.9%	4	1.5%	1	2.9%	2	3.3%	2	5.1%	2	2.9%	2	8.3%	6
Easier to get around / more compact / better layout	3.4%	18	0.0%	0	3.7%	3	0.0%	0	0.0%	0	3.3%	2	5.1%	2	8.7%	6	6.9%	5
Cleaner	3.2%	17	6.9%	5	3.7%	3	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	8.3%	6
Closer to friends / relatives	2.1%	11	6.9%	5	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.8%	2
More / better gym / fitness facilities	1.7%	9	0.0%	0	3.7%	3	1.5%	1	1.4%	1	1.6%	1	0.0%	0	4.3%	3	0.0%	0
Easier to get to by bus	1.7%	9	4.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Has an indoor adventure golf facility (e.g. Mr Mulligans)	1.7%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	5.8%	4	2.8%	2
More / better drive-thru restaurants	1.7%	9	0.0%	0	2.5%	2	3.0%	2	1.4%	1	0.0%	0	2.6%	1	2.9%	2	1.4%	1
More pedestrian friendly	1.5%	8	5.6%	4	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	1.4%	1	1.4%	1
Closer to work	1.1%	6	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.4%	1
Easier to get to by bike	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	1	5.8%	4	0.0%	0
Better place to go at night	0.6%	3	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Less traffic	0.6%	3	0.0%	0	0.0%	0	1.5%	1	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Don't know what's available at Basildon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better for a day out	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Later opening hours	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.4%	1
Just dislike Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Has a good hotel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Has better lighting at night	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Has electric charging points for cars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More convenient	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit Festival Leisure Park instead of Basildon Town Centre)	6.8%	36	8.3%	6	6.2%	5	3.0%	2	12.9%	9	9.8%	6	7.7%	3	1.4%	1	5.6%	4
(Don't know)	4.5%	24	5.6%	4	4.9%	4	4.5%	3	2.9%	2	3.3%	2	5.1%	2	1.4%	1	8.3%	6
Base:		531		72		81		67		70		61		39		69		72

Meanscore: [Number of times per month]

Q38 How often do you or your household visit the following leisure attractions? [PR]
Bingo / casino / bookmaker

More than once a week	0.6%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Once a week	1.1%	9	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Once a fortnight	1.2%	10	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1
Once a month	1.4%	11	1.0%	1	1.9%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	1.0%	1
Once every two months	0.9%	7	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Once every six months	1.1%	9	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3	2.0%	2
Once a year	1.6%	13	0.0%	0	1.9%	2	0.0%	0	3.0%	3	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Less often than once a year	1.9%	15	1.0%	1	4.8%	5	2.0%	2	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1
Never	87.1%	704	86.1%	87	80.0%	84	92.0%	92	88.0%	88	96.1%	98	90.0%	90	79.0%	79	86.0%	86
(Dont know / varies)	3.1%	25	5.9%	6	4.8%	5	2.0%	2	3.0%	3	0.0%	0	1.0%	1	2.0%	2	6.0%	6
Mean:		0.15		0.17		0.20		0.18		0.02		0.01		0.14		0.40		0.04
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Cinema																
More than once a week	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Once a week	2.0%	16	3.0%	3	2.9%	3	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	2
Once a fortnight	2.2%	18	3.0%	3	0.0%	0	3.0%	3	1.0%	1	1.0%	1	6.0%	6	3.0%	3
Once a month	9.5%	77	8.9%	9	13.3%	14	7.0%	7	14.0%	14	4.9%	5	10.0%	10	9.0%	9
Once every two months	15.5%	125	15.8%	16	12.4%	13	15.0%	15	23.0%	23	13.7%	14	14.0%	14	15.0%	15
Once every six months	18.2%	147	13.9%	14	21.9%	23	22.0%	22	17.0%	17	16.7%	17	17.0%	17	15.0%	22
Once a year	8.9%	72	10.9%	11	9.5%	10	7.0%	7	8.0%	8	7.8%	8	10.0%	10	10.0%	8
Less often than once a year	4.0%	32	3.0%	3	3.8%	4	4.0%	4	4.0%	4	2.0%	2	5.0%	5	3.0%	7
Never	36.6%	296	38.6%	39	32.4%	34	38.0%	38	31.0%	31	50.0%	51	40.0%	40	33.0%	30
(Dont know / varies)	2.6%	21	3.0%	3	3.8%	4	4.0%	4	1.0%	1	2.9%	3	0.0%	0	2.0%	4
Mean:	0.39		0.40		0.38		0.27		0.36		0.22		0.35		0.78	0.37
Base:	808		101		105		100		100		102		100		100	100
Gym / health club / sports facility																
More than once a week	13.4%	108	11.9%	12	12.4%	13	14.0%	14	14.0%	14	13.7%	14	12.0%	12	15.0%	14
Once a week	5.3%	43	3.0%	3	1.0%	1	9.0%	9	5.0%	5	3.9%	4	4.0%	4	10.0%	7
Once a fortnight	1.6%	13	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3
Once a month	1.6%	13	1.0%	1	2.9%	3	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1
Once every two months	1.0%	8	0.0%	0	2.9%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3
Once every six months	1.5%	12	1.0%	1	3.8%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	2
Once a year	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Less often than once a year	1.6%	13	2.0%	2	3.8%	4	2.0%	2	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Never	71.2%	575	73.3%	74	70.5%	74	70.0%	70	71.0%	71	77.5%	79	78.0%	78	69.0%	60
(Dont know / varies)	2.4%	19	5.0%	5	1.9%	2	2.0%	2	3.0%	3	0.0%	0	1.0%	1	5.0%	5
Mean:	1.37		1.20		1.10		1.55		1.41		1.30		1.17		1.69	1.57
Base:	808		101		105		100		100		102		100		100	100
Theatre / concert / music venue																
More than once a week	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	0
Once a week	0.9%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	0
Once a fortnight	1.5%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	9.0%	1
Once a month	4.5%	36	3.0%	3	4.8%	5	4.0%	4	5.0%	5	0.0%	0	7.0%	7	6.0%	6
Once every two months	13.4%	108	11.9%	12	14.3%	15	8.0%	8	11.0%	11	16.7%	17	19.0%	19	7.0%	19
Once every six months	16.2%	131	16.8%	17	13.3%	14	18.0%	18	16.0%	16	14.7%	15	20.0%	20	9.0%	22
Once a year	9.0%	73	9.9%	10	12.4%	13	13.0%	13	10.0%	10	5.9%	6	6.0%	6	7.0%	8
Less often than once a year	5.0%	40	3.0%	3	7.6%	8	1.0%	1	5.0%	5	6.9%	7	4.0%	4	6.0%	6
Never	47.0%	380	49.5%	50	43.8%	46	51.0%	51	51.0%	51	52.9%	54	41.0%	41	51.0%	36
(Dont know / varies)	2.1%	17	4.0%	4	1.9%	2	4.0%	4	2.0%	2	1.0%	1	1.0%	1	2.0%	2
Mean:	0.26		0.22		0.22		0.22		0.15		0.18		0.33		0.55	0.23
Base:	808		101		105		100		100		102		100		100	100
Museum / gallery or place of historical / cultural interest																
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.2%	10	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0
Once a fortnight	1.1%	9	0.0%	0	2.9%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	1
Once a month	3.0%	24	1.0%	1	2.9%	3	1.0%	1	3.0%	3	0.0%	0	7.0%	7	6.0%	3
Once every two months	6.1%	49	5.9%	6	6.7%	7	6.0%	6	5.0%	5	1.0%	1	9.0%	9	7.0%	8
Once every six months	11.3%	91	5.9%	6	13.3%	14	10.0%	10	12.0%	12	13.7%	14	20.0%	20	8.0%	7
Once a year	8.9%	72	5.9%	6	7.6%	8	11.0%	11	9.0%	9	6.9%	7	6.0%	6	11.0%	14
Less often than once a year	4.6%	37	5.0%	5	3.8%	4	1.0%	1	3.0%	3	3.9%	4	4.0%	4	4.0%	12
Never	60.9%	492	68.3%	69	58.1%	61	65.0%	65	65.0%	65	73.5%	75	53.0%	53	51.0%	53
(Dont know / varies)	3.0%	24	6.9%	7	3.8%	4	5.0%	5	3.0%	3	0.0%	0	1.0%	1	2.0%	2
Mean:	0.17		0.10		0.20		0.10		0.09		0.06		0.16		0.51	0.12
Base:	808		101		105		100		100		102		100		100	100
Pub / bar / nightclub																
More than once a week	2.7%	22	0.0%	0	2.9%	3	3.0%	3	5.0%	5	2.9%	3	4.0%	4	3.0%	1
Once a week	8.5%	69	2.0%	2	9.5%	10	5.0%	5	11.0%	11	6.9%	7	12.0%	12	17.0%	5
Once a fortnight	9.9%	80	7.9%	8	2.9%	3	8.0%	8	13.0%	13	10.8%	11	13.0%	13	13.0%	11
Once a month	11.3%	91	11.9%	12	10.5%	11	15.0%	15	12.0%	12	4.9%	5	12.0%	12	12.0%	12
Once every two months	8.0%	65	7.9%	8	15.2%	16	7.0%	7	6.0%	6	5.9%	6	7.0%	7	7.0%	8
Once every six months	5.4%	44	6.9%	7	4.8%	5	8.0%	8	6.0%	6	3.9%	4	7.0%	7	3.0%	4
Once a year	1.5%	12	0.0%	0	2.9%	3	0.0%	0	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Less often than once a year	1.7%	14	4.0%	4	4.8%	5	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	1
Never	48.0%	388	55.4%	56	42.9%	45	49.0%	49	39.0%	39	63.7%	65	41.0%	41	41.0%	52
(Dont know / varies)	2.8%	23	4.0%	4	3.8%	4	4.0%	4	3.0%	3	0.0%	0	2.0%	2	4.0%	4
Mean:	0.95		0.43		0.89		0.83		1.30		0.81		1.26		1.37	0.70
Base:	808		101		105		100		100		102		100		100	100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Restaurant / café																		
More than once a week	7.6%	61	11.9%	12	4.8%	5	8.0%	8	9.0%	9	2.9%	3	6.0%	6	14.0%	14	4.0%	4
Once a week	14.6%	118	11.9%	12	12.4%	13	9.0%	9	12.0%	12	12.7%	13	19.0%	19	27.0%	27	13.0%	13
Once a fortnight	17.3%	140	17.8%	18	17.1%	18	19.0%	19	26.0%	26	8.8%	9	13.0%	13	16.0%	16	21.0%	21
Once a month	21.9%	177	16.8%	17	22.9%	24	23.0%	23	15.0%	15	25.5%	26	27.0%	27	13.0%	13	32.0%	32
Once every two months	12.7%	103	12.9%	13	12.4%	13	15.0%	15	14.0%	14	15.7%	16	12.0%	12	10.0%	10	10.0%	10
Once every six months	5.6%	45	6.9%	7	8.6%	9	6.0%	6	4.0%	4	6.9%	7	5.0%	5	2.0%	2	5.0%	5
Once a year	1.9%	15	2.0%	2	3.8%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	4.0%	4	2.0%	2
Less often than once a year	0.9%	7	1.0%	1	1.9%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Never	15.3%	124	15.8%	16	13.3%	14	16.0%	16	17.0%	17	22.5%	23	16.0%	16	13.0%	13	9.0%	9
(Dont know / varies)	2.2%	18	3.0%	3	2.9%	3	3.0%	3	1.0%	1	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Mean:	1.87	2.09	1.58	1.75	1.97	1.30	1.88	2.74	1.69									
Base:	808	101	105	100	100	102	100	100	100									
Family entertainment (e.g. tenpin bowling, skating rink)																		
More than once a week	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Once a week	1.4%	11	1.0%	1	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	2.0%	2
Once a fortnight	2.5%	20	3.0%	3	1.9%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	5.0%	5	2.0%	2
Once a month	6.1%	49	5.9%	6	10.5%	11	4.0%	4	9.0%	9	4.9%	5	2.0%	2	5.0%	5	7.0%	7
Once every two months	7.8%	63	6.9%	7	5.7%	6	7.0%	7	11.0%	11	4.9%	5	6.0%	6	3.0%	3	18.0%	18
Once every six months	9.3%	75	8.9%	9	18.1%	19	8.0%	8	6.0%	6	3.9%	4	6.0%	6	6.0%	6	17.0%	17
Once a year	4.1%	33	3.0%	3	3.8%	4	4.0%	4	1.0%	1	5.9%	6	10.0%	10	1.0%	1	4.0%	4
Less often than once a year	2.7%	22	4.0%	4	3.8%	4	2.0%	2	3.0%	3	2.9%	3	1.0%	1	1.0%	1	4.0%	4
Never	64.0%	517	63.4%	64	52.4%	55	70.0%	70	66.0%	66	73.5%	75	72.0%	72	69.0%	69	46.0%	46
(Dont know / varies)	1.7%	14	4.0%	4	0.0%	0	3.0%	3	2.0%	2	2.0%	2	0.0%	0	3.0%	3	0.0%	0
Mean:	0.27	0.22	0.40	0.14	0.22	0.13	0.13	0.60	0.32									
Base:	808	101	105	100	100	102	100	100	100									
Q39 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																		
<i>Those that said they do the activity 'Bingo, casino or bookmaker' at least once a year at Q38</i>																		
Best Casino, St John's Way, Corringham, Stanford-le-Hope, SS17 7LL	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Buzz Bingo, Southernhay, Basildon, SS14 1DH	23.4%	15	28.6%	2	36.4%	4	75.0%	3	50.0%	3	0.0%	0	0.0%	0	17.6%	3	0.0%	0
Grosvenor Casino, Church Road, Southend-on-Sea, SS1 2AL	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	14.3%	1
Mecca Bingo, Greyhound Trading Park, Greyhound Way, Southend-on-Sea, SS2 5PY	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	14.3%	1
Mecca Bingo, The Mercury Shopping Centre, Mercury Gardens, Romford, RM1 3EE	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	14.3%	1
Basildon Town Centre	4.7%	3	14.3%	1	9.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	14.3%	1
Corringham Town Centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	1.6%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	3.1%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Abroad	23.4%	15	28.6%	2	27.3%	3	0.0%	0	16.7%	1	0.0%	0	11.1%	1	47.1%	8	0.0%	0
Coral Island Casino, New Bonny Street, Blackpool, FY1 5DW	1.6%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Genting Casino Westcliff, The Western Esplanade, Westcliff-on-Sea, SS0 7QY	4.7%	3	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2
(Don't know / varies)	15.6%	10	14.3%	1	9.1%	1	0.0%	0	16.7%	1	33.3%	1	33.3%	3	11.8%	2	14.3%	1
Base:	64	7	11	4	6	3	9	17	7									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q40 Which cinema do you or members of your household normally visit?									
<i>Those that said they do the activity 'Cinema' at least once a year at Q38</i>									
Cineworld, Clements Road, Ilford, IG1 1BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cineworld, Festival Way, Festival Leisure Park, Basildon, SS14 3WB	69.1%	317	71.4%	40	76.2%	48	90.7%	49	87.5%
Empire, East Square, Basildon, SS14 1HS	1.1%	5	3.6%	2	0.0%	0	0.0%	0	1.6%
Movie Starr, Eastern Esplanade, Canvey Island, SS8 7DN	6.3%	29	7.1%	4	6.3%	4	3.7%	2	0.0%
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	2.4%	11	0.0%	0	0.0%	0	0.0%	0	6.3%
Odeon, The Broadway, Louthend-on-Sea, SS1 1TJ	1.3%	6	0.0%	0	1.6%	1	0.0%	0	0.0%
Premier Cinemas, The Mercury Mall, Mercury Gardens, Romford, RM1 3EE	0.9%	4	0.0%	0	1.6%	1	0.0%	0	0.0%
Vue, Lakeside Shopping Centre, West Thurrock, RM20 2ZW	8.5%	39	7.1%	4	7.9%	5	3.7%	2	0.0%
Vue, Romford ROC Drive, Romford, RM1 1AU	1.3%	6	0.0%	0	0.0%	0	1.9%	1	0.0%
Central London / West End Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Curzon Colchester, Queen Street, Colchester, CO1 2PH	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%
Everyman Chelmsford, Bond Street, Chelmsford, CM1 1GD	2.2%	10	1.8%	1	0.0%	0	0.0%	0	4.7%
Everyman Crystal Palace, Church Road, Crystal Palace, SE19 2TE	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%
The Arc Cinema, Marine Parade, Great Yarmouth, NR30 2DL	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%
The Rio Cinema, Station Road, Burnham-on-Crouch, CM0 8HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Montfichet Road, Westfield Stratford City, E20 1EJ	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%
(Don't know / varies)	2.8%	13	1.8%	1	3.2%	2	0.0%	0	0.0%
Base:	459	56	63	54	64	46	55	62	59

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q41 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<i>Those that said they do the activity 'Gym, health club or sports facility' at least once a year at Q38</i>																		
ABC Gym, Progress Road, Leigh-on-Sea, SS9 5PR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Basildon Sporting Village, Cranes Farm Road, Basildon, SS14 3GR	5.5%	11	10.0%	2	8.0%	2	3.8%	1	4.2%	1	0.0%	0	4.8%	1	6.7%	2	6.1%	2
Billericay Sports & Fitness Centre, School Road, Billericay, CM12 9LH	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
EasyGym, Westgate Shopping Centre, Fodderwick, Basildon, SS14 1WP	1.5%	3	5.0%	1	4.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Leisure Centre, Crest Avenue, Basildon, SS13 2EF	3.5%	7	25.0%	5	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Feelgood Fitness & Wellness Centre, Daniels Farm, Wash Road, Basildon, SS15 4AZ	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Progress Road, Leigh-on-Sea, SS9 5PR	2.0%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	4.5%	1	4.8%	1	3.3%	1	0.0%	0
Runnymede Leisure Centre, Castle Point Borough Council, Kiln Road, Benfleet, SS7 1TF	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4
Snap Fitness 24-7, Times Square, Basildon, SS14 1DJ	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Leisure Centre, Brickfields Road, South Woodham Ferrers, CM3 5JU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Stans Gym, Llantrisant Oaks/Aveley Road, Upminster, RM14 2TN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
The Gym Hub Wickford, Robert Way, Wickford, SS11 8DD	2.0%	4	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
The Palace, Pitsea Leisure Centre, Northlands Pavement, Basildon, SS13 3DU	2.5%	5	10.0%	2	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Waterside Farm Leisure Centre, Somnes Avenue, Canvey Island, SS8 9RA	3.5%	7	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	6
Basildon Town Centre	2.0%	4	0.0%	0	8.0%	2	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	4.0%	8	0.0%	0	0.0%	0	3.8%	1	16.7%	4	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Brentwood Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Chelmsford City Centre	1.0%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Corringham Town Centre	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	8	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Southend-on-Sea Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Stanford-le-Hope Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Wickford Town Centre	4.5%	9	0.0%	0	0.0%	0	30.8%	8	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Abroad	5.0%	10	5.0%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	9.5%	2	20.0%	6	3.0%	0
Abbs Cross Health and Fitness, Abbs Cross Lane, Hornchurch, RM12 4YB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Benton Hall, Wickham Hill, Witham, CM8 3LH	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Festival Leisure Park, Basildon, SS14 3WB	1.5%	3	0.0%	0	8.0%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Blackwater Leisure Centre, Park Drive, Maldon, CM9 5UR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Brentwood Golf Club, Coxtie Green Road, South Weald, CM14 5RJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, SS5 4LN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Club Kingswood, Clayhill Lane, Basildon, SS16 5JP	2.5%	5	10.0%	2	4.0%	1	3.8%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Festival Leisure Park, Basildon, SS14 3DG	5.0%	10	5.0%	1	12.0%	3	11.5%	3	0.0%	0	4.5%	1	0.0%	0	6.7%	2	0.0%	0
David Lloyd, Gidea Park, Romford, RM11 2DY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Fit Performance, Chester Hall Lane, Basildon, SS14 3BG	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwoods Hotel & Spa, Stock Road, Stock, CM4 9BE	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Springhouse Road, Corringham, SS17 7NB	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0	0.0%	0
Laindon Community Centre, Aston Road, Laindon, SS15 6NX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeman Fitness, Lubards Farm , Rayleigh, SS6 9QG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Limitless, Alexander Lane, Shenfield, Brentwood, CM15 8QF	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Oasis Health & Fitness Club, The Precinct, Stanford-le-Hope, SS17 0HF	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
PureGym, Blackwater Retail Park, Maldon, CM9 4DY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Eastgate Shopping Centre, Basildon, SS14 IEB	2.0%	4	5.0%	1	12.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Pelican Retail Park, Rayleigh, SS6 7UP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
PureGym, Radford Way, Billericay, CM12 0DX	2.5%	5	0.0%	0	0.0%	0	0.0%	0	20.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Leisure Centre, Priory Chase, Rayleigh, SS6 9NF	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Reflections Health & Leisure, West Hanningfield Road, Great Baddow, CM2 8HR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Runwell Bowls Club, St Lukes Way, Runwell, SS11 7QA	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stock Brook Country Club, Queens Park, Billericay, CM12 0SQ	3.0%	6	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0	4.8%	1	6.7%	2	0.0%	0
Studio 360 Fitness, Radford Way, Billericay, CM12 0BX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Studio 35, Fairview Park, Rayleigh, SS6 8EG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
The Brentwood Centre, Pilgrims Hatch, Brentwood, CM15 9NN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
The Gym Group, Minnie Baldock Street, Canning Town, E16 1YE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
The Gym Group, Pippis Hill Retail Park, Basildon, SS14 3AF	1.0%	2	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Heron Country Club, A128, Herongate, CM13 3LW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rayleigh Club,	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Hullbridge Road, Rayleigh, SS6 9QS	3.0%	6	5.0%	1	4.0%	1	0.0%	0	4.2%	1	0.0%	0	14.3%	3	0.0%	0	0.0%	0
Virgin Active, Little Warley Hall Lane, Brentwood, CM13 3EN	2.0%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
Virgin Active, Rayleigh Road, Thundersley, SS7 3YN	1.0%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Swim and Fitness Centre, Market Avenue, Wickford, SS12 0AG (Don't know / varies)	11.9%	24	5.0%	1	16.0%	4	3.8%	1	12.5%	3	9.1%	2	19.0%	4	6.7%	2	21.2%	7
Base:		201		20		25		26		24		22		21		30		33

Q42 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

Those that said they do the activity 'Theatre, concert or music venue' at least once a year at Q38

Brentwood Theatre, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	0.8%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Cliffs Pavilion, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	18.6%	69	15.9%	7	18.4%	9	27.3%	12	11.9%	5	20.0%	8	11.1%	6	9.5%	4	32.1%	18
Palace Theatre, London Road, Westcliff-on-Sea, Southend-on-Sea, S0 9LA	3.2%	12	4.5%	2	4.1%	2	6.8%	3	0.0%	0	2.5%	1	1.9%	1	0.0%	0	5.4%	3
Thameside Theatre, Orsett Road, Grays, RM17 5DX	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.9%	1	2.4%	1	0.0%	0
The Billericay Theatre, Radford Way, Billericay, CM12 0DX	1.1%	4	0.0%	0	2.0%	1	2.3%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Theatre, St Martins Square, Basildon, SS14 1DL	11.3%	42	18.2%	8	22.4%	11	9.1%	4	19.0%	8	10.0%	4	11.1%	6	2.4%	1	0.0%	0
Basildon Town Centre	2.7%	10	11.4%	5	4.1%	2	0.0%	0	2.4%	1	2.5%	1	0.0%	0	0.0%	0	1.8%	1
Brentwood Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Canvey Island Town Centre	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	40.2%	149	29.5%	13	22.4%	11	38.6%	17	52.4%	22	45.0%	18	51.9%	28	47.6%	20	35.7%	20
Chelmsford City Centre	0.8%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Corringham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Grays Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	1.6%	6	0.0%	0	2.0%	1	6.8%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.8%	1
Stanford-le-Hope Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	3.0%	11	2.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	14.3%	6	1.8%	1
ABBA Arena, Pudding Mill Lane, Stratford, E15 2RU	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Theatre, Fairfield Road, Chelmsford, CM1 1JG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Hornchurch Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Norwich Theatre Royal, Theatre Street, Norwich, NR2 1RL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Queen's Theatre, Billet Lane, Hornchurch, RM11 1QT	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
The O2, Peninsula Square, Greenwich, SE10 0DX (Don't know / varies)	11.1%	41	11.4%	5	22.4%	11	6.8%	3	4.8%	2	2.5%	1	7.4%	4	9.5%	4	19.6%	11
Base:		371		44		49		44		42		40		54		42		56

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q43 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?																		
<i>Those that said they do the activity 'Museum, gallery or place of historical / cultural interest' at least once a year at Q38</i>																		
Basildon Eastgate Art Gallery, Southernhay, Basildon SS14 1EB	1.2%	3	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Focal Point Gallery, Elmer Avenue, Southend-on-Sea, SS1 1NB	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0
Basildon Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Central London / West End	66.3%	169	50.0%	10	61.1%	22	75.9%	22	75.9%	22	87.0%	20	66.7%	28	51.2%	22	69.7%	23
Chelmsford City Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	7.0%	3	0.0%	0
Rayleigh Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Southend-on-Sea Town Centre	0.4%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.4%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	7.1%	18	15.0%	3	5.6%	2	3.4%	1	6.9%	2	0.0%	0	7.1%	3	16.3%	7	0.0%	0
Braintree Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Museum, Oaklands Park, Chelmsford, CM2 9AQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Cotswold Motoring Museum & Toy Collection, The Old Mill, Bourton-on-the-Water, GL54 2BY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Cutty Sark, King William Walk, Greenwich, SE10 9HT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Edinburgh City Centre	0.4%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.4%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, Canary Wharf, E14 4AL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
The Museum of Power, B1019, Langford, Maldon, CM9 6QA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Wat Tyler Country Park, Pitsea Hall Lane, Pitsea, SS16 4UH	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.9%	43	15.0%	3	25.0%	9	20.7%	6	10.3%	3	8.7%	2	19.0%	8	4.7%	2	30.3%	10
Base:		255		20		36		29		29		23		42		43		33

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q44 Where do you or members of your household normally go to visit pubs / bars / nightclubs?																		
<i>Those that said they do the activity 'Pub, bar or nightclub' at least once a year at Q38</i>																		
Basildon Town Centre	6.5%	25	21.6%	8	19.6%	10	2.2%	1	1.8%	1	0.0%	0	1.8%	1	7.0%	4	0.0%	0
Billericay Town Centre	20.4%	78	8.1%	3	13.7%	7	15.2%	7	71.4%	40	5.4%	2	0.0%	0	33.3%	19	0.0%	0
Brentwood Town Centre	2.9%	11	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	9	0.0%	0	2.3%	1
Canvey Island Town Centre	0.8%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Central London / West End	6.3%	24	8.1%	3	7.8%	4	6.5%	3	0.0%	0	10.8%	4	10.7%	6	5.3%	3	2.3%	1
Chelmsford City Centre	2.4%	9	0.0%	0	5.9%	3	2.2%	1	0.0%	0	0.0%	0	1.8%	1	5.3%	3	2.3%	1
Corringham Town Centre	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	8	0.0%	0	0.0%	0	0.0%	0
Ingatestone Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Laindon Town Centre	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea Town Centre	1.6%	6	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4
Pitsea Town Centre	0.5%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Rayleigh Town Centre	3.9%	15	0.0%	0	0.0%	0	8.7%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	23.3%	10
South Benfleet Town Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6
Southend-on-Sea Town Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6
Stanford-le-Hope Town Centre	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	5	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	9	0.0%	0	0.0%	0
Wickford Town Centre	4.4%	17	2.7%	1	0.0%	0	26.1%	12	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0
Lakeside RETAIL parks & other stores	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	5.7%	22	16.2%	6	13.7%	7	4.3%	2	0.0%	0	2.7%	1	3.6%	2	1.8%	1	7.0%	3
Abroad	3.1%	12	2.7%	1	5.9%	3	0.0%	0	1.8%	1	0.0%	0	3.6%	2	8.8%	5	0.0%	0
Barnhall Community Association & Social Club, Alderney Gardens, Wickford, SS11 7JP	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.5%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.5%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Chigwell Town Centre	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Centre	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fobbing Village Centre	1.3%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	10.8%	4	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre, Basildon	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herongate Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heydon Village Centre	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	2.1%	8	0.0%	0	2.0%	1	0.0%	0	0.0%	0	18.9%	7	0.0%	0	0.0%	0	0.0%	0
Hutton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Warley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Mile End District Centre, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Mountnessing Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Noak Bridge Local Centre, Basildon	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Lodge, A132, Battlesbridge, SS11 7QT	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Runwell Village Centre	0.8%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Shenfield Local Centre, Brentwood	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.5%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
South Green, Billericay	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.8%	3	0.0%	0	0.0%	0	2.2%	1	1.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Stock Village Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0
The Halfway House Brentwood, A127, West Horndon, Brentwood CM13 3LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	1.0%	4	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
West Horndon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Witham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.6%	56	16.2%	6	13.7%	7	15.2%	7	8.9%	5	13.5%	5	25.0%	14	10.5%	6	14.0%	6
Base:		383		37		51		46		56		37		56		57		43

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q45 Where do you or members of your household normally go for eating out (e.g. cafes and restaurants)?																		
<i>Those that said they do the activity 'Restaurant, café' at least once a year at Q38</i>																		
Basildon Town Centre	9.1%	60	19.8%	16	31.4%	27	5.0%	4	3.7%	3	4.0%	3	1.2%	1	0.0%	0	6.9%	6
Billericay Town Centre	16.1%	106	3.7%	3	7.0%	6	15.0%	12	65.9%	54	8.0%	6	1.2%	1	27.9%	24	0.0%	0
Brentwood Town Centre	3.8%	25	0.0%	0	1.2%	1	0.0%	0	1.2%	1	1.3%	1	24.4%	20	1.2%	1	1.1%	1
Canvey Island Town Centre	0.6%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Central London / West End	2.9%	19	1.2%	1	2.3%	2	1.3%	1	0.0%	0	4.0%	3	6.1%	5	5.8%	5	2.3%	2
Chelmsford City Centre	1.8%	12	0.0%	0	0.0%	0	3.8%	3	0.0%	0	1.3%	1	2.4%	2	5.8%	5	1.1%	1
Corringham Town Centre	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	11	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Ingatstone Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Laindon Town Centre	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.5%	10	0.0%	0	1.2%	1	0.0%	0	1.2%	1	4.0%	3	3.7%	3	0.0%	0	2.3%	2
Leigh-on-Sea Town Centre	1.8%	12	3.7%	3	2.3%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	5.7%	5
Pitsea Town Centre	0.8%	5	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	2.7%	18	0.0%	0	1.2%	1	2.5%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	16.1%	14
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	2.0%	13	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	11
South Ockendon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Town Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.3%	15	3.7%	3	4.7%	4	1.3%	1	0.0%	0	2.7%	2	1.2%	1	0.0%	0	4.6%	4
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	12	0.0%	0	0.0%	0
Wickford Town Centre	6.2%	41	0.0%	0	0.0%	0	33.8%	27	1.2%	1	0.0%	0	0.0%	0	14.0%	12	1.1%	1
MAYFLOWER Retail Park, Gardiners Link, Basildon	0.9%	6	1.2%	1	0.0%	0	2.5%	2	1.2%	1	1.3%	1	1.2%	1	0.0%	0	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon	0.5%	3	1.2%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	10.9%	72	23.5%	19	16.3%	14	6.3%	5	6.1%	5	12.0%	9	1.2%	1	8.1%	7	13.8%	12
Abroad	2.1%	14	2.5%	2	1.2%	1	2.5%	2	1.2%	1	0.0%	0	2.4%	2	7.0%	6	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.6%	4	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Chigwell Town Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst Local Centre, Bromley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Colchester Town Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Downham Village Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Fobbing Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre,	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon																		
Galleywood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Harvester Five Bells Vange	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0								
Basildon, A13, Basildon, SS16 5LD																		
Hatfield Peverel Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Heydon Village Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0								
Horndon on the Hill Village Centre	0.6%	4	0.0%	0	1.2%	1	0.0%	0	1.2%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Hullbridge Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
IKEA, Lakeside, Grays, RM20 3WJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelvedon Hatch Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Mountnessing Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ongar Garden Centre, Langford Bridge, Kelvedon Hatch, Ongar, CM15 0LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Orsett Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0
Pilgrims Hatch Local Centre, Brentwood	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawreth Village Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Runwell Village Centre	0.6%	4	1.2%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shenfield Local Centre, Brentwood	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
South Green, Billericay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Stock Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summerhill Garden Centre, Pippis Hill Road North, Billericay, CM11 2UJ	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The BakeHouse Chelmsford, A414, Chelmsford, CM1 3SN	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Top Meadow Golf Club, Fen Lane, North Ockendon, RM14 3PR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Westcliff-on-Sea Local Centre, Southend-on-Sea	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.3%	114	13.6%	11	17.4%	15	15.0%	12	8.5%	7	24.0%	18	28.0%	23	9.3%	8	23.0%	20
Base:		659		81		86		80		82		75		82		86		87

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q46 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?																		
<i>Those that said they do the activity 'Family entertainment (e.g. tenpin bowling, ice skating, etc.)' at least once a year at Q38</i>																		
Festival Leisure Park (whole leisure park - not venue specific), Basildon, SS14 3WB	26.3%	67	20.7%	6	30.4%	14	48.0%	12	24.1%	7	22.7%	5	22.2%	6	18.5%	5	24.0%	12
Hackers Minigolf, High Street, Billericay CM12 9BQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Festival Way, Festival Leisure Park, Basildon SS14 3WB	25.1%	64	41.4%	12	15.2%	7	28.0%	7	34.5%	10	54.5%	12	14.8%	4	18.5%	5	14.0%	7
Hollywood Bowl, The Quay, West Thurrock Way, West Thurrock, Grays RM20 2AD	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser Quest & VR Centre Romford, High Street, Romford RM1 1JL	1.2%	3	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Mr Mulligans, Festival Leisure Park, Basildon SS14 3WB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Megacentre, Brook Road, Rayleigh, SS6 7UT	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Basildon Town Centre	2.7%	7	6.9%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Central London / West End	1.2%	3	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Chelmsford City Centre	2.7%	7	0.0%	0	2.2%	1	4.0%	1	10.3%	3	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	2.4%	6	3.4%	1	2.2%	1	0.0%	0	0.0%	0	9.1%	2	3.7%	1	0.0%	0	2.0%	1
Rayleigh Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Romford Town Centre	1.6%	4	0.0%	0	2.2%	1	4.0%	1	0.0%	0	0.0%	0	3.7%	1	3.7%	1	0.0%	0
Southend-on-Sea Town Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	6.0%	3
Abroad	4.3%	11	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	3	22.2%	6	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CJ's Bowling, Eldon Way, Hockley, SS5 4AD	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Colchester Zoo, Stanway, Heckfordbridge, CO3 0SL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copford Cricket Club, Aldercar Road, Colchester, CO6 1DG	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham Town Centre	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanningfield Reservoir Nature Discovery Park, Hawkswood Road, Downham, CM11 1WT	0.4%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	25.1%	64	13.8%	4	34.8%	16	12.0%	3	17.2%	5	13.6%	3	25.9%	7	33.3%	9	34.0%	17
Base:		255		29		46		25		29		22		27		27		50

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q47 What improvements could be made to Basildon Borough's leisure offer that would make you visit / partake in leisure activities more often? [MR]																		
Cheaper prices	7.1%	57	11.9%	12	10.5%	11	4.0%	4	3.0%	3	6.9%	7	5.0%	5	7.0%	7	8.0%	8
Improved security / CCTV	5.6%	45	10.9%	11	6.7%	7	3.0%	3	6.0%	6	2.0%	2	3.0%	3	6.0%	6	7.0%	7
Leisure facilities / activities for young children	3.8%	31	5.0%	5	4.8%	5	1.0%	1	6.0%	6	2.0%	2	2.0%	2	7.0%	7	3.0%	3
Improvements in the built environment (make it look more attractive)	3.5%	28	6.9%	7	3.8%	4	2.0%	2	4.0%	4	1.0%	1	5.0%	5	2.0%	2	3.0%	3
Cinema - multi-screen cinema	2.7%	22	5.0%	5	4.8%	5	1.0%	1	1.0%	1	2.0%	2	1.0%	1	5.0%	5	2.0%	2
More / better restaurants	2.6%	21	3.0%	3	5.7%	6	4.0%	4	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	3
Food / farmers markets	2.5%	20	3.0%	3	3.8%	4	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	6.0%	6
Cafes - more / better cafes in general	2.5%	20	1.0%	1	7.6%	8	0.0%	0	3.0%	3	1.0%	1	2.0%	2	1.0%	1	4.0%	4
Leisure facilities / activities for families	2.2%	18	4.0%	4	5.7%	6	1.0%	1	4.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2
More / better car parking	2.0%	16	0.0%	0	2.9%	3	3.0%	3	2.0%	2	1.0%	1	4.0%	4	0.0%	0	3.0%	3
Ice rink	2.0%	16	2.0%	2	7.6%	8	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2
Improved public transport	1.9%	15	1.0%	1	2.9%	3	0.0%	0	4.0%	4	1.0%	1	1.0%	1	3.0%	3	2.0%	2
Leisure facilities / activities for teenagers	1.9%	15	2.0%	2	3.8%	4	1.0%	1	1.0%	1	2.9%	3	0.0%	0	4.0%	4	0.0%	0
Comedy clubs	1.5%	12	2.0%	2	2.9%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3
Bowling alley / centre (ten-pin)	1.5%	12	2.0%	2	2.9%	3	1.0%	1	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Swimming pool - indoor	1.4%	11	1.0%	1	1.9%	2	0.0%	0	3.0%	3	0.0%	0	2.0%	2	1.0%	1	2.0%	2
Leisure facilities / activities for the elderly	1.2%	10	2.0%	2	1.9%	2	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better pubs / bars	1.2%	10	3.0%	3	0.0%	0	5.0%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Leisure / sports centre	1.2%	10	2.0%	2	3.8%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Indoor soft play areas	1.1%	9	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1
More / better shopping areas	1.1%	9	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Art galleries	1.1%	9	0.0%	0	1.9%	2	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2
More local sports & recreation facilities (football pitches, tennis courts etc)	1.0%	8	3.0%	3	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More street cleaning	1.0%	8	2.0%	2	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Theatre	1.0%	8	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Improved access by foot	1.0%	8	3.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
More / better parks / green spaces	1.0%	8	2.0%	2	1.0%	1	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better disabled access	0.9%	7	0.0%	0	1.9%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1
More / better policing	0.9%	7	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Cafes - more pavements	0.9%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0
Cinema - art house cinema	0.9%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	2.0%	2
Free car parking	0.9%	7	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Climbing centres	0.9%	7	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Live music venues	0.9%	7	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Dance facilities	0.7%	6	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
More / better cycle paths	0.7%	6	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Indoor trampoline parks	0.7%	6	1.0%	1	2.9%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Casino	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2
Swimming pool - outdoor	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Karting	0.6%	5	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better public toilets	0.6%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Improve the road surfaces	0.6%	5	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Improve the current leisure facilities	0.6%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Concert hall / venue	0.6%	5	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better cultural facilities	0.5%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hotels	0.5%	4	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Outdoor gyms	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightclubs	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pool / snooker hall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Street carnivals	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of whats on / available	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health clubs / gyms	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outdoor festivals / events	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rollerskating park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bingo venues	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Crown green bowling	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities open longer	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer something that other places don't	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Museums	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved street furniture	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open air cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog friendly trails	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Water park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Motocross track	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	52.4%	423	35.6%	36	43.8%	46	62.0%	62	47.0%	47	59.8%	61	61.0%	61	56.0%	56	54.0%	54
(Don't know)	8.8%	71	9.9%	10	3.8%	4	12.0%	12	8.0%	8	12.7%	13	11.0%	11	7.0%	7	6.0%	6
Base:		808		101		105		100		100		102		100		100		100

GEN Gender of respondent:

Male	33.5%	271	25.7%	26	28.6%	30	30.0%	30	38.0%	38	38.2%	39	38.0%	38	48.0%	48	22.0%	22
Female	66.5%	537	74.3%	75	71.4%	75	70.0%	70	62.0%	62	61.8%	63	62.0%	62	52.0%	52	78.0%	78
Base:		808		101		105		100		100		102		100		100		100

AGE Can I ask how old you are please?

18-24	4.1%	33	4.0%	4	7.6%	8	2.0%	2	3.0%	3	3.9%	4	3.0%	3	5.0%	5	4.0%	4
25-34	11.4%	92	16.8%	17	18.1%	19	6.0%	6	10.0%	10	4.9%	5	4.0%	4	13.0%	13	18.0%	18
35-44	12.0%	97	9.9%	10	18.1%	19	5.0%	5	12.0%	12	7.8%	8	10.0%	10	11.0%	11	22.0%	22
45-54	10.3%	83	12.9%	13	10.5%	11	9.0%	9	10.0%	10	10.8%	11	9.0%	9	14.0%	14	6.0%	6
55-64	16.1%	130	11.9%	12	13.3%	14	24.0%	24	10.0%	10	16.7%	17	19.0%	19	21.0%	21	13.0%	13
65+	46.2%	373	44.6%	45	32.4%	34	54.0%	54	55.0%	55	55.9%	57	55.0%	55	36.0%	36	37.0%	37
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		808		101		105		100		100		102		100		100		100

QUOTA Zone

Zone 1	12.5%	101	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	13.0%	105	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.4%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.4%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.6%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 7	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
PC Postcode Sector																
CM11 1	6.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	50	0.0%	0
CM11 2	5.9%	48	0.0%	0	0.0%	0	0.0%	0	48.0%	48	0.0%	0	0.0%	0	0.0%	0
CM12 0	3.2%	26	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
CM12 9	3.2%	26	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0
CM13 1	4.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0
CM13 3	3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0
CM4 9	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
RM14 3	4.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	35	0.0%	0
SS11 7	5.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	42	0.0%	0
SS11 8	6.6%	53	0.0%	0	0.0%	0	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 0	2.7%	22	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	3.1%	25	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 1	2.0%	16	15.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	2.8%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	2.7%	22	21.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	1.5%	12	0.0%	0	11.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	2.8%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	2.1%	17	16.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	0.7%	6	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	3.8%	31	0.0%	0	29.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	1.4%	11	0.0%	0	10.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	2.2%	18	0.0%	0	17.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	1.5%	12	0.0%	0	11.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	1.9%	15	0.0%	0	14.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	30	0.0%	0	0.0%	0
SS17 8	6.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.0%	52	0.0%	0	0.0%	0
SS17 9	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	20	0.0%	0	0.0%	0
SS6 7	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9
SS6 9	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
SS7 1	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8
SS7 3	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	13
SS7 4	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12
SS7 5	2.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	23
SS8 0	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12
SS8 9	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	10
Base:		808		101		105		100		100		102		100		100

Appendix 2:

Data Tabulations

By Zone

(Weighted)

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where do you normally shop for your household's main-food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.6%	21	0.0%	0	0.5%	1	19.5%	14	0.0%	0	0.0%	0	0.0%	0	12.4%	6	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	5.9%	47	0.5%	1	1.3%	2	2.6%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	20.0%	42
Aldi, London Road, Grays, RM17 5YB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.1%	25	10.8%	10	2.2%	4	2.5%	2	3.4%	3	6.9%	4	0.0%	0	0.5%	0	0.5%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	8.1%	65	16.1%	16	21.4%	38	0.0%	0	1.4%	1	6.5%	4	0.0%	0	2.3%	1	2.4%	5
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	6.5%	52	2.8%	3	11.0%	20	4.4%	3	15.4%	13	1.2%	1	3.6%	2	2.1%	1	5.0%	10
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.5%	12	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.5%	9
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6DN (near mini roundabout on Lower Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Co-op, Queen's Park, Billericay, CM12 0UA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Iceland, High Street, Billericay, CM12 9AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Lidl, London Road, Hadleigh, SS7 2DE	0.7%	5	1.7%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.9%	15	1.6%	2	6.4%	11	0.0%	0	1.7%	1	0.6%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.6%	13	2.8%	3	4.6%	8	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	3	0.5%	1	0.5%	1	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.5%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	14
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.5%	12	1.7%	2	0.0%	0	1.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.0%	8
Morrisons, St. Johns Way, Corringham,	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	15	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Stanford-le-Hope, SS17 7LL																		
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.8%	31	9.1%	9	1.6%	3	13.0%	9	5.1%	4	0.6%	0	0.6%	0	7.2%	4	0.5%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	2.3%	18	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	18
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	16	1.2%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, North Road, South Ockendon, RM15 6QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	8.3%	67	5.1%	5	6.1%	11	32.2%	23	16.1%	13	0.0%	0	3.0%	2	11.2%	6	3.5%	7
Tesco Extra, Pitsea, Basildon, SS13 3JU	10.4%	84	23.3%	23	9.9%	18	2.9%	2	1.4%	1	27.7%	18	0.0%	0	0.0%	0	11.0%	23
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	5.5%	44	1.0%	1	17.0%	30	0.0%	0	5.4%	4	6.2%	4	8.1%	5	0.5%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	2.2%	18	0.0%	0	0.0%	0	0.0%	0	13.1%	11	0.0%	0	2.2%	1	11.5%	6	0.0%	0
Internet / delivery	14.8%	120	14.3%	14	13.1%	23	9.9%	7	21.8%	18	16.7%	11	12.5%	7	22.1%	11	13.8%	29
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	1.8%	1	3.2%	2	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	1.4%	1	0.0%	0
Aldi, Reid Road, Witham, CM8 1XU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	7	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, South Street, Romford, RM1 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.5%	4	2.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Lidl, Progress Road / Rayleigh Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Leigh-on-Sea, SS9 5PR																		
Local shops, Billericay Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pitsea Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Upminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Londis, Rectory Road, Pitsea, SS13 2AJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Local, White Hart Lane, Springfield, Chelmsford, CM2 5PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.7%	5	0.5%	1	1.5%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.5%	0	0.0%	0
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 Why do you choose (STORE / LOCATION MENTIONED AT Q01) for your main food shopping? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
Close to home	51.0%	351	56.8%	47	62.7%	97	32.6%	21	36.7%	23	52.9%	28	47.3%	23	46.9%	19	51.4%	93
Low prices / value for money	23.7%	163	30.8%	26	18.4%	29	26.6%	17	36.4%	23	11.6%	6	19.8%	10	26.9%	11	23.3%	42
Good quality FOOD goods available	9.1%	63	8.7%	7	2.5%	4	6.7%	4	7.8%	5	9.5%	5	13.0%	6	11.7%	5	14.7%	26
Familiar / know where everything is	8.5%	58	6.7%	6	13.3%	21	3.5%	2	5.3%	3	8.9%	5	4.7%	2	1.5%	1	10.5%	19
Easy to get to by car	7.5%	52	3.8%	3	7.9%	12	2.2%	1	7.6%	5	8.1%	4	3.9%	2	11.1%	4	10.7%	19
You can get everything you need there	6.6%	46	5.1%	4	2.5%	4	15.5%	10	9.1%	6	11.6%	6	8.9%	4	1.4%	1	5.9%	11
Good range of FOOD goods available	6.5%	45	4.0%	3	5.9%	9	4.3%	3	5.0%	3	11.9%	6	5.3%	3	11.9%	5	7.0%	13
Habit / always used it	5.6%	38	4.6%	4	5.1%	8	10.0%	6	5.0%	3	5.0%	3	5.5%	3	3.4%	1	5.7%	10
Large store	4.5%	31	2.1%	2	5.7%	9	2.2%	1	0.0%	0	6.3%	3	6.7%	3	5.9%	2	5.6%	10
Loyalty scheme / reward points	3.8%	26	2.6%	2	6.0%	9	4.2%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.8%	10
Clean	3.6%	25	1.5%	1	2.7%	4	0.0%	0	2.1%	1	2.3%	1	0.0%	0	4.8%	2	8.3%	15
Good layout / compact / easy to get around	3.5%	24	4.4%	4	3.8%	6	0.0%	0	2.5%	2	1.4%	1	3.5%	2	0.0%	0	5.8%	11
Close to work	3.5%	24	1.5%	1	5.3%	8	2.2%	1	2.8%	2	0.0%	0	2.9%	1	0.0%	0	5.5%	10
Parking - easy to find a space	2.9%	20	3.3%	3	1.6%	2	3.5%	2	8.1%	5	0.7%	0	6.7%	3	3.5%	1	1.2%	2
Attractive environment / nice place	2.7%	19	5.8%	5	4.2%	7	0.0%	0	2.1%	1	0.7%	0	3.5%	2	3.3%	1	1.4%	3
Parking - is free	2.7%	18	3.6%	3	3.6%	6	1.4%	1	3.5%	2	0.7%	0	4.0%	2	1.8%	1	2.0%	4
Close to family / friends	2.6%	18	0.0%	0	4.0%	6	0.7%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	5.6%	10
Staff discount / work there	2.4%	17	4.7%	4	5.3%	8	1.4%	1	1.6%	1	0.0%	0	0.7%	0	0.0%	0	1.2%	2
Easy to get to by bus	2.1%	15	5.9%	5	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1	1.4%	3
Friendly / helpful staff	2.1%	14	5.0%	4	0.0%	0	0.7%	0	0.0%	0	0.7%	0	6.5%	3	1.4%	1	3.1%	6
Delivery service	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	5.8%	10
Long opening hours	1.8%	12	0.0%	0	4.0%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Good NON-FOOD range	1.6%	11	1.5%	1	0.0%	0	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	0	4.7%	8
Small / quiet store	1.1%	8	1.3%	1	2.7%	4	0.7%	0	2.4%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lack of options / no other choice	1.1%	8	0.0%	0	0.5%	1	4.9%	3	0.0%	0	0.0%	0	3.5%	2	4.7%	2	0.0%	0
Preference for retailer	1.0%	7	0.0%	0	0.0%	0	4.3%	3	3.8%	2	0.0%	0	2.0%	1	0.0%	0	0.6%	1
Offers click & collect service	1.0%	7	1.9%	2	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Do online / delivery shopping because it's covid safe	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.6%	1	3.1%	1	1.4%	3
Has a petrol station	0.7%	5	2.8%	2	0.0%	0	0.0%	0	2.1%	1	0.7%	0	0.0%	0	0.0%	0	0.6%	1
Easy to get to by tube / train	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of shops / services nearby	0.5%	4	2.3%	2	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Nothing available locally	0.4%	3	0.6%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Like to support local shops	0.4%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Offers scan-as-you-shop service	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Parking - prices are low	0.4%	2	0.0%	0	0.5%	1	0.7%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Easy to get to by bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Quick service	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
On school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Easy access to store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
They accept vouchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(No reason in particular)	2.1%	14	0.6%	1	2.8%	4	2.1%	1	3.8%	2	0.0%	0	0.7%	0	5.6%	2	1.8%	3
(Don't know)	0.5%	3	0.0%	0	0.0%	0	2.8%	2	1.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Weighted base:	688	83	155	64	64	53	49	40	180									
Sample:	692	88	90	89	82	87	88	79	89									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
No	65.6%	451	62.1%	52	68.3%	106	68.2%	44	70.6%	45	77.8%	41	55.9%	27	63.6%	25	61.6%	111
Yes - non-food shopping	14.2%	98	17.2%	14	12.9%	20	4.8%	3	19.4%	12	8.6%	5	13.4%	7	17.3%	7	16.6%	30
Yes - other food shopping	9.1%	63	11.1%	9	6.7%	10	12.0%	8	7.7%	5	5.1%	3	10.5%	5	9.4%	4	10.6%	19
Yes - get petrol	5.1%	35	4.6%	4	7.5%	12	2.7%	2	2.1%	1	6.5%	3	5.7%	3	6.6%	3	4.3%	8
Yes - cafés	4.2%	29	10.9%	9	3.3%	5	3.4%	2	2.3%	1	2.6%	1	3.2%	2	8.9%	4	2.4%	4
Yes - gyms / health and fitness	2.2%	15	0.6%	1	5.3%	8	0.7%	0	0.0%	0	0.0%	0	3.3%	2	3.1%	1	1.6%	3
Yes - meeting friends	1.8%	13	3.8%	3	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.0%	4
Yes - restaurants	1.7%	11	3.4%	3	1.8%	3	0.7%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Yes - meeting family	1.4%	10	0.0%	0	2.5%	4	0.7%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.5%	5
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.3%	9	1.7%	1	1.8%	3	0.0%	0	1.6%	1	0.0%	0	1.6%	1	1.5%	1	1.4%	3
Yes - visiting services such as banks and other financial institutions	1.3%	9	1.5%	1	1.5%	2	1.3%	1	0.0%	0	1.4%	1	6.0%	3	0.0%	0	0.6%	1
Yes - markets	1.2%	8	2.8%	2	0.0%	0	1.8%	1	0.0%	0	0.7%	0	1.6%	1	0.0%	0	2.0%	4
Yes - go to park	1.0%	7	1.5%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.4%	3	0.0%	0
Yes - cinemas	0.9%	6	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.4%	3
Yes - library	0.9%	6	0.0%	0	1.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.1%	1	1.4%	3
Yes - work	0.7%	5	3.5%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.6%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	3
Yes - swimming	0.6%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.3%	1	0.0%	0
Yes - bars / pubs	0.5%	4	1.5%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.5%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Yes - museums / art gallery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.1%	1	0.0%	0
Yes - bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes - school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes - theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Yes - health service (e.g. doctors, dentists etc.)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.8%	19	2.3%	2	2.3%	4	5.2%	3	0.0%	0	1.9%	1	2.2%	1	1.8%	1	4.3%	8
Weighted base:		688		83		155		64		64		53		49		40		180
Sample:		692		88		90		89		82		87		88		79		89

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q04 When you combine your trip with other activities, where do you normally go?																		
<i>Not those that said 'No' or '(Don't know)' at Q03</i>																		
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	6.0%	13	11.4%	3	13.6%	6	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	4.1%	3
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.6%	3	0.0%	0	1.8%	1	0.0%	0	5.3%	1	7.3%	1	3.8%	1	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.9%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	3	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.4%	5	0.0%	0	0.0%	0	12.7%	2	2.5%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.9%	4	9.5%	3	0.0%	0	5.3%	1	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.4%	12	7.1%	2	7.7%	4	0.0%	0	0.0%	0	15.0%	2	0.0%	0	0.0%	0	7.3%	5
Basildon Town Centre	8.3%	18	21.8%	6	22.0%	10	5.0%	1	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	3.3%	7	0.0%	0	0.0%	0	0.0%	0	21.0%	4	0.0%	0	4.5%	1	16.7%	2	0.0%	0
Brentwood Town Centre	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	5	4.4%	1	0.0%	0
Canvey Island Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	3.4%	2
Chelmsford City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Corringham Town Centre	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.6%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.9%	4	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Laindon Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.0%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	3.1%	7	17.7%	5	0.0%	0	6.9%	1	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.7%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
South Benfleet Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
South Woodham Ferrers Town Centre	0.6%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Southend-on-Sea Town Centre	0.9%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Wickford Town Centre	2.8%	6	0.0%	0	0.0%	0	22.5%	4	0.0%	0	0.0%	0	0.0%	0	16.0%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	1.8%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	8.9%	19	7.3%	2	4.3%	2	27.4%	5	37.2%	7	11.3%	1	4.5%	1	11.0%	2	0.0%	0
PIPPS HILL Retail Park,	3.3%	7	0.0%	0	8.6%	4	0.0%	0	16.0%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	1.2%	3	4.1%	1	0.0%	0	7.8%	1	0.0%	0	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	1.3%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
B&M, Parkway, Chelmsford, CM2 7PX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.1%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Currys, Eastern Avenue West, Romford, RM7 7JN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Festival Leisure Park, Basildon, SS14 3WB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Firstsite Arts Centre, Lewis Gardens, High Street, Colchester, CO1 1JH	0.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Old Market Retail Park, High Road, Basildon, SS13 3BY	1.1%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.2%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU (Don't know / varies)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Weighted base:	218			29		46		17		19		11		20		14		62
Sample:	220			31		26		27		25		19		35		27		30

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q05 In addition to (STORE / LOCATION MENTIONED AT Q01), where else do you regularly use for your main-food shopping?																		
Aldi, The Broadway, Wickford, SS11 7AJ	1.4%	11	0.0%	0	0.0%	0	9.0%	6	1.4%	1	0.0%	0	0.0%	0	1.1%	1	1.4%	3
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.9%	7	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Aldi, London Road, Grays, RM17 5YB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	2.5%	20	10.1%	10	4.2%	7	0.0%	0	0.6%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.8%	23	8.4%	8	4.4%	8	2.3%	2	3.2%	3	3.3%	2	0.6%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	3.2%	26	0.0%	0	7.3%	13	4.0%	3	6.9%	6	0.0%	0	1.3%	1	1.6%	1	1.2%	3
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	7
Co-op, Ferry Road, Hullbridge, SS5 6ET (next to Golden Crust Bakery, opposite Perfect Vision Opticians)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.4%	3	0.0%	0	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.7%	6	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Iceland, High Street, Billericay, CM12 9AJ	0.8%	7	0.0%	0	1.3%	2	0.0%	0	4.1%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.3%	10	2.4%	2	4.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.7%	5	0.0%	0	0.0%	0	5.6%	4	0.6%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	1.2%	1	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	3.2%	26	0.0%	0	9.9%	18	0.0%	0	4.0%	3	1.2%	1	1.4%	1	0.0%	0	1.4%	3
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.6%	5	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	2.0%	16	5.1%	5	1.6%	3	2.0%	1	2.2%	2	6.3%	4	0.6%	0	0.0%	0	0.5%	1
Lidl, Woodgrange Drive,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Southend-on-Sea, SS1 2SE																		
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	3
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.2%	10	2.3%	2	0.5%	1	6.4%	5	0.6%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.7%	6	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Morrisons, Northwick Road, Canvey Island, SS8 0SW	2.1%	17	1.6%	2	1.5%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	13
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.7%	6	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.6%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.2%	26	9.1%	9	0.5%	1	9.7%	7	6.0%	5	2.0%	1	0.0%	0	3.3%	2	0.5%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	2.0%	16	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	7.0%	15
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.9%	7	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	4	1.6%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay, CM11 2DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	3.8%	30	5.5%	5	4.9%	9	11.5%	8	3.4%	3	0.0%	0	1.2%	1	7.2%	4	0.5%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.1%	41	9.5%	9	7.2%	13	2.3%	2	0.0%	0	5.5%	3	0.0%	0	0.0%	0	6.8%	14
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.3%	10	0.0%	0	4.7%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.5%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	1.8%	14	0.0%	0	0.0%	0	0.6%	0	11.6%	9	0.0%	0	1.8%	1	6.3%	3	0.0%	0
Internet / delivery	3.5%	28	1.7%	2	4.5%	8	0.6%	0	2.5%	2	2.5%	2	8.4%	5	1.1%	1	4.3%	9
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Aldi, Priory Crescent, Southend, SS2 6AH	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Aldi, St Marys Lane, Upminster, RM14 2QB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.4%	3	0.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.9%	1	0.0%	0	0.5%	1
David's Quality Meats, Grange Road, South	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Green, Billericay, CM11 2RB																		
Gibsons Finest Meats, Pippas Hill Road North, Crays Hill, Billericay, CM11 2UJ	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.2%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Sainsburys, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sunny Fruits, St John's Way, Corringham, SS17 7LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Hornchurch, RM12 4SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.2%	1	0.0%	0
Tesco Express, London Road, Rayleigh, SS6 9BN	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
(Don't know / varies)	3.5%	28	1.8%	2	2.5%	4	3.2%	2	4.1%	3	2.8%	2	4.1%	2	5.2%	3	4.6%	10
(Nowhere else)	36.1%	292	34.3%	33	34.8%	62	33.2%	24	40.3%	33	39.5%	25	37.6%	21	49.9%	26	32.7%	68
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. where you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?																		
Aldi, The Broadway, Wickford, SS11 7AJ	1.7%	14	0.0%	0	0.0%	0	9.7%	7	0.6%	0	0.0%	0	0.0%	0	12.9%	7	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	2.4%	19	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	8.4%	18
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	3
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.1%	9	8.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.7%	29	6.9%	7	11.9%	21	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.7%	21	1.7%	2	8.4%	15	0.6%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	5.3%	11
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.7%	5	1.8%	2	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.3%	11
Co-op, High Street, Stanford le Hope, SS17 0HD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.9%	7	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.4%	3	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Co-op, St. Peters Terrace, Wickford, SS12 0AP	0.2%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Iceland, High Street, Billericay, CM12 9AJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.1%	9	0.0%	0	5.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.2%	9	0.0%	0	0.0%	0	11.7%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.6%	5	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, Northwick Road, Charfleets Industrial	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Estate, Canvey Island, SS8 0PU																		
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.0%	8	4.4%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.8%	7	2.2%	2	0.0%	0	1.9%	1	0.6%	0	0.6%	0	1.4%	1	3.3%	2	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	11
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	2.3%	18	0.0%	0	0.5%	1	0.0%	0	0.0%	0	27.8%	18	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	2.2%	18	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	16
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.6%	4	0.0%	0	1.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.8%	14	7.1%	7	2.6%	5	1.2%	1	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	1.0%	8	0.0%	0	0.0%	0	11.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Tesco Express, Meadow Rise, Billericay, CM11 2DN	1.6%	13	0.0%	0	1.1%	2	0.0%	0	10.8%	9	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	1.4%	11	0.0%	0	0.0%	0	14.8%	11	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.1%	9	0.0%	0	1.7%	3	6.3%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.0%	16	6.5%	6	1.0%	2	2.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	3.6%	29	1.0%	1	13.0%	23	0.0%	0	0.0%	0	1.9%	1	4.5%	2	1.6%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Waitrose, High Street, Billericay, CM12 9BY	3.5%	28	0.0%	0	0.5%	1	0.6%	0	29.2%	24	0.0%	0	0.0%	0	6.6%	3	0.0%	0
Internet / delivery	3.9%	31	5.4%	5	4.8%	8	0.0%	0	0.0%	0	1.4%	1	5.3%	3	10.5%	5	4.0%	8
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Budgens, Church Lane, Doddinghurst, CM15 0NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Budgens, High Street, Stock, CM4 9BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Budgens, Lampits Hill, Corringham, Stanford-le-Hope, SS17 9AA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bulphan Village Shop, Church Road, Bulphan, RM14 3RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Church Road Supermarket, Church Road, Basildon, SS16 4AE	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Co-op, Kiln Road, Hadleigh, Benfleet, SS7 1TE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4
Co-op, Long Road, Canvey Island, SS8 0JD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crays Hill Post Office, A129, Crays Hill, CM11 2XJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats, Grange Road, South Green, Billericay, CM11 2RB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Mayflower Retail Park, Basildon, SS14 3HZ	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jotmans Store, Jotmans Lane, South Benfleet, Benfleet, SS7 5AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Kast Convenience, Pendle Drive, Basildon, SS14 3LT	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward Stores, Dawson Court, Basildon, SS15 6JG	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street Bakery, King Street, Stanford-le-Hope, SS17 0HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, Progress Road /	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Road, Leigh-on-Sea, SS9 5PR																		
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billericay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Local shops, Brentwood Town Centre	0.4%	4	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, South Green, Billericay	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thundersley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local shops, Upminster Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Londis, Felmores End, Basildon, SS13 1PN	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Kings Park Chalets, Canvey Island, SS8 8BF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
M&J Berrett, London Road, Rayleigh, SS6 9AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Margarets Food & Wine, Rectory Road, Pitsea, Basildon, SS13 2AH	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Hutton Mount, Brentwood, CM13 2LG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.4%	3
McColl's, Chafford Gardens, West Horndon, Brentwood, CM13 3NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
McColl's, The Triangle, Langdon Hills, SS16 6BH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Triangle, High Road, Langdon Hills, SS16 6HF	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Nisa (Kams Loco), Austen Road, Basildon, SS14 3RR	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Nisa, London Road, South Benfleet, SS7 5UH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Billericay, CM12 9AH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Church Road, Ramsden Bellhouse, CM11 1RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Premier, Kathleen Ferriers Crescent, Laindon,	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon, SS15 5QR																		
Premier, Luncies Road, Basildon, SS14 1SB	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Rayleigh Road, Hutton, Brentwood, CM13 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Ravens Bakery Essex, High Street, Ingatestone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.6%	1	0.0%	0
Reddingtons Butchers, High Road, Horndon on the Hill, SS17 8LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotgate Post Office, Southend Road, Wickford, SS11 8QW	0.3%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballards Walk, Basildon, SS15 5HL	0.3%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kibcaps, Lee Chapel, Basildon, SS16 5SA	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Brentwood Road, Chadwell St Mary, RM16 4JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.4%	3	0.0%	0	1.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	0.6%	5	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Leigh-On-Sea, SS9 3JY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Tesco Express, London Road, Rayleigh, SS6 9BN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Superstore, The Grove Centre, Witham, CM8 2YT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Barke Craft Bakery, High Street, Wickford, SS12 9AT	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0
Yoshas, Alderney Gardens, Wickford, SS11 7JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Your Local, Alderney Gardens, Wickford, SS11 7JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't know / varies)	4.9%	39	8.6%	8	5.0%	9	1.8%	1	1.9%	2	4.9%	3	5.6%	3	3.1%	2	5.5%	12
(Don't do this type of shopping)	23.0%	185	29.8%	29	23.8%	43	24.7%	18	17.3%	14	31.8%	20	25.1%	14	22.9%	12	17.4%	36
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 In addition to (STORE / LOCATION MENTIONED AT Q06), where else do you regularly use for your top-up food shopping?																		
<i>Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.4%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.1%	7	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Aldi, London Road, Grays, RM17 5YB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.2%	7	8.2%	5	1.5%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.6%	4	4.0%	2	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.2%	7	0.0%	0	4.6%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.9%	5	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Iceland, High Street, Billericay, CM12 9AJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	0.4%	2	2.7%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.6%	3	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	1.6%	1	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.4%	8	2.4%	1	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.7%	1
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.6%	4	0.8%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.5%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.9%	11	6.4%	4	0.0%	0	3.5%	2	3.9%	3	0.0%	0	0.0%	0	1.9%	1	1.4%	2
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6
Tesco Express, Meadow Rise, Billericay, CM11 2DN	1.0%	6	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.4%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.9%	11	6.4%	4	2.5%	3	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	1.6%	3
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	1.6%	10	0.0%	0	0.0%	0	0.0%	0	13.2%	9	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Internet / delivery	1.0%	6	0.0%	0	0.0%	0	4.6%	2	2.0%	1	0.0%	0	2.4%	1	3.2%	1	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
B&M, Town Square, Basildon, SS14 1DZ	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Grange Road, South Green, Billericay, CM11 2RB																
Grange Stores, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Herongate Village Store, Brentwood Road, Herongate, CM13 3PD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.5%	3	0.0%	0	1.8%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	1.0%	6	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.8%
Local shops, Billericay Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Londis, Corbets Tey Road, Upminster, RM14 2AA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.2%
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.4%
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Marks & Spencer Simply Food, Cranfield Park Road, Wickford, SS12 9FG	0.4%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Roundacre, Basildon, SS15 5UL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.2%
Morrisons, Limebrook Way, Maldon, CM9 6GG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Poundland, Old Market Retail Park, Pitsea, SS13 3BB	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeds Family Butchers, St John's Way, Corringham, SS17 7NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Hornchurch, RM11 1TX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Shenfield Broadway Post Office, Hutton Road, Shenfield, CM15 8NR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2.2%
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford, CM2 6QT	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.7%	27	1.8%	1	4.9%	6	2.5%	1	3.1%	2	4.4%	2	6.4%	2	3.5%	1	6.8%	11
(Nowhere else)	59.0%	344	56.2%	33	69.7%	89	61.6%	32	53.2%	35	62.1%	25	60.4%	23	58.7%	22	52.3%	84
Weighted base:	583		60		127		53		66		40		39		38		161	
Sample:	556		59		74		71		76		64		68		70		74	

Meanscore: [%]

Q08 Of all the money you spend on your MAIN AND TOP-UP food shopping, what % share goes on your MAIN food shopping?*Not those that said '(Don't know / varies)' at Q06*

1 - 10%	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
11 - 20%	1.7%	13	0.0%	0	2.8%	5	1.3%	1	0.0%	0	1.7%	1	0.0%	0	2.7%	1	2.8%	5
21 - 30%	1.0%	8	0.0%	0	2.5%	4	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	1.1%	2
31 - 40%	1.3%	10	2.7%	2	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.7%	1	1.1%	1	2.0%	4
41 - 50%	4.3%	33	7.6%	7	4.0%	7	0.6%	0	4.0%	3	2.3%	1	1.2%	1	4.1%	2	5.8%	11
51 - 60%	6.6%	50	8.3%	7	4.3%	7	4.2%	3	11.3%	9	2.4%	1	6.3%	3	5.5%	3	8.2%	16
61 - 70%	10.8%	83	18.4%	16	7.2%	12	9.1%	6	9.2%	7	10.8%	7	9.1%	5	8.1%	4	12.9%	25
71 - 80%	23.6%	181	14.8%	13	21.8%	37	28.9%	20	28.5%	23	21.9%	13	22.8%	12	16.0%	8	27.9%	55
81 - 90%	13.3%	102	7.2%	6	12.8%	22	15.5%	11	18.3%	15	17.6%	11	15.0%	8	17.8%	9	10.8%	21
91 - 99%	2.5%	19	0.0%	0	3.8%	6	4.4%	3	1.2%	1	2.0%	1	2.6%	1	6.0%	3	1.7%	3
100% (Don't do top-up shopping)	24.1%	185	32.7%	29	25.1%	43	25.2%	18	17.6%	14	33.5%	20	26.6%	14	23.6%	12	18.4%	36
(Don't know / varies)	10.1%	78	7.7%	7	15.6%	27	6.5%	5	8.6%	7	7.1%	4	11.4%	6	12.8%	6	8.4%	17
(Refused)	0.4%	3	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Mean:	80.13		80.08		80.63		82.31		80.30		85.29		83.98		80.04		76.36	
Weighted base:	768		88		170		70		80		60		53		50		197	
Sample:	769		91		100		97		98		97		94		97		95	

Q09 Have you changed or do you intend to change any of your FOOD and/or NON-FOOD shopping habits as a result of cost of living crisis (e.g. rising inflation and rising energy prices)?

Yes	46.7%	377	40.5%	39	48.6%	87	46.9%	34	48.1%	39	38.6%	24	49.4%	28	53.9%	28	47.3%	99
No	53.3%	431	59.5%	58	51.4%	92	53.1%	38	51.9%	42	61.4%	39	50.6%	28	46.1%	24	52.7%	110
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 How have your FOOD and/or NON-FOOD shopping habits changed or are likely to change as a result of the cost of living crisis? [MR]																		
<i>Those that said 'Yes' at Q09</i>																		
Shop more at discount foodstores such as Aldi and Lidl.	27.2%	103	16.6%	6	31.3%	27	15.6%	5	25.6%	10	19.3%	5	20.3%	6	36.3%	10	33.9%	34
Spend less on non-essential / luxury food items	23.1%	87	15.6%	6	24.0%	21	35.4%	12	19.8%	8	17.2%	4	25.7%	7	24.9%	7	22.6%	22
Spend more on discounted food items	22.7%	86	24.8%	10	24.6%	21	18.4%	6	15.2%	6	32.9%	8	25.5%	7	16.2%	4	23.1%	23
Spend less in general on food items	15.6%	59	9.8%	4	20.0%	17	20.6%	7	15.0%	6	16.8%	4	15.9%	4	8.8%	2	14.1%	14
Spend less on non-essential / luxury non-food items	11.6%	44	14.5%	6	21.7%	19	12.8%	4	6.7%	3	7.9%	2	3.6%	1	4.2%	1	8.5%	8
Carry out more bulk food shopping	8.8%	33	5.8%	2	4.5%	4	4.2%	1	11.9%	5	4.9%	1	7.3%	2	2.2%	1	17.2%	17
Spend less in general on non-food items	8.2%	31	13.8%	5	12.6%	11	8.8%	3	4.5%	2	3.2%	1	14.7%	4	6.1%	2	3.3%	3
Shop less online for food shopping	7.5%	28	9.4%	4	17.0%	15	0.0%	0	0.0%	0	7.7%	2	4.0%	1	11.8%	3	3.6%	4
Shop more online for food shopping	7.5%	28	14.7%	6	7.5%	7	3.0%	1	5.4%	2	0.0%	0	4.5%	1	4.2%	1	10.6%	10
Shop less at larger foodstores	6.9%	26	12.5%	5	3.2%	3	0.0%	0	2.9%	1	4.9%	1	8.4%	2	11.4%	3	10.6%	10
Shop less at local convenience stores	6.5%	24	0.0%	0	7.1%	6	0.0%	0	0.0%	0	8.4%	2	0.0%	0	6.6%	2	14.4%	14
Shop more at larger foodstores	6.1%	23	6.2%	2	2.3%	2	1.3%	0	8.5%	3	0.0%	0	3.3%	1	11.2%	3	11.0%	11
Buying more own-brand labels	5.0%	19	4.3%	2	5.8%	5	0.0%	0	19.1%	7	3.6%	1	1.2%	0	0.0%	0	3.5%	3
Spend more on discounted non-food items	4.0%	15	13.5%	5	4.5%	4	4.0%	1	4.9%	2	0.0%	0	6.6%	2	3.1%	1	0.0%	0
Shop more at frozen foodstores such as Farmfoods and Iceland	3.3%	13	9.8%	4	2.6%	2	0.0%	0	4.5%	2	1.5%	0	6.7%	2	0.0%	0	2.5%	3
More careful about what I buy	3.0%	11	1.3%	1	0.9%	1	0.0%	0	4.0%	2	3.6%	1	3.7%	1	0.0%	0	6.7%	7
Used different physical shops for main food shopping	2.2%	8	3.1%	1	2.3%	2	6.9%	2	2.9%	1	3.6%	1	0.0%	0	3.1%	1	0.0%	0
Using a meal planner	2.1%	8	0.0%	0	5.4%	5	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	2.5%	3
Shop more at local convenience stores	2.1%	8	0.0%	0	2.3%	2	3.0%	1	0.0%	0	0.0%	0	2.8%	1	14.5%	4	0.0%	0
Used different physical shops for top-up food shopping	2.0%	7	6.2%	2	2.3%	2	0.0%	0	3.9%	2	0.0%	0	2.8%	1	2.6%	1	0.0%	0
Shop more at discount shops for non-food items	1.9%	7	4.3%	2	0.0%	0	0.0%	0	3.6%	1	4.9%	1	2.5%	1	0.0%	0	2.3%	2
Shop more online for non-food shopping	1.9%	7	0.0%	0	4.5%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Spending less in general on everything	1.8%	7	0.0%	0	2.3%	2	4.0%	1	0.0%	0	4.7%	1	4.0%	1	0.0%	0	1.1%	1
Carry out more basket / top-up food shopping	1.5%	6	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	2.5%	3
Shopping around / price checking	1.4%	5	2.8%	1	0.9%	1	1.3%	0	2.9%	1	0.0%	0	2.5%	1	0.0%	0	1.1%	1
Using offers more often	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Stick to a shopping list	1.0%	4	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0
Reducing food waste	0.9%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Shop more where I work because I get a staff discount	0.6%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less meat	0.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less alcohol	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying more ready meals	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using food banks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Being greener / fixing items more	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Shop less online for non-food shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Shop more locally for non-food shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more at a specific store for food items: Lidl, High Street, Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Shop more at a specific store for food items: Asda, Eastgate Shopping Centre, Basildon	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.5% 0	0.0% 0	0.0% 0	0.0% 0
Keeping track of spending (Don't know)	0.1% 0 0.8% 3	0.0% 0 0.0% 0	0.0% 0 0.0% 0	0.0% 0 5.5% 2	0.0% 0 0.0% 0	0.0% 0 4.9% 1	1.2% 0 0.0% 0	0.0% 0 0.0% 0	0.0% 0 0.0% 0
Weighted base:	377	39	87	34	39	24	28	28	99
Sample:	339	37	51	40	42	32	46	46	45

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 Where do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear EXCLUDING sports clothing and sports footwear?																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.4%	20	1.8%	2	6.9%	12	0.6%	0	1.6%	1	3.0%	2	1.6%	1	0.0%	0	0.5%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.3%	3	1.7%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	4.7%	3	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.4%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.9%	7	1.7%	2	0.5%	1	2.5%	2	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.4%	3
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.8%	6	0.5%	1	1.5%	3	3.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.9%	16	4.4%	4	2.2%	4	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	2.5%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	2	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	12.2%	99	15.5%	15	21.6%	39	4.8%	3	3.9%	3	8.7%	6	1.2%	1	4.2%	2	14.5%	30
Billericay Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Brentwood Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Central London / West End	0.3%	2	0.5%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	2.1%	17	1.1%	1	0.0%	0	1.2%	1	6.4%	5	0.0%	0	2.4%	1	9.7%	5	1.6%	3
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	5.1%	41	4.5%	4	3.2%	6	4.3%	3	1.2%	1	20.8%	13	10.7%	6	0.0%	0	3.7%	8
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	7.4%	16
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Upminster Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Wickford Town Centre	1.2%	10	0.0%	0	0.0%	0	10.3%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3WJ																		
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.6%	38	5.5%	5	1.9%	3	8.4%	6	11.5%	9	5.9%	4	1.3%	1	7.7%	4	2.4%	5
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.8%	6	0.5%	1	1.7%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	7.3%	59	5.0%	5	10.4%	19	7.6%	5	4.5%	4	13.5%	9	8.0%	4	3.1%	2	5.8%	12
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / delivery	41.7%	337	39.1%	38	37.3%	67	45.1%	32	47.4%	39	35.2%	22	40.7%	23	45.0%	23	44.9%	94
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.0%	8	0.0%	0	0.0%	0	0.6%	0	1.9%	2	1.9%	1	1.3%	1	3.8%	2	1.1%	2
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.0%	8	2.9%	3	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Designer Outlet Ashford, Kimberley Way, Ashford, TN24 0SD	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.2%	34	3.7%	4	6.3%	11	0.6%	0	5.6%	5	4.5%	3	6.5%	4	4.5%	2	2.4%	5
(Don't do this type of shopping)	3.7%	30	5.4%	5	2.7%	5	1.8%	1	4.8%	4	0.6%	0	5.5%	3	2.5%	1	4.6%	10
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	3	0.5%	1	1.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.4%	3	0.5%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	3.0%	25	7.0%	7	4.8%	9	1.9%	1	1.8%	1	1.2%	1	0.0%	0	2.3%	1	2.2%	5
Billericay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.6%	0	0.5%	0	0.0%	0
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Laindon Town Centre	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.9%	1	0.6%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.3%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wickford Town Centre	0.5%	4	0.0%	0	0.0%	0	3.1%	2	1.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	3
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	1.1%	9	0.0%	0	1.5%	3	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.9%	4
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Internet / delivery	25.9%	209	25.1%	24	26.7%	48	27.7%	20	22.7%	18	15.7%	10	16.4%	9	27.3%	14	31.5%	66
Aldi, Parkway, Chelmsford, CM2 7FS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
(Don't know / varies)	2.9%	23	4.5%	4	1.3%	2	0.6%	0	0.6%	0	1.6%	1	4.9%	3	0.0%	0	5.7%	12
(Don't do this type of	62.2%	503	56.9%	55	61.3%	109	62.4%	45	69.1%	56	79.1%	50	73.9%	41	60.2%	31	55.0%	115

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
shopping)									
Weighted base:	808	97	179	72	81	64	56	51	209
Sample:	808	101	105	100	100	102	100	100	100

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 Where do you do most of your household's shopping for DOMESTIC electrical goods including small domestic electrical appliances such as irons, kettles, fans, coffee makers, food mixers and large white goods e.g. fridges, freezers, dishwashers etc?																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.6%	29	4.5%	4	12.8%	23	0.0%	0	0.0%	0	2.5%	2	0.6%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.9%	7	0.0%	0	2.8%	5	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.7%	6	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.9%	4
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.2%	10	2.7%	3	2.8%	5	1.8%	1	0.0%	0	1.2%	1	0.0%	0	0.5%	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	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	9
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.8%	1	0.5%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	3	0.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.2%	18	7.9%	8	2.8%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.7%	4
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.4%	3	0.5%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basildon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.5%	0	0.0%	0
Brentwood Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	0.0%	0
Canvey Island Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Chelmsford City Centre	1.2%	9	0.0%	0	0.0%	0	1.2%	1	4.0%	3	0.0%	0	0.6%	0	5.3%	3	1.1%	2
Corringham Town Centre	1.2%	10	1.1%	1	0.0%	0	0.0%	0	0.0%	0	14.0%	9	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Romford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Stanford-le-Hope Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.9%	7	2.3%	2	0.0%	0	0.6%	0	2.3%	2	1.2%	1	0.6%	0	2.9%	1	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	16.2%	131	25.2%	24	20.3%	36	29.2%	21	23.0%	19	6.1%	4	6.6%	4	14.0%	7	7.6%	16
Pitsea Retail Park, High Road, Pitsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	3.2%	26	0.0%	0	1.1%	2	2.5%	2	1.2%	1	16.7%	11	13.0%	7	0.0%	0	1.6%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Internet / delivery	46.7%	377	34.7%	34	47.0%	84	46.5%	33	47.2%	38	36.8%	23	34.5%	19	58.8%	30	55.3%	116
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	1.2%	10	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	2.4%	5
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Rugby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stellisons Electrical, London Road, Benfleet, SS7 1AA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	0	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Trading Park, Warley Street, Great Warley, RM14 3PJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
West Mersea Village Centre (Don't know / varies)	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	3.4%	28	6.2%	6	2.4%	4	3.0%	2	2.2%	2	4.2%	3	5.0%	3	1.7%	1	3.4%	7
	9.4%	76	10.1%	10	4.3%	8	6.1%	4	12.6%	10	8.5%	5	14.3%	8	7.5%	4	12.7%	26
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q14 Where do you do most of your household's shopping for OTHER electrical goods such as TV's, computers, cameras, kindles, ipads, phones, radios, etc?																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.6%	5	1.7%	2	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.6%	13	6.9%	7	1.6%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.1%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.5%	12	1.2%	1	3.7%	7	0.6%	0	1.4%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	1.6%	1	1.7%	3
Canvey Island Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Chelmsford City Centre	1.2%	10	0.0%	0	0.0%	0	2.4%	2	4.0%	3	0.0%	0	0.6%	0	3.0%	2	1.6%	3
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.5%	4	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Stratford, London / Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.6%	13	1.0%	1	2.8%	5	0.0%	0	2.3%	2	3.4%	2	1.2%	1	2.2%	1	0.5%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	20.5%	165	34.5%	33	25.9%	46	26.7%	19	27.3%	22	12.8%	8	5.9%	3	22.4%	11	10.3%	21
Pitsea Retail Park, High Road, Pitsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	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	5.0%	40	1.6%	2	1.9%	3	1.9%	1	1.2%	1	24.1%	15	19.8%	11	2.5%	1	2.6%	5
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.6%	0	1.4%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Internet / delivery	44.8%	362	32.8%	32	47.0%	84	44.1%	32	43.7%	36	31.0%	20	29.7%	17	50.9%	26	55.9%	117
Aldi, Springfield Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Chelmsford, CM2 6AP																		
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.6%	5	0.0%	0	0.5%	1	0.0%	0	1.2%	1	3.1%	2	2.5%	1	0.0%	0	0.0%	0
Canary Wharf Shopping Centre, Canada Square, London, E14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	1.6%	13	0.0%	0	1.1%	2	0.0%	0	1.4%	1	0.0%	0	3.9%	2	0.0%	0	3.8%	8
Gadget Geeks, High Road, South Benfleet, Benfleet, SS7 5HB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Gidea Park Local Centre, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
West Mersea Village Centre (Don't know / varies)	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	4.8%	39	6.1%	6	6.2%	11	6.3%	5	0.0%	0	4.7%	3	10.3%	6	0.5%	0	4.1%	9
	10.1%	82	12.1%	12	5.8%	10	13.2%	9	13.2%	11	13.3%	8	11.6%	6	7.8%	4	9.9%	21
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.0%	8	5.9%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	2	1.1%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.3%	2	1.5%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.0%	8	0.5%	1	3.1%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.3%	18	6.2%	6	2.0%	4	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	2.5%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.1%	9	0.5%	1	3.8%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Basildon Town Centre	5.3%	43	12.3%	12	14.1%	25	1.3%	1	0.6%	0	2.9%	2	0.0%	0	1.4%	1	1.0%	2
Billericay Town Centre	2.3%	18	0.0%	0	0.0%	0	0.0%	0	17.2%	14	0.0%	0	1.6%	1	6.7%	3	0.0%	0
Brentwood Town Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	15.3%	9	0.5%	0	0.0%	0
Canvey Island Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	8
Central London / West End	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.6%	1	0.0%	0
Chelmsford City Centre	1.5%	12	0.0%	0	0.0%	0	1.2%	1	6.2%	5	0.0%	0	0.6%	0	4.3%	2	1.6%	3
Corringham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	1.2%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.8%	6	0.0%	0	0.0%	0	0.6%	0	0.0%	0	8.2%	5	1.2%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.4%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.2%	10	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8
Romford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Southend-on-Sea Town Centre	1.1%	9	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Wickford Town Centre	3.0%	24	0.0%	0	0.5%	1	21.3%	15	0.6%	0	0.0%	0	0.0%	0	11.2%	6	1.0%	2
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.6%	5	0.0%	0	0.0%	0	1.4%	1	0.6%	0	3.5%	2	0.0%	0	1.7%	1	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	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	1.0%	8	0.0%	0	0.0%	0	2.7%	2	0.0%	0	4.3%	3	3.8%	2	0.5%	0	0.5%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Internet / delivery	40.9%	330	27.6%	27	38.3%	68	46.1%	33	41.9%	34	29.2%	19	37.3%	21	42.8%	22	51.0%	107
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Butneys, Basildon, SS14 2DG	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felmores End Shopping Centre, Basildon	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.0%	40	8.3%	8	7.2%	13	2.3%	2	0.0%	0	5.7%	4	2.0%	1	2.1%	1	5.9%	12
(Don't do this type of shopping)	25.0%	202	27.9%	27	28.2%	50	17.7%	13	26.4%	22	28.0%	18	23.0%	13	21.3%	11	23.2%	49
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.7%	14	2.2%	2	4.4%	8	0.6%	0	2.8%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.7%	6	1.1%	1	1.1%	2	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.6%	5	3.7%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.9%	8	0.5%	1	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.4%	3
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.6%	13	5.5%	5	2.0%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.4%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Basildon Town Centre	5.0%	40	10.0%	10	13.7%	24	1.3%	1	0.6%	0	4.8%	3	1.2%	1	1.7%	1	0.0%	0
Billericay Town Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.6%	0	2.3%	1	0.0%	0
Brentwood Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.7%	4
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Chelmsford City Centre	0.4%	4	0.5%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.6%	0	2.1%	1	0.0%	0
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.2%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.6%	5	2.0%	2	0.0%	0	1.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.5%	1
Rayleigh Town Centre	1.6%	13	1.2%	1	1.4%	3	2.5%	2	1.9%	2	1.2%	1	0.0%	0	0.0%	0	2.5%	5
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Stanford-le-Hope Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Wickford Town Centre	0.9%	7	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.2%	9	0.0%	0	1.5%	3	4.0%	3	1.2%	1	0.0%	0	0.0%	0	3.8%	2	0.5%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	2.3%	19	4.9%	5	1.9%	3	1.4%	1	5.1%	4	1.6%	1	1.9%	1	6.4%	3	0.0%	0
Pitsea Retail Park, High Road, Pitsea	1.4%	11	3.4%	3	2.0%	4	0.6%	0	0.0%	0	4.5%	3	0.0%	0	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	2.1%	17	1.5%	1	1.9%	3	1.9%	1	0.6%	0	4.3%	3	5.3%	3	4.4%	2	1.1%	2
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	36.3%	293	35.3%	34	35.8%	64	44.3%	32	34.6%	28	26.8%	17	22.8%	13	36.3%	19	41.4%	87
B&M, Hazelmere, Pitsea, SS13 3JY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.2%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Crays Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Old Market Retail Park, High Road, Basildon, SS13 3BY	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1
Orsett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pelican Retail Park, Claydons Lane, Rayleigh, SS6 7UP	1.6%	13	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	10
Rom Valley Retail Park, Rom Valley Way, Romford, RM7 0AN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.3%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wagtails, High Road, South Benfleet, Benfleet, SS7 5HA	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	1.8%	14	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	13
Whitesbridge Farm Industrial	0.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Estate, Crays Hill, Billericay, CM11 2UL (Don't know / varies)	8.5% 69	6.3% 6	10.3% 18	3.2% 2	8.0% 6	2.8% 2	7.9% 4	4.5% 2	13.0% 27
(Don't do this type of shopping)	21.8% 176	17.4% 17	19.7% 35	20.7% 15	24.0% 20	35.1% 22	33.1% 19	20.9% 11	18.2% 38
Weighted base:	808	97	179	72	81	64	56	51	209
Sample:	808	101	105	100	100	102	100	100	100

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	2.4%	19	2.4%	2	4.3%	8	1.9%	1	0.6%	0	1.7%	1	0.0%	0	2.1%	1	2.4%	5
Billericay Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	7.8%	6	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Brentwood Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0
Canvey Island Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	1.3%	11	0.0%	0	0.0%	0	1.2%	1	4.9%	4	0.0%	0	5.6%	3	5.3%	3	0.0%	0
Corringham Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.7%	6	4.5%	4	0.5%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.9%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	7
Romford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.5%	12	0.0%	0	0.5%	1	0.0%	0	2.5%	2	3.0%	2	10.8%	6	3.0%	2	0.0%	0
Wickford Town Centre	2.4%	19	0.0%	0	0.5%	1	20.5%	15	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.4%	3	0.0%	0	1.1%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	0.4%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	3.6%	29	2.4%	2	3.5%	6	3.3%	2	1.9%	2	1.6%	1	4.3%	2	0.0%	0	6.4%	13
Wickes, Rat Lane, Rayleigh, SS6 7TS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Wickes, Brook Street, Brentwood, CM14 5LX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.6%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.0%	24	3.9%	4	1.7%	3	8.2%	6	7.1%	6	2.8%	2	0.6%	0	0.0%	0	1.6%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right,	8.4%	68	16.3%	16	11.0%	20	10.6%	8	11.4%	9	5.5%	3	3.7%	2	10.3%	5	2.2%	5

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Currys)																		
Pitsea Retail Park, High Road, Pitsea	0.4%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.4%	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	6.2%	50	2.1%	2	5.8%	10	3.8%	3	7.2%	6	17.3%	11	5.1%	3	8.3%	4	5.3%	11
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Internet / delivery	23.6%	190	22.2%	21	28.5%	51	16.6%	12	16.9%	14	11.4%	7	12.6%	7	19.8%	10	32.5%	68
Affordable Carpets, Daneholes Roundabout, Grays, RM16 2XE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Brook Road Industrial Estate, Rayleigh, SS6 7X	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Burnt Mills Industrial Estate, Basildon, SS13 1EU	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Carpets, Roneo Corner, Hornchurch, RM12 4TQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Cranham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Dedham Village Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Eastern Avenue West, Romford, RM7 7JN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
HSL, Eastwood Road, Rayleigh, SS6 7LF	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
LTC, Cranes Farm Road, Basildon, SS14 3JL	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Industrial Park, Stanford Road, Orsett, RM16 3BX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.5%	0	1.4%	3
Vange Local Centre,	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Basildon									
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.1% 1	0.0% 0	0.0% 0	1.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Westmayne Industrial Park, Bramston Way, Laindon, SS15 6TP	0.1% 1	0.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know / varies)	12.9% 104	11.6% 11	11.3% 20	13.3% 9	7.9% 6	15.8% 10	9.6% 5	12.1% 6	16.8% 35
(Don't do this type of shopping)	22.5% 181	29.5% 29	25.9% 46	14.9% 11	23.3% 19	23.8% 15	25.2% 14	14.0% 7	19.4% 41
Weighted base:	808	97	179	72	81	64	56	51	209
Sample:	808	101	105	100	100	102	100	100	100

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	3	1.1%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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	0.0%	0	0.6%	0	1.2%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.6%	13	3.0%	3	4.9%	9	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Billericay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Brentwood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Chelmsford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Corringham Town Centre	0.7%	6	0.0%	0	1.3%	2	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Romford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Upminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.5%	4	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	1.7%	14	0.5%	1	0.0%	0	0.0%	0	1.6%	1	6.3%	4	7.9%	4	0.0%	0	1.7%	3
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	27.6%	223	29.1%	28	27.8%	50	41.2%	29	61.7%	50	13.4%	8	11.6%	6	40.9%	21	14.2%	30
B&Q, Roneo Corner, Hornchurch Road, Romford, RM11 1PY	1.2%	9	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	14.6%	8	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford, RM3 8GZ	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	6	1.1%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	6.5%	53	12.9%	12	6.1%	11	4.0%	3	0.0%	0	32.4%	21	1.6%	1	1.1%	1	2.2%	5
Homebase, Stadium Way, Rayleigh, SS7 3NT	5.9%	47	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	20.9%	44
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.3%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wickes, Rat Lane, Rayleigh, SS6 7TS	3.3%	26	1.7%	2	0.0%	0	7.1%	5	0.0%	0	1.2%	1	0.0%	0	2.1%	1	8.5%	18
Wickes, Brook Street, Brentwood, CM14 5LX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.5%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon	1.2%	10	2.1%	2	1.6%	3	1.9%	1	3.1%	3	1.2%	1	0.6%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(EXCLUDING Tesco Extra)																		
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	3.5%	28	2.8%	3	8.7%	15	2.9%	2	5.8%	5	0.0%	0	3.4%	2	2.1%	1	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.5%	4	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	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	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	2.5%	1	1.6%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.2%	10	0.0%	0	2.5%	4	0.6%	0	1.8%	1	0.0%	0	1.9%	1	3.1%	2	0.5%	1
Internet / delivery	11.5%	93	9.9%	10	13.5%	24	10.7%	8	3.9%	3	2.5%	2	8.2%	5	16.3%	8	16.2%	34
A.E. Harnett & Sons, Greenacre Lane, Stock, CM4 9QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Garden Centre, Arterial Road, Wickford, SS12 9JG	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.5%	1
B&M, Hazelmere, Pitsea, SS13 3JY	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
B&Q, Fossetts Way, Southend-on-Sea, SS2 4DQ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5
B&Q, Homelands Retail Park, Springfield, Chelmsford, CM2 5PX	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Basildon Garden & Mower Centre, Nevendon Road, Basildon, SS13 1BS	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluehouse Farm Retail Centre, London Road, Pitsea, SS13 2BY	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Garden Centre, Vicarage Close, Brentwood, CM14 5GR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Cherry Lane Garden Centre, High Street, Long Melford, CO10 9DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Market Garden Centre, Lower Road, Ashingdon, SS5 5JU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Homebase, Waterhouse Lane, Chelmsford, CM1 2QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hunters Chase Garden Centre, Hunters Chase, Hutton, CM13 1SN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hutton Industrial Estate, Tallon Road, Hutton, CM13 1TF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Interior Decor, High Road, South Benfleet, Benfleet,	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
SS7 5HB																		
Little Lodge Garden Centre, High Road, Fobbing, SS17 9HN	0.4%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perrywood Garden Centre, Kelvedon Road, Tiptree, CO5 9SX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Arterial Park, Rayleigh, SS6 7NG	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Tallon Road, Brentwood, CM13 1TN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	0.8%	7	0.0%	0	1.0%	2	2.5%	2	0.6%	0	2.0%	1	0.0%	0	0.5%	0	0.5%	1
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Thurrock Garden Centre, South Road, South Ockendon, RM15 6DU	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0
Yardley Business Park, Luckyn Lane, Basildon, Essex, SS14 3GL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.7%	46	4.2%	4	9.8%	17	4.5%	3	0.6%	0	5.9%	4	5.6%	3	3.3%	2	6.0%	12
(Don't do this type of shopping)	15.7%	127	17.6%	17	19.5%	35	10.8%	8	14.2%	12	19.7%	13	10.3%	6	6.4%	3	16.3%	34
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.5%	4	0.0%	0	0.5%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.6%	5	3.4%	3	0.0%	0	0.0%	0	0.6%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.0%	32	9.6%	9	10.1%	18	0.6%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	1.2%	3
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.2%	18	1.1%	1	4.4%	8	0.0%	0	5.7%	5	1.2%	1	0.0%	0	1.6%	1	1.4%	3
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.6%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	3
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	3	1.0%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	6
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.2%	18	10.7%	10	1.1%	2	4.9%	4	0.6%	0	0.6%	0	0.0%	0	2.1%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.4%	11	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	11
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	5	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.0%	16	1.0%	1	0.5%	1	10.8%	8	1.4%	1	0.0%	0	0.0%	0	6.7%	3	1.1%	2
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.6%	37	15.2%	15	3.3%	6	1.9%	1	0.6%	0	16.1%	10	0.0%	0	0.0%	0	2.2%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.3%	18	0.5%	1	7.9%	14	0.0%	0	0.0%	0	1.2%	1	5.6%	3	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.9%	7	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	0.6%	0	3.7%	2	0.0%	0
Basildon Town Centre	7.3%	59	18.5%	18	19.3%	35	1.2%	1	0.6%	0	3.5%	2	2.2%	1	1.1%	1	0.5%	1
Billericay Town Centre	3.9%	31	0.0%	0	0.0%	0	0.0%	0	31.8%	26	0.0%	0	0.0%	0	10.3%	5	0.0%	0
Brentwood Town Centre	1.5%	12	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	15.4%	9	1.6%	1	0.0%	0
Canvey Island Town Centre	1.5%	12	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	10
Central London / West End	0.7%	5	0.0%	0	2.5%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	4.3%	2	1.1%	2
Corringham Town Centre	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.6%	21	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.5%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.6%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Rayleigh Town Centre	2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	19

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
South Benfleet Town Centre	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	10	0.0%	0	0.0%	0
Wickford Town Centre	3.8%	30	0.0%	0	1.5%	3	26.9%	19	0.6%	0	0.0%	0	0.0%	0	13.3%	7	0.5%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.8%	39	3.5%	3	8.6%	15	6.7%	5	7.3%	6	0.0%	0	0.0%	0	6.0%	3	2.9%	6
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.9%	7	2.9%	3	0.5%	1	1.9%	1	1.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.7%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.5%	2	1.3%	1	0.0%	0	1.1%	2
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	23.7%	192	16.3%	16	21.1%	38	25.6%	18	22.4%	18	15.1%	10	22.3%	12	21.8%	11	32.7%	68
Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Great Yarmouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hornchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	1	0.5%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Shotgate Village Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	1	0.0%	0	0.5%	1
Tesco Superstore, Princes Road, Chelmsford, CM2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
9XW																		
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
(Don't know / varies)	7.3%	59	2.5%	2	7.2%	13	2.0%	1	10.8%	9	4.1%	3	8.9%	5	6.6%	3	10.9%	23
(Don't do this type of shopping)	6.0%	48	9.3%	9	4.1%	7	9.5%	7	5.8%	5	4.7%	3	3.8%	2	3.6%	2	6.5%	14
Weighted base:	808	97		179		72		81		64		56		51		209		
Sample:	808	101		105		100		100		102		100		100		100		

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.1%	33	9.9%	10	12.4%	22	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.4%	19	1.1%	1	4.2%	8	0.6%	0	5.0%	4	1.2%	1	0.0%	0	0.0%	0	2.6%	5
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	3	0.5%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.9%	7	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	6
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.4%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.2%	18	5.9%	6	1.1%	2	3.1%	2	3.8%	3	0.0%	0	0.0%	0	2.1%	1	1.7%	4
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.6%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.4%	12	0.5%	1	0.0%	0	8.2%	6	3.1%	3	0.0%	0	0.6%	0	4.8%	2	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.9%	32	12.3%	12	6.0%	11	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	2.5%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.4%	11	0.5%	1	4.3%	8	0.0%	0	0.0%	0	1.2%	1	4.4%	2	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Basildon Town Centre	6.6%	53	16.7%	16	17.1%	31	2.9%	2	0.0%	0	2.4%	2	2.2%	1	1.4%	1	0.5%	1
Billericay Town Centre	7.7%	63	0.0%	0	1.7%	3	0.0%	0	57.9%	47	0.0%	0	1.6%	1	22.3%	11	0.0%	0
Brentwood Town Centre	1.8%	14	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	15.4%	9	1.1%	1	0.0%	0
Canvey Island Town Centre	2.9%	23	1.2%	1	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	19
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Chelmsford City Centre	0.6%	5	0.0%	0	0.0%	0	1.3%	1	0.6%	0	0.0%	0	0.0%	0	2.1%	1	1.1%	2
Corringham Town Centre	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.9%	30	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.6%	13	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	12
Ilford Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Ingatstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Laindon Town Centre	1.9%	15	1.7%	2	7.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.5%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Pitsea Town Centre	2.8%	23	14.7%	14	1.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	5

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(EXCLUDING Tesco Extra)																		
Rayleigh Town Centre	2.7%	21	0.0%	0	1.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	19
South Benfleet Town Centre	1.8%	15	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	14
South Ockendon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stanford-le-Hope Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	6	0.0%	0	0.0%	0
Wickford Town Centre	5.8%	47	0.0%	0	1.5%	3	44.0%	32	1.2%	1	0.0%	0	0.0%	0	23.3%	12	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.4%	28	0.0%	0	5.3%	9	7.5%	5	4.1%	3	3.8%	2	0.0%	0	4.7%	2	2.2%	5
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.4%	3	1.7%	2	0.5%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.4%	3	0.0%	0	1.1%	2	0.0%	0	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 Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.7%	6	0.0%	0	1.5%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	12.2%	99	12.9%	12	10.7%	19	7.2%	5	6.6%	5	8.2%	5	18.3%	10	16.9%	9	15.6%	33
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Armada Centre, Drake Road, Chafford Hundred, RM16 6PS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, Colchester, CO4 5TU	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benfleet Pharmacy, High Road, South Benfleet, Benfleet, SS7 5HA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Britannia Pharmacy, Timberlog Lane, Basildon, SS14 1PB	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Cross Chemist, London Road, South Benfleet, Benfleet, SS7 5SQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Elora Pharmacy, High Road, South Benfleet, Benfleet, SS7 5LN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Fryerns Local Centre, Basildon	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Great Berry Pharmacy, Nightingales, Langdon Hills, SS16 6SA	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassengate Medical Centre, Southend Road, Stanford-le-Hope, SS17 0PH	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Horndon on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0
Kingswood Medical Centre, Clay Hill Road, Basildon, SS16 5AD	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Chapel Local Centre, Basildon	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Shotgate Village Centre	1.0%	8	0.0%	0	0.0%	0	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silva Island Way Shopping Centre, Salcott Crescent, Wickford, SS12 9NR	0.3%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Green, Billericay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.5%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Vange Local Centre, Basildon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
West Horndon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.5%	76	5.0%	5	9.2%	16	1.7%	1	6.9%	6	8.1%	5	9.1%	5	1.2%	1	17.9%	38
(Don't do this type of shopping)	4.7%	38	6.6%	6	4.9%	9	5.5%	4	2.5%	2	1.2%	1	8.6%	5	4.6%	2	4.2%	9
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.8%	14	2.5%	2	6.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.3%	2	1.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.5%	4	0.0%	0	1.3%	2	2.5%	2	0.0%	0	0.0%	0	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	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.6%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.6%	0	1.4%	1	1.1%	2
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.5%	12	3.5%	3	0.9%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	2.2%	5
Basildon Town Centre	4.8%	38	10.4%	10	7.9%	14	1.3%	1	0.6%	0	4.3%	3	0.0%	0	1.2%	1	4.6%	10
Billericay Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Brentwood Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Central London / West End	0.9%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.9%	1	3.2%	2	4.4%	2	0.0%	0
Chelmsford City Centre	1.4%	11	0.0%	0	0.0%	0	2.6%	2	4.3%	4	0.0%	0	2.4%	1	4.8%	2	1.1%	2
Corringham Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Ingatstone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.7%	14	2.2%	2	0.0%	0	0.6%	0	1.2%	1	8.0%	5	2.6%	1	1.1%	1	1.7%	3
Leigh-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.4%	3	1.0%	1	0.0%	0	2.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Romford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Southend-on-Sea Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Wickford Town Centre	1.0%	8	0.0%	0	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	1.4%	11	1.1%	1	0.0%	0	0.0%	0	1.2%	1	1.6%	1	1.3%	1	1.6%	1	3.1%	7
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.2%	10	0.0%	0	1.3%	2	4.7%	3	3.0%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.3%	2	1.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	5.1%	41	4.0%	4	3.1%	5	5.2%	4	2.4%	2	4.8%	3	8.3%	5	2.6%	1	8.1%	17
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / delivery	24.3%	197	14.7%	14	33.3%	59	20.5%	15	27.8%	23	14.9%	9	10.6%	6	26.4%	14	27.1%	57
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.9%	1	1.3%	1	1.1%	1	1.1%	2
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.5%	4	0.0%	0	1.5%	3	0.0%	0	1.2%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Choice Home & Sofa Outlet, Rayleigh Weir, Rayleigh, SS7 3NZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.3%	2	1.7%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.5%	109	9.4%	9	17.9%	32	8.1%	6	18.3%	15	11.9%	8	12.4%	7	8.0%	4	13.8%	29
(Don't do this type of shopping)	33.1%	268	44.0%	43	23.7%	42	37.0%	26	35.7%	29	43.6%	28	45.2%	25	33.0%	17	27.4%	57
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Meanscore: [Number of times per week]

Q22 How often do you or your household visit Basildon Town for shopping, leisure and accessing services?

Daily	1.3%	10	2.9%	3	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
4-6 days a week	2.4%	19	2.5%	2	7.4%	13	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
2-3 days a week	7.1%	57	14.5%	14	11.0%	20	1.9%	1	4.6%	4	3.1%	2	0.6%	0	5.9%	3	6.2%	13
One day a week	8.8%	71	23.2%	22	15.3%	27	1.2%	1	3.6%	3	12.2%	8	3.6%	2	4.8%	2	2.6%	5
Every two weeks	10.9%	88	9.9%	10	15.5%	28	10.3%	7	9.1%	7	7.7%	5	4.5%	2	5.9%	3	12.3%	26
Monthly	11.2%	91	10.4%	10	11.3%	20	11.2%	8	13.0%	11	21.9%	14	9.2%	5	6.2%	3	9.3%	20
Once every two months	8.0%	64	9.1%	9	8.7%	16	5.1%	4	5.0%	4	9.2%	6	0.6%	0	3.2%	2	11.7%	24
Three-four times a year	10.6%	85	7.2%	7	10.9%	19	10.5%	8	10.4%	9	5.2%	3	16.6%	9	11.9%	6	11.6%	24
Once a year	5.1%	41	1.6%	2	3.5%	6	10.7%	8	6.2%	5	8.6%	5	8.1%	5	7.3%	4	3.5%	7
Less often	5.3%	43	2.8%	3	2.2%	4	5.6%	4	3.0%	2	0.0%	0	4.0%	2	3.8%	2	12.2%	26
Never	28.1%	227	13.5%	13	9.2%	16	38.4%	28	44.0%	36	29.6%	19	52.8%	30	44.8%	23	30.0%	63
(Don't know / varies)	1.3%	11	2.4%	2	1.4%	2	3.2%	2	1.2%	1	2.5%	2	0.0%	0	0.0%	0	0.5%	1
Mean:		0.59		1.04		1.21		0.27		0.25		0.33		0.12		0.60		0.30
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 What is the main reason for visiting Basildon Town Centre, e.g. what is the main activity you do there?																		
<i>Not those that said 'Never' at Q22</i>																		
FOOD shopping	11.4%	66	18.8%	16	15.0%	24	7.8%	3	10.6%	5	10.5%	5	9.0%	2	23.4%	7	2.7%	4
NON-FOOD shopping	20.2%	117	8.0%	7	14.3%	23	32.7%	14	23.7%	11	32.5%	15	12.6%	3	29.5%	8	24.5%	36
Shopping in general	35.3%	205	35.2%	29	34.1%	55	32.1%	14	41.2%	19	27.1%	12	36.6%	10	17.7%	5	41.3%	60
Visiting personal services e.g. hair salon, barber, beauty salon etc	3.2%	19	3.7%	3	6.8%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	2.3%	3
Visiting financial services e.g. banks, building society etc	9.3%	54	13.3%	11	10.2%	17	3.7%	2	4.1%	2	18.6%	8	0.0%	0	10.6%	3	8.1%	12
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Visit bars / pubs	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	4.8%	28	5.7%	5	3.3%	5	3.2%	1	2.1%	1	6.9%	3	10.9%	3	3.9%	1	5.8%	8
Visit leisure entertainment venues e.g. cinemas	1.9%	11	0.0%	0	1.7%	3	1.9%	1	3.5%	2	0.0%	0	5.6%	1	2.2%	1	2.4%	4
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	1.2%	7	0.0%	0	0.5%	1	1.9%	1	6.8%	3	0.0%	0	3.5%	1	4.8%	1	0.0%	0
Visit sports and fitness venues	0.7%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Visit community services e.g. library, doctors, etc.	1.6%	9	4.4%	4	0.5%	1	5.3%	2	0.0%	0	1.8%	1	6.6%	2	0.0%	0	0.0%	0
Visit street market	0.7%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	2
To meet family / friends	3.0%	18	5.2%	4	1.7%	3	1.9%	1	2.9%	1	0.0%	0	1.2%	0	0.0%	0	5.5%	8
For work / business	0.9%	5	3.0%	2	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.9%	5	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.1%	6	2.7%	2	0.5%	1	0.0%	0	0.0%	0	2.6%	1	2.5%	1	4.9%	1	0.0%	0
(Don't know)	2.6%	15	0.0%	0	1.7%	3	8.4%	4	2.9%	1	0.0%	0	3.9%	1	0.0%	0	4.5%	7
Weighted base:		581		84		162		44		46		45		26		28		146
Sample:		518		84		93		59		50		72		43		49		68

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q24 What do you like about Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q22</i>																		
Close to home	18.5%	107	11.4%	10	32.0%	52	13.0%	6	20.5%	9	12.7%	6	11.2%	3	13.4%	4	12.6%	18
Easy to get to by car	10.0%	58	7.7%	6	7.9%	13	0.0%	0	11.5%	5	0.0%	0	12.9%	3	9.4%	3	18.9%	28
Good layout / compact / easy to get around	6.0%	35	4.8%	4	6.7%	11	0.0%	0	2.9%	1	1.6%	1	5.5%	1	2.2%	1	10.8%	16
Shops - good range of affordable shops	5.5%	32	1.4%	1	8.0%	13	1.0%	0	3.4%	2	0.0%	0	7.0%	2	5.0%	1	8.6%	13
Shops - good range of non-food shops generally	4.7%	27	0.6%	1	2.3%	4	3.0%	1	3.5%	2	5.0%	2	9.5%	2	2.2%	1	10.0%	15
Familiar / know where everything is	4.6%	26	5.4%	5	8.1%	13	0.0%	0	2.9%	1	3.1%	1	3.0%	1	4.7%	1	2.7%	4
Parking - it's easy to find a space	4.0%	23	3.0%	2	1.7%	3	3.0%	1	6.8%	3	3.9%	2	3.7%	1	13.2%	4	4.9%	7
Has undercover shopping	3.7%	22	0.0%	0	3.6%	6	5.3%	2	1.0%	0	3.1%	1	3.5%	1	8.4%	2	5.7%	8
Good cafés / restaurants	3.5%	20	6.0%	5	2.6%	4	0.0%	0	3.5%	2	10.0%	4	1.2%	0	6.2%	2	2.0%	3
Parking - it's free	3.5%	20	2.7%	2	2.4%	4	0.0%	0	0.0%	0	3.1%	1	3.5%	1	1.9%	1	7.7%	11
Good for a day out / makes a change	3.2%	18	3.1%	3	1.4%	2	0.0%	0	1.0%	0	0.0%	0	9.9%	3	0.0%	0	7.2%	10
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.0%	18	0.0%	0	5.2%	8	0.0%	0	0.0%	0	2.6%	1	6.6%	2	4.1%	1	3.4%	5
Close to work	2.9%	17	3.1%	3	5.0%	8	0.0%	0	2.5%	1	0.0%	0	0.0%	0	9.0%	3	1.7%	3
Close to friends / relatives	2.9%	17	7.7%	6	1.2%	2	0.0%	0	2.5%	1	2.0%	1	4.7%	1	0.0%	0	3.4%	5
Feel safe there / good security	2.8%	17	1.7%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	7.8%	11
Easy to get to by bus	2.7%	16	4.6%	4	2.4%	4	0.0%	0	2.5%	1	0.0%	0	1.2%	0	11.1%	3	2.4%	4
Parking - it's cheap	2.7%	16	1.4%	1	1.2%	2	1.0%	0	0.0%	0	2.3%	1	3.5%	1	5.1%	1	5.9%	9
Attractive environment / nice place	2.5%	14	7.7%	6	1.7%	3	1.0%	0	0.0%	0	2.3%	1	8.0%	2	6.0%	2	0.0%	0
You can get everything you need there	2.5%	14	4.9%	4	1.7%	3	4.1%	2	0.0%	0	0.8%	0	1.2%	0	0.0%	0	3.4%	5
Good market	2.3%	13	3.1%	3	2.3%	4	2.1%	1	0.0%	0	5.4%	2	2.7%	1	3.1%	1	1.4%	2
Shops - good range of food stores	2.0%	11	0.0%	0	2.6%	4	0.0%	0	0.0%	0	2.0%	1	1.2%	0	0.0%	0	4.0%	6
Quiet / not too busy	1.9%	11	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.8%	0	3.5%	1	0.0%	0	3.4%	5
Shops - good range of 'high street' retailers	1.7%	10	5.5%	5	1.2%	2	4.2%	2	0.0%	0	0.0%	0	3.5%	1	2.2%	1	0.0%	0
Shops - good opening hours / open on Sundays	1.7%	10	1.4%	1	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Shops - good range of clothes shops	1.4%	8	0.0%	0	2.4%	4	3.3%	1	0.0%	0	2.8%	1	6.1%	2	0.0%	0	0.0%	0
Easy to get to by tube / train	1.1%	6	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	2.0%	3
Clean streets / well maintained	1.1%	6	1.4%	1	1.4%	2	1.0%	0	2.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Shops - good range of quality shops	1.1%	6	1.4%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Traditional	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Good for financial services (e.g. banks / building societies)	1.0%	6	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	5.1%	1	1.5%	2
Pedestrianised areas	1.0%	6	1.3%	1	1.4%	2	0.0%	0	2.9%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Shops - good range of independent shops	1.0%	6	2.9%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	7.7%	2	3.1%	1	0.0%	0
Nice atmosphere / friendly people	0.9%	5	0.0%	0	0.0%	0	1.0%	0	2.5%	1	0.0%	0	1.2%	0	2.2%	1	2.0%	3
Easy to get to by bicycle	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	1.7%	3
Shops - has a Primark store	0.8%	5	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Shops - good range of supermarkets	0.5%	3	0.0%	0	0.0%	0	3.2%	1	1.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.5%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Shops - has a HMV store	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Free parking on Sundays	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking at Asda	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.2%	1	0.0%	0
Shops - has a Hobbycraft store	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Wilko store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Shops - has a Home Bargains store	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	41.1%	239	48.9%	41	42.0%	68	62.3%	27	44.5%	20	52.7%	24	26.2%	7	31.0%	9	29.3%	43
(Don't know)	2.9%	17	7.1%	6	0.5%	1	1.9%	1	6.3%	3	8.2%	4	6.0%	2	0.9%	0	0.7%	1
Weighted base:	581	84	162	44	46	45	26	28	146									
Sample:	518	84	93	59	50	72	43	49	68									

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 What could be improved about Basildon Town Centre that would make you visit more often during the DAY time? [MR]																		
Shops - more / better range of non-food shops generally	13.5%	109	18.0%	17	13.9%	25	28.1%	20	8.8%	7	10.5%	7	5.2%	3	10.3%	5	12.0%	25
Less empty shops	12.7%	103	25.7%	25	15.0%	27	6.1%	4	8.5%	7	12.6%	8	7.8%	4	9.9%	5	10.8%	23
Shops - more 'high street' retailers	10.9%	88	14.6%	14	11.9%	21	22.7%	16	3.6%	3	13.7%	9	4.4%	2	5.2%	3	9.4%	20
Better security / safety	10.8%	87	12.2%	12	14.9%	27	8.8%	6	11.7%	10	0.6%	0	10.2%	6	11.4%	6	10.1%	21
Shops - more / better clothes shops	9.7%	79	6.6%	6	15.3%	27	13.0%	9	6.5%	5	9.8%	6	1.2%	1	4.3%	2	10.2%	21
Update / refurbish the shopping area	7.7%	62	12.0%	12	6.4%	11	6.7%	5	7.8%	6	15.2%	10	10.2%	6	8.3%	4	3.9%	8
Make it more attractive / nicer environment	7.2%	58	7.5%	7	9.4%	17	5.7%	4	2.7%	2	2.0%	1	7.9%	4	5.0%	3	9.2%	19
Cleaner streets / better maintained	6.8%	55	6.8%	7	6.5%	12	10.5%	7	7.9%	6	0.6%	0	3.0%	2	12.8%	7	6.9%	14
Parking - make it free	6.6%	53	1.6%	2	11.4%	20	4.7%	3	3.3%	3	7.9%	5	4.7%	3	4.3%	2	7.4%	15
Shops - more high quality shops	6.4%	51	9.1%	9	4.1%	7	10.3%	7	6.7%	5	12.6%	8	5.0%	3	6.4%	3	4.1%	8
Parking - make more spaces available	4.1%	33	2.2%	2	3.2%	6	1.9%	1	8.8%	7	4.0%	3	5.0%	3	5.7%	3	4.2%	9
Nicer atmosphere / friendlier people	4.1%	33	1.1%	1	4.8%	9	4.7%	3	3.3%	3	3.5%	2	0.0%	0	0.0%	0	7.2%	15
Shops - more independent shops	3.8%	31	9.7%	9	3.1%	6	2.9%	2	5.3%	4	6.6%	4	1.3%	1	2.1%	1	1.5%	3
Shops - more / better food shops	3.6%	29	1.8%	2	1.4%	3	4.3%	3	3.8%	3	5.2%	3	2.2%	1	6.8%	3	4.9%	10
Parking - make it cheaper	3.6%	29	2.8%	3	5.4%	10	0.0%	0	4.5%	4	4.4%	3	1.3%	1	5.4%	3	3.1%	6
Shops - more / better range of supermarkets	3.4%	27	3.5%	3	2.4%	4	2.6%	2	0.6%	0	3.6%	2	6.0%	3	2.8%	1	4.9%	10
Better market	3.1%	25	1.2%	1	3.5%	6	1.4%	1	0.0%	0	2.5%	2	4.7%	3	8.9%	5	3.8%	8
More / better cafés / restaurants	2.4%	20	2.8%	3	2.1%	4	0.6%	0	2.2%	2	1.8%	1	2.0%	1	1.1%	1	3.9%	8
Better access by car	2.4%	19	4.2%	4	1.3%	2	0.0%	0	0.0%	0	0.6%	0	1.4%	1	3.6%	2	4.7%	10
Less charity shops	2.3%	18	7.2%	7	4.4%	8	0.0%	0	3.2%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Better layout / shops closer together	2.2%	18	2.5%	2	1.3%	2	1.4%	1	3.0%	2	1.2%	1	0.0%	0	6.4%	3	2.8%	6
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.9%	15	1.6%	2	3.3%	6	0.6%	0	1.8%	1	1.6%	1	0.0%	0	1.2%	1	1.9%	4
Shops - more affordable shops	1.8%	15	6.7%	6	2.2%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	1.2%	3
Less traffic congestion	1.4%	11	0.0%	0	1.1%	2	0.0%	0	1.4%	1	0.0%	0	4.7%	3	0.0%	0	2.6%	5
Less cheap shops	1.4%	11	2.6%	2	3.2%	6	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	1.4%	11	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	3.6%	8
More / better public toilets	1.4%	11	1.8%	2	2.4%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.2%	1	1.4%	3
Better disabled access	1.3%	11	0.0%	0	2.2%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	3.6%	2	1.2%	3
Less betting shops	1.3%	11	1.5%	1	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	3
Less takeaways	1.3%	10	0.0%	0	2.4%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.4%	1	1.4%	3
Better lighting	1.1%	9	0.0%	0	2.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	3
Better access by bus	1.0%	8	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	1.9%	4
Shops - needs a department store	0.9%	7	0.5%	1	0.5%	1	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.5%	0	1.0%	2
Shops - longer opening hours / more open on Sundays	0.9%	7	2.7%	3	1.1%	2	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.7%	5	1.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better flower displays / greenery	0.6%	5	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	0	0.0%	0
More / better seating areas	0.5%	4	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
More pedestrianised areas	0.5%	4	0.0%	0	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better access by bicycle	0.5%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Shops - needs a book store	0.4%	3	0.0%	0	1.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - needs a M&S store	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.5%	1
More road crossings	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Lower business rates	0.3%	2	1.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0	2.3%	1	0.0%	0
Less homeless	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better financial services (e.g. banks / building societies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.4%	1	0.0%	0
Improve the quality of the roads	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.6%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Better access by tube / train	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better enforcement of parking rules	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install parking machines which accept both cash and card	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Make it clearer where people are allowed to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	21.3%	172	10.7%	10	17.6%	31	20.2%	14	25.7%	21	24.9%	16	39.7%	22	28.6%	15	20.0%	42
(Don't know)	4.9%	40	4.5%	4	3.0%	5	4.2%	3	3.1%	3	2.3%	1	13.2%	7	2.7%	1	6.7%	14
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Q26 What could be improved about Basildon Town Centre that would make you visit more often during the EVENING time? [MR]

More / better police presence / CCTV	14.6%	118	12.9%	12	22.8%	41	15.3%	11	6.2%	5	1.2%	1	11.1%	6	7.8%	4	17.9%	37
Safer environment at night	12.7%	102	15.3%	15	13.9%	25	9.1%	7	14.1%	11	0.0%	0	8.1%	5	9.1%	5	16.9%	35
Later opening shops	5.9%	48	2.9%	3	8.7%	16	0.6%	0	4.4%	4	5.5%	4	4.7%	3	0.0%	0	9.2%	19
More evening leisure facilities - a new cinema	5.8%	47	8.8%	9	12.9%	23	3.2%	2	4.6%	4	4.6%	3	2.0%	1	3.5%	2	1.7%	4
More / better quality cafés and restaurants	5.6%	45	4.4%	4	10.1%	18	8.7%	6	3.1%	3	2.4%	2	3.6%	2	4.8%	2	4.0%	8
Free parking in general	5.3%	42	1.2%	1	11.6%	21	4.3%	3	0.0%	0	2.8%	2	2.0%	1	7.2%	4	5.2%	11
More / better quality pubs and bars	4.6%	37	4.1%	4	7.0%	12	4.5%	3	4.4%	4	2.2%	1	1.4%	1	6.8%	4	4.0%	8
More branded / chain cafés and restaurants	3.2%	25	7.8%	8	1.1%	2	2.7%	2	8.5%	7	0.0%	0	1.3%	1	2.3%	1	2.5%	5
Cheaper parking	3.0%	24	5.4%	5	2.4%	4	0.0%	0	1.6%	1	3.5%	2	1.9%	1	2.8%	1	4.3%	9
An evening food market	2.9%	24	1.2%	1	4.8%	8	1.4%	1	1.4%	1	1.4%	1	4.7%	3	0.0%	0	4.0%	8
More evening leisure facilities for children	2.9%	23	5.7%	5	5.2%	9	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.8%	6
More evening leisure facilities in general	2.5%	20	3.2%	3	5.7%	10	1.4%	1	1.9%	2	1.2%	1	2.2%	1	3.6%	2	0.0%	0
Free parking in the evening	2.4%	19	0.0%	0	5.9%	10	0.6%	0	3.3%	3	0.6%	0	3.0%	2	7.5%	4	0.0%	0
More / better late night venues (e.g. night club)	2.4%	19	4.1%	4	3.7%	7	1.4%	1	0.0%	0	0.0%	0	2.9%	2	1.6%	1	2.4%	5
More cafés and restaurants in general	2.4%	19	3.2%	3	1.6%	3	0.0%	0	1.6%	1	0.0%	0	1.8%	1	4.0%	2	4.2%	9
Cheaper prices in cafes / restaurants	2.3%	18	1.5%	1	2.2%	4	0.0%	0	1.4%	1	1.6%	1	1.6%	1	3.6%	2	3.8%	8
Later opening restaurants	2.1%	17	1.2%	1	2.6%	5	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.6%	1	3.8%	8
More evening leisure facilities - outdoor events	2.0%	16	4.0%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.8%	8
Better public transport in the evening	1.3%	10	3.5%	3	1.1%	2	0.0%	0	2.7%	2	0.6%	0	1.4%	1	1.2%	1	0.5%	1
More independent cafés and restaurants	1.3%	10	0.5%	1	1.1%	2	1.3%	1	1.8%	1	0.0%	0	0.0%	0	3.6%	2	1.7%	3
More taxis available	1.0%	8	0.0%	0	3.7%	7	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open the cinema	1.0%	8	1.0%	1	1.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
More evening leisure facilities - theatre	0.9%	7	3.1%	3	1.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
More cafés and restaurants suitable for children	0.8%	6	2.7%	3	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Less traffic congestion / improved access	0.6%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.4%	2	0.0%	0
Better lighting	0.6%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	3
More evening leisure facilities for older age groups	0.6%	5	0.0%	0	1.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More parking spaces available at night	0.4%	3	1.7%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better access for cycling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
(Nothing)	33.1%	268	19.1%	18	27.5%	49	39.4%	28	36.3%	30	41.6%	26	44.0%	25	36.6%	19	34.7%	73
(Don't visit any centres on an evening)	17.6%	143	18.8%	18	11.9%	21	22.4%	16	23.3%	19	35.7%	23	20.0%	11	19.9%	10	11.5%	24
(Don't know)	3.9%	31	5.1%	5	1.1%	2	1.2%	1	3.0%	2	2.8%	2	10.8%	6	4.1%	2	5.5%	11
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q27 Which of the following town centres is the closest to where you and your household live? [PR]																		
Basildon Town Centre	38.4%	310	57.5%	56	64.7%	116	4.0%	3	5.2%	4	78.4%	50	21.7%	12	13.5%	7	30.1%	63
Billericay Town Centre	15.3%	124	0.0%	0	2.5%	4	1.2%	1	92.5%	75	0.0%	0	28.5%	16	47.4%	24	1.4%	3
Laindon Town Centre	6.5%	53	4.9%	5	23.2%	41	0.0%	0	0.0%	0	1.2%	1	7.9%	4	2.4%	1	0.0%	0
Pitsea Town Centre	16.0%	130	37.1%	36	8.7%	16	0.0%	0	0.0%	0	13.1%	8	0.0%	0	0.0%	0	33.4%	70
Wickford Town Centre	14.6%	118	0.0%	0	0.0%	0	93.6%	67	2.3%	2	0.0%	0	1.9%	1	36.2%	19	14.1%	29
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	15	0.5%	0	0.0%	0
Upminster Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0
Rayleigh Town Centre	2.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	20
Corringham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	1.4%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	11
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
South Benfleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Lakeside Shopping Centre (Don't know / not sure)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
	1.1%	9	0.5%	1	0.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	5
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?

Not those that said 'Basildon' or '(Don't know / not sure)' at Q27

Daily	3.5%	17	1.2%	1	0.0%	0	6.9%	5	8.2%	6	0.0%	0	2.9%	1	9.5%	4	0.0%	0
4-6 days a week	5.2%	26	0.0%	0	4.5%	3	9.1%	6	8.0%	6	6.3%	1	10.5%	5	6.2%	3	1.6%	2
2-3 days a week	16.8%	82	31.6%	13	3.7%	2	17.9%	12	33.7%	26	0.0%	0	10.6%	5	28.9%	13	8.2%	12
One day a week	22.0%	108	33.8%	14	6.9%	4	26.6%	18	32.1%	25	43.1%	5	20.6%	9	26.8%	12	14.5%	20
Every two weeks	9.4%	46	6.6%	3	11.1%	7	14.9%	10	5.3%	4	0.0%	0	7.3%	3	10.6%	5	10.0%	14
Monthly	9.6%	47	12.1%	5	7.7%	5	6.1%	4	8.0%	6	7.0%	1	12.6%	6	4.9%	2	13.1%	18
Once every two months	7.2%	35	0.0%	0	10.8%	7	3.9%	3	0.6%	0	11.1%	1	5.3%	2	0.0%	0	15.3%	22
Three-four times a year	4.6%	22	3.0%	1	5.7%	4	0.6%	0	0.0%	0	9.2%	1	6.9%	3	1.7%	1	8.8%	12
Once a year	1.9%	9	1.2%	1	3.2%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Less often	1.6%	8	0.0%	0	6.9%	4	0.0%	0	0.6%	0	0.0%	0	2.9%	1	1.6%	1	0.7%	1
Never	16.9%	83	7.8%	3	36.2%	22	9.0%	6	1.4%	1	23.3%	3	20.5%	9	7.0%	3	24.9%	35
(Don't know / varies)	1.4%	7	2.7%	1	3.2%	2	1.2%	1	2.0%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Mean:		1.25		1.32		0.50		1.77		2.24		0.79		1.28		2.09		0.54
Weighted base:		489		41		61		69		77		12		44		44		141
Sample:		520		42		34		97		96		20		78		88		65

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
FOOD shopping	24.9%	101	45.3%	17	27.4%	11	25.1%	16	22.1%	17	43.6%	4	28.4%	10	32.5%	13	12.8%	14
NON-FOOD shopping	13.1%	53	7.3%	3	5.8%	2	12.1%	8	15.1%	12	17.3%	2	6.0%	2	9.7%	4	20.2%	21
Shopping in general	32.6%	132	19.2%	7	38.8%	15	25.8%	16	39.6%	30	27.1%	3	33.7%	12	39.1%	16	31.5%	33
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	7	2.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	3.4%	4
Visiting financial services e.g. banks, building society etc	4.1%	17	3.8%	1	0.0%	0	6.5%	4	4.4%	3	8.2%	1	6.6%	2	0.6%	0	4.3%	5
Visit other services e.g. travel agent, estate agent, etc	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.9%	0	1.5%	1	2.8%	3
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.5%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.2%	21	4.0%	2	2.1%	1	10.2%	6	5.4%	4	0.0%	0	7.0%	2	4.4%	2	3.8%	4
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	0.8%	3	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	12	9.0%	3	10.0%	4	3.0%	2	2.3%	2	0.0%	0	2.0%	1	1.9%	1	0.0%	0
Visit street market	4.3%	18	8.7%	3	5.0%	2	3.0%	2	0.0%	0	3.8%	0	2.3%	1	0.0%	0	8.9%	9
To meet family / friends	2.4%	10	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	1.9%	1	7.8%	8
For work / business	1.2%	5	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	2
For education e.g. school, college, university	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.2%	5	0.0%	0	0.0%	0	0.7%	0	3.2%	2	0.0%	0	0.9%	0	4.0%	2	0.0%	0
(Don't know)	1.9%	8	0.0%	0	5.8%	2	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Weighted base:		406		37		39		63		76		10		35		41		106
Sample:		447		38		21		87		95		15		60		81		50

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
Close to home	37.1%	151	36.8%	14	53.9%	21	27.9%	17	46.5%	35	41.3%	4	25.1%	9	46.7%	19	29.3%	31
Attractive environment / nice place	13.6%	55	5.9%	2	2.1%	1	10.1%	6	30.9%	24	3.8%	0	14.1%	5	26.2%	11	6.2%	7
Easy to get to by car	8.5%	35	6.4%	2	20.0%	8	3.9%	2	3.0%	2	0.0%	0	5.8%	2	2.8%	1	15.6%	16
Good cafés / restaurants	8.5%	35	5.8%	2	6.9%	3	5.1%	3	14.8%	11	0.0%	0	11.2%	4	9.3%	4	7.1%	7
Familiar / know where everything is	6.7%	27	11.5%	4	11.9%	5	1.4%	1	5.8%	4	0.0%	0	12.7%	4	2.4%	1	7.3%	8
Nice atmosphere / friendly people	5.1%	21	4.0%	2	0.0%	0	4.9%	3	10.6%	8	0.0%	0	8.1%	3	7.7%	3	2.0%	2
Close to friends / relatives	4.9%	20	3.2%	1	5.0%	2	0.0%	0	1.5%	1	0.0%	0	5.4%	2	3.1%	1	11.8%	12
Shops - good range of independent shops	4.4%	18	0.0%	0	0.0%	0	7.3%	5	4.4%	3	0.0%	0	16.4%	6	2.7%	1	3.0%	3
Good market	4.4%	18	8.7%	3	0.0%	0	5.5%	3	0.0%	0	20.3%	2	0.0%	0	2.7%	1	7.5%	8
Quiet / not too busy	4.2%	17	4.4%	2	10.8%	4	6.5%	4	3.3%	2	0.0%	0	2.6%	1	2.7%	1	2.4%	3
Parking - it's free	3.8%	16	9.0%	3	0.0%	0	0.7%	0	0.0%	0	23.6%	2	0.0%	0	1.7%	1	8.4%	9
You can get everything you need there	3.7%	15	7.8%	3	5.0%	2	1.5%	1	5.3%	4	11.5%	1	7.1%	2	1.3%	1	1.0%	1
Shops - good range of non-food shops generally	3.6%	14	4.6%	2	0.0%	0	9.4%	6	3.6%	3	0.0%	0	5.6%	2	2.8%	1	1.0%	1
Feel safe there / good security	2.9%	12	3.8%	1	0.0%	0	2.3%	1	7.9%	6	0.0%	0	4.7%	2	3.4%	1	0.0%	0
Parking - it's easy to find a space	2.9%	12	0.0%	0	5.0%	2	2.1%	1	1.9%	1	16.8%	2	4.9%	2	0.0%	0	3.4%	4
Shops - good range of food stores	2.8%	11	1.3%	1	0.0%	0	1.4%	1	2.0%	2	0.0%	0	11.8%	4	0.0%	0	4.1%	4
Traditional	2.8%	11	0.0%	0	5.8%	2	0.0%	0	4.9%	4	0.0%	0	4.0%	1	3.3%	1	2.4%	3
Shops - good range of affordable shops	2.7%	11	3.2%	1	0.0%	0	1.6%	1	0.6%	0	0.0%	0	2.6%	1	0.6%	0	6.6%	7
Clean streets / well maintained	2.6%	11	3.2%	1	5.0%	2	0.0%	0	0.6%	0	0.0%	0	3.6%	1	6.6%	3	2.8%	3
Good for financial services (e.g. banks / building societies)	1.9%	8	0.0%	0	5.0%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.2%	1	3.3%	3
Shops - good range of supermarkets	1.9%	8	4.6%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	7.2%	2	0.0%	0	2.8%	3
Easy to get to by bus	1.9%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	3.2%	1	3.4%	4
Good pubs / bars	1.6%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.9%	0	2.0%	1	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	1.5%	6	4.6%	2	0.0%	0	2.0%	1	2.3%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Good layout / compact / easy to get around	1.4%	6	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	2.8%	1	3.4%	4
Close to work	1.3%	5	3.8%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.6%	0	2.1%	2
Shops - good range of quality shops	1.2%	5	3.8%	1	5.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Shops - good range of 'high street' retailers	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.9%	0	2.1%	1	1.0%	1
Easy to get to by tube / train	1.0%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.4%	2	1.7%	1	0.0%	0
Good disabled access	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Pedestrianised areas	0.8%	3	0.0%	0	5.8%	2	0.0%	0	0.6%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Has undercover shopping	0.6%	3	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shops - good range of clothes shops	0.6%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Shops - has a The Range store	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Parking - it's cheap	0.6%	2	3.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Good for a day out / makes a change	0.5%	2	3.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better than Basildon Town Centre	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good transport links	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shops - has a Waitrose store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Has nice parks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Nothing)	16.7%	68	18.9%	7	24.0%	9	25.4%	16	5.1%	4	20.2%	2	8.4%	3	15.8%	6	19.2%	20

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(Don't know)	1.2%	5	2.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	2.4%	3
Weighted base:	406	37	39	63	76	10	35	41	106									
Sample:	447	38	21	87	95	15	60	81	50									

Meanscore: [Number of times per week]

Q31 How often do you or your household visit Mayflower Retail Park OR Pipp's Hill Retail Park?

Daily	0.8%	7	1.2%	1	2.8%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.6%	13	0.0%	0	3.9%	7	2.0%	1	0.0%	0	0.0%	0	1.4%	1	7.8%	4	0.0%	0
2-3 days a week	5.4%	43	6.7%	6	7.7%	14	10.7%	8	2.8%	2	1.6%	1	6.7%	4	6.9%	4	2.4%	5
One day a week	14.7%	118	16.3%	16	16.1%	29	26.1%	19	32.4%	26	6.6%	4	1.2%	1	23.6%	12	5.7%	12
Every two weeks	14.9%	121	13.6%	13	18.7%	33	14.8%	11	17.4%	14	13.4%	8	11.2%	6	10.1%	5	14.0%	29
Monthly	18.6%	151	18.6%	18	10.9%	20	24.1%	17	27.7%	23	19.2%	12	12.0%	7	16.7%	9	21.9%	46
Once every two months	10.9%	88	13.0%	13	10.1%	18	6.1%	4	9.0%	7	6.2%	4	5.9%	3	13.6%	7	14.9%	31
Three-four times a year	9.3%	75	14.1%	14	10.5%	19	1.8%	1	1.7%	1	12.3%	8	5.1%	3	6.5%	3	12.6%	26
Once a year	3.3%	27	0.0%	0	1.0%	2	5.3%	4	2.2%	2	10.3%	7	6.5%	4	3.1%	2	3.7%	8
Less often	3.8%	31	1.2%	1	4.9%	9	1.3%	1	0.0%	0	8.9%	6	1.8%	1	1.6%	1	6.0%	12
Never	15.0%	121	11.6%	11	10.8%	19	5.4%	4	5.8%	5	21.0%	13	47.6%	27	10.1%	5	17.6%	37
(Don't know / varies)	1.6%	13	3.5%	3	2.4%	4	2.6%	2	0.6%	0	0.6%	0	0.6%	0	0.0%	0	1.2%	3
<i>Mean:</i>	<i>0.58</i>	<i>0.59</i>	<i>0.91</i>	<i>0.80</i>	<i>0.62</i>	<i>0.25</i>	<i>0.35</i>	<i>0.92</i>	<i>0.28</i>									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 What is the main reason for visiting Mayflower Retail Park or Pippis Hill Retail Park?																		
<i>Not those that said 'Never' at Q31</i>																		
Visit Home Bargains store (Mayflower Retail Park)	5.5%	38	3.4%	3	6.6%	10	2.1%	1	0.6%	0	3.8%	2	3.1%	1	5.0%	2	10.2%	17
Visit Lidl foodstore (Mayflower Retail Park)	1.5%	10	4.0%	3	2.5%	4	0.6%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Visit Marks & Spencer store (Mayflower Retail Park)	7.2%	49	10.7%	9	3.4%	5	5.9%	4	5.7%	4	10.7%	5	6.9%	2	8.8%	4	8.7%	15
Visit Next Home store (Mayflower Retail Park)	9.1%	62	3.4%	3	6.6%	11	10.5%	7	12.2%	9	9.0%	5	3.5%	1	4.5%	2	14.4%	25
Visit Tesco foodstore (Mayflower Retail Park)	9.8%	67	3.6%	3	9.5%	15	28.0%	19	10.1%	8	5.2%	3	6.9%	2	20.0%	9	4.9%	9
Visit other Mayflower Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Clarks store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Visit Dunelm store (Mayflower Retail Park)	0.6%	4	1.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Visit River Island store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Visit Sports Direct store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Visit Argos store (Pippis Hill Retail Park)	1.4%	9	1.4%	1	2.0%	3	0.0%	0	1.7%	1	2.0%	1	0.0%	0	1.2%	1	1.3%	2
Visit Asda store (Pippis Hill Retail Park)	7.2%	50	1.3%	1	12.1%	19	3.9%	3	16.7%	13	3.9%	2	9.8%	3	6.7%	3	3.4%	6
Visit B&Q store (Pippis Hill Retail Park)	10.5%	72	9.1%	8	14.5%	23	5.7%	4	13.8%	11	6.2%	3	3.4%	1	12.1%	6	9.9%	17
Visit Pets at Home store (Pippis Hill Retail Park)	2.0%	14	1.7%	1	1.4%	2	2.1%	1	3.2%	2	0.0%	0	1.1%	0	2.1%	1	2.9%	5
Visit Poundstretcher store (Pippis Hill Retail Park)	0.6%	4	0.0%	0	1.2%	2	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit TK Maxx store (Pippis Hill Retail Park)	3.3%	23	0.6%	1	5.1%	8	2.1%	1	1.5%	1	2.4%	1	0.0%	0	1.7%	1	5.5%	9
Visit other Pippis Hill Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Currys store (Pippis Hill Retail Park)	0.8%	5	1.2%	1	1.2%	2	0.6%	0	0.0%	0	0.7%	0	2.2%	1	0.0%	0	0.6%	1
Visit DFS store (Pippis Hill Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Visit Halfords store (Pippis Hill Retail Park)	0.3%	2	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.7%	0	1.1%	0	0.0%	0	0.0%	0
Visit Wenzel's the Bakers store (Pippis Hill Retail Park)	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion and footwear shopping	3.0%	21	1.3%	1	1.2%	2	3.0%	2	2.0%	2	4.4%	2	5.1%	1	0.0%	0	5.9%	10
Furniture and fitted furniture shopping	0.6%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.3%	1	0.6%	1
DIY / garden furniture shopping	1.8%	13	5.5%	5	0.0%	0	3.9%	3	3.2%	2	2.3%	1	2.4%	1	1.7%	1	0.0%	0
Flooring and carpets shopping	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	3
NON-FOOD shopping in general	7.7%	53	11.7%	10	3.8%	6	3.9%	3	7.6%	6	12.0%	6	24.8%	7	12.7%	6	5.3%	9
FOOD shopping in general	4.9%	34	7.6%	6	6.3%	10	2.6%	2	6.2%	5	3.9%	2	2.2%	1	7.1%	3	2.8%	5
ALL Shopping in general	11.8%	81	15.5%	13	10.9%	17	18.7%	13	9.0%	7	6.9%	3	9.7%	3	6.6%	3	12.4%	21
Visiting personal services e.g. hair salon, barber, beauty salon etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit petrol filling station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, shoe repair etc	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0
Visit cafés and restaurants e.g. Nandos	2.2%	15	4.9%	4	2.7%	4	0.6%	0	0.6%	0	2.0%	1	4.8%	1	0.0%	0	2.0%	3
Visit coffee shop e.g. Costa	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	1	2.4%	1	0.0%	0	0.0%	0
Visit drive-thru restaurant e.g. KFC, McDonald's etc.	1.6%	11	4.9%	4	1.4%	2	0.0%	0	0.6%	0	0.7%	0	3.7%	1	0.0%	0	1.5%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
To meet family / friends	1.0% 7	0.6% 1	0.0% 0	1.3% 1	0.0% 0	0.0% 0	1.1% 0	0.0% 0	2.9% 5
For work / business	1.1% 8	0.0% 0	4.8% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Window shopping / browsing	0.5% 4	0.6% 1	1.1% 2	0.6% 0	0.0% 0	0.7% 0	0.0% 0	1.2% 1	0.0% 0
(Don't know)	2.2% 15	3.2% 3	0.0% 0	1.3% 1	2.3% 2	12.2% 6	0.0% 0	1.7% 1	1.7% 3
Weighted base:	687	86	159	68	77	50	29	46	172
Sample:	651	87	94	91	94	74	48	86	77

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33 What do you like about Mayflower Retail Park or Pippis Hill Retail Park, e.g. why do you go there? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
Close to home	21.4%	147	21.0%	18	31.6%	50	18.8%	13	20.5%	16	14.6%	7	9.7%	3	19.9%	9	18.0%	31
Parking - it's free	17.0%	117	9.7%	8	22.7%	36	11.4%	8	21.1%	16	6.0%	3	14.7%	4	18.2%	8	19.1%	33
Shops - good range of non-food shops generally	15.9%	109	13.1%	11	19.7%	31	20.3%	14	13.5%	10	16.6%	8	17.2%	5	18.5%	9	11.9%	20
Parking - it's easy to find a space	14.7%	101	8.2%	7	10.9%	17	18.5%	13	21.7%	17	7.4%	4	25.3%	7	11.9%	5	17.9%	31
Easy to get to by car	11.3%	78	9.9%	8	6.9%	11	3.4%	2	13.4%	10	8.8%	4	12.9%	4	11.0%	5	18.8%	32
You can get everything you need there	7.2%	49	12.0%	10	1.6%	3	10.6%	7	9.6%	7	8.1%	4	8.3%	2	11.2%	5	5.9%	10
Shops - good range of 'high street' retailers	7.1%	48	9.4%	8	2.1%	3	7.9%	5	10.5%	8	13.3%	7	6.1%	2	11.6%	5	5.8%	10
Shops - good range of clothes shops	5.9%	40	5.3%	5	8.1%	13	5.1%	3	0.6%	0	10.0%	5	0.0%	0	4.2%	2	7.0%	12
Attractive environment / nice place	5.6%	39	16.3%	14	6.8%	11	2.8%	2	4.0%	3	2.4%	1	3.7%	1	2.4%	1	3.2%	5
Good layout / compact / easy to get around	5.6%	38	0.6%	1	8.1%	13	2.6%	2	7.2%	6	2.3%	1	0.0%	0	5.5%	3	8.2%	14
Shops - good range of food stores	5.1%	35	7.1%	6	3.4%	5	15.5%	11	3.8%	3	4.0%	2	1.1%	0	7.3%	3	2.5%	4
Clean streets / well maintained	5.1%	35	9.2%	8	4.3%	7	0.0%	0	0.0%	0	4.4%	2	5.8%	2	0.0%	0	9.4%	16
Shops - good range of supermarkets	5.0%	34	4.9%	4	7.5%	12	5.2%	4	6.9%	5	1.5%	1	4.5%	1	7.8%	4	2.1%	4
Shops - good range of affordable shops	4.9%	33	3.2%	3	6.1%	10	0.0%	0	3.2%	2	0.0%	0	4.3%	1	2.9%	1	9.3%	16
Good cafés / restaurants	4.5%	31	4.1%	3	3.0%	5	8.7%	6	3.2%	2	4.1%	2	2.2%	1	5.5%	3	5.1%	9
Shops - good range of quality shops	3.9%	27	5.8%	5	1.5%	2	10.4%	7	4.0%	3	2.4%	1	8.2%	2	6.6%	3	1.7%	3
Feel safe there / good security	3.8%	26	4.3%	4	4.1%	7	2.1%	1	3.8%	3	3.5%	2	3.1%	1	1.3%	1	4.6%	8
Familiar / know where everything is	3.7%	26	3.1%	3	5.3%	8	0.6%	0	6.1%	5	0.0%	0	5.8%	2	5.7%	3	2.9%	5
Shops - good opening hours / open on Sundays	3.6%	25	3.1%	3	6.6%	10	0.0%	0	3.4%	3	2.0%	1	0.0%	0	0.0%	0	4.6%	8
Nice atmosphere / friendly people	2.5%	17	5.9%	5	3.2%	5	0.0%	0	2.0%	2	9.2%	5	0.0%	0	1.3%	1	0.0%	0
Close to work	2.1%	14	3.1%	3	4.6%	7	1.5%	1	1.7%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Easy to get to by bus	1.6%	11	4.5%	4	2.5%	4	0.6%	0	0.6%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Good for a day out / makes a change	1.6%	11	1.4%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.4%	1	1.3%	1	3.5%	6
Close to friends / relatives	1.3%	9	1.7%	1	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	1	3.2%	5
Parking - it's cheap	0.9%	6	3.3%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Shops - good range of independent shops	0.8%	5	0.0%	0	0.0%	0	0.6%	0	1.2%	1	1.5%	1	7.4%	2	2.5%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.1%	1	1.3%	1	1.7%	3
Good pubs / bars	0.6%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0
Quiet / not too busy	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	1	1.5%	3
Good for financial services (e.g. banks / building societies)	0.6%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.5%	4	1.4%	1	1.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by tube / train	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	4.0%	2	0.0%	0
Traditional	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Has undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.6%	1	0.0%	0
Good for window shopping / browsing	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Easy to get to by bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.3%	1	0.0%	0
Pedestrianised areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Nothing)	8.1%	56	11.3%	10	4.9%	8	9.3%	6	7.4%	6	18.0%	9	12.7%	4	7.9%	4	5.8%	10
(Don't know)	2.7%	19	0.0%	0	3.4%	5	1.5%	1	0.0%	0	5.4%	3	0.0%	0	1.2%	1	5.2%	9
Weighted base:	687		86		159		68		77		50		29		46		172	
Sample:	651		87		94		91		94		74		48		86		77	

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q34 Now thinking about reasons you may have to choose Mayflower or Pippis Hill Retail Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit those retail parks instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
More / better NON-FOOD stores	22.2%	153	23.3%	20	18.4%	29	25.6%	17	21.7%	17	27.4%	14	16.4%	5	23.4%	11	23.3%	40
Free parking	20.2%	139	11.0%	9	22.9%	36	17.4%	12	18.6%	14	16.2%	8	24.9%	7	19.9%	9	24.5%	42
More / better high street brands / retail multiples	12.6%	86	14.1%	12	17.7%	28	10.3%	7	13.3%	10	16.2%	8	11.1%	3	11.3%	5	7.2%	12
Easier to park	11.5%	79	4.2%	4	7.5%	12	15.4%	10	15.9%	12	8.2%	4	20.6%	6	11.0%	5	14.7%	25
Closer to home	10.9%	75	9.1%	8	8.7%	14	16.2%	11	16.3%	13	3.8%	2	19.3%	6	9.0%	4	10.6%	18
Better facilities in general	10.5%	72	19.4%	17	12.6%	20	11.1%	7	8.6%	7	15.5%	8	10.6%	3	14.5%	7	2.1%	4
More safe / secure	10.3%	71	9.2%	8	10.8%	17	13.3%	9	10.6%	8	5.0%	3	0.0%	0	8.0%	4	13.0%	22
More / better FOOD stores	8.3%	57	7.6%	6	6.0%	10	18.9%	13	3.1%	2	9.5%	5	7.4%	2	8.0%	4	8.8%	15
Cleaner	7.5%	52	4.2%	4	9.4%	15	4.5%	3	4.6%	4	5.2%	3	5.4%	2	4.1%	2	11.8%	20
More parking spaces	7.4%	51	8.7%	7	3.9%	6	5.2%	4	13.4%	10	9.0%	4	10.0%	3	7.2%	3	7.2%	12
Easier to get to by car	7.3%	50	5.3%	5	4.1%	7	2.8%	2	13.7%	10	4.3%	2	9.7%	3	7.2%	3	10.5%	18
Nicer environment	6.6%	46	7.8%	7	8.6%	14	3.9%	3	7.4%	6	6.4%	3	5.5%	2	4.1%	2	5.9%	10
Easier to get around / more compact / better layout	6.5%	44	6.2%	5	6.3%	10	3.7%	3	6.9%	5	7.9%	4	3.1%	1	7.4%	3	7.5%	13
More / better DIY retailers	4.3%	30	6.9%	6	7.6%	12	5.1%	3	0.6%	0	0.0%	0	2.4%	1	4.8%	2	2.8%	5
Later opening hours	2.3%	16	0.0%	0	5.8%	9	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Closer to work	1.9%	13	1.4%	1	6.7%	11	1.3%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
More / better furniture retailers	1.6%	11	1.2%	1	1.4%	2	1.3%	1	0.0%	0	0.7%	0	0.0%	0	2.6%	1	3.0%	5
More / better cafes and restaurants	1.1%	7	1.7%	1	2.3%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.3%	1	0.6%	1
Everything I need is in one place	1.0%	7	0.0%	0	1.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Easier to get to by bus	1.0%	7	0.6%	1	0.0%	0	0.6%	0	2.3%	2	0.0%	0	2.7%	1	6.8%	3	0.0%	0
Less traffic	0.9%	6	1.4%	1	1.4%	2	0.0%	0	2.3%	2	0.7%	0	2.7%	1	0.0%	0	0.0%	0
More pedestrian friendly	0.9%	6	1.7%	1	1.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Basildon Town Centre doesn't have a good range of shops	0.8%	6	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.2%	2	0.6%	1
Closer to friends / relatives	0.6%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.3%	1	0.0%	0
Can shop quicker there	0.5%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Easier to get to by bike	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.5%	3
More convenient	0.5%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1
Shops - has a Lidl store	0.4%	3	1.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Marks & Spencer store	0.4%	3	0.6%	1	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.6%	0	0.0%	0
More / better drive through restaurants	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1
Just dislike Basildon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Shops - has a Tesco store	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a B&Q store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Don't know what's available at Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Better for a day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	1	0.0%	0	0.0%	0
Shops - has a Next store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	1	0.0%	0	0.0%	0
Shops - has a Clarks store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shops - has a Pets at Home store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.0%	0
Shops - has a Halfords store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Nearer to Summerhill Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(No reasons / wouldn't visit these retail parks instead of Basildon Town Centre)	5.7%	39	11.0%	9	8.6%	14	1.3%	1	5.0%	4	6.1%	3	1.1%	0	1.8%	1	4.2%	7
(Don't know)	4.0%	27	2.0%	2	3.6%	6	1.3%	1	2.8%	2	8.6%	4	1.1%	0	2.7%	1	6.5%	11
Weighted base:		687		86		159		68		77		50		29		46		172
Sample:		651		87		94		91		94		74		48		86		77

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Meanscore: [Number of times per week]																		
Q35 How often do you or your household visit Festival Leisure Park?																		
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.3%	10	0.0%	0	1.6%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	4	1.2%	3
2-3 days a week	1.1%	9	2.5%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.2%	3
One day a week	4.5%	36	5.5%	5	5.1%	9	1.3%	1	4.6%	4	2.2%	1	4.6%	3	9.5%	5	4.1%	8
Every two weeks	5.7%	46	11.0%	11	4.2%	7	6.9%	5	7.0%	6	4.3%	3	3.9%	2	2.1%	1	5.4%	11
Monthly	18.9%	153	24.2%	23	21.8%	39	17.2%	12	17.8%	14	10.5%	7	4.8%	3	11.7%	6	23.2%	49
Once every two months	10.0%	81	8.3%	8	9.6%	17	14.3%	10	14.6%	12	12.8%	8	8.2%	5	8.4%	4	7.8%	16
Three-four times a year	18.2%	147	12.0%	12	17.6%	31	20.1%	14	17.1%	14	15.9%	10	7.5%	4	14.1%	7	25.9%	54
Once a year	7.5%	61	4.9%	5	9.8%	18	8.7%	6	6.9%	6	13.1%	8	11.4%	6	11.9%	6	2.9%	6
Less often	6.0%	48	6.1%	6	8.1%	14	1.9%	1	4.9%	4	1.8%	1	4.8%	3	4.6%	2	7.9%	16
Never	25.3%	204	23.9%	23	18.6%	33	24.5%	18	25.9%	21	36.8%	23	54.9%	31	26.4%	13	19.9%	42
(Don't know / varies)	1.5%	12	1.6%	2	2.5%	5	3.2%	2	1.4%	1	2.5%	2	0.0%	0	0.0%	0	0.5%	1
Mean:	0.26	0.27	0.28	0.24	0.17	0.11	0.10	0.63	0.26									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q36 What is the main reason for visiting Festival Leisure Park?																		
<i>Not those that said 'Never' at Q35</i>																		
Visit ten-pin bowling (Hollywood Bowl)	9.4%	57	4.9%	4	12.6%	18	4.2%	2	9.5%	6	9.0%	4	4.4%	1	4.5%	2	12.2%	20
Visit cinema (Cineworld)	44.7%	270	30.0%	22	40.8%	59	53.2%	29	61.1%	37	42.4%	17	48.8%	12	50.0%	19	44.6%	75
Visit adventure golf (Mr Mulligans)	0.7%	4	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Visit coffee shops (e.g. Starbucks etc.)	1.9%	11	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	13.5%	3	9.7%	4	0.0%	0
Visit for children's parties / soft play (Legends Birthday Parties, 360 Play)	3.7%	23	7.1%	5	3.5%	5	0.0%	0	5.9%	4	0.0%	0	3.6%	1	3.3%	1	3.9%	7
Visit ice cream parlour (e.g. Sprinkles Gelato)	1.3%	8	1.6%	1	1.3%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.6%	1	1.8%	3
Visit leisure centres / gyms (e.g. David Lloyd, Better Gym etc.)	1.2%	7	1.9%	1	2.3%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Visit restaurants or cafes (e.g. Nandos, Wagamama, TGI Fridays etc.)	31.7%	192	51.1%	38	28.5%	41	35.7%	19	20.9%	13	44.7%	18	25.7%	6	20.1%	8	29.0%	49
Visit bars	1.2%	7	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Visit nightclub	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit hotels	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
For childcare / kindergarten	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / have a walk around (Don't know)	1.3%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.7%	6
Weighted base:	604	74	145	54	60	40	25	38	167									
Sample:	531	72	81	67	70	61	39	69	72									

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q37 Now thinking about reasons you may have to choose Festival Leisure Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit Festival Leisure Park instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q35</i>																		
More / better cafes / restaurants	23.4%	141	30.0%	22	24.4%	35	25.0%	14	14.5%	9	25.2%	10	12.7%	3	15.1%	6	25.3%	42
Free parking	19.4%	117	7.6%	6	18.5%	27	10.1%	5	19.4%	12	12.0%	5	8.1%	2	14.8%	6	33.0%	55
Better cinema	18.9%	114	18.1%	13	19.4%	28	21.1%	11	15.4%	9	17.4%	7	24.8%	6	32.5%	12	15.8%	26
Better facilities in general	14.8%	89	23.1%	17	24.4%	35	15.1%	8	11.7%	7	23.9%	10	16.1%	4	5.6%	2	3.5%	6
Easier to park	13.3%	80	9.3%	7	9.7%	14	13.6%	7	12.8%	8	9.6%	4	18.7%	5	15.5%	6	17.9%	30
More safe / secure	10.4%	63	12.3%	9	7.5%	11	15.7%	8	10.0%	6	2.9%	1	4.1%	1	6.4%	2	14.0%	23
Closer to home	9.3%	56	8.8%	6	13.0%	19	24.1%	13	13.9%	8	2.5%	1	4.3%	1	8.9%	3	2.4%	4
Easier to get to by car	7.4%	44	8.6%	6	2.9%	4	0.8%	0	2.9%	2	5.1%	2	7.3%	2	10.9%	4	14.2%	24
Nicer environment	7.3%	44	11.6%	9	8.8%	13	7.1%	4	8.7%	5	13.5%	5	6.9%	2	1.4%	1	3.6%	6
Has a ten-pin bowling venue	5.3%	32	3.4%	2	5.0%	7	1.9%	1	2.9%	2	3.5%	1	6.8%	2	2.3%	1	9.2%	15
Cleaner	5.3%	32	8.5%	6	4.5%	7	1.9%	1	2.2%	1	0.0%	0	0.0%	0	1.9%	1	9.5%	16
More parking spaces	5.2%	32	1.6%	1	2.9%	4	7.7%	4	8.3%	5	7.7%	3	17.1%	4	1.9%	1	5.2%	9
More / better attractions for children (e.g. soft play / party centres)	4.9%	30	5.5%	4	6.2%	9	1.9%	1	9.6%	6	3.9%	2	7.3%	2	3.8%	1	3.0%	5
Easier to get around / more compact / better layout	4.5%	27	0.0%	0	4.5%	7	0.0%	0	0.0%	0	4.7%	2	7.9%	2	8.9%	3	8.0%	13
Closer to friends / relatives	3.1%	19	8.6%	6	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	5
Has an indoor adventure golf facility (e.g. Mr Mulligans)	2.0%	12	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	2	6.5%	2	3.3%	5
Easier to get to by bus	1.7%	10	4.7%	3	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
More / better drive-thru restaurants	1.6%	9	0.0%	0	1.9%	3	2.5%	1	0.8%	0	0.0%	0	4.3%	1	3.2%	1	1.5%	3
More / better gym / fitness facilities	1.4%	9	0.0%	0	2.5%	4	2.6%	1	2.2%	1	0.9%	0	0.0%	0	4.8%	2	0.0%	0
More pedestrian friendly	1.4%	8	6.2%	5	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.0%	0	1.6%	1	1.5%	3
Closer to work	1.3%	8	0.0%	0	1.6%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.8%	3
Easier to get to by bike	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.1%	1	6.7%	3	0.0%	0
Later opening hours	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.5%	3
Less traffic	0.4%	3	0.0%	0	0.0%	0	1.7%	1	2.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Better place to go at night	0.4%	2	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Don't know what's available at Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Better for a day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Has better lighting at night	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More convenient	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has electric charging points for cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Just dislike Basildon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Has a good hotel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit Festival Leisure Park instead of Basildon Town Centre)	6.1%	37	8.2%	6	6.0%	9	1.6%	1	10.2%	6	9.4%	4	6.3%	2	2.2%	1	5.2%	9
(Don't know)	5.1%	31	3.7%	3	4.6%	7	2.4%	1	2.9%	2	5.2%	2	5.6%	1	1.4%	1	8.6%	14
Weighted base:		604		74		145		54		60		40		25		38		167
Sample:		531		72		81		67		70		61		39		69		72

Meanscore: [Number of times per month]

Q38 How often do you or your household visit the following leisure attractions? [PR]																		
<i>Bingo / casino / bookmaker</i>																		
More than once a week	0.5%	4	1.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Once a week	1.1%	9	1.2%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Once a fortnight	1.5%	12	1.5%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.2%	3	1.1%	2
Once a month	1.5%	12	1.2%	1	1.4%	3	1.4%	1	1.4%	1	1.6%	1	2.0%	1	2.4%	1	1.2%	3
Once every two months	0.9%	8	4.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.3%	2	1.4%	1	0.0%	0
Once every six months	1.5%	12	0.0%	0	1.1%	2	0.0%	0	2.2%	2	0.0%	0	1.3%	1	3.9%	2	2.8%	6
Once a year	2.3%	19	0.0%	0	1.7%	3	0.0%	0	4.4%	4	3.3%	2	3.2%	2	1.6%	1	3.5%	7
Less often than once a year	2.6%	21	1.5%	1	6.0%	11	2.0%	1	3.6%	3	1.9%	1	0.0%	0	1.9%	1	1.2%	3
Never	83.0%	670	81.2%	79	78.3%	140	91.4%	65	84.0%	68	93.2%	59	85.3%	48	73.4%	38	83.1%	174
(Dont know / varies)	5.0%	41	7.7%	7	6.0%	11	2.0%	1	4.6%	4	0.0%	0	1.6%	1	3.0%	2	7.1%	15
Mean:		0.15		0.25		0.19		0.17		0.02		0.02		0.20		0.49		0.05
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Cinema																		
More than once a week	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0		
Once a week	2.6%	21	3.1%	3	3.6%	6	0.0%	0	1.6%	1	0.6%	0	4.1%	2	3.8%	2	2.9%	6
Once a fortnight	2.2%	18	4.0%	4	0.0%	0	4.7%	3	0.6%	0	0.6%	0	1.9%	1	8.0%	4	2.1%	4
Once a month	12.4%	100	11.6%	11	15.4%	27	8.3%	6	16.6%	13	6.9%	4	14.3%	8	10.0%	5	11.6%	24
Once every two months	17.6%	143	18.6%	18	14.1%	25	20.2%	14	25.7%	21	17.5%	11	16.4%	9	17.3%	9	16.6%	35
Once every six months	19.9%	161	12.8%	12	22.1%	40	25.9%	19	14.8%	12	15.6%	10	16.6%	9	14.5%	7	24.6%	51
Once a year	8.8%	71	11.9%	12	8.3%	15	4.2%	3	11.7%	10	6.4%	4	11.9%	7	8.4%	4	8.0%	17
Less often than once a year	4.9%	40	2.9%	3	4.9%	9	4.0%	3	4.8%	4	1.8%	1	4.3%	2	2.4%	1	8.0%	17
Never	27.9%	225	32.1%	31	27.5%	49	29.0%	21	22.9%	19	46.1%	29	30.5%	17	28.1%	14	21.6%	45
(Dont know / varies)	3.5%	28	3.0%	3	4.2%	7	3.7%	3	1.4%	1	4.4%	3	0.0%	0	2.8%	1	4.6%	10
Mean:	0.45		0.46		0.44		0.35		0.42		0.24		0.47		0.94		0.43	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Gym / health club / sports facility																		
More than once a week	14.7%	119	12.4%	12	14.0%	25	16.3%	12	15.8%	13	17.6%	11	14.4%	8	17.7%	9	14.0%	29
Once a week	5.7%	46	2.8%	3	1.1%	2	9.6%	7	5.5%	4	3.6%	2	5.7%	3	13.1%	7	8.4%	18
Once a fortnight	2.2%	18	4.2%	4	0.0%	0	0.6%	0	1.9%	2	1.6%	1	1.4%	1	3.6%	2	3.8%	8
Once a month	2.1%	17	1.2%	1	3.7%	7	2.5%	2	3.0%	2	1.2%	1	1.4%	1	1.1%	1	1.4%	3
Once every two months	2.0%	16	0.0%	0	3.3%	6	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	8
Once every six months	2.5%	20	1.2%	1	5.1%	9	0.0%	0	0.0%	0	0.6%	0	5.2%	3	1.1%	1	2.8%	6
Once a year	1.3%	11	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	9
Less often than once a year	2.6%	21	2.7%	3	4.4%	8	2.7%	2	1.9%	2	1.2%	1	0.0%	0	0.0%	0	3.1%	6
Never	63.2%	511	69.0%	67	65.0%	116	66.2%	47	64.3%	52	74.2%	47	70.1%	39	61.9%	32	52.7%	110
(Dont know / varies)	3.6%	29	6.4%	6	2.4%	4	2.0%	1	4.6%	4	0.0%	0	1.6%	1	1.6%	1	5.7%	12
Mean:	1.54		1.29		1.26		1.76		1.64		1.60		1.46		2.06		1.67	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Theatre / concert / music venue																		
More than once a week	0.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	2.4%	1	0.0%	0
Once a week	0.9%	7	2.7%	3	1.1%	2	0.0%	0	0.0%	0	1.2%	1	0.6%	0	2.4%	1	0.0%	0
Once a fortnight	1.4%	11	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	11.2%	6	1.2%	3
Once a month	5.2%	42	4.4%	4	4.7%	8	3.7%	3	6.8%	6	0.0%	0	7.5%	4	7.5%	4	6.3%	13
Once every two months	15.6%	126	13.4%	13	13.7%	24	8.5%	6	13.2%	11	16.0%	10	20.8%	12	7.0%	4	22.2%	46
Once every six months	16.6%	134	15.8%	15	13.9%	25	18.2%	13	15.2%	12	16.6%	11	20.7%	12	9.4%	5	20.0%	42
Once a year	10.0%	81	8.9%	9	12.7%	23	17.1%	12	10.6%	9	5.8%	4	5.3%	3	8.1%	4	8.6%	18
Less often than once a year	6.2%	50	4.0%	4	9.7%	17	0.6%	0	6.5%	5	7.0%	4	5.6%	3	5.1%	3	6.4%	13
Never	40.7%	329	45.6%	44	40.4%	72	46.4%	33	44.8%	37	50.9%	32	35.6%	20	45.2%	23	32.5%	68
(Dont know / varies)	2.9%	23	5.2%	5	2.4%	4	4.0%	3	2.7%	2	1.9%	1	1.9%	1	1.6%	1	2.8%	6
Mean:	0.28		0.27		0.24		0.26		0.18		0.18		0.41		0.66		0.25	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Museum / gallery or place of historical / cultural interest																		
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.0%	8	1.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0
Once a fortnight	1.6%	13	0.0%	0	3.7%	7	1.4%	1	0.0%	0	0.6%	0	0.0%	0	4.2%	2	1.2%	3
Once a month	3.4%	28	1.5%	1	3.2%	6	0.6%	0	3.8%	3	0.0%	0	8.2%	5	7.6%	4	4.1%	8
Once every two months	7.5%	60	7.0%	7	7.2%	13	6.3%	5	6.2%	5	0.6%	0	11.3%	6	6.9%	4	10.1%	21
Once every six months	12.1%	98	5.0%	5	16.0%	29	11.4%	8	13.0%	11	16.6%	11	20.3%	11	8.7%	4	9.2%	19
Once a year	10.5%	85	7.4%	7	7.5%	13	12.8%	9	11.0%	9	6.8%	4	6.7%	4	12.4%	6	15.1%	32
Less often than once a year	6.8%	55	7.4%	7	4.9%	9	0.6%	0	2.8%	2	5.0%	3	3.0%	2	4.9%	3	13.7%	29
Never	53.5%	432	62.7%	61	52.1%	93	62.3%	45	58.9%	48	70.4%	45	48.7%	27	43.6%	22	43.9%	92
(Dont know / varies)	3.7%	30	7.5%	7	4.3%	8	4.6%	3	4.4%	4	0.0%	0	1.6%	1	2.1%	1	2.8%	6
Mean:	0.19		0.14		0.23		0.11		0.11		0.05		0.19		0.62		0.15	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Pub / bar / nightclub																		
More than once a week	2.2%	18	0.0%	0	2.5%	5	2.5%	2	3.7%	3	2.4%	2	3.2%	2	4.5%	2	1.4%	3
Once a week	7.7%	62	2.2%	2	8.9%	16	5.2%	4	10.7%	9	6.1%	4	11.1%	6	19.9%	10	5.5%	12
Once a fortnight	10.7%	86	11.2%	11	3.1%	5	9.1%	7	14.5%	12	12.0%	8	16.3%	9	14.6%	7	13.1%	27
Once a month	13.5%	109	12.2%	12	10.8%	19	19.1%	14	18.8%	15	6.3%	4	13.9%	8	13.3%	7	14.7%	31
Once every two months	10.6%	86	8.4%	8	17.9%	32	9.2%	7	7.7%	6	6.8%	4	8.4%	5	7.5%	4	9.6%	20
Once every six months	5.9%	48	8.8%	8	4.9%	9	9.6%	7	7.0%	6	4.9%	3	8.0%	4	3.0%	2	4.1%	9
Once a year	1.9%	15	0.0%	0	2.8%	5	0.0%	0	2.8%	2	0.6%	0	1.6%	1	2.8%	1	2.4%	5
Less often than once a year	2.8%	22	5.2%	5	6.0%	11	1.4%	1	2.5%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	3
Never	40.9%	331	47.7%	46	38.2%	68	40.1%	29	28.1%	23	60.9%	39	34.1%	19	31.6%	16	43.4%	91
(Dont know / varies)	3.8%	31	4.3%	4	4.8%	8	3.7%	3	4.4%	4	0.0%	0	2.2%	1	2.8%	1	4.3%	9
Mean:	0.94		0.52		0.87		0.88		1.31		0.78		1.25		1.67		0.84	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Restaurant / café																		
More than once a week	6.6%	53	11.0%	11	4.8%	9	8.2%	6	8.8%	7	3.1%	2	5.0%	3	13.6%	7	4.3%	9
Once a week	14.4%	117	14.1%	14	10.2%	18	10.3%	7	14.7%	12	14.8%	9	23.0%	13	28.2%	14	13.7%	29
Once a fortnight	20.2%	163	19.7%	19	18.0%	32	23.4%	17	27.8%	23	10.0%	6	13.0%	7	17.8%	9	23.8%	50
Once a month	25.0%	202	18.0%	17	26.3%	47	21.8%	16	18.5%	15	28.2%	18	29.1%	16	11.8%	6	32.0%	67
Once every two months	11.7%	94	9.6%	9	13.6%	24	12.5%	9	13.0%	11	13.7%	9	10.1%	6	9.0%	5	10.7%	22
Once every six months	5.2%	42	5.0%	5	8.4%	15	5.8%	4	3.0%	2	5.7%	4	4.4%	2	1.6%	1	4.1%	9
Once a year	2.5%	20	3.2%	3	4.1%	7	0.0%	0	1.9%	2	0.6%	0	0.0%	0	4.4%	2	2.6%	5
Less often than once a year	1.0%	8	1.7%	2	2.2%	4	0.6%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.5%	1
Never	11.3%	91	14.7%	14	10.4%	19	14.4%	10	11.8%	10	20.3%	13	12.8%	7	12.0%	6	6.0%	13
(Dont know / varies)	2.1%	17	3.0%	3	1.9%	3	3.2%	2	0.6%	0	1.8%	1	2.5%	1	1.6%	1	2.2%	5
Mean:	1.87		2.15		1.53		1.88		2.12		1.43		1.98		2.79		1.80	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Family entertainment (e.g. tenpin bowling, skating rink)																		
More than once a week	0.5%	4	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Once a week	2.0%	16	1.5%	1	3.3%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.8%	2	2.4%	5
Once a fortnight	3.1%	25	4.4%	4	2.4%	4	3.1%	2	1.4%	1	3.0%	2	5.0%	3	6.8%	3	2.4%	5
Once a month	9.4%	76	7.4%	7	14.0%	25	5.8%	4	11.7%	10	6.9%	4	3.3%	2	6.4%	3	9.9%	21
Once every two months	11.5%	93	9.2%	9	6.2%	11	9.6%	7	14.4%	12	7.1%	4	7.2%	4	3.9%	2	21.0%	44
Once every six months	14.2%	115	11.1%	11	22.1%	39	7.2%	5	8.7%	7	4.8%	3	6.5%	4	6.6%	3	20.1%	42
Once a year	4.0%	33	2.3%	2	3.9%	7	5.4%	4	1.9%	2	5.4%	3	11.0%	6	0.5%	0	3.9%	8
Less often than once a year	3.8%	31	5.7%	5	3.6%	6	2.0%	1	3.6%	3	2.4%	2	1.6%	1	1.6%	1	5.2%	11
Never	49.9%	403	53.5%	52	43.4%	77	64.3%	46	53.7%	44	67.3%	43	65.5%	37	62.0%	32	35.1%	73
(Dont know / varies)	1.6%	13	5.0%	5	0.0%	0	2.6%	2	3.0%	2	3.1%	2	0.0%	0	3.9%	2	0.0%	0
Mean:	0.37		0.31		0.49		0.19		0.31		0.19		0.19		0.74		0.39	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q39 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																		
<i>Those that said they do the activity 'Bingo, casino or bookmaker' at least once a year at Q38</i>																		
Best Casino, St John's Way, Corringham, Stanford-le-Hope, SS17 7LL	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0
Buzz Bingo, Southernhay, Basildon, SS14 1DH	20.2%	15	30.8%	3	24.6%	4	87.0%	3	55.0%	4	0.0%	0	0.0%	0	16.5%	2	0.0%	0
Grosvenor Casino, Church Road, Southend-on-Sea, SS1 2AL	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	2	16.4%	3
Mecca Bingo, Greyhound Trading Park, Greyhound Way, Southend-on-Sea, SS2 5PY	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	12.6%	2
Mecca Bingo, The Mercury Shopping Centre, Mercury Gardens, Romford, RM1 3EE	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	14.0%	3
Basildon Town Centre	3.2%	2	12.9%	1	4.8%	1	13.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1	0.0%	0	14.0%	3
Corringham Town Centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	2.6%	2	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.0%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	0	32.9%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0
Abroad	21.2%	16	28.1%	3	34.3%	6	0.0%	0	20.3%	1	0.0%	0	14.8%	1	46.0%	5	0.0%	0
Coral Island Casino, New Bonny Street, Blackpool, FY1 5DW	1.9%	1	15.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0
Genting Casino Westcliff, The Western Esplanade, Westcliff-on-Sea, SS0 7QY	8.9%	7	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	5
(Don't know / varies)	16.4%	12	12.9%	1	13.4%	2	0.0%	0	17.4%	1	28.1%	1	38.1%	3	10.4%	1	16.4%	3
Weighted base:		76		9		17		3		6		3		7		11		18
Sample:		64		7		11		4		6		3		9		17		7

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q40 Which cinema do you or members of your household normally visit?									
<i>Those that said they do the activity 'Cinema' at least once a year at Q38</i>									
Cineworld, Clements Road, Ilford, IG1 1BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cineworld, Festival Way, Festival Leisure Park, Basildon, SS14 3WB	67.0%	345	66.8%	40	74.2%	84	88.6%	40	84.7%
Empire, East Square, Basildon, SS14 1HS	1.4%	7	3.8%	2	0.0%	0	0.0%	0	1.9%
Movie Starr, Eastern Esplanade, Canvey Island, SS8 7DN	9.5%	49	9.5%	6	5.7%	6	4.0%	2	0.0%
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	1.8%	9	0.0%	0	0.0%	0	0.0%	0	8.7%
Odeon, The Broadway, Southend-on-Sea, SS1 1TJ	1.9%	10	0.0%	0	1.5%	2	0.0%	0	0.0%
Premier Cinemas, The Mercury Mall, Mercury Gardens, Romford, RM1 3EE	0.8%	4	0.0%	0	1.7%	2	0.0%	0	0.0%
Vue, Lakeside Shopping Centre, West Thurrock, RM20 2ZW	8.8%	45	7.0%	4	9.6%	11	5.3%	2	0.0%
Vue, Romford ROC Drive, Romford, RM1 1AU	0.7%	4	0.0%	0	0.0%	0	2.0%	1	0.0%
Central London / West End Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Curzon Colchester, Queen Street, Colchester, CO1 2PH	1.9%	10	2.4%	1	1.7%	2	0.0%	0	0.0%
Everyman Chelmsford, Bond Street, Chelmsford, CM1 1GD	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%
Everyman Crystal Palace, Church Road, Crystal Palace, SE19 2TE	1.8%	9	2.4%	1	0.0%	0	0.0%	0	4.7%
The Arc Cinema, Marine Parade, Great Yarmouth, NR30 2DL	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%
The Rio Cinema, Station Road, Burnham-on-Crouch, CM0 8HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Montfichet Road, Westfield Stratford City, E20 1EJ	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%
(Don't know / varies)	2.7%	14	2.0%	1	3.7%	4	0.0%	0	0.0%
Weighted base:	515	60	113	45	58	30	36	34	138
Sample:	459	56	63	54	64	46	55	62	59

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q41 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<i>Those that said they do the activity 'Gym, health club or sports facility' at least once a year at Q38</i>																		
ABC Gym, Progress Road, Leigh-on-Sea, SS9 5PR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Basildon Sporting Village, Cranes Farm Road, Basildon, SS14 3GR	6.5%	16	10.3%	2	9.9%	5	2.0%	0	4.7%	1	0.0%	0	4.5%	1	8.3%	2	6.2%	5
Billericay Sports & Fitness Centre, School Road, Billericay, CM12 9LH	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
EasyGym, Westgate Shopping Centre, Fodderwick, Basildon, SS14 1WP	1.7%	4	5.7%	1	3.9%	2	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Leisure Centre, Crest Avenue, Basildon, SS13 2EF	4.2%	10	26.2%	6	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Feelgood Fitness & Wellness Centre, Daniels Farm, Wash Road, Basildon, SS15 4AZ	0.9%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Progress Road, Leigh-on-Sea, SS9 5PR	1.4%	4	0.0%	0	0.0%	0	5.7%	1	0.0%	0	5.6%	1	5.8%	1	2.9%	1	0.0%	0
Runnymede Leisure Centre, Castle Point Borough Council, Kiln Road, Benfleet, SS7 1TF	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	8
Snap Fitness 24-7, Times Square, Basildon, SS14 1DJ	0.8%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Leisure Centre, Brickfields Road, South Woodham Ferrers, CM3 5JU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Stans Gym, Llantrisant Oaks/Aveley Road, Upminster, RM14 2TN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Hub Wickford, Robert Way, Wickford, SS11 8DD	0.9%	2	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
The Palace, Pitsea Leisure Centre, Northlands Pavement, Basildon, SS13 3DU	1.5%	4	4.8%	1	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Waterside Farm Leisure Centre, Somnes Avenue, Canvey Island, SS8 9RA	5.3%	13	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	12
Basildon Town Centre	2.6%	6	0.0%	0	7.8%	4	0.0%	0	0.0%	0	15.5%	2	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	2.2%	6	0.0%	0	0.0%	0	4.4%	1	12.4%	3	0.0%	0	0.0%	0	8.8%	2	0.0%	0
Brentwood Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Chelmsford City Centre	0.5%	1	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Corringham Town Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	5	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.2%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Southend-on-Sea Town Centre	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Stanford-le-Hope Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0
Wickford Town Centre	3.2%	8	0.0%	0	0.0%	0	35.6%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Abroad	3.5%	9	6.7%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0	10.8%	2	19.6%	4	0.0%	0
Abbs Cross Health and Fitness, Abbs Cross Lane, Hornchurch, RM12 4YB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Benton Hall, Wickham Hill, Witham, CM8 3LH	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Festival Leisure Park, Basildon, SS14 3WB	1.2%	3	0.0%	0	5.1%	3	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater Leisure Centre, Park Drive, Maldon, CM9 5UR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Brentwood Golf Club, Coxtie Green Road, South Weald, CM14 5RJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, SS5 4LN	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Club Kingswood, Clayhill Lane, Basildon, SS16 5JP	2.2%	5	10.3%	2	3.9%	2	2.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Festival Leisure Park, Basildon, SS14 3DG	4.2%	10	2.4%	1	10.1%	5	13.2%	3	0.0%	0	5.0%	1	0.0%	0	6.2%	1	0.0%	0
David Lloyd, Gidea Park, Romford, RM11 2DY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Fit Performance, Chester Hall Lane, Basildon, SS14 3BG	0.9%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwoods Hotel & Spa, Stock Road, Stock, CM4 9BE	0.9%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Springhouse Road, Corringham, SS17 7NB	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Community Centre, Aston Road, Laindon, SS15 6NX	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeman Fitness, Lubards Farm , Rayleigh, SS6 9QG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Limitless, Alexander Lane, Shenfield, Brentwood, CM15 8QF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Oasis Health & Fitness Club, The Precinct, Stanford-le-Hope, SS17 0HF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
PureGym, Blackwater Retail Park, Maldon, CM9 4DY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Eastgate Shopping Centre, Basildon, SS14 1EB	3.0%	7	6.7%	1	11.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Pelican Retail Park, Rayleigh, SS6 7UP	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
PureGym, Radford Way, Billericay, CM12 0DX	2.3%	6	0.0%	0	0.0%	0	0.0%	0	24.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Leisure Centre, Priory Chase, Rayleigh, SS6 9NF	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Reflections Health & Leisure, West Hanningfield Road, Great Baddow, CM2 8HR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Runwell Bowls Club, St Lukes Way, Runwell, SS11 7QA	0.2%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stock Brook Country Club, Queens Park, Billericay, CM12 0SQ	1.8%	4	0.0%	0	0.0%	0	0.0%	0	11.4%	3	0.0%	0	4.5%	1	5.8%	1	0.0%	0
Studio 360 Fitness, Radford Way, Billericay, CM12 0BX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Studio 35, Fairview Park, Rayleigh, SS6 8EG	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
The Brentwood Centre, Pilgrims Hatch, Brentwood, CM15 9NN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
The Gym Group, Minnie Baldock Street, Canning Town, E16 1YE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
The Gym Group, Pippis Hill Retail Park, Basildon, SS14 3AF	1.1%	3	12.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Heron Country Club, A128, Herongate, CM13 3LW	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rayleigh Club,	0.2%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Hullbridge Road, Rayleigh, SS6 9QS	3.2%	8	6.7%	1	5.4%	3	0.0%	0	5.5%	1	0.0%	0	15.8%	2	0.0%	0	0.0%	0
Virgin Active, Little Warley Hall Lane, Brentwood, CM13 3EN	3.8%	9	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8
Virgin Active, Rayleigh Road, Thundersley, SS7 3YN	0.9%	2	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Swim and Fitness Centre, Market Avenue, Wickford, SS12 0AG (Don't know / varies)	16.1%	40	5.7%	1	16.9%	8	4.4%	1	15.7%	4	8.0%	1	16.0%	3	6.5%	1	25.2%	20
Weighted base:	247		21		50		21		24		16		16		19		81	
Sample:	201		20		25		26		24		22		21		30		33	

Q42 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

Those that said they do the activity 'Theatre, concert or music venue' at least once a year at Q38

Brentwood Theatre, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Cliffs Pavilion, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	20.6%	84	14.4%	6	19.5%	17	26.0%	9	9.4%	4	16.4%	4	8.8%	3	9.0%	2	31.8%	39
Palace Theatre, London Road, Westcliff-on-Sea, Southend-on-Sea, S0 9LA	3.5%	14	6.6%	3	4.4%	4	3.6%	1	0.0%	0	4.7%	1	1.0%	0	0.0%	0	3.8%	5
Thameside Theatre, Orsett Road, Grays, RM17 5DX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.0%	0	2.5%	1	0.0%	0
The Billericay Theatre, Radford Way, Billericay, CM12 0DX	1.3%	5	0.0%	0	2.1%	2	2.6%	1	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Theatre, St Martins Square, Basildon, SS14 1DL	9.0%	36	16.8%	7	17.0%	14	7.6%	3	16.6%	6	5.7%	1	12.3%	4	1.0%	0	0.0%	0
Basildon Town Centre	2.2%	9	10.3%	5	1.9%	2	0.0%	0	3.5%	1	1.4%	0	0.0%	0	0.0%	0	0.9%	1
Brentwood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Canvey Island Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	38.2%	155	29.2%	13	24.5%	21	42.3%	15	55.0%	21	52.6%	13	51.3%	16	49.9%	12	35.9%	44
Chelmsford City Centre	0.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Grays Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.2%	9	0.0%	0	3.2%	3	9.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.8%	2
Stanford-le-Hope Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	2.8%	11	3.2%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	14.8%	4	2.1%	3
ABBA Arena, Pudding Mill Lane, Stratford, E15 2RU	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Theatre, Fairfield Road, Chelmsford, CM1 1JG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Hornchurch Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Norwich Theatre Royal, Theatre Street, Norwich, NR2 1RL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Queen's Theatre, Billet Lane, Hornchurch, RM11 1QT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
The O2, Peninsula Square, Greenwich, SE10 0DX (Don't know / varies)	15.7%	64	12.6%	6	25.1%	21	5.8%	2	4.8%	2	3.4%	1	9.8%	3	10.3%	3	21.7%	26
Weighted base:	405		44		85		35		37		26		32		25		122	
Sample:	371		44		49		44		42		40		54		42		56	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q43 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?																		
<i>Those that said they do the activity 'Museum, gallery or place of historical / cultural interest' at least once a year at Q38</i>																		
Basildon Eastgate Art Gallery, Southernhay, Basildon SS14 1EB	1.1%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Focal Point Gallery, Elmer Avenue, Southend-on-Sea, SS1 1NB	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0
Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Central London / West End	64.3%	187	46.6%	10	57.1%	39	78.8%	18	75.8%	21	86.5%	14	61.1%	16	52.6%	13	67.4%	56
Chelmsford City Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Rayleigh Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Southend-on-Sea Town Centre	0.5%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.5%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	6.4%	19	19.7%	4	5.7%	4	6.0%	1	10.3%	3	0.0%	0	7.8%	2	16.6%	4	0.0%	0
Braintree Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.6%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Museum, Oaklands Park, Chelmsford, CM2 9AQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Cotswold Motoring Museum & Toy Collection, The Old Mill, Bourton-on-the-Water, GL54 2BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Cutty Sark, King William Walk, Greenwich, SE10 9HT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Edinburgh City Centre	0.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, Canary Wharf, E14 4AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Power, B1019, Langford, Maldon, CM9 6QA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Wat Tyler Country Park, Pitsea Hall Lane, Pitsea, SS16 4UH	0.8%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	22.7%	66	16.1%	3	28.6%	20	15.2%	4	10.5%	3	11.2%	2	25.1%	7	4.8%	1	32.6%	27
Weighted base:		291		22		69		23		28		16		26		25		83
Sample:		255		20		36		29		29		23		42		43		33

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q44 Where do you or members of your household normally go to visit pubs / bars / nightclubs?																		
<i>Those that said they do the activity 'Pub, bar or nightclub' at least once a year at Q38</i>																		
Basildon Town Centre	6.8%	29	20.6%	9	17.6%	16	1.1%	0	2.5%	1	0.0%	0	0.9%	0	6.5%	2	0.0%	0
Billericay Town Centre	16.7%	71	7.2%	3	13.9%	13	16.0%	6	69.2%	37	4.6%	1	0.0%	0	33.1%	11	0.0%	0
Brentwood Town Centre	2.0%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	0.0%	0	2.8%	3
Canvey Island Town Centre	1.5%	6	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	5
Central London / West End	6.6%	28	9.8%	4	7.9%	7	8.8%	3	0.0%	0	13.6%	3	13.6%	5	7.1%	2	2.8%	3
Chelmsford City Centre	2.3%	10	0.0%	0	4.0%	4	3.6%	1	0.0%	0	0.0%	0	0.9%	0	5.9%	2	2.4%	3
Corringham Town Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.6%	6	0.0%	0	0.0%	0	0.0%	0
Ingatestone Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Laindon Town Centre	0.5%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea Town Centre	3.3%	14	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	10
Pitsea Town Centre	0.6%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Rayleigh Town Centre	6.5%	28	0.0%	0	0.0%	0	10.9%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	23
South Benfleet Town Centre	3.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	16
Southend-on-Sea Town Centre	3.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	14
Stanford-le-Hope Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	3	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	6	0.0%	0	0.0%	0
Wickford Town Centre	3.3%	14	1.2%	1	0.0%	0	27.7%	11	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Lakeside RETAIL parks & other stores	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	8.6%	36	20.5%	8	16.2%	15	4.7%	2	0.0%	0	4.1%	1	3.6%	1	1.8%	1	7.9%	8
Abroad	2.9%	12	3.4%	1	5.2%	5	0.0%	0	2.9%	2	0.0%	0	4.9%	2	9.1%	3	0.0%	0
Barnhall Community Association & Social Club, Alderney Gardens, Wickford, SS11 7JP	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.7%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Chigwell Town Centre	0.5%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fobbing Village Centre	0.9%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre, Basildon	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herongate Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heydon Village Centre	0.4%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	1.1%	5	0.0%	0	1.9%	2	0.0%	0	0.0%	0	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Hutton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Warley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Mile End District Centre, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Mountnessing Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Noak Bridge Local Centre, Basildon	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Lodge, A132, Battlesbridge, SS11 7QT	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Runwell Village Centre	0.4%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Shenfield Local Centre, Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
South Green, Billericay	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.6%	2	0.0%	0	0.0%	0	2.3%	1	1.9%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Stock Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
The Halfway House Brentwood, A127, West Horndon, Brentwood CM13 3LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	0.8%	4	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
West Horndon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Witham Town Centre (Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	15.8%	67	17.9%	7	16.2%	15	12.6%	5	12.1%	6	18.2%	5	29.7%	10	8.9%	3	14.6%	16
Sample:		424		41		91		39		53		25		35		34		106
		383		37		51		46		56		37		56		57		43

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q45 Where do you or members of your household normally go for eating out (e.g. cafes and restaurants)?																		
<i>Those that said they do the activity 'Restaurant, café' at least once a year at Q38</i>																		
Basildon Town Centre	10.9%	76	17.5%	14	30.7%	47	2.9%	2	4.3%	3	3.6%	2	0.7%	0	0.0%	0	4.3%	8
Billericay Town Centre	12.6%	87	4.3%	3	6.0%	9	16.2%	9	66.6%	48	7.2%	3	1.5%	1	29.5%	13	0.0%	0
Brentwood Town Centre	2.6%	18	0.0%	0	1.8%	3	0.0%	0	0.7%	0	2.1%	1	21.0%	10	1.2%	1	1.5%	3
Canvey Island Town Centre	1.4%	10	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7
Central London / West End	3.0%	21	1.5%	1	2.4%	4	0.7%	0	0.0%	0	4.9%	2	8.4%	4	8.2%	4	2.9%	5
Chelmsford City Centre	1.3%	9	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.8%	0	3.1%	1	6.3%	3	1.2%	2
Corringham Town Centre	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	7	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ingatstone Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Laindon Town Centre	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.8%	12	0.0%	0	1.3%	2	0.0%	0	1.4%	1	3.6%	2	3.8%	2	0.0%	0	3.0%	6
Leigh-on-Sea Town Centre	2.9%	20	4.9%	4	2.4%	4	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	5.9%	11
Pitsea Town Centre	0.7%	5	6.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	5.3%	37	0.0%	0	0.5%	1	2.5%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	34
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	3.5%	24	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	22
South Ockendon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	3.3%	23	1.9%	2	5.2%	8	2.4%	1	0.0%	0	2.6%	1	1.5%	1	0.0%	0	5.1%	10
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	7	0.0%	0	0.0%	0
Wickford Town Centre	3.9%	27	0.0%	0	0.0%	0	35.2%	21	0.7%	0	0.0%	0	0.0%	0	10.9%	5	0.6%	1
MAYFLOWER Retail Park, Gardiners Link, Basildon	0.7%	5	0.6%	1	0.0%	0	2.3%	1	1.6%	1	2.1%	1	1.9%	1	0.0%	0	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon	0.5%	3	0.6%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores	0.4%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	13.6%	94	26.0%	20	18.2%	28	7.8%	5	5.4%	4	11.0%	5	0.7%	0	6.3%	3	15.3%	29
Abroad	1.7%	12	3.4%	3	1.3%	2	1.5%	1	1.6%	1	0.0%	0	3.6%	2	8.3%	4	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.2%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.7%	5	0.0%	0	1.7%	3	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Chigwell Town Centre	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst Local Centre, Bromley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Colchester Town Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Downham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Fobbing Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre,	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q46 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?																		
<i>Those that said they do the activity 'Family entertainment (e.g. tenpin bowling, ice skating, etc.)' at least once a year at Q38</i>																		
Festival Leisure Park (whole leisure park - not venue specific), Basildon, SS14 3WB	26.9%	97	18.0%	6	30.3%	29	50.5%	11	26.3%	9	27.9%	5	22.1%	4	21.6%	4	23.9%	30
Hackers Minigolf, High Street, Billericay CM12 9BQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Festival Way, Festival Leisure Park, Basildon SS14 3WB	19.7%	71	42.7%	15	14.2%	13	21.2%	5	31.7%	10	47.0%	8	13.7%	3	16.1%	3	11.6%	14
Hollywood Bowl, The Quay, West Thurrock Way, West Thurrock, Grays RM20 2AD	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser Quest & VR Centre Romford, High Street, Romford RM1 1JL	1.1%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0
Mr Mulligans, Festival Leisure Park, Basildon SS14 3WB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Megacentre, Brook Road, Rayleigh, SS6 7UT	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5
Basildon Town Centre	3.5%	13	6.6%	2	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	7
Central London / West End	1.0%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Chelmsford City Centre	1.8%	7	0.0%	0	2.4%	2	4.6%	1	8.4%	3	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	2.5%	9	3.5%	1	2.1%	2	0.0%	0	0.0%	0	12.9%	2	1.8%	0	0.0%	0	2.8%	3
Rayleigh Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Romford Town Centre	1.0%	4	0.0%	0	1.9%	2	4.6%	1	0.0%	0	0.0%	0	1.8%	0	3.3%	1	0.0%	0
Southend-on-Sea Town Centre	2.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	6.8%	8
Abroad	2.8%	10	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	13.5%	2	22.0%	4	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CJ's Bowling, Eldon Way, Hockley, SS5 4AD	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	10
Colchester Zoo, Stanway, Heckfordbridge, CO3 0SL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copford Cricket Club, Aldercar Road, Colchester, CO6 1DG	0.4%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham Town Centre	0.7%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanningfield Reservoir Nature Discovery Park, Hawkswood Road, Downham, CM11 1WT	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	29.5%	106	14.5%	5	35.6%	34	17.2%	4	19.0%	6	12.2%	2	29.6%	5	32.1%	5	35.8%	45
Weighted base:		361		35		95		22		32		17		18		17		125
Sample:		255		29		46		25		29		22		27		27		50

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q47 What improvements could be made to Basildon Borough's leisure offer that would make you visit / partake in leisure activities more often? [MR]																		
Cheaper prices	9.7%	78	14.5%	14	12.7%	23	3.9%	3	3.8%	3	10.9%	7	6.7%	4	9.2%	5	9.7%	20
Improved security / CCTV	7.8%	63	10.9%	11	8.8%	16	4.7%	3	9.2%	8	2.2%	1	3.9%	2	7.3%	4	8.8%	18
Leisure facilities / activities for young children	4.5%	36	7.1%	7	5.3%	9	1.3%	1	7.7%	6	1.8%	1	1.2%	1	9.2%	5	2.9%	6
Food / farmers markets	4.3%	35	3.2%	3	4.4%	8	2.8%	2	3.2%	3	0.0%	0	1.6%	1	2.5%	1	8.2%	17
Cafes - more / better cafes in general	4.3%	35	1.2%	1	8.7%	16	0.0%	0	4.4%	4	1.4%	1	2.2%	1	1.2%	1	5.6%	12
Improvements in the built environment (make it look more attractive)	4.2%	34	7.6%	7	4.8%	8	1.2%	1	5.2%	4	0.6%	0	6.4%	4	1.7%	1	4.0%	8
Ice rink	3.6%	29	2.8%	3	10.2%	18	1.4%	1	0.0%	0	0.0%	0	1.4%	1	2.3%	1	2.4%	5
More / better restaurants	3.4%	28	3.5%	3	6.2%	11	5.1%	4	1.9%	2	1.8%	1	0.0%	0	1.6%	1	2.9%	6
Leisure facilities / activities for families	3.4%	28	4.0%	4	7.0%	12	1.3%	1	6.0%	5	0.0%	0	0.0%	0	1.1%	1	2.4%	5
Cinema - multi-screen cinema	3.2%	26	5.1%	5	5.6%	10	0.6%	0	1.2%	1	2.6%	2	1.4%	1	6.4%	3	1.7%	4
Comedy clubs	2.6%	21	2.7%	3	3.7%	7	0.0%	0	1.6%	1	1.4%	1	0.0%	0	2.6%	1	4.0%	8
More / better car parking	2.5%	20	0.0%	0	3.7%	7	3.1%	2	1.2%	1	0.6%	0	4.9%	3	0.0%	0	3.6%	8
Leisure facilities / activities for teenagers	2.1%	17	2.0%	2	4.8%	9	1.3%	1	1.9%	2	2.4%	2	0.0%	0	5.3%	3	0.0%	0
Leisure / sports centre	2.1%	17	3.0%	3	4.8%	8	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	3
Bowling alley / centre (ten-pin)	2.0%	16	2.9%	3	3.9%	7	2.0%	1	2.6%	2	1.4%	1	1.4%	1	2.4%	1	0.0%	0
Art galleries	1.9%	16	0.0%	0	2.2%	4	0.0%	0	4.9%	4	1.4%	1	1.6%	1	0.0%	0	2.8%	6
Improved public transport	1.9%	15	0.5%	1	2.8%	5	0.0%	0	5.5%	4	1.6%	1	1.3%	1	2.9%	1	1.0%	2
More street cleaning	1.8%	15	2.7%	3	2.1%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8
Live music venues	1.6%	13	0.5%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.8%	8
Swimming pool - indoor	1.5%	12	0.5%	1	1.6%	3	0.0%	0	1.7%	1	0.0%	0	2.2%	1	0.5%	0	2.8%	6
Improved access by foot	1.5%	12	3.7%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	1.2%	3
Dance facilities	1.4%	11	1.2%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	5
Indoor soft play areas	1.4%	11	1.2%	1	1.1%	2	1.4%	1	1.6%	1	1.6%	1	0.0%	0	3.8%	2	1.4%	3
More / better pubs / bars	1.3%	10	3.2%	3	0.0%	0	8.6%	6	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0
More / better parks / green spaces	1.3%	10	3.2%	3	1.1%	2	4.1%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing centres	1.2%	10	0.0%	0	1.1%	2	0.0%	0	4.8%	4	0.0%	0	0.0%	0	2.4%	1	1.2%	3
More local sports & recreation facilities (football pitches, tennis courts etc)	1.2%	9	2.8%	3	0.0%	0	2.6%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3
More / better shopping areas	1.2%	9	2.2%	2	0.0%	0	3.2%	2	1.2%	1	0.0%	0	0.0%	0	1.0%	1	1.7%	3
Leisure facilities / activities for the elderly	1.1%	9	1.0%	1	1.7%	3	3.2%	2	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cinema - art house cinema	1.1%	9	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.8%	2	2.5%	5
Indoor trampolines parks	1.1%	9	1.5%	1	3.3%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
More / better disabled access	1.0%	8	0.0%	0	2.6%	5	1.3%	1	0.6%	0	0.0%	0	0.0%	0	2.4%	1	0.5%	1
Theatre	1.0%	8	0.5%	1	1.1%	2	0.6%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	3
Free car parking	1.0%	8	1.1%	1	1.3%	2	0.0%	0	1.9%	2	2.5%	2	1.6%	1	1.1%	1	0.0%	0
Concert hall / venue	0.9%	8	1.2%	1	1.3%	2	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	3
Casino	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	2	2.4%	5
Cafes - more pavements cafes	0.9%	7	1.2%	1	1.1%	2	0.0%	0	0.0%	0	1.4%	1	4.6%	3	1.2%	1	0.0%	0
More / better policing	0.9%	7	0.5%	1	1.3%	2	0.6%	0	3.0%	2	0.0%	0	1.6%	1	1.2%	1	0.0%	0
More / better public toilets	0.9%	7	0.0%	0	1.3%	2	0.0%	0	1.6%	1	0.0%	0	0.6%	0	1.1%	1	1.2%	3
Hotels	0.7%	6	1.2%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Karting	0.7%	5	1.2%	1	0.0%	0	1.4%	1	3.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More / better cycle paths	0.6%	5	1.7%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.6%	0	1.2%	1	0.0%	0
Swimming pool - outdoor	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.5%	1	0.5%	0	1.1%	2
Improve the current leisure facilities	0.5%	4	1.7%	2	0.5%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.5%	0	0.0%	0
Bingo venues	0.5%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
More / better cultural facilities	0.5%	4	2.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More / better health clubs / gyms	0.5%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
More nightclubs	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Outdoor gyms	0.4%	3	1.2%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor festivals / events	0.4%	3	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the road surfaces	0.4%	3	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.6%	0	0.0%	0	0.0%	0
Street carnivals	0.4%	3	0.0%	0	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities open longer	0.3%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rollerskating park	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Crown green bowling	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pool / snooker hall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Improved street furniture	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open air cinema	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of whats on / available	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Motocross track	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog friendly trails	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Offer something that other places don't	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	43.8%	354	29.9%	29	35.9%	64	57.5%	41	37.3%	30	55.0%	35	54.1%	30	51.4%	26	46.6%	97
(Don't know)	8.2%	67	9.2%	9	4.9%	9	11.3%	8	9.1%	7	14.1%	9	11.0%	6	6.8%	3	7.1%	15
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

GEN Gender of respondent:

Male	29.2%	236	24.1%	23	26.6%	47	30.0%	21	31.9%	26	37.6%	24	39.0%	22	52.2%	27	21.5%	45
Female	70.8%	572	75.9%	73	73.4%	131	70.0%	50	68.1%	55	62.4%	40	61.0%	34	47.8%	24	78.5%	164
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

AGE Can I ask how old you are please?

18-24	5.5%	45	5.0%	5	8.8%	16	2.8%	2	4.1%	3	5.5%	3	4.2%	2	5.9%	3	4.8%	10
25-34	16.8%	136	21.2%	20	20.8%	37	8.5%	6	13.7%	11	6.9%	4	5.6%	3	15.5%	8	21.6%	45
35-44	20.9%	169	14.6%	14	24.4%	44	8.3%	6	19.3%	16	12.9%	8	16.4%	9	15.3%	8	31.0%	65
45-54	16.7%	135	22.4%	22	16.7%	30	17.7%	13	19.0%	15	20.9%	13	17.5%	10	23.0%	12	10.0%	21
55-64	16.9%	137	13.4%	13	13.7%	25	30.5%	22	12.3%	10	20.9%	13	23.9%	13	22.4%	11	14.0%	29
65+	23.1%	187	23.5%	23	15.6%	28	32.1%	23	31.6%	26	32.9%	21	32.4%	18	17.9%	9	18.6%	39
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

QUOTA Zone

Zone 1	12.0%	97	100.0%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	22.1%	179	0.0%	0	100.0%	179	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.9%	72	0.0%	0	0.0%	0	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.1%	81	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0
Zone 7	6.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	51	0.0%	0
Zone 8	25.9%	209	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	209
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
PC Postcode Sector																
CM11 1	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.7%	28	0.0%	0
CM11 2	4.4%	36	0.0%	0	0.0%	0	43.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM12 0	2.9%	23	0.0%	0	0.0%	0	0.0%	0	28.3%	23	0.0%	0	0.0%	0	0.0%	0
CM12 9	2.8%	23	0.0%	0	0.0%	0	0.0%	0	28.1%	23	0.0%	0	0.0%	0	0.0%	0
CM13 1	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	17	0.0%	0
CM13 3	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	18	0.0%	0
CM4 9	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4
RM14 3	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	21	0.0%	0
SS11 7	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	19
SS11 8	4.2%	34	0.0%	0	0.0%	0	47.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 0	2.1%	17	0.0%	0	0.0%	0	24.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	2.6%	21	0.0%	0	0.0%	0	28.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 1	1.9%	15	15.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	2.8%	23	23.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	2.6%	21	21.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	3.0%	24	0.0%	0	13.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	2.8%	23	23.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	1.9%	15	15.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	1.3%	10	0.0%	0	5.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	6.5%	53	0.0%	0	29.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	2.2%	18	0.0%	0	9.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	3.8%	31	0.0%	0	17.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	2.0%	16	0.0%	0	9.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	3.3%	26	0.0%	0	14.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	22	0.0%	0	0.0%	0
SS17 8	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.9%	30	0.0%	0	0.0%	0
SS17 9	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	11	0.0%	0	0.0%	0
SS6 7	2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19
SS6 9	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	30
SS7 1	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	17
SS7 3	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	29
SS7 4	3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	25
SS7 5	5.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	48
SS8 0	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	24
SS8 9	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	17
Weighted base:	808	97		179	72	81	64	56	51	209						
Sample:	808	101		105	100	100	102	100	100	100						

Appendix 3:

Data Tabulations

By Zone Filtering Nulls

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where do you normally shop for your household's main-food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	3.7%	30	0.0%	0	1.0%	1	17.0%	17	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	3.0%	24	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	19.0%	19
Aldi, London Road, Grays, RM17 5YB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.2%	26	9.9%	10	1.9%	2	3.0%	3	3.0%	3	5.9%	6	0.0%	0	1.0%	1	1.0%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.8%	47	14.9%	15	20.0%	21	0.0%	0	1.0%	1	5.9%	6	0.0%	0	2.0%	2	2.0%	2
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	5.4%	44	2.0%	2	11.4%	12	4.0%	4	16.0%	16	1.0%	1	3.0%	3	2.0%	2	4.0%	4
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.1%	9	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6DN (near mini roundabout on Lower Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, Queen's Park, Billericay, CM12 0UA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Iceland, High Street, Billericay, CM12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.0%	8	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Lidl, London Road, Hadleigh, SS7 2DE	0.5%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.7%	14	2.0%	2	6.7%	7	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.6%	13	4.0%	4	4.8%	5	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.6%	5	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.0%	7
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.5%	12	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	8.0%	8
Morrisons, St. Johns Way,	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	30	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Corringham, Stanford-le-Hope, SS17 7LL																
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	5.1%	41	9.9%	10	1.9%	2	13.0%	13	6.0%	6	1.0%	1	1.0%	1	7.0%	7
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.1%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	8
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.0%	29	1.0%	1
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Tesco Express, North Road, South Ockendon, RM15 6QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.4%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	9.5%	77	5.0%	5	5.7%	6	31.0%	31	17.0%	17	0.0%	0	2.0%	2	12.0%	12
Tesco Extra, Pitsea, Basildon, SS13 3JU	9.2%	74	24.8%	25	9.5%	10	2.0%	2	1.0%	1	25.5%	26	0.0%	0	0.0%	10
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	4.6%	37	2.0%	2	16.2%	17	0.0%	0	3.0%	3	4.9%	5	9.0%	9	1.0%	1
Waitrose, High Street, Billericay, CM12 9BY	3.7%	30	0.0%	0	0.0%	0	0.0%	0	17.0%	17	0.0%	0	2.0%	2	11.0%	11
Internet / delivery	14.4%	116	12.9%	13	14.3%	15	11.0%	11	18.0%	18	14.7%	15	12.0%	12	21.0%	21
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	1.0%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	2.0%	2	3.0%	3
Aldi, Parkway, Chelmsford, CM2 7FS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Aldi, Reid Road, Witham, CM8 1XU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Atlanta Boulevard, South Street, Romford, RM1 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.7%	6	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Lidl, Progress Road /	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Road, Leigh-on-Sea, SS9 5PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billericay Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pitsea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Upminster Town Centre	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Rectory Road, Pitsea, SS13 2AJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, White Hart Lane, Springfield, Chelmsford, CM2 5PA	0.9%	7	1.0%	1	1.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Sainsburys, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	1.0%	1	0.0%	0
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	7	0.0%	0	0.0%	0
Base:	808	101	105	100	100	102	100	100										

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 Why do you choose (STORE / LOCATION MENTIONED AT Q01) for your main food shopping? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
Close to home	48.3%	334	53.4%	47	58.9%	53	34.8%	31	39.0%	32	56.3%	49	46.6%	41	45.6%	36	50.6%	45
Low prices / value for money	22.0%	152	29.5%	26	17.8%	16	27.0%	24	29.3%	24	10.3%	9	18.2%	16	24.1%	19	20.2%	18
Good quality FOOD goods available	9.8%	68	8.0%	7	2.2%	2	10.1%	9	8.5%	7	11.5%	10	12.5%	11	11.4%	9	14.6%	13
Good range of FOOD goods available	7.5%	52	4.5%	4	6.7%	6	3.4%	3	4.9%	4	12.6%	11	5.7%	5	15.2%	12	7.9%	7
You can get everything you need there	7.1%	49	5.7%	5	2.2%	2	13.5%	12	8.5%	7	10.3%	9	9.1%	8	1.3%	1	5.6%	5
Habit / always used it	6.6%	46	5.7%	5	5.6%	5	12.4%	11	6.1%	5	5.7%	5	8.0%	7	3.8%	3	5.6%	5
Familiar / know where everything is	5.9%	41	5.7%	5	11.1%	10	3.4%	3	4.9%	4	8.0%	7	3.4%	3	1.3%	1	9.0%	8
Easy to get to by car	5.5%	38	3.4%	3	6.7%	6	2.2%	2	4.9%	4	6.9%	6	3.4%	3	8.9%	7	7.9%	7
Parking - easy to find a space	3.9%	27	2.3%	2	3.3%	3	3.4%	3	8.5%	7	1.1%	1	8.0%	7	2.5%	2	2.2%	2
Large store	3.8%	26	2.3%	2	4.4%	4	2.2%	2	0.0%	0	4.6%	4	5.7%	5	5.1%	4	5.6%	5
Good layout / compact / easy to get around	2.6%	18	4.5%	4	3.3%	3	0.0%	0	2.4%	2	2.3%	2	2.3%	2	0.0%	0	5.6%	5
Parking - is free	2.6%	18	3.4%	3	4.4%	4	1.1%	1	3.7%	3	1.1%	1	3.4%	3	1.3%	1	2.2%	2
Loyalty scheme / reward points	2.5%	17	2.3%	2	5.6%	5	3.4%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	4.5%	4
Friendly / helpful staff	2.5%	17	5.7%	5	0.0%	0	1.1%	1	0.0%	0	1.1%	1	5.7%	5	1.3%	1	4.5%	4
Attractive environment / nice place	2.2%	15	5.7%	5	3.3%	3	0.0%	0	1.2%	1	1.1%	1	2.3%	2	2.5%	2	1.1%	1
Clean	2.0%	14	1.1%	1	2.2%	2	0.0%	0	1.2%	1	1.1%	1	0.0%	0	3.8%	3	6.7%	6
Close to work	2.0%	14	1.1%	1	4.4%	4	1.1%	1	2.4%	2	0.0%	0	2.3%	2	0.0%	0	4.5%	4
Staff discount / work there	1.9%	13	4.5%	4	5.6%	5	1.1%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Lack of options / no other choice	1.9%	13	0.0%	0	1.1%	1	4.5%	4	0.0%	0	0.0%	0	3.4%	3	6.3%	5	0.0%	0
Preference for retailer	1.6%	11	0.0%	0	0.0%	0	3.4%	3	4.9%	4	0.0%	0	3.4%	3	0.0%	0	1.1%	1
Easy to get to by bus	1.4%	10	4.5%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Close to family / friends	1.4%	10	0.0%	0	3.3%	3	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.3%	1	4.5%	4
Good NON-FOOD range	1.0%	7	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.3%	1	3.4%	3
Delivery service	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	4.5%	4
Long opening hours	0.9%	6	0.0%	0	3.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Small / quiet store	0.9%	6	1.1%	1	2.2%	2	1.1%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Do online / delivery shopping because it's covid safe	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.1%	1	2.5%	2	1.1%	1
Nothing available locally	0.7%	5	1.1%	1	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Offers click & collect service	0.7%	5	2.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Has a petrol station	0.7%	5	2.3%	2	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Good range of shops / services nearby	0.7%	5	2.3%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Parking - prices are low	0.4%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Like to support local shops	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Easy to get to by bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Easy to get to by tube / train	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Quick service	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Easy access to store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
On school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Offers scan-as-you-shop service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
They accept vouchers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(No reason in particular)	2.3%	16	1.1%	1	3.3%	3	2.2%	2	4.9%	4	0.0%	0	1.1%	1	3.8%	3	2.2%	2
(Don't know)	0.6%	4	0.0%	0	0.0%	0	2.2%	2	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Base:		692		88		90		89		82		87		88		79		89

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
No	66.2%	458	62.5%	55	67.8%	61	66.3%	59	69.5%	57	77.0%	67	59.1%	52	64.6%	51	62.9%	56
Yes - non-food shopping	13.6%	94	14.8%	13	11.1%	10	5.6%	5	19.5%	16	6.9%	6	15.9%	14	19.0%	15	16.9%	15
Yes - other food shopping	9.2%	64	11.4%	10	6.7%	6	11.2%	10	8.5%	7	6.9%	6	10.2%	9	8.9%	7	10.1%	9
Yes - cafés	4.8%	33	10.2%	9	3.3%	3	4.5%	4	2.4%	2	2.3%	2	3.4%	3	8.9%	7	3.4%	3
Yes - get petrol	4.0%	28	3.4%	3	6.7%	6	3.4%	3	1.2%	1	5.7%	5	3.4%	3	5.1%	4	3.4%	3
Yes - visiting services such as banks and other financial institutions	1.9%	13	1.1%	1	1.1%	1	2.2%	2	0.0%	0	2.3%	2	6.8%	6	0.0%	0	1.1%	1
Yes - gyms / health and fitness	1.6%	11	1.1%	1	4.4%	4	1.1%	1	0.0%	0	0.0%	0	2.3%	2	2.5%	2	1.1%	1
Yes - meeting friends	1.4%	10	3.4%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.2%	2
Yes - restaurants	1.3%	9	2.3%	2	2.2%	2	1.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Yes - go to park	1.0%	7	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.1%	4	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.0%	7	1.1%	1	2.2%	2	0.0%	0	1.2%	1	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Yes - markets	1.0%	7	2.3%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.2%	2
Yes - meeting family	0.9%	6	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2
Yes - library	0.7%	5	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Yes - cinemas	0.7%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.1%	1
Yes - swimming	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	0.0%	0
Yes - go for a walk / walk the dog	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.1%	1
Yes - work	0.6%	4	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Yes - museums / art gallery	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	0.0%	0
Yes - bars / pubs	0.4%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - health service (e.g. doctors, dentists etc.)	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know)	2.0%	14	2.3%	2	3.3%	3	3.4%	3	0.0%	0	1.1%	1	1.1%	1	1.3%	1	3.4%	3
Base:		692		88		90		89		82		87		88		79		89

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q04 When you combine your trip with other activities, where do you normally go?																		
<i>Not those that said 'No' or '(Don't know)' at Q03 AND Excl. Nulls</i>																		
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.1%	8	10.3%	3	14.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	5.0%	1
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.0%	4	0.0%	0	4.8%	1	0.0%	0	4.2%	1	5.6%	1	2.9%	1	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.5%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.5%	3	6.9%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.0%	6	0.0%	0	0.0%	0	15.4%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.5%	5	10.3%	3	0.0%	0	3.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.1%	10	10.3%	3	9.5%	2	0.0%	0	0.0%	0	16.7%	3	0.0%	0	0.0%	0	10.0%	2
Basildon Town Centre	8.1%	16	24.1%	7	28.6%	6	7.7%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	5.6%	11	0.0%	0	0.0%	0	0.0%	0	20.8%	5	0.0%	0	2.9%	1	20.0%	5	0.0%	0
Brentwood Town Centre	5.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	9	4.0%	1	0.0%	0
Canvey Island Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	10.0%	2
Chelmsford City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Corringham Town Centre	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	9	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.5%	3	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2
Laindon Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.0%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	4.1%	8	20.7%	6	0.0%	0	3.8%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.0%	2	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
South Benfleet Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2
South Woodham Ferrers Town Centre	1.5%	3	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Southend-on-Sea Town Centre	0.5%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Wickford Town Centre	5.1%	10	0.0%	0	0.0%	0	19.2%	5	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	4.0%	1	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	12.2%	24	6.9%	2	4.8%	1	26.9%	7	37.5%	9	5.6%	1	2.9%	1	12.0%	3	0.0%	0
PIPPS HILL Retail Park,	4.6%	9	0.0%	0	14.3%	3	0.0%	0	20.8%	5	0.0%	0	2.9%	1	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	1.5%	3	3.4%	1	0.0%	0	7.7%	2	0.0%	0	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	1.0%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
B&M, Parkway, Chelmsford, CM2 7PX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Currys, Eastern Avenue West, Romford, RM7 7JN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Festival Leisure Park, Basildon, SS14 3WB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Firstsite Arts Centre, Lewis Gardens, High Street, Colchester, CO1 1JH	0.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	0.0%	0	0.0%	0
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Old Market Retail Park, High Road, Basildon, SS13 3BY	0.5%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Base:		197		29		21		26		24		18		34		25		20

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q05 In addition to (STORE / LOCATION MENTIONED AT Q01), where else do you regularly use for your main-food shopping?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.5%	12	0.0%	0	0.0%	0	13.8%	9	1.8%	1	0.0%	0	0.0%	0	2.2%	1	1.6%	1
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.5%	7	1.5%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Aldi, London Road, Grays, RM17 5YB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.2%	1	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.6%	17	13.8%	9	6.3%	4	0.0%	0	1.8%	1	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.0%	24	13.8%	9	9.5%	6	3.1%	2	3.5%	2	6.7%	4	1.8%	1	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	4.4%	21	0.0%	0	12.7%	8	4.6%	3	10.5%	6	0.0%	0	1.8%	1	4.3%	2	1.6%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.8%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Co-op, Ferry Road, Hullbridge, SS5 6ET (next to Golden Crust Bakery, opposite Perfect Vision Opticians)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.5%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.6%	3	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.8%	4	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Iceland, High Street, Billericay, CM12 9AJ	1.7%	8	0.0%	0	1.6%	1	0.0%	0	10.5%	6	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.3%	6	3.1%	2	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.9%	9	0.0%	0	0.0%	0	9.2%	6	1.8%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	8	0.0%	0	2.2%	1	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	3.1%	15	0.0%	0	12.7%	8	0.0%	0	7.0%	4	1.7%	1	1.8%	1	0.0%	0	1.6%	1
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.6%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	4.0%	19	10.8%	7	3.2%	2	1.5%	1	3.5%	2	8.3%	5	1.8%	1	0.0%	0	1.6%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.6%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.9%	14	4.6%	3	1.6%	1	7.7%	5	1.8%	1	5.0%	3	1.8%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.6%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Morrisons, Northwick Road, Canvey Island, SS8 0SW	2.5%	12	4.6%	3	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	10.9%	7
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	3.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	15	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.8%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	3.1%	2
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	7.5%	36	15.4%	10	1.6%	1	21.5%	14	8.8%	5	3.3%	2	0.0%	0	6.5%	3	1.6%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	3.5%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.9%	9	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	9.4%	6
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	2.5%	12	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	15.8%	9	4.3%	2	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay, CM11 2DN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	6.7%	32	6.2%	4	9.5%	6	13.8%	9	5.3%	3	0.0%	0	3.5%	2	15.2%	7	1.6%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	6.3%	30	13.8%	9	9.5%	6	3.1%	2	0.0%	0	11.7%	7	0.0%	0	0.0%	0	9.4%	6
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.9%	9	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	5.3%	3	2.2%	1	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	4.4%	21	0.0%	0	0.0%	0	1.5%	1	19.3%	11	0.0%	0	3.5%	2	15.2%	7	0.0%	0
Internet / delivery	4.6%	22	1.5%	1	6.3%	4	1.5%	1	3.5%	2	3.3%	2	12.3%	7	2.2%	1	6.3%	4
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	1.0%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	1.8%	1	4.3%	2	0.0%	0
Aldi, Priory Crescent, Southend, SS2 6AH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Aldi, St Marys Lane, Upminster, RM14 2QB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.8%	4	1.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.8%	1	0.0%	0	1.6%	1
David's Quality Meats,	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Grange Road, South Green, Billericay, CM11 2RB																		
Gibsons Finest Meats, Pippas Hill Road North, Crays Hill, Billericay, CM11 2UJ	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.6%	3	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Sunny Fruits, St John's Way, Corringham, SS17 7LZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Hornchurch, RM12 4SB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	2.2%	1	0.0%	0
Tesco Express, London Road, Rayleigh, SS6 9BN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0
Base:	477	65	63	65	57	60	57	46	64									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. where you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	3.8%	21	0.0%	0	0.0%	0	12.7%	9	1.3%	1	0.0%	0	0.0%	0	15.7%	11	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.6%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.8%	8
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.6%	9	13.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.1%	23	13.6%	8	17.6%	13	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.3%	13	1.7%	1	10.8%	8	1.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.4%	4
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.7%	4	3.4%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	8.1%	6
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.6%	9	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.9%	5	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Co-op, St. Peters Terrace, Wickford, SS12 0AP	0.5%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	1.1%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	5.7%	4	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.4%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, High Street, Billericay, CM12 9AJ	1.4%	8	0.0%	0	0.0%	0	0.0%	0	10.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	0.9%	5	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	2.7%	15	0.0%	0	0.0%	0	15.5%	11	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.7%	4	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, Northwick Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Charfleets Industrial Estate, Canvey Island, SS8 0PU																		
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.9%	5	5.1%	3	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.0%	11	5.1%	3	0.0%	0	2.8%	2	1.3%	1	1.6%	1	1.5%	1	4.3%	3	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	5.0%	28	0.0%	0	1.4%	1	0.0%	0	0.0%	0	42.2%	27	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	1.4%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	7
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.9%	5	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.3%	13	11.9%	7	2.7%	2	2.8%	2	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	2.3%	13	0.0%	0	0.0%	0	18.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.4%	1	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Tesco Express, Meadow Rise, Billericay, CM11 2DN	2.7%	15	0.0%	0	1.4%	1	0.0%	0	14.5%	11	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	2.5%	14	0.0%	0	0.0%	0	18.3%	13	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.6%	9	0.0%	0	2.7%	2	8.5%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.3%	13	10.2%	6	1.4%	1	2.8%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	2.7%	2
Tesco Superstore, Mandeville Way, Laindon,	3.8%	21	3.4%	2	18.9%	14	0.0%	0	0.0%	0	1.6%	1	4.4%	3	1.4%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon, SS15 6TJ																		
Waitrose, High Street, Billericay, CM12 9BY	5.6%	31	0.0%	0	1.4%	1	1.4%	1	30.3%	23	0.0%	0	0.0%	0	8.6%	6	0.0%	0
Internet / delivery	4.5%	25	6.8%	4	5.4%	4	0.0%	0	0.0%	0	1.6%	1	5.9%	4	12.9%	9	4.1%	3
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Budgens, Church Lane, Doddinghurst, CM15 0NG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Budgens, High Street, Stock, CM4 9BA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Budgens, Lampits Hill, Corringham, Stanford-le-Hope, SS17 9AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bulphan Village Shop, Church Road, Bulphan, RM14 3RU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Church Road Supermarket, Church Road, Basildon, SS16 4AE	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Co-op, Kiln Road, Hadleigh, Benfleet, SS7 1TE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Co-op, Long Road, Canvey Island, SS8 0JD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	8	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crays Hill Post Office, A129, Crays Hill, CM11 2XJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats, Grange Road, South Green, Billericay, CM11 2RB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Mayflower Retail Park, Basildon, SS14 3HZ	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jotmans Store, Jotmans Lane, South Benfleet, Benfleet, SS7 5AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kast Convenience, Pendle Drive, Basildon, SS14 3LT	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward Stores, Dawson Court, Basildon, SS15 6JG	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street Bakery, King Street, Stanford-le-Hope, SS17 0HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lidl, Progress Road / Rayleigh Road, Leigh-on-Sea, SS9 5PR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billericay Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Brentwood Town Centre	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, South Green, Billericay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Upminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Londis, Felmores End, Basildon, SS13 1PN	0.4%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Kings Park Chalets, Canvey Island, SS8 8BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
M&J Berrett, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Margarets Food & Wine, Rectory Road, Pitsea, Basildon, SS13 2AH	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Hutton Mount, Brentwood, CM13 2LG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.4%	1
McColl's, Chafford Gardens, West Horndon, Brentwood, CM13 3NJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
McColl's, The Triangle, Langdon Hills, SS16 6BH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Triangle, High Road, Langdon Hills, SS16 6HF	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Nisa (Kams Loco), Austen Road, Basildon, SS14 3RR	0.4%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Nisa, London Road, South Benfleet, SS7 5UH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Billericay, CM12 9AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Church Road, Ramsden Bellhouse, CM11 1RN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Premier, Kathleen Ferriers	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Crescent, Laindon, Basildon, SS15 5QR																		
Premier, Luncies Road, Basildon, SS14 1SB	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Rayleigh Road, Hutton, Brentwood, CM13 1BN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Ravens Bakery Essex, High Street, Ingatestone, CM4 9DW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0
Reddingtons Butchers, High Road, Horndon on the Hill, SS17 8LD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotgate Post Office, Southend Road, Wickford, SS11 8QW	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballards Walk, Basildon, SS15 5HL	0.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kibcaps, Lee Chapel, Basildon, SS16 5SA	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Brentwood Road, Chadwell St Mary, RM16 4JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.4%	2	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	1.1%	6	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Leigh-On-Sea, SS9 3JY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, London Road, Rayleigh, SS6 9BN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Superstore, The Grove Centre, Witham, CM8 2YT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Barke Craft Bakery, High Street, Wickford, SS12 9AT	0.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0
Yoshas, Alderney Gardens, Wickford, SS11 7JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Your Local, Alderney Gardens, Wickford, SS11 7JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Base:	556	59		74		71		76		64		68		70		74		

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 In addition to (STORE / LOCATION MENTIONED AT Q06), where else do you regularly use for your top-up food shopping?																		
<i>Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06 AND Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.0%	4	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.5%	3	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Aldi, London Road, Grays, RM17 5YB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.0%	6	17.4%	4	5.9%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.0%	4	8.7%	2	5.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.5%	5	0.0%	0	17.6%	3	3.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	1.0%	2	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	2.5%	5	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	2.0%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	1.0%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Iceland, High Street, Billericay, CM12 9AJ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.5%	3	8.7%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	3.0%	6	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	4.0%	1	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	2.0%	4	4.3%	1	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	3.4%	1
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.5%	3	4.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.0%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.0%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	4
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	1.0%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	4.5%	9	13.0%	3	0.0%	0	6.9%	2	6.3%	2	0.0%	0	0.0%	0	4.0%	1	3.4%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	1.5%	3	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Tesco Express, Meadow Rise, Billericay, CM11 2DN	2.5%	5	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.5%	3	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.0%	8	13.0%	3	11.8%	2	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	3.4%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	6.0%	12	0.0%	0	0.0%	0	0.0%	0	34.4%	11	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Internet / delivery	3.0%	6	0.0%	0	0.0%	0	6.9%	2	3.1%	1	0.0%	0	4.5%	1	8.0%	2	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
B&M, Town Square, Basildon, SS14 1DZ	1.0%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	1.0%	2	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Grange Road, South Green, Billericay, CM11 2RB																		
Grange Stores, London Road, Rayleigh, SS6 9AX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Herongate Village Store, Brentwood Road, Herongate, CM13 3PD	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	1.0%	2	0.0%	0	5.9%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	1.5%	3	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Local shops, Billericay Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	1.0%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Londis, Corbets Tey Road, Upminster, RM14 2AA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Cranfield Park Road, Wickford, SS12 9FG	1.5%	3	0.0%	0	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Roundacre, Basildon, SS15 5UL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Morrisons, Limebrook Way, Maldon, CM9 6GG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Poundland, Old Market Retail Park, Pitsea, SS13 3BB	0.5%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeds Family Butchers, St John's Way, Corringham, SS17 7NA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Hornchurch, RM11 1TX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Shenfield Broadway Post Office, Hutton Road, Shenfield, CM15 8NR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	1.0%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Tesco Express, Hutton Road, Shenfield, CM15 8JD	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford, CM2 6QT	0.5%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0	0.0%	0
Base:	200	23	17	29	32	23	22	25	29									

Meanscore: [%]

Q08 Of all the money you spend on your MAIN AND TOP-UP food shopping, what % share goes on your MAIN food shopping?

Not those that said '(Don't know / varies)' at Q06

1 - 10%	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
11 - 20%	1.2%	9	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.1%	2	2.1%	2
21 - 30%	0.8%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.1%	1
31 - 40%	1.2%	9	2.2%	2	0.0%	0	2.1%	2	1.0%	1	0.0%	0	1.1%	1	1.0%	1	2.1%	2
41 - 50%	3.8%	29	7.7%	7	4.0%	4	1.0%	1	5.1%	5	2.1%	2	2.1%	2	3.1%	3	5.3%	5
51 - 60%	5.9%	45	7.7%	7	4.0%	4	4.1%	4	9.2%	9	4.1%	4	6.4%	6	5.2%	5	6.3%	6
61 - 70%	9.9%	76	14.3%	13	8.0%	8	8.2%	8	8.2%	8	12.4%	12	8.5%	8	8.2%	8	11.6%	11
71 - 80%	21.7%	167	15.4%	14	20.0%	20	25.8%	25	26.5%	26	23.7%	23	22.3%	21	15.5%	15	24.2%	23
81 - 90%	13.5%	104	6.6%	6	13.0%	13	15.5%	15	15.3%	15	14.4%	14	14.9%	14	15.5%	15	12.6%	12
91 - 99%	3.0%	23	0.0%	0	4.0%	4	5.2%	5	2.0%	2	1.0%	1	3.2%	3	6.2%	6	2.1%	2
100% (Don't do top-up shopping)	27.7%	213	35.2%	32	26.0%	26	26.8%	26	22.4%	22	34.0%	33	27.7%	26	27.8%	27	22.1%	21
(Don't know / varies)	10.7%	82	9.9%	9	16.0%	16	7.2%	7	10.2%	10	6.2%	6	11.7%	11	13.4%	13	10.5%	10
(Refused)	0.5%	4	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Mean:	82.04	81.36	81.17	82.37	81.59	84.56	84.40	82.01	78.72									
Base:	769	91	100	97	98	97	94	97	95									

Q09 Have you changed or do you intend to change any of your FOOD and/or NON-FOOD shopping habits as a result of cost of living crisis (e.g. rising inflation and rising energy prices)?

Yes	42.0%	339	36.6%	37	48.6%	51	40.0%	40	42.0%	42	31.4%	32	46.0%	46	46.0%	46	45.0%	45
No	58.0%	469	63.4%	64	51.4%	54	60.0%	60	58.0%	58	68.6%	70	54.0%	54	54.0%	54	55.0%	55
Base:	808	101	105	100	100	102	100	100										

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 How have your FOOD and/or NON-FOOD shopping habits changed or are likely to change as a result of the cost of living crisis? [MR]																		
<i>Those that said 'Yes' at Q09</i>																		
Shop more at discount foodstores such as Aldi and Lidl.	24.5%	83	16.2%	6	29.4%	15	17.5%	7	23.8%	10	21.9%	7	21.7%	10	32.6%	15	28.9%	13
Spend less on non-essential / luxury food items	23.3%	79	21.6%	8	21.6%	11	35.0%	14	19.0%	8	12.5%	4	21.7%	10	28.3%	13	24.4%	11
Spend more on discounted food items	23.0%	78	24.3%	9	27.5%	14	15.0%	6	19.0%	8	31.3%	10	28.3%	13	17.4%	8	22.2%	10
Spend less in general on food items	16.5%	56	10.8%	4	19.6%	10	22.5%	9	19.0%	8	18.8%	6	15.2%	7	8.7%	4	17.8%	8
Spend less on non-essential / luxury non-food items	10.0%	34	16.2%	6	17.6%	9	15.0%	6	4.8%	2	9.4%	3	6.5%	3	4.3%	2	6.7%	3
Spend less in general on non-food items	8.3%	28	13.5%	5	11.8%	6	10.0%	4	4.8%	2	3.1%	1	13.0%	6	4.3%	2	4.4%	2
Shop less online for food shopping	6.2%	21	8.1%	3	13.7%	7	0.0%	0	0.0%	0	6.3%	2	4.3%	2	10.9%	5	4.4%	2
Carry out more bulk food shopping	5.9%	20	5.4%	2	3.9%	2	2.5%	1	9.5%	4	3.1%	1	4.3%	2	2.2%	1	15.6%	7
Shop less at larger foodstores	5.9%	20	10.8%	4	3.9%	2	0.0%	0	2.4%	1	3.1%	1	6.5%	3	10.9%	5	8.9%	4
Shop more online for food shopping	5.6%	19	13.5%	5	5.9%	3	2.5%	1	4.8%	2	0.0%	0	4.3%	2	4.3%	2	8.9%	4
Shop more at larger foodstores	5.0%	17	5.4%	2	2.0%	1	2.5%	1	7.1%	3	0.0%	0	2.2%	1	10.9%	5	8.9%	4
Spend more on discounted non-food items	5.0%	17	13.5%	5	3.9%	2	5.0%	2	7.1%	3	0.0%	0	6.5%	3	4.3%	2	0.0%	0
Buying more own-brand labels	4.1%	14	2.7%	1	3.9%	2	0.0%	0	19.0%	8	3.1%	1	2.2%	1	0.0%	0	2.2%	1
Shop less at local convenience stores	3.8%	13	0.0%	0	5.9%	3	0.0%	0	0.0%	0	6.3%	2	0.0%	0	6.5%	3	11.1%	5
More careful about what I buy	3.2%	11	2.7%	1	2.0%	1	0.0%	0	4.8%	2	3.1%	1	4.3%	2	0.0%	0	8.9%	4
Shop more at local convenience stores	3.0%	10	0.0%	0	2.0%	1	2.5%	1	0.0%	0	0.0%	0	2.2%	1	15.2%	7	0.0%	0
Shop more at frozen foodstores such as Farmfoods and Iceland	3.0%	10	8.1%	3	2.0%	1	0.0%	0	4.8%	2	3.1%	1	4.3%	2	0.0%	0	2.2%	1
Used different physical shops for main food shopping	2.4%	8	2.7%	1	2.0%	1	5.0%	2	2.4%	1	3.1%	1	0.0%	0	4.3%	2	0.0%	0
Spending less in general on everything	2.4%	8	0.0%	0	2.0%	1	5.0%	2	0.0%	0	6.3%	2	4.3%	2	0.0%	0	2.2%	1
Shop more at discount shops for non-food items	2.1%	7	2.7%	1	0.0%	0	0.0%	0	7.1%	3	3.1%	1	2.2%	1	0.0%	0	2.2%	1
Used different physical shops for top-up food shopping	1.8%	6	5.4%	2	2.0%	1	0.0%	0	2.4%	1	0.0%	0	2.2%	1	2.2%	1	0.0%	0
Shop more online for non-food shopping	1.8%	6	0.0%	0	3.9%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Shopping around / price checking	1.8%	6	2.7%	1	2.0%	1	2.5%	1	2.4%	1	0.0%	0	2.2%	1	0.0%	0	2.2%	1
Carry out more basket / top-up food shopping	1.5%	5	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	2.2%	1
Using a meal planner	1.2%	4	0.0%	0	3.9%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.2%	1
Stick to a shopping list	1.2%	4	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.2%	1	0.0%	0
Reducing food waste	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Using offers more often	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Shop more at a specific store for food items: Lidl, High Street, Hornchurch	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more at a specific store for food items: Asda, Eastgate Shopping Centre, Basildon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Using food banks	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Keeping track of spending	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Buying more ready meals	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less meat	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop less online for non-food shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Shop more locally for non-food shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more where I work	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
because I get a staff discount																		
Being greener / fixing items more	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Buying less alcohol	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	3	0.0%	0	0.0%	0	5.0%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		339		37		51		40		42		32		46		46		45

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 Where do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear EXCLUDING sports clothing and sports footwear?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.0%	15	2.2%	2	7.3%	7	1.0%	1	1.1%	1	2.0%	2	1.1%	1	0.0%	0	1.1%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.4%	3	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.9%	8	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.1%	8	1.1%	1	1.0%	1	3.1%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.1%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.8%	6	1.1%	1	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.8%	13	5.5%	5	3.1%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	2.2%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.3%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	11.0%	82	16.5%	15	25.0%	24	7.3%	7	5.6%	5	11.2%	11	2.2%	2	3.3%	3	16.3%	15
Billericay Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Brentwood Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.4%	4	0.0%	0	0.0%	0
Canvey Island Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Central London / West End	0.5%	4	1.1%	1	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	4.2%	31	1.1%	1	0.0%	0	2.1%	2	11.2%	10	0.0%	0	4.4%	4	13.2%	12	2.2%	2
Corringham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	7.5%	56	4.4%	4	4.2%	4	5.2%	5	1.1%	1	25.5%	25	14.4%	13	0.0%	0	4.3%	4
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Romford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	1.1%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	8.7%	8
Stratford, London / Westfield Stratford City	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Upminster Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0
Wickford Town Centre	2.2%	16	0.0%	0	0.0%	0	11.5%	11	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0
IKEA, Lakeside Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Heron Way, Grays, RM20 3WJ																		
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	5.4%	40	4.4%	4	3.1%	3	7.3%	7	12.4%	11	5.1%	5	1.1%	1	6.6%	6	3.3%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	1.2%	9	1.1%	1	2.1%	2	0.0%	0	3.4%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	8.2%	61	5.5%	5	9.4%	9	7.3%	7	6.7%	6	14.3%	14	10.0%	9	5.5%	5	6.5%	6
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / delivery	41.5%	308	46.2%	42	39.6%	38	40.6%	39	47.2%	42	33.7%	33	35.6%	32	47.3%	43	42.4%	39
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.2%	9	0.0%	0	0.0%	0	1.0%	1	1.1%	1	1.0%	1	1.1%	1	4.4%	4	1.1%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Colchester Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.7%	5	2.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Designer Outlet Ashford, Kimberley Way, Ashford, TN24 0SD	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	743	91	96	96	89	98	90	91	92									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																		
<i>Excl. Nulls</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.2%	3	2.9%	1	2.9%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.2%	3	2.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	9.1%	22	20.0%	7	14.7%	5	5.6%	2	7.1%	2	11.1%	2	0.0%	0	5.3%	2	6.1%	2
Billericay Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	2.1%	5	0.0%	0	0.0%	0	2.8%	1	7.1%	2	0.0%	0	4.8%	1	2.6%	1	0.0%	0
Corringham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Laindon Town Centre	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.2%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0	5.6%	1	4.8%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.8%	2	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Wickford Town Centre	2.5%	6	0.0%	0	0.0%	0	8.3%	3	3.6%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	2.6%	1	3.0%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	2.1%	5	0.0%	0	2.9%	1	2.8%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	6.1%	2
Airport Retail Park, Rochford Road, Southend-on-Sea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Internet / delivery	71.2%	173	62.9%	22	70.6%	24	72.2%	26	71.4%	20	77.8%	14	76.2%	16	65.8%	25	78.8%	26
Aldi, Parkway, Chelmsford, CM2 7FS	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Colchester Town Centre	0.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Base:		243		35		34		36		28		18		21		38		33

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 Where do you do most of your household's shopping for DOMESTIC electrical goods including small domestic electrical appliances such as irons, kettles, fans, coffee makers, food mixers and large white goods e.g. fridges, freezers, dishwashers etc?																		
<i>Excl. Nulls</i>																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.7%	19	4.8%	4	12.8%	12	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.9%	6	0.0%	0	3.2%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.4%	2
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.4%	10	2.4%	2	3.2%	3	3.4%	3	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.7%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.8%	3	1.1%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.7%	5	1.2%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.9%	13	7.2%	6	3.2%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	2.4%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.4%	3	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Basildon Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0
Brentwood Town Centre	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	13	0.0%	0	0.0%	0
Canvey Island Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Chelmsford City Centre	1.9%	13	0.0%	0	0.0%	0	2.3%	2	4.7%	4	0.0%	0	1.3%	1	5.6%	5	1.2%	1
Corringham Town Centre	2.5%	17	1.2%	1	0.0%	0	0.0%	0	0.0%	0	17.8%	16	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Romford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3AF																		
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.9%	13	3.6%	3	0.0%	0	1.1%	1	4.7%	4	1.1%	1	1.3%	1	3.4%	3	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	20.4%	141	32.5%	27	26.6%	25	29.5%	26	29.4%	25	7.8%	7	7.5%	6	18.0%	16	10.8%	9
Pitsea Retail Park, High Road, Pitsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	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	4.9%	34	0.0%	0	1.1%	1	2.3%	2	1.2%	1	18.9%	17	13.8%	11	0.0%	0	2.4%	2
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	2	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / delivery	48.0%	332	41.0%	34	45.7%	43	47.7%	42	51.8%	44	40.0%	36	37.5%	30	59.6%	53	60.2%	50
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	0.9%	6	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	2.5%	2	0.0%	0	2.4%	2
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Rugby Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stellisons Electrical, London Road, Benfleet, SS7 1AA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Trading Park, Warley Street, Great Warley, RM14 3PJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
West Mersea Village Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		692		83		94		88		85		90		80		89		83

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q14 Where do you do most of your household's shopping for OTHER electrical goods such as TV's, computers, cameras, kindles, ipads, phones, radios, etc?																		
<i>Excl. Nulls</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.5%	3	1.3%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.5%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.0%	13	8.8%	7	2.2%	2	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.2%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.5%	10	1.3%	1	3.3%	3	1.3%	1	1.2%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	8	1.1%	1	1.2%	1
Canvey Island Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Chelmsford City Centre	2.1%	14	0.0%	0	0.0%	0	5.1%	4	4.7%	4	0.0%	0	1.3%	1	3.4%	3	2.4%	2
Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Rayleigh Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Romford Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.6%	2	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Stratford, London / Westfield Stratford City	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Upminster Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Wickford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.6%	17	2.5%	2	2.2%	2	0.0%	0	4.7%	4	3.7%	3	2.6%	2	3.4%	3	1.2%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	26.3%	174	45.0%	36	33.3%	30	30.8%	24	36.5%	31	15.9%	13	7.9%	6	25.3%	22	14.5%	12
Pitsea Retail Park, High Road, Pitsea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	8.3%	55	2.5%	2	3.3%	3	2.6%	2	1.2%	1	30.5%	25	21.1%	16	2.3%	2	4.8%	4
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.5%	3	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Internet / delivery	46.1%	305	36.3%	29	48.9%	44	52.6%	41	43.5%	37	37.8%	31	35.5%	27	52.9%	46	60.2%	50

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.1%	7	0.0%	0	1.1%	1	0.0%	0	2.4%	2	2.4%	2	2.6%	2	0.0%	0	0.0%	0
Canary Wharf Shopping Centre, Canada Square, London, E14 5AB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	1.2%	8	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	3.9%	3	0.0%	0	3.6%	3
Gadget Geeks, High Road, South Benfleet, Benfleet, SS7 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Gidea Park Local Centre, Romford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hornchurch Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
West Mersea Village Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		661		80		90		78		85		82		76		87		83

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.4%	8	7.9%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, PIPPS Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	3	1.6%	1	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.5%	3	1.6%	1	0.0%	0	1.3%	1	1.4%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.2%	7	1.6%	1	4.5%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.2%	18	11.1%	7	4.5%	3	0.0%	0	0.0%	0	8.5%	6	0.0%	0	0.0%	0	2.9%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.2%	7	1.6%	1	4.5%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Basildon Town Centre	7.1%	40	23.8%	15	22.7%	15	1.3%	1	1.4%	1	7.0%	5	0.0%	0	1.4%	1	2.9%	2
Billericay Town Centre	4.8%	27	0.0%	0	0.0%	0	0.0%	0	27.4%	20	0.0%	0	1.4%	1	8.5%	6	0.0%	0
Brentwood Town Centre	3.9%	22	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	24.3%	18	1.4%	1	0.0%	0
Canvey Island Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Central London / West End	0.5%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Chelmsford City Centre	2.7%	15	0.0%	0	0.0%	0	2.6%	2	8.2%	6	0.0%	0	1.4%	1	5.6%	4	2.9%	2
Corringham Town Centre	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	10	0.0%	0	1.4%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.9%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	11.3%	8	2.7%	2	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.7%	4	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.9%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Southend-on-Sea Town Centre	0.7%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Stanford-le-Hope Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0
Wickford Town Centre	7.1%	40	0.0%	0	1.5%	1	29.5%	23	1.4%	1	0.0%	0	0.0%	0	18.3%	13	2.9%	2
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.1%	6	0.0%	0	0.0%	0	1.3%	1	1.4%	1	2.8%	2	0.0%	0	2.8%	2	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at	2.1%	12	0.0%	0	0.0%	0	2.6%	2	0.0%	0	5.6%	4	5.4%	4	1.4%	1	1.4%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lakes																		
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Internet / delivery	48.9%	276	34.9%	22	57.6%	38	51.3%	40	50.7%	37	38.0%	27	43.2%	32	50.7%	36	63.8%	44
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Colchester Town Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Butneys, Basildon, SS14 2DG	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felmores End Shopping Centre, Basildon	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.4%	2	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.4%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		565		63		66		78		73		71		74		71		69

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.9%	10	2.9%	2	6.0%	4	1.5%	1	3.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.8%	4	1.4%	1	1.5%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.2%	6	4.3%	3	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.4%	7	1.4%	1	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.5%	13	8.7%	6	4.5%	3	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0	1.5%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.8%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.4%	2	1.8%	1	0.0%	0	0.0%	0
Basildon Town Centre	6.6%	34	14.5%	10	17.9%	12	1.5%	1	1.6%	1	10.2%	6	3.5%	2	2.9%	2	0.0%	0
Billericay Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	11.3%	7	0.0%	0	1.8%	1	2.9%	2	0.0%	0
Brentwood Town Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	6	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.0%	2
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Chelmsford City Centre	1.2%	6	1.4%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.8%	1	2.9%	2	0.0%	0
Corringham Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	3.5%	2	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.2%	6	2.9%	2	0.0%	0	1.5%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.5%	1
Rayleigh Town Centre	2.5%	13	1.4%	1	3.0%	2	3.0%	2	3.2%	2	1.7%	1	0.0%	0	0.0%	0	7.6%	5
Romford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.8%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Wickford Town Centre	2.9%	15	0.0%	0	0.0%	0	11.9%	8	0.0%	0	0.0%	0	0.0%	0	10.1%	7	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3AF																		
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.9%	10	0.0%	0	1.5%	1	4.5%	3	3.2%	2	0.0%	0	0.0%	0	4.3%	3	1.5%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	4.3%	22	5.8%	4	4.5%	3	1.5%	1	9.7%	6	1.7%	1	1.8%	1	8.7%	6	0.0%	0
Pitsea Retail Park, High Road, Pitsea	1.7%	9	2.9%	2	3.0%	2	1.5%	1	0.0%	0	5.1%	3	0.0%	0	0.0%	0	1.5%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	4.1%	21	1.4%	1	4.5%	3	3.0%	2	1.6%	1	6.8%	4	10.5%	6	4.3%	3	1.5%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	47.1%	243	44.9%	31	47.8%	32	55.2%	37	50.0%	31	39.0%	23	36.8%	21	44.9%	31	56.1%	37
B&M, Hazelmere, Pitsea, SS13 3JY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Crays Hill Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Old Market Retail Park, High Road, Basildon, SS13 3BY	0.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Orsett Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Pelican Retail Park, Claydons Lane, Rayleigh, SS6 7UP	1.2%	6	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Rom Valley Retail Park, Rom Valley Way, Romford, RM7 0AN	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wagtails, High Road, South Benfleet, Benfleet, SS7 5HA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	1.6%	8	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Whitesbridge Farm Industrial Estate, Crays Hill, Billericay, CM11 2UL	0.4% 2	1.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 1	0.0% 0
Base:	516	69	67	67	62	59	57	69	66

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	3.4%	17	3.6%	2	6.2%	4	3.0%	2	1.5%	1	5.3%	3	0.0%	0	2.8%	2	4.8%	3
Billerica Town Centre	3.0%	15	0.0%	0	0.0%	0	0.0%	0	13.8%	9	0.0%	0	0.0%	0	8.5%	6	0.0%	0
Brentwood Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0
Canvey Island Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Central London / West End	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	3.6%	18	0.0%	0	0.0%	0	3.0%	2	9.2%	6	0.0%	0	8.2%	5	7.0%	5	0.0%	0
Corringham Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.6%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.4%	7	8.9%	5	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.8%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Romford Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Stanford-le-Hope Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	3.8%	19	0.0%	0	1.5%	1	0.0%	0	3.1%	2	7.0%	4	14.8%	9	4.2%	3	0.0%	0
Wickford Town Centre	6.3%	32	0.0%	0	1.5%	1	31.3%	21	0.0%	0	0.0%	0	0.0%	0	14.1%	10	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
B&Q, Pippas Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.4%	2	0.0%	0	1.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	0.8%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	3.6%	18	3.6%	2	4.6%	3	4.5%	3	1.5%	1	1.8%	1	4.9%	3	0.0%	0	7.9%	5
Wickes, Rat Lane, Rayleigh, SS6 7TS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Wickes, Brook Street, Brentwood, CM14 5LX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	5.0%	25	7.1%	4	3.1%	2	11.9%	8	9.2%	6	3.5%	2	1.6%	1	0.0%	0	3.2%	2
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx,	13.5%	68	23.2%	13	20.0%	13	11.9%	8	20.0%	13	8.8%	5	6.6%	4	12.7%	9	4.8%	3

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	0.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.8%	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	11.7%	59	7.1%	4	10.8%	7	4.5%	3	10.8%	7	28.1%	16	8.2%	5	12.7%	9	12.7%	8
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Riverside Retail Park, Victoria Road, Chelmsford	0.4%	2	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Internet / delivery	27.5%	139	37.5%	21	40.0%	26	22.4%	15	18.5%	12	17.5%	10	18.0%	11	23.9%	17	42.9%	27
Affordable Carpets, Daneholes Roundabout, Grays, RM16 2XE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Brook Road Industrial Estate, Rayleigh, SS6 7X	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Burnt Mills Industrial Estate, Basildon, SS13 1EU	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Carpets, Roneo Corner, Hornchurch, RM12 4TQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Cranham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Dedham Village Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Eastern Avenue West, Romford, RM7 7JN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hornchurch Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
HSL, Eastwood Road, Rayleigh, SS6 7LF	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
LTC, Cranes Farm Road, Basildon, SS14 3JL	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Industrial Park, Stanford Road, Orsett, RM16 3BX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.4%	1	1.6%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Vange Local Centre, Basildon	0.2% 1	1.8% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.2% 1	0.0% 0	0.0% 0	1.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Westmayne Industrial Park, Bramston Way, Laindon, SS15 6TP	0.2% 1	1.8% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Base:	505	56	65	67	65	57	61	71	63

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																		
<i>Excl. Nulls</i>																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.3%	2	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.3%	8	2.5%	2	5.6%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Billericay Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Brentwood Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Chelmsford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Corringham Town Centre	0.9%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.5%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.6%	4	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Upminster Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Wickford Town Centre	1.6%	10	0.0%	0	0.0%	0	7.3%	6	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	2.2%	14	1.3%	1	0.0%	0	0.0%	0	1.2%	1	6.8%	5	7.5%	6	0.0%	0	1.3%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	36.5%	231	41.3%	33	40.3%	29	45.1%	37	67.5%	56	16.4%	12	13.8%	11	44.8%	39	18.4%	14
B&Q, Roneo Corner, Hornchurch Road, Romford, RM11 1PY	2.7%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	20.0%	16	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford, RM3 8GZ	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	11	1.1%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	9.5%	60	15.0%	12	9.7%	7	3.7%	3	0.0%	0	46.6%	34	1.3%	1	1.1%	1	2.6%	2
Homebase, Stadium Way, Rayleigh, SS7 3NT	4.3%	27	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	27.6%	21
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wickes, Rat Lane, Rayleigh, SS6 7TS	2.8%	18	1.3%	1	0.0%	0	7.3%	6	0.0%	0	1.4%	1	0.0%	0	3.4%	3	9.2%	7
Wickes, Brook Street, Brentwood, CM14 5LX	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	1.1%	1	0.0%	0
MAYFLOWER Retail Park,	1.9%	12	5.0%	4	2.8%	2	2.4%	2	2.4%	2	1.4%	1	1.3%	1	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Gardiners Link, Basildon (EXCLUDING Tesco Extra)																		
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	4.9%	31	3.8%	3	13.9%	10	2.4%	2	10.8%	9	0.0%	0	5.0%	4	3.4%	3	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.6%	4	3.8%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	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	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.5%	2	1.1%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.7%	11	0.0%	0	2.8%	2	1.2%	1	2.4%	2	0.0%	0	1.3%	1	4.6%	4	1.3%	1
Internet / delivery	11.2%	71	10.0%	8	18.1%	13	12.2%	10	6.0%	5	4.1%	3	7.5%	6	14.9%	13	17.1%	13
A.E. Harnett & Sons, Greenacre Lane, Stock, CM4 9QF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, CM2 8LX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Garden Centre, Arterial Road, Wickford, SS12 9JG	0.6%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	1
B&M, Hazelmere, Pitsea, SS13 3JY	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
B&Q, Fossetts Way, Southend-on-Sea, SS2 4DQ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
B&Q, Homelands Retail Park, Springfield, Chelmsford, CM2 5PX	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Basildon Garden & Mower Centre, Nevendon Road, Basildon, SS13 1BS	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluehouse Farm Retail Centre, London Road, Pitsea, SS13 2BY	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood Garden Centre, Vicarage Close, Brentwood, CM14 5GR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Cherry Lane Garden Centre, High Street, Long Melford, CO10 9DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Colchester Town Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Market Garden Centre, Lower Road, Ashingdon, SS5 5JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Homebase, Waterhouse Lane, Chelmsford, CM1 2QX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hunters Chase Garden Centre, Hunters Chase, Hutton, CM13 1SN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hutton Industrial Estate, Tallon Road, Hutton, CM13 1TF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Interior Decor, High Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
South Benfleet, Benfleet, SS7 5HB																		
Little Lodge Garden Centre, High Road, Fobbing, SS17 9HN	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perrywood Garden Centre, Kelvedon Road, Tiptree, CO5 9SX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Arterial Park, Rayleigh, SS6 7NG	0.3%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Tallon Road, Brentwood, CM13 1TN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	1.4%	9	0.0%	0	1.4%	1	3.7%	3	1.2%	1	2.7%	2	0.0%	0	1.1%	1	1.3%	1
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Thurrock Garden Centre, South Road, South Ockendon, RM15 6DU	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Yardley Business Park, Luckyn Lane, Basildon, Essex, SS14 3GL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Base:	633	80		72		82		83		73		80		87				76

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	1.0%	7	0.0%	0	1.1%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.8%	6	4.4%	4	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.2%	23	8.9%	8	10.5%	10	1.1%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	1.2%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.3%	16	1.1%	1	5.3%	5	0.0%	0	8.3%	7	1.1%	1	0.0%	0	1.1%	1	1.2%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	3	2.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.2%	23	12.2%	11	1.1%	1	6.8%	6	1.2%	1	1.1%	1	0.0%	0	3.3%	3	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.8%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	11	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	3.0%	21	2.2%	2	1.1%	1	10.2%	9	1.2%	1	0.0%	0	0.0%	0	7.8%	7	1.2%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.5%	39	17.8%	16	5.3%	5	2.3%	2	1.2%	1	14.1%	13	0.0%	0	0.0%	0	2.4%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.4%	17	1.1%	1	8.4%	8	0.0%	0	0.0%	0	1.1%	1	7.9%	7	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	1.7%	12	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0	1.1%	1	4.4%	4	0.0%	0
Basildon Town Centre	7.9%	56	21.1%	19	26.3%	25	2.3%	2	1.2%	1	5.4%	5	2.2%	2	1.1%	1	1.2%	1
Billericay Town Centre	5.3%	38	0.0%	0	0.0%	0	0.0%	0	33.3%	28	0.0%	0	0.0%	0	11.1%	10	0.0%	0
Brentwood Town Centre	3.0%	21	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	20.2%	18	2.2%	2	0.0%	0
Canvey Island Town Centre	1.0%	7	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6
Central London / West End	0.4%	3	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.2%	2	4.4%	4	1.2%	1
Corringham Town Centre	5.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.4%	39	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.2%	2	0.0%	0	1.2%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.6%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Town Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8
South Benfleet Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stanford-le-Hope Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	18	0.0%	0	0.0%	0
Wickford Town Centre	6.3%	45	0.0%	0	1.1%	1	29.5%	26	1.2%	1	0.0%	0	0.0%	0	17.8%	16	1.2%	1
B&Q, Pippis Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	5.1%	36	3.3%	3	8.4%	8	8.0%	7	10.7%	9	0.0%	0	0.0%	0	5.6%	5	4.8%	4
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	1.4%	10	3.3%	3	1.1%	1	2.3%	2	2.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.7%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2	1.1%	1	0.0%	0	1.2%	1
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	21.9%	156	16.7%	15	21.1%	20	27.3%	24	22.6%	19	14.1%	13	19.1%	17	23.3%	21	32.5%	27
Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Colchester Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Great Yarmouth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.4%	3	1.1%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Shotgate Village Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Tesco Superstore, Princes	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Road, Chelmsford, CM2 9XW																		
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Base:	711	90	95	88	84	92	89	90	83									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.1%	22	8.9%	8	12.1%	11	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.1%	1	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.7%	12	1.1%	1	4.4%	4	1.1%	1	3.3%	3	1.1%	1	0.0%	0	0.0%	0	2.5%	2
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.6%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.1%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.2%	16	5.6%	5	1.1%	1	3.2%	3	3.3%	3	0.0%	0	0.0%	0	2.1%	2	2.5%	2
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.6%	19	1.1%	1	0.0%	0	7.5%	7	4.3%	4	0.0%	0	1.2%	1	6.3%	6	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.7%	27	14.4%	13	7.7%	7	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	2.5%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.4%	10	1.1%	1	3.3%	3	0.0%	0	0.0%	0	1.1%	1	5.9%	5	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Basildon Town Centre	6.9%	50	21.1%	19	23.1%	21	3.2%	3	0.0%	0	3.2%	3	2.4%	2	1.1%	1	1.2%	1
Billericay Town Centre	11.8%	85	0.0%	0	2.2%	2	0.0%	0	66.3%	61	0.0%	0	1.2%	1	22.1%	21	0.0%	0
Brentwood Town Centre	2.9%	21	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	21.2%	18	1.1%	1	0.0%	0
Canvey Island Town Centre	1.8%	13	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	11
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Chelmsford City Centre	0.7%	5	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	2.1%	2	1.2%	1
Corringham Town Centre	6.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.2%	50	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Hadleigh Town Centre	1.0%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6
Ilford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Ingatestone Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Laindon Town Centre	1.7%	12	1.1%	1	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Pitsea Town Centre (EXCLUDING Tesco Extra)	2.8%	20	17.8%	16	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.5%	2
Rayleigh Town Centre	1.5%	11	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	9
South Benfleet Town Centre	1.2%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	8
South Ockendon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Stanford-le-Hope Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	13	0.0%	0	0.0%	0
Wickford Town Centre	10.3%	74	0.0%	0	1.1%	1	47.3%	44	2.2%	2	0.0%	0	0.0%	0	28.4%	27	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.5%	25	0.0%	0	6.6%	6	6.5%	6	4.3%	4	2.1%	2	0.0%	0	4.2%	4	3.7%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.6%	4	1.1%	1	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.2%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	11.9%	86	12.2%	11	11.0%	10	7.5%	7	6.5%	6	9.6%	9	17.6%	15	16.8%	16	14.8%	12
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Armada Centre, Drake Road, Chafford Hundred, RM16 6PS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, Colchester, CO4 5TU	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benfleet Pharmacy, High Road, South Benfleet, Benfleet, SS7 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Britannia Pharmacy, Timberlog Lane, Basildon, SS14 1PB	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Cross Chemist, London Road, South Benfleet, Benfleet, SS7 5SQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Elora Pharmacy, High Road, South Benfleet, Benfleet, SS7 5LN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Fryerns Local Centre, Basildon	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Great Berry Pharmacy, Nightingales, Langdon Hills, SS16 6SA	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassengate Medical Centre, Southend Road, Stanford-le-Hope, SS17	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
OPH																		
Horndon on the Hill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.0%	0	0.0%	0
Kingswood Medical Centre, Clay Hill Road, Basildon, SS16 5AD	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Chapel Local Centre, Basildon	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Shotgate Village Centre	1.9%	14	0.0%	0	0.0%	0	15.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silva Island Way Shopping Centre, Salcott Crescent, Wickford, SS12 9NR	0.4%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Green, Billericay	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Vange Local Centre, Basildon	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
West Horndon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		721		90		91		93		92		94		85		95		81

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																		
<i>Excl. Nulls</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.1%	8	4.9%	2	8.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	2	2.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.0%	4	0.0%	0	1.8%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.0%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	1	1.9%	1	1.8%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.9%	11	7.3%	3	3.6%	2	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	3.6%	2
Basildon Town Centre	8.4%	32	19.5%	8	19.6%	11	2.0%	1	2.4%	1	11.9%	5	0.0%	0	1.9%	1	8.9%	5
Billericay Town Centre	1.8%	7	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Brentwood Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Central London / West End	1.8%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.4%	1	4.9%	2	5.6%	3	0.0%	0
Chelmsford City Centre	3.9%	15	0.0%	0	0.0%	0	4.0%	2	11.9%	5	0.0%	0	7.3%	3	7.4%	4	1.8%	1
Corringham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Ingatstone Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	5.0%	19	7.3%	3	0.0%	0	2.0%	1	2.4%	1	21.4%	9	7.3%	3	1.9%	1	1.8%	1
Leigh-on-Sea Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.0%	4	4.9%	2	0.0%	0	2.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Southend-on-Sea Town Centre	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	6	0.0%	0	0.0%	0
Wickford Town Centre	3.7%	14	0.0%	0	0.0%	0	20.0%	10	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	2.4%	9	2.4%	1	0.0%	0	0.0%	0	4.8%	2	2.4%	1	2.4%	1	1.9%	1	5.4%	3
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.6%	10	0.0%	0	1.8%	1	6.0%	3	7.1%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right,	0.5%	2	2.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Currys)																		
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	9.9%	38	9.8%	4	5.4%	3	8.0%	4	7.1%	3	14.3%	6	17.1%	7	5.6%	3	14.3%	8
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Internet / delivery	38.5%	147	29.3%	12	50.0%	28	36.0%	18	50.0%	21	26.2%	11	22.0%	9	44.4%	24	42.9%	24
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.3%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.4%	1	2.4%	1	1.9%	1	1.8%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.8%	3	0.0%	0	1.8%	1	0.0%	0	2.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Choice Home & Sofa Outlet, Rayleigh Weir, Rayleigh, SS7 3NZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Colchester Town Centre	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.5%	2	2.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		382		41		56		50		42		42		41		54		56

Meanscore: [Number of times per week]

Q22 How often do you or your household visit Basildon Town for shopping, leisure and accessing services?

Daily	0.9%	7	3.0%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
4-6 days a week	1.7%	14	2.0%	2	6.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
2-3 days a week	5.6%	45	11.9%	12	12.4%	13	2.0%	2	3.0%	3	3.9%	4	1.0%	1	5.0%	5	5.0%	5
One day a week	8.0%	65	21.8%	22	16.2%	17	2.0%	2	3.0%	3	11.8%	12	3.0%	3	4.0%	4	2.0%	2
Every two weeks	9.2%	74	9.9%	10	15.2%	16	10.0%	10	8.0%	8	8.8%	9	4.0%	4	5.0%	5	12.0%	12
Monthly	11.0%	89	11.9%	12	9.5%	10	10.0%	10	14.0%	14	21.6%	22	6.0%	6	6.0%	6	9.0%	9
Once every two months	6.2%	50	7.9%	8	7.6%	8	4.0%	4	5.0%	5	8.8%	9	1.0%	1	3.0%	3	12.0%	12
Three-four times a year	9.5%	77	6.9%	7	9.5%	10	9.0%	9	9.0%	9	4.9%	5	14.0%	14	11.0%	11	12.0%	12
Once a year	6.1%	49	3.0%	3	2.9%	3	10.0%	10	5.0%	5	8.8%	9	9.0%	9	6.0%	6	4.0%	4
Less often	4.5%	36	3.0%	3	2.9%	3	8.0%	8	2.0%	2	0.0%	0	5.0%	5	4.0%	4	11.0%	11
Never	35.9%	290	16.8%	17	11.4%	12	41.0%	41	50.0%	50	29.4%	30	57.0%	57	51.0%	51	32.0%	32
(Don't know / varies)	1.5%	12	2.0%	2	2.9%	3	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Mean:		0.47		0.94		1.16		0.22		0.20		0.35		0.11		0.49		0.26
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 What is the main reason for visiting Basildon Town Centre, e.g. what is the main activity you do there?																		
<i>Not those that said 'Never' at Q22</i>																		
FOOD shopping	12.4%	64	21.4%	18	14.0%	13	6.8%	4	12.0%	6	8.3%	6	9.3%	4	22.4%	11	2.9%	2
NON-FOOD shopping	20.3%	105	9.5%	8	14.0%	13	28.8%	17	24.0%	12	26.4%	19	14.0%	6	28.6%	14	23.5%	16
Shopping in general	33.6%	174	32.1%	27	34.4%	32	33.9%	20	38.0%	19	33.3%	24	37.2%	16	20.4%	10	38.2%	26
Visiting personal services e.g. hair salon, barber, beauty salon etc	2.1%	11	3.6%	3	5.4%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.9%	2
Visiting financial services e.g. banks, building society etc	10.6%	55	13.1%	11	11.8%	11	3.4%	2	8.0%	4	23.6%	17	0.0%	0	8.2%	4	8.8%	6
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Visit bars / pubs	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	4.2%	22	4.8%	4	3.2%	3	1.7%	1	4.0%	2	4.2%	3	9.3%	4	4.1%	2	4.4%	3
Visit leisure entertainment venues e.g. cinemas	2.1%	11	0.0%	0	2.2%	2	3.4%	2	4.0%	2	0.0%	0	4.7%	2	2.0%	1	2.9%	2
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	1.7%	9	0.0%	0	1.1%	1	3.4%	2	4.0%	2	0.0%	0	2.3%	1	6.1%	3	0.0%	0
Visit sports and fitness venues	0.6%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Visit community services e.g. library, doctors, etc.	2.5%	13	6.0%	5	1.1%	1	5.1%	3	0.0%	0	1.4%	1	7.0%	3	0.0%	0	0.0%	0
Visit street market	0.8%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.9%	2
To meet family / friends	2.7%	14	4.8%	4	2.2%	2	3.4%	2	2.0%	1	0.0%	0	2.3%	1	0.0%	0	5.9%	4
For work / business	0.8%	4	2.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.7%	9	2.4%	2	1.1%	1	0.0%	0	0.0%	0	2.8%	2	4.7%	2	4.1%	2	0.0%	0
(Don't know)	2.3%	12	0.0%	0	1.1%	1	8.5%	5	2.0%	1	0.0%	0	4.7%	2	0.0%	0	4.4%	3
Base:		518		84		93		59		50		72		43		49		68

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q24 What do you like about Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q22</i>																		
Close to home	14.7%	76	11.9%	10	26.9%	25	13.6%	8	16.0%	8	11.1%	8	7.0%	3	12.2%	6	11.8%	8
Easy to get to by car	6.4%	33	6.0%	5	6.5%	6	0.0%	0	8.0%	4	0.0%	0	9.3%	4	8.2%	4	14.7%	10
Parking - it's easy to find a space	4.6%	24	2.4%	2	2.2%	2	3.4%	2	6.0%	3	4.2%	3	7.0%	3	10.2%	5	5.9%	4
Shops - good range of non-food shops generally	4.2%	22	1.2%	1	2.2%	2	3.4%	2	4.0%	2	2.8%	2	9.3%	4	2.0%	1	11.8%	8
Good layout / compact / easy to get around	4.2%	22	4.8%	4	5.4%	5	0.0%	0	2.0%	1	2.8%	2	7.0%	3	2.0%	1	8.8%	6
Shops - good range of affordable shops	3.7%	19	1.2%	1	7.5%	7	1.7%	1	2.0%	1	0.0%	0	4.7%	2	4.1%	2	7.4%	5
Familiar / know where everything is	3.5%	18	4.8%	4	6.5%	6	0.0%	0	2.0%	1	2.8%	2	2.3%	1	4.1%	2	2.9%	2
Good cafés / restaurants	3.5%	18	4.8%	4	2.2%	2	0.0%	0	4.0%	2	6.9%	5	2.3%	1	6.1%	3	1.5%	1
Has undercover shopping	3.1%	16	0.0%	0	3.2%	3	3.4%	2	2.0%	1	2.8%	2	2.3%	1	8.2%	4	4.4%	3
Attractive environment / nice place	2.9%	15	6.0%	5	2.2%	2	1.7%	1	0.0%	0	1.4%	1	7.0%	3	6.1%	3	0.0%	0
Easy to get to by bus	2.7%	14	3.6%	3	2.2%	2	0.0%	0	2.0%	1	0.0%	0	2.3%	1	10.2%	5	2.9%	2
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.7%	14	0.0%	0	5.4%	5	0.0%	0	0.0%	0	2.8%	2	7.0%	3	4.1%	2	2.9%	2
Parking - it's free	2.5%	13	2.4%	2	2.2%	2	0.0%	0	0.0%	0	2.8%	2	2.3%	1	2.0%	1	7.4%	5
Good market	2.5%	13	2.4%	2	2.2%	2	1.7%	1	0.0%	0	4.2%	3	2.3%	1	4.1%	2	2.9%	2
Close to friends / relatives	2.3%	12	6.0%	5	1.1%	1	0.0%	0	2.0%	1	1.4%	1	4.7%	2	0.0%	0	2.9%	2
Close to work	2.3%	12	2.4%	2	4.3%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	8.2%	4	1.5%	1
Shops - good range of 'high street' retailers	2.1%	11	6.0%	5	1.1%	1	5.1%	3	0.0%	0	0.0%	0	2.3%	1	2.0%	1	0.0%	0
Good for a day out / makes a change	2.1%	11	2.4%	2	1.1%	1	0.0%	0	2.0%	1	0.0%	0	7.0%	3	0.0%	0	5.9%	4
You can get everything you need there	2.1%	11	3.6%	3	2.2%	2	3.4%	2	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Parking - it's cheap	2.1%	11	1.2%	1	1.1%	1	1.7%	1	0.0%	0	1.4%	1	2.3%	1	4.1%	2	5.9%	4
Feel safe there / good security	1.7%	9	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	5.9%	4
Shops - good range of clothes shops	1.5%	8	0.0%	0	2.2%	2	3.4%	2	0.0%	0	2.8%	2	4.7%	2	0.0%	0	0.0%	0
Shops - good range of independent shops	1.5%	8	2.4%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	7.0%	3	4.1%	2	0.0%	0
Shops - good range of food stores	1.2%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Quiet / not too busy	1.2%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Clean streets / well maintained	1.2%	6	1.2%	1	1.1%	1	1.7%	1	2.0%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Good for financial services (e.g. banks / building societies)	1.0%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.1%	2	1.5%	1
Nice atmosphere / friendly people	1.0%	5	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	2.3%	1	2.0%	1	1.5%	1
Easy to get to by bicycle	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	1.5%	1
Shops - good opening hours / open on Sundays	1.0%	5	1.2%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Shops - has a Primark store	1.0%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Easy to get to by tube / train	0.8%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.5%	1
Pedestrianised areas	0.8%	4	1.2%	1	1.1%	1	0.0%	0	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Shops - good range of quality shops	0.6%	3	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Shops - good range of supermarkets	0.6%	3	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.6%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Traditional	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Good pubs / bars	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.0%	1	0.0%	0
Shops - has a Home Bargains store	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a HMV store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Free parking at Asda	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking on Sundays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Hobbycraft	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
store									
Shops - has a Wilko store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	47.5%	246	54.8%	46	47.3%	44	61.0%	36	52.0%
(Don't know)	3.7%	19	4.8%	4	1.1%	1	3.4%	2	6.0%
Base:	518	84	93	59	50	72	43	49	68

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 What could be improved about Basildon Town Centre that would make you visit more often during the DAY time? [MR]																		
Shops - more / better range of non-food shops generally	13.9%	112	19.8%	20	18.1%	19	23.0%	23	8.0%	8	12.7%	13	7.0%	7	10.0%	10	12.0%	12
Less empty shops	12.3%	99	26.7%	27	13.3%	14	6.0%	6	10.0%	10	14.7%	15	8.0%	8	8.0%	8	11.0%	11
Shops - more 'high street' retailers	11.0%	89	15.8%	16	12.4%	13	21.0%	21	4.0%	4	13.7%	14	4.0%	4	7.0%	7	10.0%	10
Update / refurbish the shopping area	8.8%	71	9.9%	10	6.7%	7	9.0%	9	9.0%	9	14.7%	15	8.0%	8	9.0%	9	4.0%	4
Shops - more / better clothes shops	8.4%	68	8.9%	9	15.2%	16	13.0%	13	6.0%	6	7.8%	8	2.0%	2	4.0%	4	10.0%	10
Better security / safety	8.0%	65	9.9%	10	12.4%	13	6.0%	6	9.0%	9	1.0%	1	8.0%	8	10.0%	10	8.0%	8
Shops - more high quality shops	7.1%	57	8.9%	9	3.8%	4	11.0%	11	7.0%	7	11.8%	12	4.0%	4	6.0%	6	4.0%	4
Cleaner streets / better maintained	5.7%	46	5.9%	6	4.8%	5	10.0%	10	6.0%	6	1.0%	1	2.0%	2	10.0%	10	6.0%	6
Parking - make it free	5.3%	43	3.0%	3	10.5%	11	3.0%	3	4.0%	4	7.8%	8	4.0%	4	4.0%	4	6.0%	6
Make it more attractive / nicer environment	5.3%	43	5.9%	6	8.6%	9	7.0%	7	2.0%	2	2.0%	2	6.0%	6	4.0%	4	7.0%	7
Shops - more independent shops	4.8%	39	9.9%	10	4.8%	5	3.0%	3	7.0%	7	7.8%	8	1.0%	1	2.0%	2	3.0%	3
Parking - make more spaces available	4.3%	35	2.0%	2	3.8%	4	2.0%	2	8.0%	8	3.9%	4	5.0%	5	6.0%	6	4.0%	4
Shops - more / better food shops	4.0%	32	2.0%	2	1.9%	2	5.0%	5	4.0%	4	5.9%	6	2.0%	2	6.0%	6	5.0%	5
Shops - more / better range of supermarkets	3.2%	26	3.0%	3	2.9%	3	2.0%	2	1.0%	1	3.9%	4	5.0%	5	3.0%	3	5.0%	5
Better market	2.7%	22	1.0%	1	2.9%	3	1.0%	1	0.0%	0	2.9%	3	3.0%	3	8.0%	8	3.0%	3
Parking - make it cheaper	2.6%	21	2.0%	2	4.8%	5	0.0%	0	3.0%	3	3.9%	4	1.0%	1	4.0%	4	2.0%	2
Nicer atmosphere / friendlier people	2.5%	20	1.0%	1	4.8%	5	3.0%	3	3.0%	3	2.0%	2	0.0%	0	0.0%	0	6.0%	6
Better layout / shops closer together	1.9%	15	2.0%	2	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	5.0%	5	2.0%	2
More / better cafés / restaurants	1.9%	15	2.0%	2	1.9%	2	1.0%	1	2.0%	2	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Better access by car	1.6%	13	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	4.0%	4
Less charity shops	1.5%	12	5.0%	5	3.8%	4	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.5%	12	2.0%	2	2.9%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Shops - more affordable shops	1.2%	10	5.0%	5	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Shops - needs a department store	1.1%	9	1.0%	1	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2
More / better public toilets	1.0%	8	2.0%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1
Better disabled access	1.0%	8	0.0%	0	1.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Less takeaways	0.9%	7	0.0%	0	1.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Less cheap shops	0.9%	7	2.0%	2	2.9%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.9%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	2.0%	2
Less betting shops	0.7%	6	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Improve the nightlife	0.7%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3
Shops - longer opening hours / more open on Sundays	0.6%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.6%	5	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More / better flower displays / greenery	0.6%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better access by bus	0.6%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
More / better seating areas	0.5%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More undercover shopping	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Shops - needs a M&S store	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Improve the quality of the roads	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Quieter / less busy	0.4%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better financial services (e.g. banks / building societies)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Better access by bicycle	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More pedestrianised areas	0.4%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shops - needs a book store	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install parking machines which accept both cash	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
and card																		
Better enforcement of parking rules	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less homeless	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Make it clearer where people are allowed to park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better access by tube / train	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Nothing)	26.1%	211	12.9%	13	20.0%	21	25.0%	25	30.0%	30	22.5%	23	44.0%	44	31.0%	31	24.0%	24
(Don't know)	5.4%	44	5.0%	5	2.9%	3	6.0%	6	2.0%	2	3.9%	4	15.0%	15	4.0%	4	5.0%	5
Base:		808		101		105		100		100		102		100		100		100

Q26 What could be improved about Basildon Town Centre that would make you visit more often during the EVENING time? [MR]

More / better police presence / CCTV	9.7%	78	9.9%	10	20.0%	21	12.0%	12	4.0%	4	2.0%	2	8.0%	8	6.0%	6	15.0%	15
Safer environment at night	9.2%	74	13.9%	14	14.3%	15	8.0%	8	9.0%	9	0.0%	0	6.0%	6	8.0%	8	14.0%	14
More evening leisure facilities - a new cinema	5.1%	41	7.9%	8	12.4%	13	3.0%	3	5.0%	5	4.9%	5	2.0%	2	3.0%	3	2.0%	2
More / better quality cafés and restaurants	4.0%	32	3.0%	3	8.6%	9	6.0%	6	2.0%	2	2.9%	3	2.0%	2	4.0%	4	3.0%	3
Later opening shops	3.6%	29	2.0%	2	7.6%	8	1.0%	1	3.0%	3	4.9%	5	3.0%	3	0.0%	0	7.0%	7
Free parking in general	3.6%	29	1.0%	1	9.5%	10	3.0%	3	0.0%	0	2.9%	3	2.0%	2	6.0%	6	4.0%	4
More / better quality pubs and bars	3.5%	28	4.0%	4	5.7%	6	3.0%	3	3.0%	3	2.0%	2	1.0%	1	6.0%	6	3.0%	3
More branded / chain cafés and restaurants	2.5%	20	6.9%	7	1.0%	1	2.0%	2	5.0%	5	0.0%	0	1.0%	1	2.0%	2	2.0%	2
More evening leisure facilities in general	2.1%	17	3.0%	3	4.8%	5	1.0%	1	2.0%	2	1.0%	1	2.0%	2	3.0%	3	0.0%	0
Free parking in the evening	2.1%	17	0.0%	0	4.8%	5	1.0%	1	2.0%	2	1.0%	1	2.0%	2	6.0%	6	0.0%	0
More cafés and restaurants in general	2.0%	16	3.0%	3	1.9%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	4.0%	4	4.0%	4
Cheaper parking	1.9%	15	4.0%	4	1.9%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	2	3.0%	3
An evening food market	1.7%	14	1.0%	1	3.8%	4	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0	3.0%	3
More evening leisure facilities for children	1.6%	13	4.0%	4	3.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
More / better late night venues (e.g. night club)	1.5%	12	3.0%	3	2.9%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2
Cheaper prices in cafes / restaurants	1.5%	12	1.0%	1	1.9%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3
Better public transport in the evening	1.2%	10	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Later opening restaurants	1.2%	10	1.0%	1	1.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	3.0%	3
More evening leisure facilities - outdoor events	1.1%	9	3.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
More independent cafés and restaurants	1.1%	9	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1
More evening leisure facilities - theatre	0.9%	7	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Less traffic congestion / improved access	0.7%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0
Open the cinema	0.7%	6	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More cafés and restaurants suitable for children	0.6%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More taxis available	0.5%	4	0.0%	0	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces available at night	0.4%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More evening leisure facilities for older age groups	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Better lighting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better access for cycling	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Nothing)	38.6%	312	21.8%	22	33.3%	35	43.0%	43	45.0%	45	41.2%	42	43.0%	43	41.0%	41	41.0%	41
(Don't visit any centres on an evening)	23.0%	186	22.8%	23	12.4%	13	25.0%	25	25.0%	25	36.3%	37	26.0%	26	22.0%	22	15.0%	15
(Don't know)	4.3%	35	5.9%	6	1.0%	1	2.0%	2	3.0%	3	2.9%	3	12.0%	12	4.0%	4	4.0%	4
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q27 Which of the following town centres is the closest to where you and your household live? [PR]																		
Basildon Town Centre	34.5%	279	57.4%	58	65.7%	69	3.0%	3	4.0%	4	78.4%	80	22.0%	22	12.0%	12	31.0%	31
Billericay Town Centre	21.4%	173	0.0%	0	3.8%	4	2.0%	2	92.0%	92	0.0%	0	29.0%	29	45.0%	45	1.0%	1
Laindon Town Centre	4.5%	36	4.0%	4	20.0%	21	0.0%	0	0.0%	0	2.0%	2	7.0%	7	2.0%	2	0.0%	0
Pitsea Town Centre	11.1%	90	37.6%	38	8.6%	9	0.0%	0	0.0%	0	11.8%	12	0.0%	0	0.0%	0	31.0%	31
Wickford Town Centre	18.7%	151	0.0%	0	0.0%	0	94.0%	94	4.0%	4	0.0%	0	1.0%	1	40.0%	40	12.0%	12
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28	1.0%	1	0.0%	0
Upminster Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0
Rayleigh Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Corringham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	1.0%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
South Benfleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lakeside Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / not sure)	1.1%	9	1.0%	1	1.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	4.0%	4
Base:		808		101		105		100		100		102		100		100		100

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?

Not those that said 'Basildon' or '(Don't know / not sure)' at Q27

Daily	5.0%	26	2.4%	1	0.0%	0	7.2%	7	8.3%	8	0.0%	0	2.6%	2	9.1%	8	0.0%	0
4-6 days a week	5.8%	30	0.0%	0	5.9%	2	7.2%	7	8.3%	8	5.0%	1	7.7%	6	5.7%	5	1.5%	1
2-3 days a week	20.2%	105	33.3%	14	2.9%	1	16.5%	16	35.4%	34	0.0%	0	11.5%	9	29.5%	26	7.7%	5
One day a week	25.8%	134	31.0%	13	5.9%	2	28.9%	28	32.3%	31	45.0%	9	21.8%	17	27.3%	24	15.4%	10
Every two weeks	8.1%	42	7.1%	3	11.8%	4	12.4%	12	5.2%	5	0.0%	0	7.7%	6	8.0%	7	7.7%	5
Monthly	8.3%	43	9.5%	4	8.8%	3	5.2%	5	6.3%	6	5.0%	1	9.0%	7	5.7%	5	18.5%	12
Once every two months	4.0%	21	0.0%	0	8.8%	3	4.1%	4	1.0%	1	10.0%	2	3.8%	3	0.0%	0	12.3%	8
Three-four times a year	4.4%	23	2.4%	1	5.9%	2	1.0%	1	0.0%	0	10.0%	2	10.3%	8	3.4%	3	9.2%	6
Once a year	1.7%	9	2.4%	1	2.9%	1	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Less often	1.3%	7	0.0%	0	5.9%	2	0.0%	0	1.0%	1	0.0%	0	2.6%	2	1.1%	1	1.5%	1
Never	14.0%	73	9.5%	4	38.2%	13	10.3%	10	1.0%	1	25.0%	5	23.1%	18	8.0%	7	23.1%	15
(Don't know / varies)	1.3%	7	2.4%	1	2.9%	1	2.1%	2	1.0%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Mean:		1.49		1.41		0.54		1.68		2.28		0.74		1.15		2.04		0.54
Base:		520		42		34		97		96		20		78		88		65

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
FOOD shopping	28.6%	128	42.1%	16	28.6%	6	26.4%	23	25.3%	24	53.3%	8	30.0%	18	32.1%	26	14.0%	7
NON-FOOD shopping	11.4%	51	5.3%	2	4.8%	1	11.5%	10	12.6%	12	13.3%	2	8.3%	5	11.1%	9	20.0%	10
Shopping in general	32.7%	146	21.1%	8	38.1%	8	26.4%	23	38.9%	37	20.0%	3	33.3%	20	37.0%	30	34.0%	17
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	8	5.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	2.5%	2	4.0%	2
Visiting financial services e.g. banks, building society etc	3.8%	17	2.6%	1	0.0%	0	5.7%	5	3.2%	3	6.7%	1	6.7%	4	1.2%	1	4.0%	2
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	1.7%	1	1.2%	1	2.0%	1
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.8%	26	7.9%	3	4.8%	1	6.9%	6	7.4%	7	0.0%	0	6.7%	4	3.7%	3	4.0%	2
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	1.1%	5	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	14	7.9%	3	9.5%	2	3.4%	3	2.1%	2	0.0%	0	1.7%	1	3.7%	3	0.0%	0
Visit street market	2.9%	13	7.9%	3	4.8%	1	3.4%	3	0.0%	0	6.7%	1	1.7%	1	0.0%	0	8.0%	4
To meet family / friends	1.6%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	2.5%	2	6.0%	3
For work / business	0.9%	4	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1
For education e.g. school, college, university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.6%	7	0.0%	0	0.0%	0	1.1%	1	2.1%	2	0.0%	0	1.7%	1	3.7%	3	0.0%	0
(Don't know)	1.3%	6	0.0%	0	4.8%	1	3.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Base:		447		38		21		87		95		15		60		81		50

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
Close to home	36.0%	161	36.8%	14	47.6%	10	26.4%	23	47.4%	45	40.0%	6	26.7%	16	42.0%	34	26.0%	13
Attractive environment / nice place	16.1%	72	7.9%	3	4.8%	1	10.3%	9	30.5%	29	6.7%	1	15.0%	9	21.0%	17	6.0%	3
Good cafés / restaurants	7.2%	32	5.3%	2	4.8%	1	5.7%	5	9.5%	9	0.0%	0	8.3%	5	8.6%	7	6.0%	3
Nice atmosphere / friendly people	6.7%	30	7.9%	3	0.0%	0	6.9%	6	9.5%	9	0.0%	0	6.7%	4	7.4%	6	4.0%	2
Familiar / know where everything is	5.6%	25	10.5%	4	9.5%	2	2.3%	2	4.2%	4	0.0%	0	13.3%	8	2.5%	2	6.0%	3
Shops - good range of independent shops	5.1%	23	0.0%	0	0.0%	0	5.7%	5	4.2%	4	0.0%	0	13.3%	8	3.7%	3	6.0%	3
Easy to get to by car	4.7%	21	5.3%	2	19.0%	4	2.3%	2	2.1%	2	0.0%	0	5.0%	3	2.5%	2	12.0%	6
You can get everything you need there	4.5%	20	7.9%	3	4.8%	1	1.1%	1	5.3%	5	20.0%	3	8.3%	5	1.2%	1	2.0%	1
Good market	4.3%	19	7.9%	3	0.0%	0	8.0%	7	0.0%	0	20.0%	3	0.0%	0	3.7%	3	6.0%	3
Shops - good range of non-food shops generally	4.3%	19	5.3%	2	0.0%	0	9.2%	8	3.2%	3	0.0%	0	5.0%	3	2.5%	2	2.0%	1
Feel safe there / good security	3.1%	14	2.6%	1	0.0%	0	2.3%	2	6.3%	6	0.0%	0	3.3%	2	3.7%	3	0.0%	0
Shops - good range of food stores	3.1%	14	2.6%	1	0.0%	0	2.3%	2	1.1%	1	0.0%	0	11.7%	7	0.0%	0	6.0%	3
Parking - it's easy to find a space	3.1%	14	0.0%	0	4.8%	1	2.3%	2	2.1%	2	20.0%	3	6.7%	4	0.0%	0	4.0%	2
Quiet / not too busy	3.1%	14	2.6%	1	9.5%	2	4.6%	4	3.2%	3	0.0%	0	1.7%	1	2.5%	2	2.0%	1
Close to friends / relatives	2.7%	12	2.6%	1	4.8%	1	0.0%	0	1.1%	1	0.0%	0	3.3%	2	2.5%	2	10.0%	5
Traditional	2.7%	12	0.0%	0	4.8%	1	0.0%	0	5.3%	5	0.0%	0	3.3%	2	3.7%	3	2.0%	1
Parking - it's free	2.5%	11	7.9%	3	0.0%	0	1.1%	1	0.0%	0	20.0%	3	0.0%	0	1.2%	1	6.0%	3
Clean streets / well maintained	2.2%	10	2.6%	1	4.8%	1	0.0%	0	1.1%	1	0.0%	0	3.3%	2	4.9%	4	2.0%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	9	5.3%	2	0.0%	0	3.4%	3	2.1%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Good pubs / bars	1.8%	8	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	1.7%	1	1.2%	1	0.0%	0
Easy to get to by bus	1.8%	8	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	2.5%	2	4.0%	2
Shops - good range of affordable shops	1.8%	8	2.6%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.7%	1	1.2%	1	6.0%	3
Shops - good range of 'high street' retailers	1.6%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.7%	1	2.5%	2	2.0%	1
Shops - good range of supermarkets	1.6%	7	5.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.0%	3	0.0%	0	2.0%	1
Good layout / compact / easy to get around	1.3%	6	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	2.5%	2	4.0%	2
Good for financial services (e.g. banks / building societies)	1.3%	6	0.0%	0	4.8%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.5%	2	2.0%	1
Shops - good range of quality shops	1.1%	5	2.6%	1	4.8%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Close to work	0.9%	4	2.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	2.0%	1
Easy to get to by tube / train	0.9%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.3%	2	1.2%	1	0.0%	0
Pedestrianised areas	0.7%	3	0.0%	0	4.8%	1	0.0%	0	1.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Parking - it's cheap	0.7%	3	2.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Good transport links	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Shops - good range of clothes shops	0.4%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good disabled access	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Has undercover shopping	0.4%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Good for a day out / makes a change	0.4%	2	2.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better than Basildon Town Centre	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Has nice parks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a The Range store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shops - has a Waitrose store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
(Nothing)	17.0%	76	15.8%	6	28.6%	6	25.3%	22	6.3%	6	20.0%	3	10.0%	6	18.5%	15	24.0%	12

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(Don't know)	1.3%	6	5.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	2.0%	1
Base:		447		38		21		87		95		15		60		81		50

Meanscore: [Number of times per week]

Q31 How often do you or your household visit Mayflower Retail Park OR Pipp's Hill Retail Park?

Daily	0.5%	4	1.0%	1	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.4%	11	0.0%	0	2.9%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0
2-3 days a week	4.7%	38	5.0%	5	9.5%	10	7.0%	7	3.0%	3	1.0%	1	4.0%	4	6.0%	6	2.0%	2
One day a week	15.7%	127	15.8%	16	16.2%	17	29.0%	29	31.0%	31	4.9%	5	2.0%	2	21.0%	21	6.0%	6
Every two weeks	13.2%	107	13.9%	14	17.1%	18	16.0%	16	17.0%	17	11.8%	12	8.0%	8	10.0%	10	12.0%	12
Monthly	18.3%	148	19.8%	20	11.4%	12	21.0%	21	27.0%	27	17.6%	18	12.0%	12	18.0%	18	20.0%	20
Once every two months	8.9%	72	10.9%	11	9.5%	10	5.0%	5	9.0%	9	5.9%	6	6.0%	6	13.0%	13	12.0%	12
Three-four times a year	8.5%	69	14.9%	15	13.3%	14	3.0%	3	3.0%	3	10.8%	11	5.0%	5	5.0%	5	13.0%	13
Once a year	4.7%	38	0.0%	0	1.0%	1	6.0%	6	2.0%	2	10.8%	11	7.0%	7	5.0%	5	6.0%	6
Less often	3.0%	24	1.0%	1	3.8%	4	1.0%	1	0.0%	0	8.8%	9	2.0%	2	2.0%	2	5.0%	5
Never	19.4%	157	13.9%	14	10.5%	11	9.0%	9	6.0%	6	27.5%	28	52.0%	52	14.0%	14	23.0%	23
(Don't know / varies)	1.6%	13	4.0%	4	2.9%	3	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
<i>Mean:</i>		<i>0.52</i>		<i>0.53</i>		<i>0.84</i>		<i>0.68</i>		<i>0.64</i>		<i>0.20</i>		<i>0.26</i>		<i>0.78</i>		<i>0.26</i>
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 What is the main reason for visiting Mayflower Retail Park or Pippis Hill Retail Park?																		
<i>Not those that said 'Never' at Q31</i>																		
Visit Home Bargains store (Mayflower Retail Park)	3.5%	23	3.4%	3	5.3%	5	1.1%	1	1.1%	1	2.7%	2	2.1%	1	3.5%	3	9.1%	7
Visit Lidl foodstore (Mayflower Retail Park)	1.7%	11	4.6%	4	2.1%	2	1.1%	1	2.1%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Visit Marks & Spencer store (Mayflower Retail Park)	8.4%	55	12.6%	11	4.3%	4	5.5%	5	7.4%	7	14.9%	11	6.3%	3	9.3%	8	7.8%	6
Visit Next Home store (Mayflower Retail Park)	7.4%	48	4.6%	4	6.4%	6	7.7%	7	8.5%	8	8.1%	6	4.2%	2	3.5%	3	15.6%	12
Visit Tesco foodstore (Mayflower Retail Park)	11.2%	73	2.3%	2	9.6%	9	28.6%	26	9.6%	9	4.1%	3	6.3%	3	19.8%	17	5.2%	4
Visit other Mayflower Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Clarks store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Dunelm store (Mayflower Retail Park)	0.5%	3	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visit River Island store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Visit Sports Direct store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Argos store (Pippis Hill Retail Park)	1.1%	7	1.1%	1	2.1%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.2%	1	1.3%	1
Visit Asda store (Pippis Hill Retail Park)	7.2%	47	1.1%	1	11.7%	11	4.4%	4	18.1%	17	4.1%	3	8.3%	4	5.8%	5	2.6%	2
Visit B&Q store (Pippis Hill Retail Park)	10.4%	68	6.9%	6	16.0%	15	5.5%	5	12.8%	12	6.8%	5	6.3%	3	15.1%	13	11.7%	9
Visit Pets at Home store (Pippis Hill Retail Park)	1.7%	11	1.1%	1	1.1%	1	2.2%	2	2.1%	2	0.0%	0	2.1%	1	2.3%	2	2.6%	2
Visit Poundstretcher store (Pippis Hill Retail Park)	0.5%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit TK Maxx store (Pippis Hill Retail Park)	2.2%	14	1.1%	1	4.3%	4	2.2%	2	1.1%	1	1.4%	1	0.0%	0	2.3%	2	3.9%	3
Visit other Pippis Hill Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Currys store (Pippis Hill Retail Park)	1.2%	8	2.3%	2	1.1%	1	1.1%	1	0.0%	0	1.4%	1	4.2%	2	0.0%	0	1.3%	1
Visit DFS store (Pippis Hill Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Halfords store (Pippis Hill Retail Park)	0.8%	5	1.1%	1	0.0%	0	0.0%	0	2.1%	2	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Visit Wenzel's the Bakers store (Pippis Hill Retail Park)	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion and footwear shopping	2.2%	14	1.1%	1	1.1%	1	3.3%	3	1.1%	1	2.7%	2	4.2%	2	0.0%	0	5.2%	4
Furniture and fitted furniture shopping	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
DIY / garden furniture shopping	2.9%	19	8.0%	7	0.0%	0	4.4%	4	3.2%	3	2.7%	2	2.1%	1	2.3%	2	0.0%	0
Flooring and carpets shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
NON-FOOD shopping in general	10.1%	66	11.5%	10	6.4%	6	5.5%	5	7.4%	7	14.9%	11	22.9%	11	12.8%	11	6.5%	5
FOOD shopping in general	5.1%	33	6.9%	6	5.3%	5	3.3%	3	7.4%	7	4.1%	3	4.2%	2	5.8%	5	2.6%	2
ALL Shopping in general	12.0%	78	14.9%	13	12.8%	12	17.6%	16	9.6%	9	8.1%	6	10.4%	5	7.0%	6	14.3%	11
Visiting personal services e.g. hair salon, barber, beauty salon etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit petrol filling station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, shoe repair etc	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Visit cafés and restaurants e.g. Nandos	2.0%	13	4.6%	4	3.2%	3	1.1%	1	1.1%	1	1.4%	1	4.2%	2	0.0%	0	1.3%	1
Visit coffee shop e.g. Costa	0.5%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Visit drive-thru restaurant e.g. KFC, McDonald's etc.	1.2%	8	3.4%	3	1.1%	1	0.0%	0	1.1%	1	1.4%	1	2.1%	1	0.0%	0	1.3%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
To meet family / friends	0.8%	5	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.6%	2
For work / business	0.5%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.8%	5	1.1%	1	1.1%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
(Don't know)	2.3%	15	2.3%	2	0.0%	0	1.1%	1	2.1%	2	9.5%	7	0.0%	0	2.3%	2	1.3%	1
Base:		651		87		94		91		94		74		48		86		77

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33 What do you like about Mayflower Retail Park or Pippis Hill Retail Park, e.g. why do you go there? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
Close to home	18.7%	122	19.5%	17	28.7%	27	18.7%	17	16.0%	15	13.5%	10	10.4%	5	20.9%	18	16.9%	13
Shops - good range of non-food shops generally	17.1%	111	14.9%	13	21.3%	20	19.8%	18	14.9%	14	17.6%	13	12.5%	6	19.8%	17	13.0%	10
Parking - it's easy to find a space	16.4%	107	9.2%	8	9.6%	9	16.5%	15	25.5%	24	12.2%	9	27.1%	13	14.0%	12	22.1%	17
Parking - it's free	14.3%	93	9.2%	8	20.2%	19	9.9%	9	18.1%	17	6.8%	5	14.6%	7	15.1%	13	19.5%	15
You can get everything you need there	9.2%	60	12.6%	11	2.1%	2	11.0%	10	10.6%	10	8.1%	6	12.5%	6	11.6%	10	6.5%	5
Easy to get to by car	9.1%	59	9.2%	8	6.4%	6	4.4%	4	11.7%	11	6.8%	5	10.4%	5	9.3%	8	15.6%	12
Shops - good range of 'high street' retailers	8.8%	57	11.5%	10	4.3%	4	8.8%	8	9.6%	9	12.2%	9	4.2%	2	10.5%	9	7.8%	6
Shops - good range of supermarkets	6.3%	41	4.6%	4	7.4%	7	6.6%	6	9.6%	9	2.7%	2	8.3%	4	8.1%	7	2.6%	2
Shops - good range of food stores	5.5%	36	6.9%	6	3.2%	3	14.3%	13	3.2%	3	2.7%	2	2.1%	1	5.8%	5	3.9%	3
Shops - good range of clothes shops	5.1%	33	4.6%	4	7.4%	7	7.7%	7	1.1%	1	6.8%	5	0.0%	0	3.5%	3	7.8%	6
Shops - good range of quality shops	4.8%	31	5.7%	5	3.2%	3	6.6%	6	4.3%	4	1.4%	1	10.4%	5	7.0%	6	1.3%	1
Attractive environment / nice place	4.5%	29	12.6%	11	5.3%	5	3.3%	3	4.3%	4	1.4%	1	2.1%	1	2.3%	2	2.6%	2
Good cafés / restaurants	4.5%	29	3.4%	3	4.3%	4	7.7%	7	3.2%	3	2.7%	2	4.2%	2	4.7%	4	5.2%	4
Good layout / compact / easy to get around	4.3%	28	1.1%	1	7.4%	7	3.3%	3	5.3%	5	2.7%	2	0.0%	0	4.7%	4	7.8%	6
Shops - good range of affordable shops	2.9%	19	2.3%	2	5.3%	5	0.0%	0	2.1%	2	0.0%	0	4.2%	2	2.3%	2	7.8%	6
Clean streets / well maintained	2.9%	19	6.9%	6	3.2%	3	0.0%	0	0.0%	0	2.7%	2	4.2%	2	0.0%	0	7.8%	6
Familiar / know where everything is	2.9%	19	2.3%	2	4.3%	4	1.1%	1	4.3%	4	0.0%	0	4.2%	2	4.7%	4	2.6%	2
Feel safe there / good security	2.6%	17	3.4%	3	3.2%	3	1.1%	1	3.2%	3	2.7%	2	2.1%	1	1.2%	1	3.9%	3
Nice atmosphere / friendly people	2.5%	16	5.7%	5	3.2%	3	0.0%	0	1.1%	1	8.1%	6	0.0%	0	1.2%	1	0.0%	0
Shops - good opening hours / open on Sundays	2.0%	13	2.3%	2	5.3%	5	0.0%	0	2.1%	2	1.4%	1	0.0%	0	0.0%	0	3.9%	3
Easy to get to by bus	1.8%	12	3.4%	3	3.2%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Close to work	1.5%	10	2.3%	2	3.2%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Shops - good range of independent shops	1.4%	9	0.0%	0	0.0%	0	1.1%	1	2.1%	2	2.7%	2	4.2%	2	2.3%	2	0.0%	0
Good for a day out / makes a change	1.2%	8	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.1%	1	1.2%	1	3.9%	3
Close to friends / relatives	0.9%	6	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	2.6%	2
Easy to get to by tube / train	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	3.5%	3	0.0%	0
Parking - it's cheap	0.8%	5	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	1	1.2%	1	1.3%	1
Good pubs / bars	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.3%	2	0.0%	0
Good market	0.5%	3	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.3%	2	0.0%	0
Quiet / not too busy	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
Easy to get to by bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Has undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Good for window shopping / browsing	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Nothing)	11.2%	73	13.8%	12	5.3%	5	9.9%	9	11.7%	11	18.9%	14	18.8%	9	10.5%	9	5.2%	4
(Don't know)	2.0%	13	0.0%	0	3.2%	3	1.1%	1	0.0%	0	5.4%	4	0.0%	0	1.2%	1	5.2%	4
Base:		651		87		94		91		94		74		48		86		77

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q34 Now thinking about reasons you may have to choose Mayflower or Pippis Hill Retail Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit those retail parks instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
More / better NON-FOOD stores	23.5%	153	25.3%	22	24.5%	23	25.3%	23	21.3%	20	27.0%	20	16.7%	8	23.3%	20	22.1%	17
Free parking	18.0%	117	10.3%	9	21.3%	20	17.6%	16	16.0%	15	16.2%	12	25.0%	12	17.4%	15	23.4%	18
Better facilities in general	12.4%	81	20.7%	18	10.6%	10	14.3%	13	9.6%	9	13.5%	10	12.5%	6	15.1%	13	2.6%	2
Easier to park	11.7%	76	4.6%	4	7.4%	7	13.2%	12	17.0%	16	8.1%	6	20.8%	10	12.8%	11	13.0%	10
More / better high street brands / retail multiples	11.4%	74	11.5%	10	16.0%	15	11.0%	10	10.6%	10	12.2%	9	8.3%	4	10.5%	9	9.1%	7
Closer to home	11.2%	73	9.2%	8	8.5%	8	16.5%	15	17.0%	16	2.7%	2	18.8%	9	9.3%	8	9.1%	7
More / better FOOD stores	8.6%	56	6.9%	6	5.3%	5	19.8%	18	4.3%	4	9.5%	7	6.3%	3	8.1%	7	7.8%	6
More safe / secure	7.5%	49	8.0%	7	8.5%	8	9.9%	9	8.5%	8	4.1%	3	0.0%	0	7.0%	6	10.4%	8
More parking spaces	7.1%	46	6.9%	6	3.2%	3	6.6%	6	10.6%	10	6.8%	5	12.5%	6	5.8%	5	6.5%	5
Easier to get to by car	6.3%	41	4.6%	4	3.2%	3	3.3%	3	10.6%	10	4.1%	3	10.4%	5	5.8%	5	10.4%	8
Easier to get around / more compact / better layout	5.5%	36	6.9%	6	5.3%	5	3.3%	3	4.3%	4	8.1%	6	2.1%	1	7.0%	6	6.5%	5
Nicer environment	5.4%	35	5.7%	5	7.4%	7	4.4%	4	6.4%	6	5.4%	4	4.2%	2	3.5%	3	5.2%	4
Cleaner	4.9%	32	3.4%	3	7.4%	7	3.3%	3	3.2%	3	4.1%	3	4.2%	2	3.5%	3	10.4%	8
More / better DIY retailers	4.0%	26	6.9%	6	7.4%	7	4.4%	4	1.1%	1	0.0%	0	2.1%	1	5.8%	5	2.6%	2
Easier to get to by bus	1.5%	10	1.1%	1	0.0%	0	1.1%	1	2.1%	2	0.0%	0	2.1%	1	5.8%	5	0.0%	0
More / better furniture retailers	1.4%	9	2.3%	2	1.1%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	2	2.6%	2
Closer to work	1.2%	8	1.1%	1	5.3%	5	1.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Basildon Town Centre doesn't have a good range of shops	1.2%	8	2.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	3.5%	3	1.3%	1
Later opening hours	1.1%	7	0.0%	0	4.3%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
More / better cafes and restaurants	1.1%	7	1.1%	1	3.2%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
More pedestrian friendly	0.9%	6	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Shops - has a Marks & Spencer store	0.9%	6	1.1%	1	1.1%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	1.2%	1	0.0%	0
Less traffic	0.9%	6	1.1%	1	1.1%	1	0.0%	0	2.1%	2	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Closer to friends / relatives	0.6%	4	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Everything I need is in one place	0.6%	4	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Shops - has a B&Q store	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
More convenient	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
Just dislike Basildon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Shops - has a Lidl store	0.5%	3	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bike	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	1
Can shop quicker there	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Don't know what's available at Basildon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
More / better drive through restaurants	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
Shops - has a Next store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Shops - has a Pets at Home store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Shops - has a Tesco store	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better for a day out	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Nearer to Summerhill Garden Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shops - has a Clarks store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Shops - has a Halfords store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit these retail parks instead of Basildon Town Centre)	6.1%	40	10.3%	9	10.6%	10	2.2%	2	7.4%	7	8.1%	6	2.1%	1	1.2%	1	5.2%	4
(Don't know)	4.0%	26	2.3%	2	3.2%	3	2.2%	2	2.1%	2	9.5%	7	2.1%	1	3.5%	3	7.8%	6
Base:		651		87		94		91		94		74		48		86		77

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Meanscore: [Number of times per week]																		
Q35 How often do you or your household visit Festival Leisure Park?																		
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.2%	10	0.0%	0	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6	1.0%	1
2-3 days a week	0.9%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
One day a week	3.7%	30	5.0%	5	4.8%	5	1.0%	1	3.0%	3	2.0%	2	3.0%	3	8.0%	8	3.0%	3
Every two weeks	4.8%	39	8.9%	9	3.8%	4	5.0%	5	6.0%	6	4.9%	5	3.0%	3	2.0%	2	5.0%	5
Monthly	14.0%	113	18.8%	19	19.0%	20	13.0%	13	19.0%	19	8.8%	9	5.0%	5	10.0%	10	18.0%	18
Once every two months	9.0%	73	9.9%	10	8.6%	9	10.0%	10	11.0%	11	10.8%	11	6.0%	6	8.0%	8	8.0%	8
Three-four times a year	16.2%	131	11.9%	12	16.2%	17	21.0%	21	17.0%	17	15.7%	16	8.0%	8	16.0%	16	24.0%	24
Once a year	9.4%	76	5.9%	6	11.4%	12	11.0%	11	8.0%	8	13.7%	14	10.0%	10	11.0%	11	4.0%	4
Less often	4.8%	39	5.9%	6	7.6%	8	2.0%	2	5.0%	5	2.0%	2	4.0%	4	5.0%	5	7.0%	7
Never	34.3%	277	28.7%	29	22.9%	24	33.0%	33	30.0%	30	40.2%	41	61.0%	61	31.0%	31	28.0%	28
(Don't know / varies)	1.6%	13	3.0%	3	2.9%	3	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
<i>Mean:</i>	<i>0.22</i>		<i>0.23</i>		<i>0.28</i>		<i>0.16</i>		<i>0.15</i>		<i>0.10</i>		<i>0.07</i>		<i>0.52</i>		<i>0.22</i>	
<i>Base:</i>		808		101		105		100		100		102		100		100		100

Q36 What is the main reason for visiting Festival Leisure Park?

Not those that said 'Never' at Q35

Visit ten-pin bowling (Hollywood Bowl)	7.7%	41	5.6%	4	12.3%	10	6.0%	4	7.1%	5	6.6%	4	5.1%	2	4.3%	3	12.5%	9
Visit cinema (Cineworld)	47.3%	251	33.3%	24	37.0%	30	55.2%	37	64.3%	45	44.3%	27	51.3%	20	53.6%	37	43.1%	31
Visit adventure golf (Mr Mulligans)	0.9%	5	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Visit coffee shops (e.g. Starbucks etc.)	2.3%	12	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	10.3%	4	8.7%	6	0.0%	0
Visit for children's parties / soft play (Legends Birthday Parties, 360 Play)	3.0%	16	5.6%	4	3.7%	3	0.0%	0	4.3%	3	0.0%	0	2.6%	1	2.9%	2	4.2%	3
Visit ice cream parlour (e.g. Sprinkles Gelato)	0.9%	5	1.4%	1	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Visit leisure centres / gyms (e.g. David Lloyd, Better Gym etc.)	1.3%	7	1.4%	1	3.7%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Visit restaurants or cafes (e.g. Nandos, Wagamama, TGI Fridays etc.)	31.6%	168	48.6%	35	30.9%	25	31.3%	21	21.4%	15	45.9%	28	23.1%	9	18.8%	13	30.6%	22
Visit bars	0.6%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Visit nightclub	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit hotels	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
For childcare / kindergarten	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / have a walk around	0.9%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.2%	3
(Don't know)	2.6%	14	2.8%	2	4.9%	4	1.5%	1	1.4%	1	3.3%	2	2.6%	1	2.9%	2	1.4%	1
<i>Base:</i>		531		72		81		67		70		61		39		69		72

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q37 Now thinking about reasons you may have to choose Festival Leisure Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit Festival Leisure Park instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q35</i>																		
Better cinema	22.4%	119	19.4%	14	19.8%	16	20.9%	14	18.6%	13	19.7%	12	25.6%	10	37.7%	26	19.4%	14
More / better cafes / restaurants	22.0%	117	31.9%	23	24.7%	20	23.9%	16	14.3%	10	24.6%	15	12.8%	5	14.5%	10	25.0%	18
Better facilities in general	16.6%	88	22.2%	16	23.5%	19	17.9%	12	11.4%	8	26.2%	16	20.5%	8	8.7%	6	4.2%	3
Free parking	14.3%	76	6.9%	5	16.0%	13	11.9%	8	14.3%	10	11.5%	7	7.7%	3	13.0%	9	29.2%	21
Easier to park	13.2%	70	8.3%	6	9.9%	8	13.4%	9	15.7%	11	13.1%	8	17.9%	7	13.0%	9	16.7%	12
Closer to home	8.7%	46	8.3%	6	11.1%	9	19.4%	13	11.4%	8	1.6%	1	2.6%	1	8.7%	6	2.8%	2
More safe / secure	8.5%	45	11.1%	8	6.2%	5	11.9%	8	8.6%	6	3.3%	2	5.1%	2	5.8%	4	13.9%	10
Nicer environment	7.0%	37	8.3%	6	8.6%	7	6.0%	4	8.6%	6	11.5%	7	7.7%	3	1.4%	1	4.2%	3
Easier to get to by car	5.3%	28	6.9%	5	2.5%	2	1.5%	1	2.9%	2	3.3%	2	5.1%	2	8.7%	6	11.1%	8
More parking spaces	5.1%	27	1.4%	1	2.5%	2	7.5%	5	7.1%	5	4.9%	3	15.4%	6	1.4%	1	5.6%	4
More / better attractions for children (e.g. soft play / party centres)	4.5%	24	4.2%	3	6.2%	5	1.5%	1	8.6%	6	3.3%	2	5.1%	2	2.9%	2	4.2%	3
Has a ten-pin bowling venue	4.0%	21	2.8%	2	4.9%	4	1.5%	1	2.9%	2	3.3%	2	5.1%	2	2.9%	2	8.3%	6
Easier to get around / more compact / better layout	3.4%	18	0.0%	0	3.7%	3	0.0%	0	0.0%	0	3.3%	2	5.1%	2	8.7%	6	6.9%	5
Cleaner	3.2%	17	6.9%	5	3.7%	3	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	8.3%	6
Closer to friends / relatives	2.1%	11	6.9%	5	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.8%	2
More / better gym / fitness facilities	1.7%	9	0.0%	0	3.7%	3	1.5%	1	1.4%	1	1.6%	1	0.0%	0	4.3%	3	0.0%	0
Easier to get to by bus	1.7%	9	4.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Has an indoor adventure golf facility (e.g. Mr Mulligans)	1.7%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	5.8%	4	2.8%	2
More / better drive-thru restaurants	1.7%	9	0.0%	0	2.5%	2	3.0%	2	1.4%	1	0.0%	0	2.6%	1	2.9%	2	1.4%	1
More pedestrian friendly	1.5%	8	5.6%	4	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	1.4%	1	1.4%	1
Closer to work	1.1%	6	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.4%	1
Easier to get to by bike	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	1	5.8%	4	0.0%	0
Better place to go at night	0.6%	3	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Less traffic	0.6%	3	0.0%	0	0.0%	0	1.5%	1	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Don't know what's available at Basildon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better for a day out	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Later opening hours	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.4%	1
Just dislike Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Has a good hotel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Has better lighting at night	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Has electric charging points for cars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More convenient	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit Festival Leisure Park instead of Basildon Town Centre)	6.8%	36	8.3%	6	6.2%	5	3.0%	2	12.9%	9	9.8%	6	7.7%	3	1.4%	1	5.6%	4
(Don't know)	4.5%	24	5.6%	4	4.9%	4	4.5%	3	2.9%	2	3.3%	2	5.1%	2	1.4%	1	8.3%	6
Base:		531		72		81		67		70		61		39		69		72

Meanscore: [Number of times per month]

Q38 How often do you or your household visit the following leisure attractions? [PR]																		
<i>Bingo / casino / bookmaker</i>																		
More than once a week	0.6%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Once a week	1.1%	9	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Once a fortnight	1.2%	10	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1
Once a month	1.4%	11	1.0%	1	1.9%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	1.0%	1
Once every two months	0.9%	7	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Once every six months	1.1%	9	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3	2.0%	2
Once a year	1.6%	13	0.0%	0	1.9%	2	0.0%	0	3.0%	3	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Less often than once a year	1.9%	15	1.0%	1	4.8%	5	2.0%	2	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1
Never	87.1%	704	86.1%	87	80.0%	84	92.0%	92	88.0%	88	96.1%	98	90.0%	90	79.0%	79	86.0%	86
(Dont know / varies)	3.1%	25	5.9%	6	4.8%	5	2.0%	2	3.0%	3	0.0%	0	1.0%	1	2.0%	2	6.0%	6
Mean:		0.15		0.17		0.20		0.18		0.02		0.01		0.14		0.40		0.04
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Cinema																
More than once a week	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Once a week	2.0%	16	3.0%	3	2.9%	3	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	2
Once a fortnight	2.2%	18	3.0%	3	0.0%	0	3.0%	3	1.0%	1	1.0%	1	6.0%	6	3.0%	3
Once a month	9.5%	77	8.9%	9	13.3%	14	7.0%	7	14.0%	14	4.9%	5	10.0%	10	9.0%	9
Once every two months	15.5%	125	15.8%	16	12.4%	13	15.0%	15	23.0%	23	13.7%	14	14.0%	14	15.0%	15
Once every six months	18.2%	147	13.9%	14	21.9%	23	22.0%	22	17.0%	17	16.7%	17	17.0%	17	15.0%	22
Once a year	8.9%	72	10.9%	11	9.5%	10	7.0%	7	8.0%	8	7.8%	8	10.0%	10	10.0%	8
Less often than once a year	4.0%	32	3.0%	3	3.8%	4	4.0%	4	4.0%	4	2.0%	2	5.0%	5	3.0%	7
Never	36.6%	296	38.6%	39	32.4%	34	38.0%	38	31.0%	31	50.0%	51	40.0%	40	33.0%	30
(Dont know / varies)	2.6%	21	3.0%	3	3.8%	4	4.0%	4	1.0%	1	2.9%	3	0.0%	0	2.0%	4
Mean:	0.39		0.40		0.38		0.27		0.36		0.22		0.35		0.78	0.37
Base:	808		101		105		100		100		102		100		100	100
Gym / health club / sports facility																
More than once a week	13.4%	108	11.9%	12	12.4%	13	14.0%	14	14.0%	14	13.7%	14	12.0%	12	15.0%	14
Once a week	5.3%	43	3.0%	3	1.0%	1	9.0%	9	5.0%	5	3.9%	4	4.0%	4	10.0%	7
Once a fortnight	1.6%	13	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3
Once a month	1.6%	13	1.0%	1	2.9%	3	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1
Once every two months	1.0%	8	0.0%	0	2.9%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3
Once every six months	1.5%	12	1.0%	1	3.8%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	2
Once a year	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Less often than once a year	1.6%	13	2.0%	2	3.8%	4	2.0%	2	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Never	71.2%	575	73.3%	74	70.5%	74	70.0%	70	71.0%	71	77.5%	79	78.0%	78	69.0%	60
(Dont know / varies)	2.4%	19	5.0%	5	1.9%	2	2.0%	2	3.0%	3	0.0%	0	1.0%	1	5.0%	5
Mean:	1.37		1.20		1.10		1.55		1.41		1.30		1.17		1.69	1.57
Base:	808		101		105		100		100		102		100		100	100
Theatre / concert / music venue																
More than once a week	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	0
Once a week	0.9%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	0
Once a fortnight	1.5%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	9.0%	1
Once a month	4.5%	36	3.0%	3	4.8%	5	4.0%	4	5.0%	5	0.0%	0	7.0%	7	6.0%	6
Once every two months	13.4%	108	11.9%	12	14.3%	15	8.0%	8	11.0%	11	16.7%	17	19.0%	19	7.0%	19
Once every six months	16.2%	131	16.8%	17	13.3%	14	18.0%	18	16.0%	16	14.7%	15	20.0%	20	9.0%	22
Once a year	9.0%	73	9.9%	10	12.4%	13	13.0%	13	10.0%	10	5.9%	6	6.0%	6	7.0%	8
Less often than once a year	5.0%	40	3.0%	3	7.6%	8	1.0%	1	5.0%	5	6.9%	7	4.0%	4	6.0%	6
Never	47.0%	380	49.5%	50	43.8%	46	51.0%	51	51.0%	51	52.9%	54	41.0%	41	51.0%	36
(Dont know / varies)	2.1%	17	4.0%	4	1.9%	2	4.0%	4	2.0%	2	1.0%	1	1.0%	1	2.0%	2
Mean:	0.26		0.22		0.22		0.22		0.15		0.18		0.33		0.55	0.23
Base:	808		101		105		100		100		102		100		100	100
Museum / gallery or place of historical / cultural interest																
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.2%	10	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0
Once a fortnight	1.1%	9	0.0%	0	2.9%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	1
Once a month	3.0%	24	1.0%	1	2.9%	3	1.0%	1	3.0%	3	0.0%	0	7.0%	7	6.0%	3
Once every two months	6.1%	49	5.9%	6	6.7%	7	6.0%	6	5.0%	5	1.0%	1	9.0%	9	7.0%	8
Once every six months	11.3%	91	5.9%	6	13.3%	14	10.0%	10	12.0%	12	13.7%	14	20.0%	20	8.0%	7
Once a year	8.9%	72	5.9%	6	7.6%	8	11.0%	11	9.0%	9	6.9%	7	6.0%	6	11.0%	14
Less often than once a year	4.6%	37	5.0%	5	3.8%	4	1.0%	1	3.0%	3	3.9%	4	4.0%	4	4.0%	12
Never	60.9%	492	68.3%	69	58.1%	61	65.0%	65	65.0%	65	73.5%	75	53.0%	53	51.0%	53
(Dont know / varies)	3.0%	24	6.9%	7	3.8%	4	5.0%	5	3.0%	3	0.0%	0	1.0%	1	2.0%	2
Mean:	0.17		0.10		0.20		0.10		0.09		0.06		0.16		0.51	0.12
Base:	808		101		105		100		100		102		100		100	100
Pub / bar / nightclub																
More than once a week	2.7%	22	0.0%	0	2.9%	3	3.0%	3	5.0%	5	2.9%	3	4.0%	4	3.0%	1
Once a week	8.5%	69	2.0%	2	9.5%	10	5.0%	5	11.0%	11	6.9%	7	12.0%	12	17.0%	5
Once a fortnight	9.9%	80	7.9%	8	2.9%	3	8.0%	8	13.0%	13	10.8%	11	13.0%	13	13.0%	11
Once a month	11.3%	91	11.9%	12	10.5%	11	15.0%	15	12.0%	12	4.9%	5	12.0%	12	12.0%	12
Once every two months	8.0%	65	7.9%	8	15.2%	16	7.0%	7	6.0%	6	5.9%	6	7.0%	7	7.0%	8
Once every six months	5.4%	44	6.9%	7	4.8%	5	8.0%	8	6.0%	6	3.9%	4	7.0%	7	3.0%	4
Once a year	1.5%	12	0.0%	0	2.9%	3	0.0%	0	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Less often than once a year	1.7%	14	4.0%	4	4.8%	5	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	1
Never	48.0%	388	55.4%	56	42.9%	45	49.0%	49	39.0%	39	63.7%	65	41.0%	41	41.0%	52
(Dont know / varies)	2.8%	23	4.0%	4	3.8%	4	4.0%	4	3.0%	3	0.0%	0	2.0%	2	4.0%	4
Mean:	0.95		0.43		0.89		0.83		1.30		0.81		1.26		1.37	0.70
Base:	808		101		105		100		100		102		100		100	100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Restaurant / café																		
More than once a week	7.6%	61	11.9%	12	4.8%	5	8.0%	8	9.0%	9	2.9%	3	6.0%	6	14.0%	14	4.0%	4
Once a week	14.6%	118	11.9%	12	12.4%	13	9.0%	9	12.0%	12	12.7%	13	19.0%	19	27.0%	27	13.0%	13
Once a fortnight	17.3%	140	17.8%	18	17.1%	18	19.0%	19	26.0%	26	8.8%	9	13.0%	13	16.0%	16	21.0%	21
Once a month	21.9%	177	16.8%	17	22.9%	24	23.0%	23	15.0%	15	25.5%	26	27.0%	27	13.0%	13	32.0%	32
Once every two months	12.7%	103	12.9%	13	12.4%	13	15.0%	15	14.0%	14	15.7%	16	12.0%	12	10.0%	10	10.0%	10
Once every six months	5.6%	45	6.9%	7	8.6%	9	6.0%	6	4.0%	4	6.9%	7	5.0%	5	2.0%	2	5.0%	5
Once a year	1.9%	15	2.0%	2	3.8%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	4.0%	4	2.0%	2
Less often than once a year	0.9%	7	1.0%	1	1.9%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Never	15.3%	124	15.8%	16	13.3%	14	16.0%	16	17.0%	17	22.5%	23	16.0%	16	13.0%	13	9.0%	9
(Dont know / varies)	2.2%	18	3.0%	3	2.9%	3	3.0%	3	1.0%	1	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Mean:	1.87	2.09	1.58	1.75	1.97	1.30	1.88	2.74	1.69									
Base:	808	101	105	100	100	102	100	100	100									
Family entertainment (e.g. tenpin bowling, skating rink)																		
More than once a week	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Once a week	1.4%	11	1.0%	1	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	2.0%	2
Once a fortnight	2.5%	20	3.0%	3	1.9%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	5.0%	5	2.0%	2
Once a month	6.1%	49	5.9%	6	10.5%	11	4.0%	4	9.0%	9	4.9%	5	2.0%	2	5.0%	5	7.0%	7
Once every two months	7.8%	63	6.9%	7	5.7%	6	7.0%	7	11.0%	11	4.9%	5	6.0%	6	3.0%	3	18.0%	18
Once every six months	9.3%	75	8.9%	9	18.1%	19	8.0%	8	6.0%	6	3.9%	4	6.0%	6	6.0%	6	17.0%	17
Once a year	4.1%	33	3.0%	3	3.8%	4	4.0%	4	1.0%	1	5.9%	6	10.0%	10	1.0%	1	4.0%	4
Less often than once a year	2.7%	22	4.0%	4	3.8%	4	2.0%	2	3.0%	3	2.9%	3	1.0%	1	1.0%	1	4.0%	4
Never	64.0%	517	63.4%	64	52.4%	55	70.0%	70	66.0%	66	73.5%	75	72.0%	72	69.0%	69	46.0%	46
(Dont know / varies)	1.7%	14	4.0%	4	0.0%	0	3.0%	3	2.0%	2	2.0%	2	0.0%	0	3.0%	3	0.0%	0
Mean:	0.27	0.22	0.40	0.14	0.22	0.13	0.13	0.60	0.32									
Base:	808	101	105	100	100	102	100	100	100									
Q39 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																		
<i>Those that said they do the activity 'Bingo, casino or bookmaker' at least once a year at Q38 AND Excl. Nulls</i>																		
Best Casino, St John's Way, Corringham, Stanford-le-Hope, SS17 7LL	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Buzz Bingo, Southernhay, Basildon, SS14 1DH	27.8%	15	33.3%	2	40.0%	4	75.0%	3	60.0%	3	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Grosvenor Casino, Church Road, Southend-on-Sea, SS1 2AL	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	16.7%	1
Mecca Bingo, Greyhound Trading Park, Greyhound Way, Southend-on-Sea, SS2 5PY	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	16.7%	1
Mecca Bingo, The Mercury Shopping Centre, Mercury Gardens, Romford, RM1 3EE	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0	16.7%	1
Basildon Town Centre	5.6%	3	16.7%	1	10.0%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	16.7%	1
Corringham Town Centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	1.9%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	3.7%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Abroad	27.8%	15	33.3%	2	30.0%	3	0.0%	0	20.0%	1	0.0%	0	16.7%	1	53.3%	8	0.0%	0
Coral Island Casino, New Bonny Street, Blackpool, FY1 5DW	1.9%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Genting Casino Westcliff, The Western Esplanade, Westcliff-on-Sea, SS0 7QY	5.6%	3	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2
Base:	54	6	10	4	5	2	6	15	6									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q40 Which cinema do you or members of your household normally visit?									
<i>Those that said they do the activity 'Cinema' at least once a year at Q38 AND Excl. Nulls</i>									
Cineworld, Clements Road, Ilford, IG1 1BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cineworld, Festival Way, Festival Leisure Park, Basildon, SS14 3WB	71.1%	317	72.7%	40	78.7%	48	90.7%	49	87.5%
Empire, East Square, Basildon, SS14 1HS	1.1%	5	3.6%	2	0.0%	0	0.0%	0	1.6%
Movie Starr, Eastern Esplanade, Canvey Island, SS8 7DN	6.5%	29	7.3%	4	6.6%	4	3.7%	2	0.0%
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	2.5%	11	0.0%	0	0.0%	0	0.0%	0	6.3%
Odeon, The Broadway, Louthend-on-Sea, SS1 1TJ	1.3%	6	0.0%	0	1.6%	1	0.0%	0	0.0%
Premier Cinemas, The Mercury Mall, Mercury Gardens, Romford, RM1 3EE	0.9%	4	0.0%	0	1.6%	1	0.0%	0	0.0%
Vue, Lakeside Shopping Centre, West Thurrock, RM20 2ZW	8.7%	39	7.3%	4	8.2%	5	3.7%	2	0.0%
Vue, Romford ROC Drive, Romford, RM1 1AU	1.3%	6	0.0%	0	0.0%	0	1.9%	1	0.0%
Central London / West End Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Curzon Colchester, Queen Street, Colchester, CO1 2PH	2.5%	11	1.8%	1	1.6%	1	0.0%	0	0.0%
Everyman Chelmsford, Bond Street, Chelmsford, CM1 1GD	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%
Everyman Crystal Palace, Church Road, Crystal Palace, SE19 2TE	2.2%	10	1.8%	1	0.0%	0	0.0%	0	4.7%
The Arc Cinema, Marine Parade, Great Yarmouth, NR30 2DL	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%
The Rio Cinema, Station Road, Burnham-on-Crouch, CM0 8HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Montfichet Road, Westfield Stratford City, E20 1EJ	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%
Base:	446	55	61	54	64	44	50	60	58

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q41 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<i>Those that said they do the activity 'Gym, health club or sports facility' at least once a year at Q38 AND Excl. Nulls</i>																		
ABC Gym, Progress Road, Leigh-on-Sea, SS9 5PR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Basildon Sporting Village, Cranes Farm Road, Basildon, SS14 3GR	6.2%	11	10.5%	2	9.5%	2	4.0%	1	4.8%	1	0.0%	0	5.9%	1	7.1%	2	7.7%	2
Billericay Sports & Fitness Centre, School Road, Billericay, CM12 9LH	1.1%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0
EasyGym, Westgate Shopping Centre, Fodderwick, Basildon, SS14 1WP	1.7%	3	5.3%	1	4.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Leisure Centre, Crest Avenue, Basildon, SS13 2EF	4.0%	7	26.3%	5	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Feelgood Fitness & Wellness Centre, Daniels Farm, Wash Road, Basildon, SS15 4AZ	0.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Progress Road, Leigh-on-Sea, SS9 5PR	2.3%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	5.0%	1	5.9%	1	3.6%	1	0.0%	0
Runnymede Leisure Centre, Castle Point Borough Council, Kiln Road, Benfleet, SS7 1TF	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4
Snap Fitness 24-7, Times Square, Basildon, SS14 1DJ	0.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Leisure Centre, Brickfields Road, South Woodham Ferrers, CM3 5JU	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Stans Gym, Llantrisant Oaks/Aveley Road, Upminster, RM14 2TN	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
The Gym Hub Wickford, Robert Way, Wickford, SS11 8DD	2.3%	4	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
The Palace, Pitsea Leisure Centre, Northlands Pavement, Basildon, SS13 3DU	2.8%	5	10.5%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Waterside Farm Leisure Centre, Somnes Avenue, Canvey Island, SS8 9RA	4.0%	7	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	6
Basildon Town Centre	2.3%	4	0.0%	0	9.5%	2	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	4.5%	8	0.0%	0	0.0%	0	4.0%	1	19.0%	4	0.0%	0	0.0%	0	10.7%	3	0.0%	0
Brentwood Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Chelmsford City Centre	1.1%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Corringham Town Centre	4.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	8	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Southend-on-Sea Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Stanford-le-Hope Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0
Wickford Town Centre	5.1%	9	0.0%	0	0.0%	0	32.0%	8	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Abroad	5.7%	10	5.3%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	2	21.4%	6	0.0%	0
Abbs Cross Health and Fitness, Abbs Cross Lane, Hornchurch, RM12 4YB	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Benton Hall, Wickham Hill, Witham, CM8 3LH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Festival Leisure Park, Basildon, SS14 3WB	1.7%	3	0.0%	0	9.5%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Blackwater Leisure Centre, Park Drive, Maldon, CM9 5UR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Brentwood Golf Club, Coxtie Green Road, South Weald, CM14 5RJ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, SS5 4LN	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Club Kingswood, Clayhill Lane, Basildon, SS16 5JP	2.8%	5	10.5%	2	4.8%	1	4.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Festival Leisure Park, Basildon, SS14 3DG	5.7%	10	5.3%	1	14.3%	3	12.0%	3	0.0%	0	5.0%	1	0.0%	0	7.1%	2	0.0%	0
David Lloyd, Gidea Park, Romford, RM11 2DY	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Fit Performance, Chester Hall Lane, Basildon, SS14 3BG	0.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwoods Hotel & Spa, Stock Road, Stock, CM4 9BE	0.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Springhouse Road, Corringham, SS17 7NB	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0
Laindon Community Centre, Aston Road, Laindon, SS15 6NX	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeman Fitness, Lubards Farm , Rayleigh, SS6 9QG	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Limitless, Alexander Lane, Shenfield, Brentwood, CM15 8QF	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Oasis Health & Fitness Club, The Precinct, Stanford-le-Hope, SS17 0HF	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
PureGym, Blackwater Retail Park, Maldon, CM9 4DY	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Eastgate Shopping Centre, Basildon, SS14 IEB	2.3%	4	5.3%	1	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Pelican Retail Park, Rayleigh, SS6 7UP	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
PureGym, Radford Way, Billericay, CM12 0DX	2.8%	5	0.0%	0	0.0%	0	0.0%	0	23.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Leisure Centre, Priory Chase, Rayleigh, SS6 9NF	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Reflections Health & Leisure, West Hanningfield Road, Great Baddow, CM2 8HR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Runwell Bowls Club, St Lukes Way, Runwell, SS11 7QA	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stock Brook Country Club, Queens Park, Billericay, CM12 0SQ	3.4%	6	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	5.9%	1	7.1%	2	0.0%	0
Studio 360 Fitness, Radford Way, Billericay, CM12 0BX	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Studio 35, Fairview Park, Rayleigh, SS6 8EG	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
The Brentwood Centre, Pilgrims Hatch, Brentwood, CM15 9NN	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
The Gym Group, Minnie Baldock Street, Canning Town, E16 1YE	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
The Gym Group, Pippis Hill Retail Park, Basildon, SS14 3AF	1.1%	2	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Heron Country Club, A128, Herongate, CM13 3LW	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rayleigh Club,	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Hullbridge Road, Rayleigh, SS6 9QS																		
Virgin Active, Little Warley Hall Lane, Brentwood, CM13 3EN	3.4%	6	5.3%	1	4.8%	1	0.0%	0	4.8%	1	0.0%	0	17.6%	3	0.0%	0	0.0%	0
Virgin Active, Rayleigh Road, Thundersley, SS7 3YN	2.3%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Wickford Swim and Fitness Centre, Market Avenue, Wickford, SS12 0AG	1.1%	2	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	177	19	21	25	21	20	17	28	26									

Q42 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

Those that said they do the activity 'Theatre, concert or music venue' at least once a year at Q38 AND Excl. Nulls

Brentwood Theatre, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Cliffs Pavilion, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	20.9%	69	17.9%	7	23.7%	9	29.3%	12	12.5%	5	20.5%	8	12.0%	6	10.5%	4	40.0%	18
Palace Theatre, London Road, Westcliff-on-Sea, Southend-on-Sea, S0 9LA	3.6%	12	5.1%	2	5.3%	2	7.3%	3	0.0%	0	2.6%	1	2.0%	1	0.0%	0	6.7%	3
Thameside Theatre, Orsett Road, Grays, RM17 5DX	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	2.6%	1	0.0%	0
The Billericay Theatre, Radford Way, Billericay, CM12 0DX	1.2%	4	0.0%	0	2.6%	1	2.4%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Theatre, St Martins Square, Basildon, SS14 1DL	12.7%	42	20.5%	8	28.9%	11	9.8%	4	20.0%	8	10.3%	4	12.0%	6	2.6%	1	0.0%	0
Basildon Town Centre	3.0%	10	12.8%	5	5.3%	2	0.0%	0	2.5%	1	2.6%	1	0.0%	0	0.0%	0	2.2%	1
Brentwood Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Canvey Island Town Centre	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	45.2%	149	33.3%	13	28.9%	11	41.5%	17	55.0%	22	46.2%	18	56.0%	28	52.6%	20	44.4%	20
Chelmsford City Centre	0.9%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Corringham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Grays Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	1.8%	6	0.0%	0	2.6%	1	7.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.2%	1
Stanford-le-Hope Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	3.3%	11	2.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2	15.8%	6	2.2%	1
ABBA Arena, Pudding Mill Lane, Stratford, E15 2RU	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Theatre, Fairfield Road, Chelmsford, CM1 1JG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Hornchurch Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Norwich Theatre Royal, Theatre Street, Norwich, NR2 1RL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Queen's Theatre, Billet Lane, Hornchurch, RM11 1QT	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
The O2, Peninsula Square, Greenwich, SE10 0DX	0.9%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0
Base:	330	39	38	41	40	39	50	38	45									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q43 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?																		
<i>Those that said they do the activity 'Museum, gallery or place of historical / cultural interest' at least once a year at Q38 AND Excl. Nulls</i>																		
Basildon Eastgate Art Gallery, Southernhay, Basildon SS14 1EB	1.4%	3	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Focal Point Gallery, Elmer Avenue, Southend-on-Sea, SS1 1NB	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0
Basildon Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Central London / West End	79.7%	169	58.8%	10	81.5%	22	95.7%	22	84.6%	22	95.2%	20	82.4%	28	53.7%	22	100.0%	23
Chelmsford City Centre	1.9%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	7.3%	3	0.0%	0
Rayleigh Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Southend-on-Sea Town Centre	0.5%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.5%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	8.5%	18	17.6%	3	7.4%	2	4.3%	1	7.7%	2	0.0%	0	8.8%	3	17.1%	7	0.0%	0
Braintree Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Museum, Oaklands Park, Chelmsford, CM2 9AQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Cotswold Motoring Museum & Toy Collection, The Old Mill, Bourton-on-the-Water, GL54 2BY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Cutty Sark, King William Walk, Greenwich, SE10 9HT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Edinburgh City Centre	0.5%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.5%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, Canary Wharf, E14 4AL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
The Museum of Power, B1019, Langford, Maldon, CM9 6QA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Wat Tyler Country Park, Pitsea Hall Lane, Pitsea, SS16 4UH	0.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		212		17		27		23		26		21		34		41		23

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q44 Where do you or members of your household normally go to visit pubs / bars / nightclubs?																		
<i>Those that said they do the activity 'Pub, bar or nightclub' at least once a year at Q38 AND Excl. Nulls</i>																		
Basildon Town Centre	7.6%	25	25.8%	8	22.7%	10	2.6%	1	2.0%	1	0.0%	0	2.4%	1	7.8%	4	0.0%	0
Billericay Town Centre	23.9%	78	9.7%	3	15.9%	7	17.9%	7	78.4%	40	6.3%	2	0.0%	0	37.3%	19	0.0%	0
Brentwood Town Centre	3.4%	11	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	9	0.0%	0	2.7%	1
Canvey Island Town Centre	0.9%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Central London / West End	7.3%	24	9.7%	3	9.1%	4	7.7%	3	0.0%	0	12.5%	4	14.3%	6	5.9%	3	2.7%	1
Chelmsford City Centre	2.8%	9	0.0%	0	6.8%	3	2.6%	1	0.0%	0	0.0%	0	2.4%	1	5.9%	3	2.7%	1
Corringham Town Centre	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	8	0.0%	0	0.0%	0	0.0%	0
Ingatestone Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Laindon Town Centre	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea Town Centre	1.8%	6	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4
Pitsea Town Centre	0.6%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Rayleigh Town Centre	4.6%	15	0.0%	0	0.0%	0	10.3%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	27.0%	10
South Benfleet Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6
Southend-on-Sea Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6
Stanford-le-Hope Town Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	9	0.0%	0	0.0%	0
Wickford Town Centre	5.2%	17	3.2%	1	0.0%	0	30.8%	12	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0
Lakeside RETAIL parks & other stores	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	6.7%	22	19.4%	6	15.9%	7	5.1%	2	0.0%	0	3.1%	1	4.8%	2	2.0%	1	8.1%	3
Abroad	3.7%	12	3.2%	1	6.8%	3	0.0%	0	2.0%	1	0.0%	0	4.8%	2	9.8%	5	0.0%	0
Barnhall Community Association & Social Club, Alderney Gardens, Wickford, SS11 7JP	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.6%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.6%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Chigwell Town Centre	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Centre	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fobbing Village Centre	1.5%	5	0.0%	0	2.3%	1	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre, Basildon	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herongate Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heydon Village Centre	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	2.4%	8	0.0%	0	2.3%	1	0.0%	0	0.0%	0	21.9%	7	0.0%	0	0.0%	0	0.0%	0
Hutton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Warley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Mile End District Centre, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Mountnessing Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Noak Bridge Local Centre, Basildon	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Lodge, A132, Battlesbridge, SS11 7QT	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Runwell Village Centre	0.9%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Shenfield Local Centre, Brentwood	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.6%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
South Green, Billericay	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.9%	3	0.0%	0	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Stock Village Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Halfway House Brentwood, A127, West Horndon, Brentwood CM13 3LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	1.2%	4	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
West Horndon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Witham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		327		31		44		39		51		32		42		51		37

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q45 Where do you or members of your household normally go for eating out (e.g. cafes and restaurants)?																		
<i>Those that said they do the activity 'Restaurant, café' at least once a year at Q38 AND Excl. Nulls</i>																		
Basildon Town Centre	11.0%	60	22.9%	16	38.0%	27	5.9%	4	4.0%	3	5.3%	3	1.7%	1	0.0%	0	9.0%	6
Billericay Town Centre	19.5%	106	4.3%	3	8.5%	6	17.6%	12	72.0%	54	10.5%	6	1.7%	1	30.8%	24	0.0%	0
Brentwood Town Centre	4.6%	25	0.0%	0	1.4%	1	0.0%	0	1.3%	1	1.8%	1	33.9%	20	1.3%	1	1.5%	1
Canvey Island Town Centre	0.7%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Central London / West End	3.5%	19	1.4%	1	2.8%	2	1.5%	1	0.0%	0	5.3%	3	8.5%	5	6.4%	5	3.0%	2
Chelmsford City Centre	2.2%	12	0.0%	0	0.0%	0	4.4%	3	0.0%	0	1.8%	1	3.4%	2	6.4%	5	1.5%	1
Corringham Town Centre	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	11	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ingatstone Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Laindon Town Centre	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.8%	10	0.0%	0	1.4%	1	0.0%	0	1.3%	1	5.3%	3	5.1%	3	0.0%	0	3.0%	2
Leigh-on-Sea Town Centre	2.2%	12	4.3%	3	2.8%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	7.5%	5
Pitsea Town Centre	0.9%	5	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	3.3%	18	0.0%	0	1.4%	1	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	20.9%	14
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	2.4%	13	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	11
South Ockendon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.8%	15	4.3%	3	5.6%	4	1.5%	1	0.0%	0	3.5%	2	1.7%	1	0.0%	0	6.0%	4
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	12	0.0%	0	0.0%	0
Wickford Town Centre	7.5%	41	0.0%	0	0.0%	0	39.7%	27	1.3%	1	0.0%	0	0.0%	0	15.4%	12	1.5%	1
MAYFLOWER Retail Park, Gardiners Link, Basildon	1.1%	6	1.4%	1	0.0%	0	2.9%	2	1.3%	1	1.8%	1	1.7%	1	0.0%	0	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon	0.6%	3	1.4%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores	0.6%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	13.2%	72	27.1%	19	19.7%	14	7.4%	5	6.7%	5	15.8%	9	1.7%	1	9.0%	7	17.9%	12
Abroad	2.6%	14	2.9%	2	1.4%	1	2.9%	2	1.3%	1	0.0%	0	3.4%	2	7.7%	6	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.3%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.7%	4	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Chigwell Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst Local Centre, Bromley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Colchester Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Downham Village Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Fobbing Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre,	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon																		
Galleywood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0		
Harvester Five Bells Vange	0.4%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Basildon, A13, Basildon, SS16 5LD																		
Hatfield Peverel Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Heydon Village Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.7%	4	0.0%	0	1.4%	1	0.0%	0	1.3%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Hullbridge Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
IKEA, Lakeside, Grays, RM20 3WJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelvedon Hatch Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Mountnessing Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ongar Garden Centre, Langford Bridge, Kelvedon Hatch, Ongar, CM15 0LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Orsett Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.7%	1	0.0%	0	0.0%	0
Pilgrims Hatch Local Centre, Brentwood	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawreth Village Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Runwell Village Centre	0.7%	4	1.4%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Shenfield Local Centre, Brentwood	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	3	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
South Green, Billericay	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Stock Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The BakeHouse Chelmsford, A414, Chelmsford, CM1 3SN	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Top Meadow Golf Club, Fen Lane, North Ockendon, RM14 3PR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Westcliff-on-Sea Local Centre, Southend-on-Sea	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		545		70		71		68		75		57		59		78		67

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q46 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?																		
<i>Those that said they do the activity 'Family entertainment (e.g. tenpin bowling, ice skating, etc.)' at least once a year at Q38 AND Excl. Nulls</i>																		
Festival Leisure Park (whole leisure park - not venue specific), Basildon, SS14 3WB	35.1%	67	24.0%	6	46.7%	14	54.5%	12	29.2%	7	26.3%	5	30.0%	6	27.8%	5	36.4%	12
Hackers Minigolf, High Street, Billericay CM12 9BQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Festival Way, Festival Leisure Park, Basildon SS14 3WB	33.5%	64	48.0%	12	23.3%	7	31.8%	7	41.7%	10	63.2%	12	20.0%	4	27.8%	5	21.2%	7
Hollywood Bowl, The Quay, West Thurrock Way, West Thurrock, Grays RM20 2AD	0.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser Quest & VR Centre Romford, High Street, Romford RM1 1JL	1.6%	3	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0
Mr Mulligans, Festival Leisure Park, Basildon SS14 3WB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Megacentre, Brook Road, Rayleigh, SS6 7UT	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Basildon Town Centre	3.7%	7	8.0%	2	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
Central London / West End	1.6%	3	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Chelmsford City Centre	3.7%	7	0.0%	0	3.3%	1	4.5%	1	12.5%	3	0.0%	0	10.0%	2	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	3.1%	6	4.0%	1	3.3%	1	0.0%	0	0.0%	0	10.5%	2	5.0%	1	0.0%	0	3.0%	1
Rayleigh Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Romford Town Centre	2.1%	4	0.0%	0	3.3%	1	4.5%	1	0.0%	0	0.0%	0	5.0%	1	5.6%	1	0.0%	0
Southend-on-Sea Town Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	9.1%	3
Abroad	5.8%	11	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	15.0%	3	33.3%	6	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CJ's Bowling, Eldon Way, Hockley, SS5 4AD	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4
Colchester Zoo, Stanway, Heckfordbridge, CO3 0SL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copford Cricket Club, Aldercar Road, Colchester, CO6 1DG	0.5%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham Town Centre	0.5%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanningfield Reservoir Nature Discovery Park, Hawkswood Road, Downham, CM11 1WT	0.5%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		191		25		30		22		24		19		20		18		33

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q47 What improvements could be made to Basildon Borough's leisure offer that would make you visit / partake in leisure activities more often? [MR]																		
Cheaper prices	7.1%	57	11.9%	12	10.5%	11	4.0%	4	3.0%	3	6.9%	7	5.0%	5	7.0%	7	8.0%	8
Improved security / CCTV	5.6%	45	10.9%	11	6.7%	7	3.0%	3	6.0%	6	2.0%	2	3.0%	3	6.0%	6	7.0%	7
Leisure facilities / activities for young children	3.8%	31	5.0%	5	4.8%	5	1.0%	1	6.0%	6	2.0%	2	2.0%	2	7.0%	7	3.0%	3
Improvements in the built environment (make it look more attractive)	3.5%	28	6.9%	7	3.8%	4	2.0%	2	4.0%	4	1.0%	1	5.0%	5	2.0%	2	3.0%	3
Cinema - multi-screen cinema	2.7%	22	5.0%	5	4.8%	5	1.0%	1	1.0%	1	2.0%	2	1.0%	1	5.0%	5	2.0%	2
More / better restaurants	2.6%	21	3.0%	3	5.7%	6	4.0%	4	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	3
Food / farmers markets	2.5%	20	3.0%	3	3.8%	4	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	6.0%	6
Cafes - more / better cafes in general	2.5%	20	1.0%	1	7.6%	8	0.0%	0	3.0%	3	1.0%	1	2.0%	2	1.0%	1	4.0%	4
Leisure facilities / activities for families	2.2%	18	4.0%	4	5.7%	6	1.0%	1	4.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2
More / better car parking	2.0%	16	0.0%	0	2.9%	3	3.0%	3	2.0%	2	1.0%	1	4.0%	4	0.0%	0	3.0%	3
Ice rink	2.0%	16	2.0%	2	7.6%	8	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2
Improved public transport	1.9%	15	1.0%	1	2.9%	3	0.0%	0	4.0%	4	1.0%	1	1.0%	1	3.0%	3	2.0%	2
Leisure facilities / activities for teenagers	1.9%	15	2.0%	2	3.8%	4	1.0%	1	1.0%	1	2.9%	3	0.0%	0	4.0%	4	0.0%	0
Comedy clubs	1.5%	12	2.0%	2	2.9%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3
Bowling alley / centre (ten-pin)	1.5%	12	2.0%	2	2.9%	3	1.0%	1	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Swimming pool - indoor	1.4%	11	1.0%	1	1.9%	2	0.0%	0	3.0%	3	0.0%	0	2.0%	2	1.0%	1	2.0%	2
Leisure facilities / activities for the elderly	1.2%	10	2.0%	2	1.9%	2	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better pubs / bars	1.2%	10	3.0%	3	0.0%	0	5.0%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Leisure / sports centre	1.2%	10	2.0%	2	3.8%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Indoor soft play areas	1.1%	9	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1
More / better shopping areas	1.1%	9	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Art galleries	1.1%	9	0.0%	0	1.9%	2	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2
More local sports & recreation facilities (football pitches, tennis courts etc)	1.0%	8	3.0%	3	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More street cleaning	1.0%	8	2.0%	2	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Theatre	1.0%	8	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Improved access by foot	1.0%	8	3.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
More / better parks / green spaces	1.0%	8	2.0%	2	1.0%	1	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better disabled access	0.9%	7	0.0%	0	1.9%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1
More / better policing	0.9%	7	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Cafes - more pavements	0.9%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0
Cinema - art house cinema	0.9%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	2.0%	2
Free car parking	0.9%	7	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Climbing centres	0.9%	7	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Live music venues	0.9%	7	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Dance facilities	0.7%	6	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
More / better cycle paths	0.7%	6	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Indoor trampoline parks	0.7%	6	1.0%	1	2.9%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Casino	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2
Swimming pool - outdoor	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Karting	0.6%	5	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better public toilets	0.6%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Improve the road surfaces	0.6%	5	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Improve the current leisure facilities	0.6%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Concert hall / venue	0.6%	5	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better cultural facilities	0.5%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hotels	0.5%	4	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Outdoor gyms	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightclubs	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pool / snooker hall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Street carnivals	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of whats on / available	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health clubs / gyms	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outdoor festivals / events	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rollerskating park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bingo venues	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Crown green bowling	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities open longer	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer something that other places don't	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Museums	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved street furniture	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open air cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog friendly trails	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Water park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Motocross track	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	52.4%	423	35.6%	36	43.8%	46	62.0%	62	47.0%	47	59.8%	61	61.0%	61	56.0%	56	54.0%	54
(Don't know)	8.8%	71	9.9%	10	3.8%	4	12.0%	12	8.0%	8	12.7%	13	11.0%	11	7.0%	7	6.0%	6
Base:		808		101		105		100		100		102		100		100		100

GEN Gender of respondent:

Male	33.5%	271	25.7%	26	28.6%	30	30.0%	30	38.0%	38	38.2%	39	38.0%	38	48.0%	48	22.0%	22
Female	66.5%	537	74.3%	75	71.4%	75	70.0%	70	62.0%	62	61.8%	63	62.0%	62	52.0%	52	78.0%	78
Base:		808		101		105		100		100		102		100		100		100

AGE Can I ask how old you are please?

18-24	4.1%	33	4.0%	4	7.6%	8	2.0%	2	3.0%	3	3.9%	4	3.0%	3	5.0%	5	4.0%	4
25-34	11.4%	92	16.8%	17	18.1%	19	6.0%	6	10.0%	10	4.9%	5	4.0%	4	13.0%	13	18.0%	18
35-44	12.0%	97	9.9%	10	18.1%	19	5.0%	5	12.0%	12	7.8%	8	10.0%	10	11.0%	11	22.0%	22
45-54	10.3%	83	12.9%	13	10.5%	11	9.0%	9	10.0%	10	10.8%	11	9.0%	9	14.0%	14	6.0%	6
55-64	16.1%	130	11.9%	12	13.3%	14	24.0%	24	10.0%	10	16.7%	17	19.0%	19	21.0%	21	13.0%	13
65+	46.2%	373	44.6%	45	32.4%	34	54.0%	54	55.0%	55	55.9%	57	55.0%	55	36.0%	36	37.0%	37
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		808		101		105		100		100		102		100		100		100

QUOTA Zone

Zone 1	12.5%	101	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	13.0%	105	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.4%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.4%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.6%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 7	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
PC Postcode Sector																		
CM11 1	6.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	50	0.0%	0
CM11 2	5.9%	48	0.0%	0	0.0%	0	0.0%	0	48.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM12 0	3.2%	26	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM12 9	3.2%	26	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM13 1	4.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0
CM13 3	3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	0.0%	0
CM4 9	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
RM14 3	4.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	35	0.0%	0	0.0%	0
SS11 7	5.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	42	0.0%	0
SS11 8	6.6%	53	0.0%	0	0.0%	0	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 0	2.7%	22	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	3.1%	25	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 1	2.0%	16	15.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	2.8%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	2.7%	22	21.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	1.5%	12	0.0%	0	11.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	2.8%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	2.1%	17	16.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	0.7%	6	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	3.8%	31	0.0%	0	29.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	1.4%	11	0.0%	0	10.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	2.2%	18	0.0%	0	17.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	1.5%	12	0.0%	0	11.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	1.9%	15	0.0%	0	14.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	30	0.0%	0	0.0%	0	0.0%	0
SS17 8	6.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.0%	52	0.0%	0	0.0%	0	0.0%	0
SS17 9	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	20	0.0%	0	0.0%	0	0.0%	0
SS6 7	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
SS6 9	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
SS7 1	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
SS7 3	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
SS7 4	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12
SS7 5	2.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23
SS8 0	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12
SS8 9	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Base:		808		101		105		100		100		102		100		100		100

Appendix 4:

Data Tabulations
By Zone Filtering Nulls
(Weighted)

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where do you normally shop for your household's main-food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.6%	21	0.0%	0	0.5%	1	19.5%	14	0.0%	0	0.0%	0	0.0%	0	12.4%	6	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	5.9%	47	0.5%	1	1.3%	2	2.6%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	20.0%	42
Aldi, London Road, Grays, RM17 5YB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.1%	25	10.8%	10	2.2%	4	2.5%	2	3.4%	3	6.9%	4	0.0%	0	0.5%	0	0.5%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	8.1%	65	16.1%	16	21.4%	38	0.0%	0	1.4%	1	6.5%	4	0.0%	0	2.3%	1	2.4%	5
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	6.5%	52	2.8%	3	11.0%	20	4.4%	3	15.4%	13	1.2%	1	3.6%	2	2.1%	1	5.0%	10
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.5%	12	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	4.5%	9
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6DN (near mini roundabout on Lower Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Co-op, Queen's Park, Billericay, CM12 0UA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Iceland, High Street, Billericay, CM12 9AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Lidl, London Road, Hadleigh, SS7 2DE	0.7%	5	1.7%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.5%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.9%	15	1.6%	2	6.4%	11	0.0%	0	1.7%	1	0.6%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	8
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.6%	13	2.8%	3	4.6%	8	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	3	0.5%	1	0.5%	1	1.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.5%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	14
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.5%	12	1.7%	2	0.0%	0	1.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.0%	8
Morrisons, St. Johns Way,	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	15	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Corringham, Stanford-le-Hope, SS17 7LL																		
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	1.4%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.8%	31	9.1%	9	1.6%	3	13.0%	9	5.1%	4	0.6%	0	0.6%	0	7.2%	4	0.5%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	2.3%	18	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	18
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.8%	16	1.2%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, North Road, South Ockendon, RM15 6QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	8.3%	67	5.1%	5	6.1%	11	32.2%	23	16.1%	13	0.0%	0	3.0%	2	11.2%	6	3.5%	7
Tesco Extra, Pitsea, Basildon, SS13 3JU	10.4%	84	23.3%	23	9.9%	18	2.9%	2	1.4%	1	27.7%	18	0.0%	0	0.0%	0	11.0%	23
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	5.5%	44	1.0%	1	17.0%	30	0.0%	0	5.4%	4	6.2%	4	8.1%	5	0.5%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	2.2%	18	0.0%	0	0.0%	0	0.0%	0	13.1%	11	0.0%	0	2.2%	1	11.5%	6	0.0%	0
Internet / delivery	14.8%	120	14.3%	14	13.1%	23	9.9%	7	21.8%	18	16.7%	11	12.5%	7	22.1%	11	13.8%	29
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.8%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	1.8%	1	3.2%	2	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	1.4%	1	0.0%	0
Aldi, Reid Road, Witham, CM8 1XU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	7	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, South Street, Romford, RM1 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.1%	1	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.5%	4	2.2%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Lidl, Progress Road /	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Road, Leigh-on-Sea, SS9 5PR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billericay Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pitsea Town Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Upminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Londis, Rectory Road, Pitsea, SS13 2AJ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Local, White Hart Lane, Springfield, Chelmsford, CM2 5PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.7%	5	0.5%	1	1.5%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.5%	0	0.0%	0
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 Why do you choose (STORE / LOCATION MENTIONED AT Q01) for your main food shopping? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
Close to home	51.0%	351	56.8%	47	62.7%	97	32.6%	21	36.7%	23	52.9%	28	47.3%	23	46.9%	19	51.4%	93
Low prices / value for money	23.7%	163	30.8%	26	18.4%	29	26.6%	17	36.4%	23	11.6%	6	19.8%	10	26.9%	11	23.3%	42
Good quality FOOD goods available	9.1%	63	8.7%	7	2.5%	4	6.7%	4	7.8%	5	9.5%	5	13.0%	6	11.7%	5	14.7%	26
Familiar / know where everything is	8.5%	58	6.7%	6	13.3%	21	3.5%	2	5.3%	3	8.9%	5	4.7%	2	1.5%	1	10.5%	19
Easy to get to by car	7.5%	52	3.8%	3	7.9%	12	2.2%	1	7.6%	5	8.1%	4	3.9%	2	11.1%	4	10.7%	19
You can get everything you need there	6.6%	46	5.1%	4	2.5%	4	15.5%	10	9.1%	6	11.6%	6	8.9%	4	1.4%	1	5.9%	11
Good range of FOOD goods available	6.5%	45	4.0%	3	5.9%	9	4.3%	3	5.0%	3	11.9%	6	5.3%	3	11.9%	5	7.0%	13
Habit / always used it	5.6%	38	4.6%	4	5.1%	8	10.0%	6	5.0%	3	5.0%	3	5.5%	3	3.4%	1	5.7%	10
Large store	4.5%	31	2.1%	2	5.7%	9	2.2%	1	0.0%	0	6.3%	3	6.7%	3	5.9%	2	5.6%	10
Loyalty scheme / reward points	3.8%	26	2.6%	2	6.0%	9	4.2%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.8%	10
Clean	3.6%	25	1.5%	1	2.7%	4	0.0%	0	2.1%	1	2.3%	1	0.0%	0	4.8%	2	8.3%	15
Good layout / compact / easy to get around	3.5%	24	4.4%	4	3.8%	6	0.0%	0	2.5%	2	1.4%	1	3.5%	2	0.0%	0	5.8%	11
Close to work	3.5%	24	1.5%	1	5.3%	8	2.2%	1	2.8%	2	0.0%	0	2.9%	1	0.0%	0	5.5%	10
Parking - easy to find a space	2.9%	20	3.3%	3	1.6%	2	3.5%	2	8.1%	5	0.7%	0	6.7%	3	3.5%	1	1.2%	2
Attractive environment / nice place	2.7%	19	5.8%	5	4.2%	7	0.0%	0	2.1%	1	0.7%	0	3.5%	2	3.3%	1	1.4%	3
Parking - is free	2.7%	18	3.6%	3	3.6%	6	1.4%	1	3.5%	2	0.7%	0	4.0%	2	1.8%	1	2.0%	4
Close to family / friends	2.6%	18	0.0%	0	4.0%	6	0.7%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	5.6%	10
Staff discount / work there	2.4%	17	4.7%	4	5.3%	8	1.4%	1	1.6%	1	0.0%	0	0.7%	0	0.0%	0	1.2%	2
Easy to get to by bus	2.1%	15	5.9%	5	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1	1.4%	3
Friendly / helpful staff	2.1%	14	5.0%	4	0.0%	0	0.7%	0	0.0%	0	0.7%	0	6.5%	3	1.4%	1	3.1%	6
Delivery service	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	5.8%	10
Long opening hours	1.8%	12	0.0%	0	4.0%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Good NON-FOOD range	1.6%	11	1.5%	1	0.0%	0	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	0	4.7%	8
Small / quiet store	1.1%	8	1.3%	1	2.7%	4	0.7%	0	2.4%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lack of options / no other choice	1.1%	8	0.0%	0	0.5%	1	4.9%	3	0.0%	0	0.0%	0	3.5%	2	4.7%	2	0.0%	0
Preference for retailer	1.0%	7	0.0%	0	0.0%	0	4.3%	3	3.8%	2	0.0%	0	2.0%	1	0.0%	0	0.6%	1
Offers click & collect service	1.0%	7	1.9%	2	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Do online / delivery shopping because it's covid safe	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.6%	1	3.1%	1	1.4%	3
Has a petrol station	0.7%	5	2.8%	2	0.0%	0	0.0%	0	2.1%	1	0.7%	0	0.0%	0	0.0%	0	0.6%	1
Easy to get to by tube / train	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of shops / services nearby	0.5%	4	2.3%	2	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Nothing available locally	0.4%	3	0.6%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Like to support local shops	0.4%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Offers scan-as-you-shop service	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Parking - prices are low	0.4%	2	0.0%	0	0.5%	1	0.7%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Easy to get to by bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Quick service	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
On school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Easy access to store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
They accept vouchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(No reason in particular)	2.1%	14	0.6%	1	2.8%	4	2.1%	1	3.8%	2	0.0%	0	0.7%	0	5.6%	2	1.8%	3
(Don't know)	0.5%	3	0.0%	0	0.0%	0	2.8%	2	1.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Weighted base:	688	83	155	64	64	53	49	40	180									
Sample:	692	88	90	89	82	87	88	79	89									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
No	65.6%	451	62.1%	52	68.3%	106	68.2%	44	70.6%	45	77.8%	41	55.9%	27	63.6%	25	61.6%	111
Yes - non-food shopping	14.2%	98	17.2%	14	12.9%	20	4.8%	3	19.4%	12	8.6%	5	13.4%	7	17.3%	7	16.6%	30
Yes - other food shopping	9.1%	63	11.1%	9	6.7%	10	12.0%	8	7.7%	5	5.1%	3	10.5%	5	9.4%	4	10.6%	19
Yes - get petrol	5.1%	35	4.6%	4	7.5%	12	2.7%	2	2.1%	1	6.5%	3	5.7%	3	6.6%	3	4.3%	8
Yes - cafés	4.2%	29	10.9%	9	3.3%	5	3.4%	2	2.3%	1	2.6%	1	3.2%	2	8.9%	4	2.4%	4
Yes - gyms / health and fitness	2.2%	15	0.6%	1	5.3%	8	0.7%	0	0.0%	0	0.0%	0	3.3%	2	3.1%	1	1.6%	3
Yes - meeting friends	1.8%	13	3.8%	3	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.0%	4
Yes - restaurants	1.7%	11	3.4%	3	1.8%	3	0.7%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Yes - meeting family	1.4%	10	0.0%	0	2.5%	4	0.7%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.5%	5
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.3%	9	1.7%	1	1.8%	3	0.0%	0	1.6%	1	0.0%	0	1.6%	1	1.5%	1	1.4%	3
Yes - visiting services such as banks and other financial institutions	1.3%	9	1.5%	1	1.5%	2	1.3%	1	0.0%	0	1.4%	1	6.0%	3	0.0%	0	0.6%	1
Yes - markets	1.2%	8	2.8%	2	0.0%	0	1.8%	1	0.0%	0	0.7%	0	1.6%	1	0.0%	0	2.0%	4
Yes - go to park	1.0%	7	1.5%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.4%	3	0.0%	0
Yes - cinemas	0.9%	6	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.4%	3
Yes - library	0.9%	6	0.0%	0	1.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.1%	1	1.4%	3
Yes - work	0.7%	5	3.5%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.6%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	3
Yes - swimming	0.6%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.3%	1	0.0%	0
Yes - bars / pubs	0.5%	4	1.5%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.5%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Yes - museums / art gallery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.1%	1	0.0%	0
Yes - bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes - school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes - theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Yes - health service (e.g. doctors, dentists etc.)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.8%	19	2.3%	2	2.3%	4	5.2%	3	0.0%	0	1.9%	1	2.2%	1	1.8%	1	4.3%	8
Weighted base:		688		83		155		64		64		53		49		40		180
Sample:		692		88		90		89		82		87		88		79		89

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q04 When you combine your trip with other activities, where do you normally go?																		
<i>Not those that said 'No' or '(Don't know)' at Q03 AND Excl. Nulls</i>																		
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	7.4%	13	12.5%	3	17.0%	6	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	6.9%	3
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.9%	3	0.0%	0	2.2%	1	0.0%	0	5.7%	1	8.1%	1	4.0%	1	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.1%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.8%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	3	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	4
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.9%	5	0.0%	0	0.0%	0	13.1%	2	2.7%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.4%	4	10.3%	3	0.0%	0	5.4%	1	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	6.6%	12	7.7%	2	9.6%	4	0.0%	0	0.0%	0	16.6%	2	0.0%	0	0.0%	0	12.3%	5
Basildon Town Centre	10.2%	18	23.7%	6	27.4%	10	5.1%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	4.1%	7	0.0%	0	0.0%	0	0.0%	0	22.4%	4	0.0%	0	4.7%	1	18.4%	2	0.0%	0
Brentwood Town Centre	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	5	4.8%	1	0.0%	0
Canvey Island Town Centre	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	5.7%	2
Chelmsford City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Corringham Town Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.3%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	2.3%	4	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Laindon Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.2%	2	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	3.8%	7	19.2%	5	0.0%	0	7.1%	1	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.8%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
South Benfleet Town Centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
South Woodham Ferrers Town Centre	0.8%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Southend-on-Sea Town Centre	1.1%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Wickford Town Centre	3.4%	6	0.0%	0	0.0%	0	23.1%	4	0.0%	0	0.0%	0	0.0%	0	17.5%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	2.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	11.0%	19	8.0%	2	5.4%	2	28.1%	5	39.5%	7	12.5%	1	4.7%	1	12.0%	2	0.0%	0
PIPPS HILL Retail Park,	4.1%	7	0.0%	0	10.8%	4	0.0%	0	17.0%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	1.4%	3	4.5%	1	0.0%	0	8.0%	1	0.0%	0	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	1.6%	3	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
B&M, Parkway, Chelmsford, CM2 7PX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.3%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Currys, Eastern Avenue West, Romford, RM7 7JN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Festival Leisure Park, Basildon, SS14 3WB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Firstsite Arts Centre, Lewis Gardens, High Street, Colchester, CO1 1JH	0.8%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Old Market Retail Park, High Road, Basildon, SS13 3BY	1.3%	2	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.2%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Weighted base:	177			27		37		17		18		10		20		13		37
Sample:	197			29		21		26		24		18		34		25		20

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q05 In addition to (STORE / LOCATION MENTIONED AT Q01), where else do you regularly use for your main-food shopping?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.3%	11	0.0%	0	0.0%	0	14.1%	6	2.5%	1	0.0%	0	0.0%	0	2.4%	1	2.2%	3
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.5%	7	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
Aldi, London Road, Grays, RM17 5YB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	4.1%	20	15.8%	10	6.6%	7	0.0%	0	1.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.7%	23	13.1%	8	7.1%	8	3.5%	2	5.8%	3	5.8%	2	1.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	5.2%	26	0.0%	0	11.7%	13	6.3%	3	12.4%	6	0.0%	0	2.2%	1	3.5%	1	1.9%	3
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7
Co-op, Ferry Road, Hullbridge, SS5 6ET (next to Golden Crust Bakery, opposite Perfect Vision Opticians)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.9%	4	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.6%	3	0.0%	0	0.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	1.1%	6	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Iceland, High Street, Billericay, CM12 9AJ	1.3%	7	0.0%	0	2.0%	2	0.0%	0	7.4%	3	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	2.1%	10	3.7%	2	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.1%	5	0.0%	0	0.0%	0	8.8%	4	1.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0	2.6%	1	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lidl, London Road, Hadleigh, SS7 2DE	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	5.2%	26	0.0%	0	15.8%	18	0.0%	0	7.2%	3	2.1%	1	2.4%	1	0.0%	0	2.2%	3
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	1.0%	5	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	3.3%	16	8.0%	5	2.5%	3	3.1%	1	3.9%	2	11.0%	4	1.0%	0	0.0%	0	0.8%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.9%	3
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.0%	10	3.6%	2	0.7%	1	10.0%	5	1.0%	0	3.0%	1	2.4%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.2%	6	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Morrisons, Northwick Road, Canvey Island, SS8 0SW	3.5%	17	2.5%	2	2.4%	3	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	13
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	1.1%	6	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.5%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	5.2%	26	14.3%	9	0.7%	1	15.2%	7	10.8%	5	3.4%	1	0.0%	0	7.4%	2	0.8%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	4.3%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	3.2%	16	0.8%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	11.2%	15
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.5%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	13.2%	4	3.5%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay, CM11 2DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	6.2%	30	8.7%	5	7.7%	9	18.0%	8	6.1%	3	0.0%	0	2.0%	1	16.1%	4	0.8%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	8.5%	41	14.8%	9	11.5%	13	3.5%	2	0.0%	0	9.5%	3	0.0%	0	0.0%	0	10.8%	14
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.1%	10	0.0%	0	7.5%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	2	1.1%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	2.9%	14	0.0%	0	0.0%	0	0.9%	0	20.9%	9	0.0%	0	3.2%	1	14.1%	3	0.0%	0
Internet / delivery	5.7%	28	2.7%	2	7.1%	8	0.9%	0	4.5%	2	4.3%	2	14.4%	5	2.4%	1	6.9%	9
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.3%	1	6.0%	1	0.0%	0
Aldi, Priory Crescent, Southend, SS2 6AH	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5
Aldi, St Marys Lane, Upminster, RM14 2QB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.6%	3	0.8%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.3%	1	0.0%	0	0.8%	1
David's Quality Meats,	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Grange Road, South Green, Billericay, CM11 2RB																		
Gibsons Finest Meats, Pippis Hill Road North, Crays Hill, Billericay, CM11 2UJ	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.3%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.6%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Sainsburys, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Sunny Fruits, St John's Way, Corringham, SS17 7LZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Hornchurch, RM12 4SB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	2.6%	1	0.0%	0
Tesco Express, London Road, Rayleigh, SS6 9BN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0
Weighted base:	488	62		112		46		45		37		33		23		131		
Sample:	477	65		63		65		57		60		57		46		64		

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. where you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.4%	14	0.0%	0	0.0%	0	13.2%	7	0.7%	0	0.0%	0	0.0%	0	17.4%	7	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	3.3%	19	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	10.9%	18
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	3
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.5%	9	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.1%	29	11.3%	7	16.7%	21	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	3.7%	21	2.8%	2	11.8%	15	0.8%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Asda, Rawreth Lane, Rayleigh, SS6 9RN	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	6.9%	11
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.9%	5	2.9%	2	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	6.9%	11
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.3%	7	0.0%	0	0.0%	0	0.0%	0	10.3%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.5%	3	0.0%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Co-op, St. Peters Terrace, Wickford, SS12 0AP	0.3%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	7.5%	3	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Iceland, High Street, Billericay, CM12 9AJ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.6%	9	0.0%	0	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.6%	9	0.0%	0	0.0%	0	15.9%	8	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.8%	5	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lidl, Northwick Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Charfleets Industrial Estate, Canvey Island, SS8 0PU																		
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.4%	8	7.2%	4	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.4%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.2%	7	3.5%	2	0.0%	0	2.5%	1	0.7%	0	0.9%	0	2.0%	1	4.5%	2	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	11
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	3.2%	18	0.0%	0	0.6%	1	0.0%	0	0.0%	0	43.9%	18	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	3.1%	18	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	16
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.8%	4	0.0%	0	1.8%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.5%	14	11.5%	7	3.7%	5	1.6%	1	2.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	1.5%	8	0.0%	0	0.0%	0	16.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.6%	1	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Tesco Express, Meadow Rise, Billericay, CM11 2DN	2.2%	13	0.0%	0	1.5%	2	0.0%	0	13.4%	9	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	1.9%	11	0.0%	0	0.0%	0	20.2%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.5%	9	0.0%	0	2.5%	3	8.6%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.7%	16	10.6%	6	1.4%	2	3.5%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.2%	5
Tesco Superstore, Mandeville Way, Laindon,	4.9%	29	1.7%	1	18.3%	23	0.0%	0	0.0%	0	3.0%	1	6.4%	2	2.2%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon, SS15 6TJ																		
Waitrose, High Street, Billericay, CM12 9BY	4.9%	28	0.0%	0	0.6%	1	0.8%	0	36.1%	24	0.0%	0	0.0%	0	9.0%	3	0.0%	0
Internet / delivery	5.4%	31	8.8%	5	6.7%	8	0.0%	0	0.0%	0	2.2%	1	7.6%	3	14.1%	5	5.2%	8
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Budgens, Church Lane, Doddinghurst, CM15 0NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Budgens, High Street, Stock, CM4 9BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Budgens, Lampits Hill, Corringham, Stanford-le-Hope, SS17 9AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Bulphan Village Shop, Church Road, Bulphan, RM14 3RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Church Road Supermarket, Church Road, Basildon, SS16 4AE	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Co-op, Kiln Road, Hadleigh, Benfleet, SS7 1TE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Co-op, Long Road, Canvey Island, SS8 0JD	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crays Hill Post Office, A129, Crays Hill, CM11 2XJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats, Grange Road, South Green, Billericay, CM11 2RB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Mayflower Retail Park, Basildon, SS14 3HZ	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jotmans Store, Jotmans Lane, South Benfleet, Benfleet, SS7 5AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Kast Convenience, Pendle Drive, Basildon, SS14 3LT	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward Stores, Dawson Court, Basildon, SS15 6JG	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street Bakery, King Street, Stanford-le-Hope, SS17 0HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lidl, Progress Road / Rayleigh Road, Leigh-on-Sea, SS9 5PR	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billericay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Local shops, Brentwood Town Centre	0.6%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, South Green, Billericay	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Upminster Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Londis, Felmores End, Basildon, SS13 1PN	0.3%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Kings Park Chalets, Canvey Island, SS8 8BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
M&J Berrett, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Margarets Food & Wine, Rectory Road, Pitsea, Basildon, SS13 2AH	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.7%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Hutton Mount, Brentwood, CM13 2LG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.8%	3
McColl's, Chafford Gardens, West Horndon, Brentwood, CM13 3NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
McColl's, The Triangle, Langdon Hills, SS16 6BH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Triangle, High Road, Langdon Hills, SS16 6HF	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Nisa (Kams Loco), Austen Road, Basildon, SS14 3RR	0.4%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Nisa, London Road, South Benfleet, SS7 5UH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.3%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Billericay, CM12 9AH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Church Road, Ramsden Bellhouse, CM11 1RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Premier, Kathleen Ferriers	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Crescent, Laindon, Basildon, SS15 5QR																		
Premier, Luncies Road, Basildon, SS14 1SB	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Rayleigh Road, Hutton, Brentwood, CM13 1BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Ravens Bakery Essex, High Street, Ingatestone, CM4 9DW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.2%	1	0.0%	0
Reddingtons Butchers, High Road, Horndon on the Hill, SS17 8LD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotgate Post Office, Southend Road, Wickford, SS11 8QW	0.5%	3	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballards Walk, Basildon, SS15 5HL	0.4%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kibcaps, Lee Chapel, Basildon, SS16 5SA	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Brentwood Road, Chadwell St Mary, RM16 4JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.5%	3	0.0%	0	1.5%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	0.9%	5	0.0%	0	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Leigh-On-Sea, SS9 3JY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Tesco Express, London Road, Rayleigh, SS6 9BN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, The Grove Centre, Witham, CM8 2YT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Barke Craft Bakery, High Street, Wickford, SS12 9AT	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0
Yoshas, Alderney Gardens, Wickford, SS11 7JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Your Local, Alderney Gardens, Wickford, SS11 7JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Weighted base:	583		60		127		53		66		40		39		38		161	
Sample:	556		59		74		71		76		64		68		70		74	

Basildon Household Survey for Lambert Smith Hampton

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April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 In addition to (STORE / LOCATION MENTIONED AT Q06), where else do you regularly use for your top-up food shopping?																		
<i>Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06 AND Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	1.1%	2	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	3.1%	7	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5
Aldi, London Road, Grays, RM17 5YB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.9%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.4%	7	19.6%	5	6.1%	2	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.7%	4	9.6%	2	2.5%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	3.3%	7	0.0%	0	18.0%	6	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.4%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.8%	4	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	8.8%	1	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.9%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	1.8%	4	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.0%	0	0.0%	0	7.6%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	2.5%	5	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Iceland, High Street, Billericay, CM12 9AJ	0.9%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.1%	2	6.3%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.5%	3	0.0%	0	0.0%	0	9.9%	2	0.0%	0	0.0%	0	0.0%	0	9.4%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	2	0.0%	0	4.2%	1	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	3.8%	8	5.6%	1	20.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	1.6%	1
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.7%	4	2.0%	1	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.5%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	1.3%	3	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	5.3%	11	15.3%	4	0.0%	0	9.7%	2	8.8%	3	0.0%	0	0.0%	0	5.0%	1	3.4%	2
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.6%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6
Tesco Express, Meadow Rise, Billericay, CM11 2DN	2.7%	6	0.0%	0	0.0%	0	0.0%	0	16.9%	5	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.2%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.0%	2	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.2%	11	15.3%	4	9.7%	3	0.0%	0	0.0%	0	11.7%	2	0.0%	0	0.0%	0	3.8%	3
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	4.5%	10	0.0%	0	0.0%	0	0.0%	0	30.2%	9	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Internet / delivery	2.8%	6	0.0%	0	0.0%	0	12.8%	2	4.5%	1	0.0%	0	7.2%	1	8.5%	1	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
B&M, Town Square, Basildon, SS14 1DZ	1.5%	3	0.0%	0	8.4%	3	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.8%	2	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats,	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Grange Road, South Green, Billericay, CM11 2RB																	
Grange Stores, London Road, Rayleigh, SS6 9AX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
Herongate Village Store, Brentwood Road, Herongate, CM13 3PD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	1.5%	3	0.0%	0	7.1%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Basildon Town Centre	2.6%	6	10.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.5%	3
Local shops, Billericay Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Corringham Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	
Local shops, Horndon on the Hill Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	
Local shops, Stanford-le-Hope Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	
Local shops, Wickford Town Centre	0.5%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%
Londis, Corbets Tey Road, Upminster, RM14 2AA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.3%	3
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3.4%	2
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0	
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	
Marks & Spencer Simply Food, Cranfield Park Road, Wickford, SS12 9FG	1.1%	2	0.0%	0	0.0%	0	11.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer Simply Food, Roundacre, Basildon, SS15 5UL	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.3%	3
Morrisons, Limebrook Way, Maldon, CM9 6GG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	
Poundland, Old Market Retail Park, Pitsea, SS13 3BB	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Reeds Family Butchers, St John's Way, Corringham, SS17 7NA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	
Shenfield Broadway Post Office, Hutton Road, Shenfield, CM15 8NR	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	
Tesco Express, Front Lane, Upminster, RM14 1XL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, High Street, Rayleigh, SS6 7BY	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5.3%	3
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	2	0.0%	0	
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Springfield Road, Chelmsford, CM2 6QT	0.2%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0
Weighted base:	212	25	32	19	29	14	13	14	66									
Sample:	200	23	17	29	32	23	22	25	29									

Meanscore: [%]

Q08 Of all the money you spend on your MAIN AND TOP-UP food shopping, what % share goes on your MAIN food shopping?

Not those that said '(Don't know / varies)' at Q06

1 - 10%	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
11 - 20%	1.7%	13	0.0%	0	2.8%	5	1.3%	1	0.0%	0	1.7%	1	0.0%	0	2.7%	1	2.8%	5
21 - 30%	1.0%	8	0.0%	0	2.5%	4	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	1.1%	2
31 - 40%	1.3%	10	2.7%	2	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.7%	1	1.1%	1	2.0%	4
41 - 50%	4.3%	33	7.6%	7	4.0%	7	0.6%	0	4.0%	3	2.3%	1	1.2%	1	4.1%	2	5.8%	11
51 - 60%	6.6%	50	8.3%	7	4.3%	7	4.2%	3	11.3%	9	2.4%	1	6.3%	3	5.5%	3	8.2%	16
61 - 70%	10.8%	83	18.4%	16	7.2%	12	9.1%	6	9.2%	7	10.8%	7	9.1%	5	8.1%	4	12.9%	25
71 - 80%	23.6%	181	14.8%	13	21.8%	37	28.9%	20	28.5%	23	21.9%	13	22.8%	12	16.0%	8	27.9%	55
81 - 90%	13.3%	102	7.2%	6	12.8%	22	15.5%	11	18.3%	15	17.6%	11	15.0%	8	17.8%	9	10.8%	21
91 - 99%	2.5%	19	0.0%	0	3.8%	6	4.4%	3	1.2%	1	2.0%	1	2.6%	1	6.0%	3	1.7%	3
100% (Don't do top-up shopping)	24.1%	185	32.7%	29	25.1%	43	25.2%	18	17.6%	14	33.5%	20	26.6%	14	23.6%	12	18.4%	36
(Don't know / varies)	10.1%	78	7.7%	7	15.6%	27	6.5%	5	8.6%	7	7.1%	4	11.4%	6	12.8%	6	8.4%	17
(Refused)	0.4%	3	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Mean:	80.13	80.08	80.63	82.31	80.30	85.29	83.98	80.04	76.36									
Weighted base:	768	88	170	70	80	60	53	50	197									
Sample:	769	91	100	97	98	97	94	97	95									

Q09 Have you changed or do you intend to change any of your FOOD and/or NON-FOOD shopping habits as a result of cost of living crisis (e.g. rising inflation and rising energy prices)?

Yes	46.7%	377	40.5%	39	48.6%	87	46.9%	34	48.1%	39	38.6%	24	49.4%	28	53.9%	28	47.3%	99
No	53.3%	431	59.5%	58	51.4%	92	53.1%	38	51.9%	42	61.4%	39	50.6%	28	46.1%	24	52.7%	110
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100										

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 How have your FOOD and/or NON-FOOD shopping habits changed or are likely to change as a result of the cost of living crisis? [MR]																		
<i>Those that said 'Yes' at Q09</i>																		
Shop more at discount foodstores such as Aldi and Lidl.	27.2%	103	16.6%	6	31.3%	27	15.6%	5	25.6%	10	19.3%	5	20.3%	6	36.3%	10	33.9%	34
Spend less on non-essential / luxury food items	23.1%	87	15.6%	6	24.0%	21	35.4%	12	19.8%	8	17.2%	4	25.7%	7	24.9%	7	22.6%	22
Spend more on discounted food items	22.7%	86	24.8%	10	24.6%	21	18.4%	6	15.2%	6	32.9%	8	25.5%	7	16.2%	4	23.1%	23
Spend less in general on food items	15.6%	59	9.8%	4	20.0%	17	20.6%	7	15.0%	6	16.8%	4	15.9%	4	8.8%	2	14.1%	14
Spend less on non-essential / luxury non-food items	11.6%	44	14.5%	6	21.7%	19	12.8%	4	6.7%	3	7.9%	2	3.6%	1	4.2%	1	8.5%	8
Carry out more bulk food shopping	8.8%	33	5.8%	2	4.5%	4	4.2%	1	11.9%	5	4.9%	1	7.3%	2	2.2%	1	17.2%	17
Spend less in general on non-food items	8.2%	31	13.8%	5	12.6%	11	8.8%	3	4.5%	2	3.2%	1	14.7%	4	6.1%	2	3.3%	3
Shop less online for food shopping	7.5%	28	9.4%	4	17.0%	15	0.0%	0	0.0%	0	7.7%	2	4.0%	1	11.8%	3	3.6%	4
Shop more online for food shopping	7.5%	28	14.7%	6	7.5%	7	3.0%	1	5.4%	2	0.0%	0	4.5%	1	4.2%	1	10.6%	10
Shop less at larger foodstores	6.9%	26	12.5%	5	3.2%	3	0.0%	0	2.9%	1	4.9%	1	8.4%	2	11.4%	3	10.6%	10
Shop less at local convenience stores	6.5%	24	0.0%	0	7.1%	6	0.0%	0	0.0%	0	8.4%	2	0.0%	0	6.6%	2	14.4%	14
Shop more at larger foodstores	6.1%	23	6.2%	2	2.3%	2	1.3%	0	8.5%	3	0.0%	0	3.3%	1	11.2%	3	11.0%	11
Buying more own-brand labels	5.0%	19	4.3%	2	5.8%	5	0.0%	0	19.1%	7	3.6%	1	1.2%	0	0.0%	0	3.5%	3
Spend more on discounted non-food items	4.0%	15	13.5%	5	4.5%	4	4.0%	1	4.9%	2	0.0%	0	6.6%	2	3.1%	1	0.0%	0
Shop more at frozen foodstores such as Farmfoods and Iceland	3.3%	13	9.8%	4	2.6%	2	0.0%	0	4.5%	2	1.5%	0	6.7%	2	0.0%	0	2.5%	3
More careful about what I buy	3.0%	11	1.3%	1	0.9%	1	0.0%	0	4.0%	2	3.6%	1	3.7%	1	0.0%	0	6.7%	7
Used different physical shops for main food shopping	2.2%	8	3.1%	1	2.3%	2	6.9%	2	2.9%	1	3.6%	1	0.0%	0	3.1%	1	0.0%	0
Using a meal planner	2.1%	8	0.0%	0	5.4%	5	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	2.5%	3
Shop more at local convenience stores	2.1%	8	0.0%	0	2.3%	2	3.0%	1	0.0%	0	0.0%	0	2.8%	1	14.5%	4	0.0%	0
Used different physical shops for top-up food shopping	2.0%	7	6.2%	2	2.3%	2	0.0%	0	3.9%	2	0.0%	0	2.8%	1	2.6%	1	0.0%	0
Shop more at discount shops for non-food items	1.9%	7	4.3%	2	0.0%	0	0.0%	0	3.6%	1	4.9%	1	2.5%	1	0.0%	0	2.3%	2
Shop more online for non-food shopping	1.9%	7	0.0%	0	4.5%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Spending less in general on everything	1.8%	7	0.0%	0	2.3%	2	4.0%	1	0.0%	0	4.7%	1	4.0%	1	0.0%	0	1.1%	1
Carry out more basket / top-up food shopping	1.5%	6	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	2.5%	3
Shopping around / price checking	1.4%	5	2.8%	1	0.9%	1	1.3%	0	2.9%	1	0.0%	0	2.5%	1	0.0%	0	1.1%	1
Using offers more often	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Stick to a shopping list	1.0%	4	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0
Reducing food waste	0.9%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Shop more where I work because I get a staff discount	0.6%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less meat	0.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less alcohol	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying more ready meals	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using food banks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Being greener / fixing items more	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Shop less online for non-food shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Shop more locally for non-food shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more at a specific store for food items: Lidl, High Street, Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Shop more at a specific store for food items: Asda, Eastgate Shopping Centre, Basildon	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.5% 0	0.0% 0	0.0% 0	0.0% 0
Keeping track of spending (Don't know)	0.1% 0 0.8% 3	0.0% 0 0.0% 0	0.0% 0 0.0% 0	0.0% 0 5.5% 2	0.0% 0 0.0% 0	0.0% 0 4.9% 1	1.2% 0 0.0% 0	0.0% 0 0.0% 0	0.0% 0 0.0% 0
Weighted base:	377	39	87	34	39	24	28	28	99
Sample:	339	37	51	40	42	32	46	46	45

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 Where do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear EXCLUDING sports clothing and sports footwear?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.6%	20	1.9%	2	7.6%	12	0.6%	0	1.8%	1	3.1%	2	1.9%	1	0.0%	0	0.5%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.4%	3	1.9%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.4%	3	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.5%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.9%	7	1.9%	2	0.5%	1	2.5%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.5%	3
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.8%	6	0.6%	1	1.7%	3	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.1%	16	4.8%	4	2.4%	4	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	2.7%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	2	0.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	13.3%	99	17.1%	15	23.7%	39	5.0%	3	4.4%	3	9.2%	6	1.3%	1	4.5%	2	15.6%	30
Billericay Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Brentwood Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Central London / West End	0.3%	2	0.6%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	2.2%	17	1.2%	1	0.0%	0	1.2%	1	7.1%	5	0.0%	0	2.7%	1	10.5%	5	1.7%	3
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.3%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	5.5%	41	4.9%	4	3.5%	6	4.4%	3	1.4%	1	21.9%	13	12.2%	6	0.0%	0	4.0%	8
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.3%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	8.0%	16
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Upminster Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Wickford Town Centre	1.3%	10	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
IKEA, Lakeside Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Heron Way, Grays, RM20 3WJ																		
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	5.0%	38	6.1%	5	2.1%	3	8.6%	6	12.8%	9	6.2%	4	1.4%	1	8.3%	4	2.6%	5
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.8%	6	0.6%	1	1.9%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	8.0%	59	5.5%	5	11.5%	19	7.7%	5	5.0%	4	14.2%	9	9.1%	4	3.3%	2	6.2%	12
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet / delivery	45.3%	337	43.0%	38	40.9%	67	46.2%	32	52.9%	39	37.1%	22	46.3%	23	48.4%	23	48.3%	94
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.1%	8	0.0%	0	0.0%	0	0.6%	0	2.1%	2	2.0%	1	1.4%	1	4.1%	2	1.2%	2
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.1%	8	3.2%	3	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Designer Outlet Ashford, Kimberley Way, Ashford, TN24 0SD	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	745		88		163		70		73		60		49		48		194	
Sample:	743		91		96		96		89		98		90		91		92	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																		
<i>Excl. Nulls</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.2%	3	1.4%	1	2.6%	2	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.1%	3	1.4%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.2%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.7%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	8.7%	25	18.1%	7	12.8%	9	5.0%	1	6.0%	1	6.0%	1	0.0%	0	5.7%	1	5.5%	5
Billericay Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	0.9%	2	0.0%	0	0.0%	0	3.4%	1	3.8%	1	0.0%	0	2.8%	0	1.3%	0	0.0%	0
Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Laindon Town Centre	0.7%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.7%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	9.8%	1	2.8%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.0%	3	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Wickford Town Centre	1.4%	4	0.0%	0	0.0%	0	8.5%	2	4.1%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.4%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.3%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	3.0%	1	3.1%	3
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	3.0%	9	0.0%	0	4.0%	3	3.4%	1	0.0%	0	0.0%	0	7.8%	1	0.0%	0	4.9%	4
Airport Retail Park, Rochford Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0
Internet / delivery	74.2%	209	64.8%	24	71.2%	48	74.8%	20	74.9%	18	81.2%	10	77.3%	9	68.5%	14	80.2%	66
Aldi, Parkway, Chelmsford, CM2 7FS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Colchester Town Centre	0.5%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Weighted base:		282		37		67		27		25		12		12		20		82

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Sample:	243	35	34	36	28	18	21	38	33

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 Where do you do most of your household's shopping for DOMESTIC electrical goods including small domestic electrical appliances such as irons, kettles, fans, coffee makers, food mixers and large white goods e.g. fridges, freezers, dishwashers etc?																		
<i>Excl. Nulls</i>																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.1%	29	5.4%	4	13.7%	23	0.0%	0	0.0%	0	2.8%	2	0.7%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.0%	7	0.0%	0	3.0%	5	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.8%	6	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.3%	4
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.4%	10	3.2%	3	3.0%	5	2.0%	1	0.0%	0	1.4%	1	0.0%	0	0.5%	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	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	9
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.2%	1	0.5%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.4%	3	0.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.5%	18	9.5%	8	3.0%	5	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.0%	4
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.4%	3	0.6%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Basildon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.7%	0	0.0%	0	0.5%	0	0.0%	0
Brentwood Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	6	0.0%	0	0.0%	0
Canvey Island Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Chelmsford City Centre	1.3%	9	0.0%	0	0.0%	0	1.3%	1	4.7%	3	0.0%	0	0.7%	0	5.9%	3	1.3%	2
Corringham Town Centre	1.4%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	16.0%	9	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Romford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Stanford-le-Hope Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3AF																		
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.0%	7	2.7%	2	0.0%	0	0.7%	0	2.7%	2	1.4%	1	0.7%	0	3.2%	1	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	18.6%	131	30.1%	24	21.7%	36	32.1%	21	27.0%	19	7.0%	4	8.2%	4	15.4%	7	9.1%	16
Pitsea Retail Park, High Road, Pitsea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	3.7%	26	0.0%	0	1.2%	2	2.8%	2	1.4%	1	19.1%	11	16.2%	7	0.0%	0	1.9%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	2	0.0%	0	0.0%	0	0.7%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Internet / delivery	53.6%	377	41.4%	34	50.3%	84	51.1%	33	55.4%	38	42.1%	23	42.8%	19	64.7%	30	65.9%	116
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	1.4%	10	0.0%	0	1.4%	2	0.0%	0	1.6%	1	0.0%	0	3.1%	1	0.0%	0	2.9%	5
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Rugby Town Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stellisons Electrical, London Road, Benfleet, SS7 1AA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.3%	2
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.5%	0	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Trading Park, Warley Street, Great Warley, RM14 3PJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
West Mersea Village Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		705		81		167		65		69		55		45		46		175
Sample:		692		83		94		88		85		90		80		89		83

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q14 Where do you do most of your household's shopping for OTHER electrical goods such as TV's, computers, cameras, kindles, ipads, phones, radios, etc?																		
<i>Excl. Nulls</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.8%	5	2.1%	2	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.3%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.9%	13	8.4%	7	1.8%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.3%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.8%	12	1.5%	1	4.2%	7	0.7%	0	1.6%	1	5.7%	3	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	1.8%	1	1.9%	3
Canvey Island Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Chelmsford City Centre	1.5%	10	0.0%	0	0.0%	0	3.0%	2	4.6%	3	0.0%	0	0.8%	0	3.2%	2	1.8%	3
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.6%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Rayleigh Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Stratford, London / Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.9%	13	1.3%	1	3.2%	5	0.0%	0	2.7%	2	4.2%	2	1.5%	1	2.4%	1	0.6%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	24.1%	165	42.1%	33	29.5%	46	33.1%	19	31.4%	22	15.6%	8	7.6%	3	24.5%	11	11.9%	21
Pitsea Retail Park, High Road, Pitsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	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	5.9%	40	2.0%	2	2.2%	3	2.3%	1	1.4%	1	29.3%	15	25.3%	11	2.7%	1	3.0%	5
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.7%	0	1.6%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Internet / delivery	52.7%	362	40.1%	32	53.5%	84	54.8%	32	50.3%	36	37.8%	20	38.0%	17	55.6%	26	65.0%	117

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.8%	5	0.0%	0	0.5%	1	0.0%	0	1.3%	1	3.8%	2	3.2%	1	0.0%	0	0.0%	0
Canary Wharf Shopping Centre, Canada Square, London, E14 5AB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	1.9%	13	0.0%	0	1.2%	2	0.0%	0	1.6%	1	0.0%	0	5.0%	2	0.0%	0	4.4%	8
Gadget Geeks, High Road, South Benfleet, Benfleet, SS7 5HB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Gidea Park Local Centre, Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
West Mersea Village Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	687		79		157		58		71		52		44		47			180
Sample:	661		80		90		78		85		82		76		87			83

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.4%	8	9.2%	6	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Asda, PIPPS Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.3%	2	1.7%	1	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.4%	2	2.3%	1	0.0%	0	0.7%	0	0.8%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.4%	8	0.8%	1	4.7%	5	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.2%	18	9.7%	6	3.1%	4	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	3.5%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.5%	9	0.8%	1	5.8%	7	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Basildon Town Centre	7.6%	43	19.2%	12	21.9%	25	1.6%	1	0.8%	0	4.4%	2	0.0%	0	1.8%	1	1.4%	2
Billericay Town Centre	3.3%	18	0.0%	0	0.0%	0	0.0%	0	23.4%	14	0.0%	0	2.2%	1	8.8%	3	0.0%	0
Brentwood Town Centre	2.1%	12	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	20.4%	9	0.7%	0	0.0%	0
Canvey Island Town Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8
Central London / West End	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	2.1%	1	0.0%	0
Chelmsford City Centre	2.1%	12	0.0%	0	0.0%	0	1.5%	1	8.4%	5	0.0%	0	0.8%	0	5.6%	2	2.2%	3
Corringham Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	1.6%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.1%	6	0.0%	0	0.0%	0	0.7%	0	0.0%	0	12.3%	5	1.6%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.5%	3	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.7%	10	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	8
Romford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Southend-on-Sea Town Centre	1.6%	9	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	7
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Wickford Town Centre	4.3%	24	0.0%	0	0.7%	1	26.6%	15	0.8%	0	0.0%	0	0.0%	0	14.6%	6	1.4%	2
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	0.8%	5	0.0%	0	0.0%	0	1.8%	1	0.8%	0	5.3%	2	0.0%	0	2.2%	1	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.3%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	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	1.4%	8	0.0%	0	0.0%	0	3.4%	2	0.0%	0	6.5%	3	5.1%	2	0.7%	0	0.7%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lakes																		
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Internet / delivery	58.4%	330	43.3%	27	59.3%	68	57.6%	33	56.9%	34	44.1%	19	49.7%	21	55.8%	22	71.9%	107
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Colchester Town Centre	0.2%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Butneys, Basildon, SS14 2DG	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felmores End Shopping Centre, Basildon	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	1	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	566	62		115		57		60		42		42		39		148		
Sample:	565	63		66		78		73		71		74		71		69		

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.4%	14	2.9%	2	6.3%	8	0.8%	0	4.2%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.0%	6	1.5%	1	1.6%	2	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.8%	5	4.9%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.4%	8	0.7%	1	0.0%	0	5.9%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.0%	3
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.3%	13	7.2%	5	2.9%	4	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	1.6%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.6%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.9%	1	2.1%	1	0.0%	0	0.0%	0
Basildon Town Centre	7.1%	40	13.1%	10	19.5%	24	1.7%	1	0.8%	0	7.7%	3	2.0%	1	2.3%	1	0.0%	0
Billericay Town Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	10.9%	6	0.0%	0	1.0%	0	3.0%	1	0.0%	0
Brentwood Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.5%	4
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Chelmsford City Centre	0.6%	4	0.7%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.0%	0	2.9%	1	0.0%	0
Corringham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	2.0%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.9%	5	2.6%	2	0.0%	0	1.7%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.7%	1
Rayleigh Town Centre	2.4%	13	1.6%	1	2.1%	3	3.3%	2	2.9%	2	2.0%	1	0.0%	0	0.0%	0	3.7%	5
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.1%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Stanford-le-Hope Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Wickford Town Centre	1.3%	7	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3AF																		
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.7%	9	0.0%	0	2.2%	3	5.2%	3	1.7%	1	0.0%	0	0.0%	0	5.0%	2	0.7%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	3.3%	19	6.4%	5	2.7%	3	1.9%	1	7.6%	4	2.6%	1	3.3%	1	8.6%	3	0.0%	0
Pitsea Retail Park, High Road, Pitsea	2.0%	11	4.5%	3	2.8%	4	0.8%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.7%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	3.0%	17	1.9%	1	2.7%	3	2.5%	1	0.8%	0	6.9%	3	8.9%	3	5.8%	2	1.6%	2
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	52.0%	293	46.3%	34	51.2%	64	58.1%	32	51.0%	28	43.0%	17	38.6%	13	48.6%	19	60.3%	87
B&M, Hazelmere, Pitsea, SS13 3JY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Crays Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Old Market Retail Park, High Road, Basildon, SS13 3BY	0.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1
Orsett Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Pelican Retail Park, Claydons Lane, Rayleigh, SS6 7UP	2.3%	13	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	10
Rom Valley Retail Park, Rom Valley Way, Romford, RM7 0AN	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wagtails, High Road, South Benfleet, Benfleet, SS7 5HA	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	2.6%	14	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	13

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Whitesbridge Farm Industrial Estate, Crays Hill, Billericay, CM11 2UL	0.3% 2	1.5% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.4% 1	0.0% 0
Weighted base:	563	74	125	55	55	39	33	38	144
Sample:	516	69	67	67	62	59	57	69	66

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	3.6%	19	4.0%	2	6.9%	8	2.6%	1	0.8%	0	2.9%	1	0.0%	0	2.9%	1	3.8%	5
Billerica Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	11.4%	6	0.0%	0	0.0%	0	8.1%	3	0.0%	0
Brentwood Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.2%	1	0.0%	0
Canvey Island Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	2.1%	11	0.0%	0	0.0%	0	1.7%	1	7.1%	4	0.0%	0	8.6%	3	7.2%	3	0.0%	0
Corringham Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.1%	6	7.6%	4	0.7%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.3%	7	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	7
Romford Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.3%	12	0.0%	0	0.7%	1	0.0%	0	3.6%	2	4.9%	2	16.6%	6	4.0%	2	0.0%	0
Wickford Town Centre	3.7%	19	0.0%	0	0.7%	1	28.6%	15	0.0%	0	0.0%	0	0.0%	0	9.8%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
B&Q, Pippys Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.6%	3	0.0%	0	1.7%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	0.6%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	5.6%	29	4.0%	2	5.5%	6	4.6%	2	2.8%	2	2.7%	1	6.6%	2	0.0%	0	10.1%	13
Wickes, Rat Lane, Rayleigh, SS6 7TS	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Wickes, Brook Street, Brentwood, CM14 5LX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.2%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.6%	24	6.6%	4	2.8%	3	11.4%	6	10.4%	6	4.7%	2	0.9%	0	0.0%	0	2.5%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx,	13.0%	68	27.8%	16	17.5%	20	14.7%	8	16.6%	9	9.1%	3	5.7%	2	13.9%	5	3.5%	5

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	0.6%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.3%	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	9.6%	50	3.5%	2	9.3%	10	5.3%	3	10.4%	6	28.6%	11	7.8%	3	11.3%	4	8.3%	11
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Riverside Retail Park, Victoria Road, Chelmsford	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Internet / delivery	36.4%	190	37.6%	21	45.4%	51	23.1%	12	24.6%	14	18.9%	7	19.4%	7	26.7%	10	51.0%	68
Affordable Carpets, Daneholes Roundabout, Grays, RM16 2XE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Brook Road Industrial Estate, Rayleigh, SS6 7X	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Burnt Mills Industrial Estate, Basildon, SS13 1EU	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Carpets, Roneo Corner, Hornchurch, RM12 4TQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Cranham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Dedham Village Centre	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Eastern Avenue West, Romford, RM7 7JN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hornchurch Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
HSL, Eastwood Road, Rayleigh, SS6 7LF	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
LTC, Cranes Farm Road, Basildon, SS14 3JL	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Industrial Park, Stanford Road, Orsett, RM16 3BX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.7%	0	2.2%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Vange Local Centre, Basildon	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westmayne Industrial Park, Bramston Way, Laindon, SS15 6TP	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	523	57	112	51	56	38	36	38	133									
Sample:	505	56	65	67	65	57	61	71	63									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																		
<i>Excl. Nulls</i>																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.5%	3	1.4%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0	1.7%	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	0.0%	0	0.7%	0	1.3%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	2.0%	13	3.8%	3	7.0%	9	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Billericay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Brentwood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Chelmsford City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Corringham Town Centre	0.9%	6	0.0%	0	1.8%	2	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.5%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Romford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Upminster Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.7%	4	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	2.2%	14	0.7%	1	0.0%	0	0.0%	0	1.9%	1	8.5%	4	9.3%	4	0.0%	0	2.1%	3
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	35.2%	223	37.2%	28	39.4%	50	48.6%	29	72.4%	50	18.0%	8	13.7%	6	45.3%	21	18.3%	30
B&Q, Roneo Corner, Hornchurch Road, Romford, RM11 1PY	1.5%	9	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	17.4%	8	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford, RM3 8GZ	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	6	1.2%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	8.3%	53	16.5%	12	8.6%	11	4.7%	3	0.0%	0	43.6%	21	2.0%	1	1.2%	1	2.8%	5
Homebase, Stadium Way, Rayleigh, SS7 3NT	7.5%	47	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	26.9%	44
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.4%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Wickes, Rat Lane, Rayleigh, SS6 7TS	4.1%	26	2.2%	2	0.0%	0	8.4%	5	0.0%	0	1.7%	1	0.0%	0	2.3%	1	10.9%	18
Wickes, Brook Street, Brentwood, CM14 5LX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.6%	0	0.0%	0
MAYFLOWER Retail Park,	1.5%	10	2.7%	2	2.2%	3	2.2%	1	3.7%	3	1.7%	1	0.7%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Gardiners Link, Basildon (EXCLUDING Tesco Extra)																		
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	4.4%	28	3.5%	3	12.3%	15	3.5%	2	6.8%	5	0.0%	0	4.1%	2	2.3%	1	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.6%	4	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	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	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.0%	1	1.8%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.6%	10	0.0%	0	3.5%	4	0.7%	0	2.1%	1	0.0%	0	2.3%	1	3.5%	2	0.6%	1
Internet / delivery	14.7%	93	12.6%	10	19.1%	24	12.7%	8	4.6%	3	3.4%	2	9.8%	5	18.1%	8	20.9%	34
A.E. Harnett & Sons, Greenacre Lane, Stock, CM4 9QF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Garden Centre, Arterial Road, Wickford, SS12 9JG	0.4%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.6%	1
B&M, Hazelmere, Pitsea, SS13 3JY	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
B&Q, Fossetts Way, Southend-on-Sea, SS2 4DQ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5
B&Q, Homelands Retail Park, Springfield, Chelmsford, CM2 5PX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Basildon Garden & Mower Centre, Nevendon Road, Basildon, SS13 1BS	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluehouse Farm Retail Centre, London Road, Pitsea, SS13 2BY	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Garden Centre, Vicarage Close, Brentwood, CM14 5GR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Cherry Lane Garden Centre, High Street, Long Melford, CO10 9DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Colchester Town Centre	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Market Garden Centre, Lower Road, Ashingdon, SS5 5JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Homebase, Waterhouse Lane, Chelmsford, CM1 2QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Hunters Chase Garden Centre, Hunters Chase, Hutton, CM13 1SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Hutton Industrial Estate, Tallon Road, Hutton, CM13 1TF	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Interior Decor, High Road,	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
South Benfleet, Benfleet, SS7 5HB																		
Little Lodge Garden Centre, High Road, Fobbing, SS17 9HN	0.5%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perrywood Garden Centre, Kelvedon Road, Tiptree, CO5 9SX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Arterial Park, Rayleigh, SS6 7NG	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Tallon Road, Brentwood, CM13 1TN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	1.0%	7	0.0%	0	1.4%	2	2.9%	2	0.7%	0	2.6%	1	0.0%	0	0.6%	0	0.6%	1
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.4%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Thurrock Garden Centre, South Road, South Ockendon, RM15 6DU	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Yardley Business Park, Luckyn Lane, Basildon, Essex, SS14 3GL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	635	76		126	61	69	47	47	46	162								
Sample:	633	80		72	82	83	73	80	87	76								

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.6%	4	0.0%	0	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.7%	5	3.9%	3	0.0%	0	0.0%	0	0.7%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.6%	32	10.8%	9	11.4%	18	0.7%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.5%	3
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.6%	18	1.3%	1	5.0%	8	0.0%	0	6.8%	5	1.4%	1	0.0%	0	1.8%	1	1.7%	3
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.7%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.7%	3
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	3	1.2%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.5%	18	12.1%	10	1.2%	2	5.6%	4	0.7%	0	0.6%	0	0.0%	0	2.3%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.6%	11	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	11
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	5	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.3%	16	1.2%	1	0.5%	1	12.2%	8	1.6%	1	0.0%	0	0.0%	0	7.4%	3	1.3%	2
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.3%	37	17.2%	15	3.8%	6	2.1%	1	0.7%	0	17.6%	10	0.0%	0	0.0%	0	2.6%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.6%	18	0.6%	1	8.9%	14	0.0%	0	0.0%	0	1.4%	1	6.4%	3	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	1.0%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.7%	0	4.1%	2	0.0%	0
Basildon Town Centre	8.4%	59	21.0%	18	21.8%	35	1.3%	1	0.7%	0	3.9%	2	2.6%	1	1.2%	1	0.6%	1
Billericay Town Centre	4.5%	31	0.0%	0	0.0%	0	0.0%	0	38.2%	26	0.0%	0	0.0%	0	11.5%	5	0.0%	0
Brentwood Town Centre	1.7%	12	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	17.6%	9	1.7%	1	0.0%	0
Canvey Island Town Centre	1.8%	12	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	10
Central London / West End	0.8%	5	0.0%	0	2.8%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	4.8%	2	1.3%	2
Corringham Town Centre	3.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	21	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.6%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.7%	5	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Town Centre	2.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	19
South Benfleet Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8
Southend-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	10	0.0%	0	0.0%	0
Wickford Town Centre	4.3%	30	0.0%	0	1.7%	3	30.4%	19	0.7%	0	0.0%	0	0.0%	0	14.9%	7	0.6%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	5.5%	39	4.0%	3	9.7%	15	7.6%	5	8.7%	6	0.0%	0	0.0%	0	6.7%	3	3.5%	6
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	1.0%	7	3.3%	3	0.5%	1	2.1%	1	1.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.8%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.7%	2	1.4%	1	0.0%	0	1.3%	2
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	27.3%	192	18.5%	16	23.8%	38	28.9%	18	26.9%	18	16.6%	10	25.5%	12	24.2%	11	39.6%	68
Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Colchester Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Great Yarmouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hornchurch Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	1	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5
Shotgate Village Centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.4%	1	0.0%	0	0.6%	1
Tesco Superstore, Princes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.0%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Road, Chelmsford, CM2 9XW																		
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Weighted base:	701	85	158	63	68	58	49	46	173									
Sample:	711	90	95	88	84	92	89	90	83									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).																		
<i>Excl. Nulls</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.6%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.8%	33	11.2%	10	14.4%	22	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.8%	19	1.3%	1	4.9%	8	0.6%	0	5.5%	4	1.4%	1	0.0%	0	0.0%	0	3.4%	5
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	3	0.6%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.0%	7	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	2.5%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.6%	18	6.7%	6	1.3%	2	3.4%	2	4.2%	3	0.0%	0	0.0%	0	2.3%	1	2.2%	4
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.7%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.7%	12	0.6%	1	0.0%	0	8.9%	6	3.4%	3	0.0%	0	0.7%	0	5.1%	2	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.6%	32	13.9%	12	6.9%	11	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	3.2%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.7%	11	0.6%	1	5.0%	8	0.0%	0	0.0%	0	1.4%	1	5.4%	2	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Basildon Town Centre	7.7%	53	18.9%	16	19.9%	31	3.1%	2	0.0%	0	2.6%	2	2.7%	1	1.5%	1	0.6%	1
Billericay Town Centre	9.0%	63	0.0%	0	2.0%	3	0.0%	0	63.9%	47	0.0%	0	2.0%	1	23.7%	11	0.0%	0
Brentwood Town Centre	2.0%	14	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	18.8%	9	1.1%	1	0.0%	0
Canvey Island Town Centre	3.3%	23	1.4%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	19
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Chelmsford City Centre	0.7%	5	0.0%	0	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	2.3%	1	1.4%	2
Corringham Town Centre	4.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.6%	30	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.8%	13	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	12
Ilford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Ingatestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Laindon Town Centre	2.2%	15	1.9%	2	8.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.6%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Pitsea Town Centre (EXCLUDING Tesco Extra)	3.2%	23	16.6%	14	1.5%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.2%	5
Rayleigh Town Centre	3.1%	21	0.0%	0	1.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	19
South Benfleet Town Centre	2.1%	15	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	14
South Ockendon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Stanford-le-Hope Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	6	0.0%	0	0.0%	0
Wickford Town Centre	6.8%	47	0.0%	0	1.8%	3	47.4%	32	1.3%	1	0.0%	0	0.0%	0	24.7%	12	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.0%	28	0.0%	0	6.1%	9	8.1%	5	4.6%	3	4.2%	2	0.0%	0	5.0%	2	2.8%	5
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.5%	3	1.9%	2	0.5%	1	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.4%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.9%	6	0.0%	0	1.8%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivery	14.2%	99	14.6%	12	12.4%	19	7.7%	5	7.3%	5	9.0%	5	22.3%	10	17.9%	9	20.0%	33
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Armada Centre, Drake Road, Chafford Hundred, RM16 6PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, Colchester, CO4 5TU	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benfleet Pharmacy, High Road, South Benfleet, Benfleet, SS7 5HA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Britannia Pharmacy, Timberlog Lane, Basildon, SS14 1PB	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Cross Chemist, London Road, South Benfleet, Benfleet, SS7 5SQ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Elora Pharmacy, High Road, South Benfleet, Benfleet, SS7 5LN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Fryerns Local Centre, Basildon	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Great Berry Pharmacy, Nightingales, Langdon Hills, SS16 6SA	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassengate Medical Centre, Southend Road, Stanford-le-Hope, SS17	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
OPH																		
Horndon on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0
Kingswood Medical Centre, Clay Hill Road, Basildon, SS16 5AD	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Chapel Local Centre, Basildon	0.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Shotgate Village Centre	1.1%	8	0.0%	0	0.0%	0	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silva Island Way Shopping Centre, Salcott Crescent, Wickford, SS12 9NR	0.3%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Green, Billericay	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.5%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Vange Local Centre, Basildon	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
West Horndon Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	694		85		153		66		74		58		46		48			163
Sample:	721		90		91		93		92		94		85		95			81

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																		
<i>Excl. Nulls</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.4%	14	5.4%	2	10.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.5%	2	3.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.9%	4	0.0%	0	2.2%	2	4.5%	2	0.0%	0	0.0%	0	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	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.1%	5	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	1.4%	0	2.4%	1	1.8%	2
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.8%	12	7.5%	3	1.6%	2	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	3.7%	5
Basildon Town Centre	8.9%	38	22.4%	10	13.5%	14	2.3%	1	1.3%	0	9.8%	3	0.0%	0	2.0%	1	7.8%	10
Billericay Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Brentwood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
Central London / West End	1.6%	7	0.0%	0	1.7%	2	0.0%	0	0.0%	0	4.3%	1	7.6%	2	7.4%	2	0.0%	0
Chelmsford City Centre	2.7%	11	0.0%	0	0.0%	0	4.7%	2	9.4%	4	0.0%	0	5.7%	1	8.2%	2	1.8%	2
Corringham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Ingatstone Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	3.3%	14	4.6%	2	0.0%	0	1.1%	0	2.7%	1	17.9%	5	6.1%	1	1.8%	1	2.8%	3
Leigh-on-Sea Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.8%	3	2.2%	1	0.0%	0	3.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5
Romford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Southend-on-Sea Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0
Wickford Town Centre	1.8%	8	0.0%	0	0.0%	0	15.8%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.5%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	2.6%	11	2.4%	1	0.0%	0	0.0%	0	2.5%	1	3.6%	1	3.0%	1	2.8%	1	5.3%	7
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.3%	10	0.0%	0	2.2%	2	8.6%	3	6.6%	2	0.0%	0	0.0%	0	5.6%	2	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right,	0.5%	2	3.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Currys)																		
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	9.5%	41	8.5%	4	5.3%	5	9.5%	4	5.2%	2	10.7%	3	19.6%	5	4.5%	1	13.8%	17
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Internet / delivery	45.6%	197	31.7%	14	57.0%	59	37.4%	15	60.6%	23	33.4%	9	25.1%	6	44.8%	14	46.0%	57
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.5%	6	0.0%	0	0.0%	0	0.0%	0	4.1%	2	4.3%	1	3.0%	1	1.8%	1	1.8%	2
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.9%	4	0.0%	0	2.6%	3	0.0%	0	2.7%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Choice Home & Sofa Outlet, Rayleigh Weir, Rayleigh, SS7 3NZ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Colchester Town Centre	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.5%	2	3.7%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		431		45		104		39		37		28		24		30		123
Sample:		382		41		56		50		42		42		41		54		56

Meanscore: [Number of times per week]

Q22 How often do you or your household visit Basildon Town for shopping, leisure and accessing services?

Daily	1.3%	10	2.9%	3	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
4-6 days a week	2.4%	19	2.5%	2	7.4%	13	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
2-3 days a week	7.1%	57	14.5%	14	11.0%	20	1.9%	1	4.6%	4	3.1%	2	0.6%	0	5.9%	3	6.2%	13
One day a week	8.8%	71	23.2%	22	15.3%	27	1.2%	1	3.6%	3	12.2%	8	3.6%	2	4.8%	2	2.6%	5
Every two weeks	10.9%	88	9.9%	10	15.5%	28	10.3%	7	9.1%	7	7.7%	5	4.5%	2	5.9%	3	12.3%	26
Monthly	11.2%	91	10.4%	10	11.3%	20	11.2%	8	13.0%	11	21.9%	14	9.2%	5	6.2%	3	9.3%	20
Once every two months	8.0%	64	9.1%	9	8.7%	16	5.1%	4	5.0%	4	9.2%	6	0.6%	0	3.2%	2	11.7%	24
Three-four times a year	10.6%	85	7.2%	7	10.9%	19	10.5%	8	10.4%	9	5.2%	3	16.6%	9	11.9%	6	11.6%	24
Once a year	5.1%	41	1.6%	2	3.5%	6	10.7%	8	6.2%	5	8.6%	5	8.1%	5	7.3%	4	3.5%	7
Less often	5.3%	43	2.8%	3	2.2%	4	5.6%	4	3.0%	2	0.0%	0	4.0%	2	3.8%	2	12.2%	26
Never	28.1%	227	13.5%	13	9.2%	16	38.4%	28	44.0%	36	29.6%	19	52.8%	30	44.8%	23	30.0%	63
(Don't know / varies)	1.3%	11	2.4%	2	1.4%	2	3.2%	2	1.2%	1	2.5%	2	0.0%	0	0.0%	0	0.5%	1
Mean:		0.59		1.04		1.21		0.27		0.25		0.33		0.12		0.60		0.30
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 What is the main reason for visiting Basildon Town Centre, e.g. what is the main activity you do there?																		
<i>Not those that said 'Never' at Q22</i>																		
FOOD shopping	11.4%	66	18.8%	16	15.0%	24	7.8%	3	10.6%	5	10.5%	5	9.0%	2	23.4%	7	2.7%	4
NON-FOOD shopping	20.2%	117	8.0%	7	14.3%	23	32.7%	14	23.7%	11	32.5%	15	12.6%	3	29.5%	8	24.5%	36
Shopping in general	35.3%	205	35.2%	29	34.1%	55	32.1%	14	41.2%	19	27.1%	12	36.6%	10	17.7%	5	41.3%	60
Visiting personal services e.g. hair salon, barber, beauty salon etc	3.2%	19	3.7%	3	6.8%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	2.3%	3
Visiting financial services e.g. banks, building society etc	9.3%	54	13.3%	11	10.2%	17	3.7%	2	4.1%	2	18.6%	8	0.0%	0	10.6%	3	8.1%	12
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Visit bars / pubs	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	4.8%	28	5.7%	5	3.3%	5	3.2%	1	2.1%	1	6.9%	3	10.9%	3	3.9%	1	5.8%	8
Visit leisure entertainment venues e.g. cinemas	1.9%	11	0.0%	0	1.7%	3	1.9%	1	3.5%	2	0.0%	0	5.6%	1	2.2%	1	2.4%	4
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	1.2%	7	0.0%	0	0.5%	1	1.9%	1	6.8%	3	0.0%	0	3.5%	1	4.8%	1	0.0%	0
Visit sports and fitness venues	0.7%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Visit community services e.g. library, doctors, etc.	1.6%	9	4.4%	4	0.5%	1	5.3%	2	0.0%	0	1.8%	1	6.6%	2	0.0%	0	0.0%	0
Visit street market	0.7%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	2
To meet family / friends	3.0%	18	5.2%	4	1.7%	3	1.9%	1	2.9%	1	0.0%	0	1.2%	0	0.0%	0	5.5%	8
For work / business	0.9%	5	3.0%	2	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.9%	5	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.1%	6	2.7%	2	0.5%	1	0.0%	0	0.0%	0	2.6%	1	2.5%	1	4.9%	1	0.0%	0
(Don't know)	2.6%	15	0.0%	0	1.7%	3	8.4%	4	2.9%	1	0.0%	0	3.9%	1	0.0%	0	4.5%	7
Weighted base:		581		84		162		44		46		45		26		28		146
Sample:		518		84		93		59		50		72		43		49		68

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q24 What do you like about Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q22</i>																		
Close to home	18.5%	107	11.4%	10	32.0%	52	13.0%	6	20.5%	9	12.7%	6	11.2%	3	13.4%	4	12.6%	18
Easy to get to by car	10.0%	58	7.7%	6	7.9%	13	0.0%	0	11.5%	5	0.0%	0	12.9%	3	9.4%	3	18.9%	28
Good layout / compact / easy to get around	6.0%	35	4.8%	4	6.7%	11	0.0%	0	2.9%	1	1.6%	1	5.5%	1	2.2%	1	10.8%	16
Shops - good range of affordable shops	5.5%	32	1.4%	1	8.0%	13	1.0%	0	3.4%	2	0.0%	0	7.0%	2	5.0%	1	8.6%	13
Shops - good range of non-food shops generally	4.7%	27	0.6%	1	2.3%	4	3.0%	1	3.5%	2	5.0%	2	9.5%	2	2.2%	1	10.0%	15
Familiar / know where everything is	4.6%	26	5.4%	5	8.1%	13	0.0%	0	2.9%	1	3.1%	1	3.0%	1	4.7%	1	2.7%	4
Parking - it's easy to find a space	4.0%	23	3.0%	2	1.7%	3	3.0%	1	6.8%	3	3.9%	2	3.7%	1	13.2%	4	4.9%	7
Has undercover shopping	3.7%	22	0.0%	0	3.6%	6	5.3%	2	1.0%	0	3.1%	1	3.5%	1	8.4%	2	5.7%	8
Good cafés / restaurants	3.5%	20	6.0%	5	2.6%	4	0.0%	0	3.5%	2	10.0%	4	1.2%	0	6.2%	2	2.0%	3
Parking - it's free	3.5%	20	2.7%	2	2.4%	4	0.0%	0	0.0%	0	3.1%	1	3.5%	1	1.9%	1	7.7%	11
Good for a day out / makes a change	3.2%	18	3.1%	3	1.4%	2	0.0%	0	1.0%	0	0.0%	0	9.9%	3	0.0%	0	7.2%	10
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.0%	18	0.0%	0	5.2%	8	0.0%	0	0.0%	0	2.6%	1	6.6%	2	4.1%	1	3.4%	5
Close to work	2.9%	17	3.1%	3	5.0%	8	0.0%	0	2.5%	1	0.0%	0	0.0%	0	9.0%	3	1.7%	3
Close to friends / relatives	2.9%	17	7.7%	6	1.2%	2	0.0%	0	2.5%	1	2.0%	1	4.7%	1	0.0%	0	3.4%	5
Feel safe there / good security	2.8%	17	1.7%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	7.8%	11
Easy to get to by bus	2.7%	16	4.6%	4	2.4%	4	0.0%	0	2.5%	1	0.0%	0	1.2%	0	11.1%	3	2.4%	4
Parking - it's cheap	2.7%	16	1.4%	1	1.2%	2	1.0%	0	0.0%	0	2.3%	1	3.5%	1	5.1%	1	5.9%	9
Attractive environment / nice place	2.5%	14	7.7%	6	1.7%	3	1.0%	0	0.0%	0	2.3%	1	8.0%	2	6.0%	2	0.0%	0
You can get everything you need there	2.5%	14	4.9%	4	1.7%	3	4.1%	2	0.0%	0	0.8%	0	1.2%	0	0.0%	0	3.4%	5
Good market	2.3%	13	3.1%	3	2.3%	4	2.1%	1	0.0%	0	5.4%	2	2.7%	1	3.1%	1	1.4%	2
Shops - good range of food stores	2.0%	11	0.0%	0	2.6%	4	0.0%	0	0.0%	0	2.0%	1	1.2%	0	0.0%	0	4.0%	6
Quiet / not too busy	1.9%	11	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.8%	0	3.5%	1	0.0%	0	3.4%	5
Shops - good range of 'high street' retailers	1.7%	10	5.5%	5	1.2%	2	4.2%	2	0.0%	0	0.0%	0	3.5%	1	2.2%	1	0.0%	0
Shops - good opening hours / open on Sundays	1.7%	10	1.4%	1	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Shops - good range of clothes shops	1.4%	8	0.0%	0	2.4%	4	3.3%	1	0.0%	0	2.8%	1	6.1%	2	0.0%	0	0.0%	0
Easy to get to by tube / train	1.1%	6	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	2.0%	3
Clean streets / well maintained	1.1%	6	1.4%	1	1.4%	2	1.0%	0	2.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Shops - good range of quality shops	1.1%	6	1.4%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Traditional	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Good for financial services (e.g. banks / building societies)	1.0%	6	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	5.1%	1	1.5%	2
Pedestrianised areas	1.0%	6	1.3%	1	1.4%	2	0.0%	0	2.9%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Shops - good range of independent shops	1.0%	6	2.9%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	7.7%	2	3.1%	1	0.0%	0
Nice atmosphere / friendly people	0.9%	5	0.0%	0	0.0%	0	1.0%	0	2.5%	1	0.0%	0	1.2%	0	2.2%	1	2.0%	3
Easy to get to by bicycle	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	1.7%	3
Shops - has a Primark store	0.8%	5	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Shops - good range of supermarkets	0.5%	3	0.0%	0	0.0%	0	3.2%	1	1.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.5%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Shops - has a HMV store	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Free parking on Sundays	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking at Asda	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.2%	1	0.0%	0
Shops - has a Hobbycraft store	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Wilko store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Shops - has a Home Bargains store	0.1% 1	0.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Nothing)	41.1% 239	48.9% 41	42.0% 68	62.3% 27	44.5% 20	52.7% 24	26.2% 7	31.0% 9	29.3% 43
(Don't know)	2.9% 17	7.1% 6	0.5% 1	1.9% 1	6.3% 3	8.2% 4	6.0% 2	0.9% 0	0.7% 1
Weighted base:	581	84	162	44	46	45	26	28	146
Sample:	518	84	93	59	50	72	43	49	68

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 What could be improved about Basildon Town Centre that would make you visit more often during the DAY time? [MR]																		
Shops - more / better range of non-food shops generally	13.5%	109	18.0%	17	13.9%	25	28.1%	20	8.8%	7	10.5%	7	5.2%	3	10.3%	5	12.0%	25
Less empty shops	12.7%	103	25.7%	25	15.0%	27	6.1%	4	8.5%	7	12.6%	8	7.8%	4	9.9%	5	10.8%	23
Shops - more 'high street' retailers	10.9%	88	14.6%	14	11.9%	21	22.7%	16	3.6%	3	13.7%	9	4.4%	2	5.2%	3	9.4%	20
Better security / safety	10.8%	87	12.2%	12	14.9%	27	8.8%	6	11.7%	10	0.6%	0	10.2%	6	11.4%	6	10.1%	21
Shops - more / better clothes shops	9.7%	79	6.6%	6	15.3%	27	13.0%	9	6.5%	5	9.8%	6	1.2%	1	4.3%	2	10.2%	21
Update / refurbish the shopping area	7.7%	62	12.0%	12	6.4%	11	6.7%	5	7.8%	6	15.2%	10	10.2%	6	8.3%	4	3.9%	8
Make it more attractive / nicer environment	7.2%	58	7.5%	7	9.4%	17	5.7%	4	2.7%	2	2.0%	1	7.9%	4	5.0%	3	9.2%	19
Cleaner streets / better maintained	6.8%	55	6.8%	7	6.5%	12	10.5%	7	7.9%	6	0.6%	0	3.0%	2	12.8%	7	6.9%	14
Parking - make it free	6.6%	53	1.6%	2	11.4%	20	4.7%	3	3.3%	3	7.9%	5	4.7%	3	4.3%	2	7.4%	15
Shops - more high quality shops	6.4%	51	9.1%	9	4.1%	7	10.3%	7	6.7%	5	12.6%	8	5.0%	3	6.4%	3	4.1%	8
Parking - make more spaces available	4.1%	33	2.2%	2	3.2%	6	1.9%	1	8.8%	7	4.0%	3	5.0%	3	5.7%	3	4.2%	9
Nicer atmosphere / friendlier people	4.1%	33	1.1%	1	4.8%	9	4.7%	3	3.3%	3	3.5%	2	0.0%	0	0.0%	0	7.2%	15
Shops - more independent shops	3.8%	31	9.7%	9	3.1%	6	2.9%	2	5.3%	4	6.6%	4	1.3%	1	2.1%	1	1.5%	3
Shops - more / better food shops	3.6%	29	1.8%	2	1.4%	3	4.3%	3	3.8%	3	5.2%	3	2.2%	1	6.8%	3	4.9%	10
Parking - make it cheaper	3.6%	29	2.8%	3	5.4%	10	0.0%	0	4.5%	4	4.4%	3	1.3%	1	5.4%	3	3.1%	6
Shops - more / better range of supermarkets	3.4%	27	3.5%	3	2.4%	4	2.6%	2	0.6%	0	3.6%	2	6.0%	3	2.8%	1	4.9%	10
Better market	3.1%	25	1.2%	1	3.5%	6	1.4%	1	0.0%	0	2.5%	2	4.7%	3	8.9%	5	3.8%	8
More / better cafés / restaurants	2.4%	20	2.8%	3	2.1%	4	0.6%	0	2.2%	2	1.8%	1	2.0%	1	1.1%	1	3.9%	8
Better access by car	2.4%	19	4.2%	4	1.3%	2	0.0%	0	0.0%	0	0.6%	0	1.4%	1	3.6%	2	4.7%	10
Less charity shops	2.3%	18	7.2%	7	4.4%	8	0.0%	0	3.2%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Better layout / shops closer together	2.2%	18	2.5%	2	1.3%	2	1.4%	1	3.0%	2	1.2%	1	0.0%	0	6.4%	3	2.8%	6
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.9%	15	1.6%	2	3.3%	6	0.6%	0	1.8%	1	1.6%	1	0.0%	0	1.2%	1	1.9%	4
Shops - more affordable shops	1.8%	15	6.7%	6	2.2%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	1.2%	3
Less traffic congestion	1.4%	11	0.0%	0	1.1%	2	0.0%	0	1.4%	1	0.0%	0	4.7%	3	0.0%	0	2.6%	5
Less cheap shops	1.4%	11	2.6%	2	3.2%	6	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	1.4%	11	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	3.6%	8
More / better public toilets	1.4%	11	1.8%	2	2.4%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.2%	1	1.4%	3
Better disabled access	1.3%	11	0.0%	0	2.2%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	3.6%	2	1.2%	3
Less betting shops	1.3%	11	1.5%	1	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	3
Less takeaways	1.3%	10	0.0%	0	2.4%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.4%	1	1.4%	3
Better lighting	1.1%	9	0.0%	0	2.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	3
Better access by bus	1.0%	8	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	1.9%	4
Shops - needs a department store	0.9%	7	0.5%	1	0.5%	1	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.5%	0	1.0%	2
Shops - longer opening hours / more open on Sundays	0.9%	7	2.7%	3	1.1%	2	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.7%	5	1.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better flower displays / greenery	0.6%	5	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	0	0.0%	0
More / better seating areas	0.5%	4	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
More pedestrianised areas	0.5%	4	0.0%	0	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better access by bicycle	0.5%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Shops - needs a book store	0.4%	3	0.0%	0	1.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - needs a M&S store	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.5%	1
More road crossings	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Lower business rates	0.3%	2	1.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0	2.3%	1	0.0%	0
Less homeless	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better financial services (e.g. banks / building societies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.4%	1	0.0%	0
Improve the quality of the roads	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.6%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Better access by tube / train	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better enforcement of parking rules	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install parking machines which accept both cash and card	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Make it clearer where people are allowed to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	21.3%	172	10.7%	10	17.6%	31	20.2%	14	25.7%	21	24.9%	16	39.7%	22	28.6%	15	20.0%	42
(Don't know)	4.9%	40	4.5%	4	3.0%	5	4.2%	3	3.1%	3	2.3%	1	13.2%	7	2.7%	1	6.7%	14
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Q26 What could be improved about Basildon Town Centre that would make you visit more often during the EVENING time? [MR]

More / better police presence / CCTV	14.6%	118	12.9%	12	22.8%	41	15.3%	11	6.2%	5	1.2%	1	11.1%	6	7.8%	4	17.9%	37
Safer environment at night	12.7%	102	15.3%	15	13.9%	25	9.1%	7	14.1%	11	0.0%	0	8.1%	5	9.1%	5	16.9%	35
Later opening shops	5.9%	48	2.9%	3	8.7%	16	0.6%	0	4.4%	4	5.5%	4	4.7%	3	0.0%	0	9.2%	19
More evening leisure facilities - a new cinema	5.8%	47	8.8%	9	12.9%	23	3.2%	2	4.6%	4	4.6%	3	2.0%	1	3.5%	2	1.7%	4
More / better quality cafés and restaurants	5.6%	45	4.4%	4	10.1%	18	8.7%	6	3.1%	3	2.4%	2	3.6%	2	4.8%	2	4.0%	8
Free parking in general	5.3%	42	1.2%	1	11.6%	21	4.3%	3	0.0%	0	2.8%	2	2.0%	1	7.2%	4	5.2%	11
More / better quality pubs and bars	4.6%	37	4.1%	4	7.0%	12	4.5%	3	4.4%	4	2.2%	1	1.4%	1	6.8%	4	4.0%	8
More branded / chain cafés and restaurants	3.2%	25	7.8%	8	1.1%	2	2.7%	2	8.5%	7	0.0%	0	1.3%	1	2.3%	1	2.5%	5
Cheaper parking	3.0%	24	5.4%	5	2.4%	4	0.0%	0	1.6%	1	3.5%	2	1.9%	1	2.8%	1	4.3%	9
An evening food market	2.9%	24	1.2%	1	4.8%	8	1.4%	1	1.4%	1	1.4%	1	4.7%	3	0.0%	0	4.0%	8
More evening leisure facilities for children	2.9%	23	5.7%	5	5.2%	9	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.8%	6
More evening leisure facilities in general	2.5%	20	3.2%	3	5.7%	10	1.4%	1	1.9%	2	1.2%	1	2.2%	1	3.6%	2	0.0%	0
Free parking in the evening	2.4%	19	0.0%	0	5.9%	10	0.6%	0	3.3%	3	0.6%	0	3.0%	2	7.5%	4	0.0%	0
More / better late night venues (e.g. night club)	2.4%	19	4.1%	4	3.7%	7	1.4%	1	0.0%	0	0.0%	0	2.9%	2	1.6%	1	2.4%	5
More cafés and restaurants in general	2.4%	19	3.2%	3	1.6%	3	0.0%	0	1.6%	1	0.0%	0	1.8%	1	4.0%	2	4.2%	9
Cheaper prices in cafes / restaurants	2.3%	18	1.5%	1	2.2%	4	0.0%	0	1.4%	1	1.6%	1	1.6%	1	3.6%	2	3.8%	8
Later opening restaurants	2.1%	17	1.2%	1	2.6%	5	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.6%	1	3.8%	8
More evening leisure facilities - outdoor events	2.0%	16	4.0%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.8%	8
Better public transport in the evening	1.3%	10	3.5%	3	1.1%	2	0.0%	0	2.7%	2	0.6%	0	1.4%	1	1.2%	1	0.5%	1
More independent cafés and restaurants	1.3%	10	0.5%	1	1.1%	2	1.3%	1	1.8%	1	0.0%	0	0.0%	0	3.6%	2	1.7%	3
More taxis available	1.0%	8	0.0%	0	3.7%	7	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open the cinema	1.0%	8	1.0%	1	1.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
More evening leisure facilities - theatre	0.9%	7	3.1%	3	1.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
More cafés and restaurants suitable for children	0.8%	6	2.7%	3	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Less traffic congestion / improved access	0.6%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.4%	2	0.0%	0
Better lighting	0.6%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	3
More evening leisure facilities for older age groups	0.6%	5	0.0%	0	1.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More parking spaces available at night	0.4%	3	1.7%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better access for cycling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
(Nothing)	33.1%	268	19.1%	18	27.5%	49	39.4%	28	36.3%	30	41.6%	26	44.0%	25	36.6%	19	34.7%	73
(Don't visit any centres on an evening)	17.6%	143	18.8%	18	11.9%	21	22.4%	16	23.3%	19	35.7%	23	20.0%	11	19.9%	10	11.5%	24
(Don't know)	3.9%	31	5.1%	5	1.1%	2	1.2%	1	3.0%	2	2.8%	2	10.8%	6	4.1%	2	5.5%	11
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q27 Which of the following town centres is the closest to where you and your household live? [PR]																		
Basildon Town Centre	38.4%	310	57.5%	56	64.7%	116	4.0%	3	5.2%	4	78.4%	50	21.7%	12	13.5%	7	30.1%	63
Billericay Town Centre	15.3%	124	0.0%	0	2.5%	4	1.2%	1	92.5%	75	0.0%	0	28.5%	16	47.4%	24	1.4%	3
Laindon Town Centre	6.5%	53	4.9%	5	23.2%	41	0.0%	0	0.0%	0	1.2%	1	7.9%	4	2.4%	1	0.0%	0
Pitsea Town Centre	16.0%	130	37.1%	36	8.7%	16	0.0%	0	0.0%	0	13.1%	8	0.0%	0	0.0%	0	33.4%	70
Wickford Town Centre	14.6%	118	0.0%	0	0.0%	0	93.6%	67	2.3%	2	0.0%	0	1.9%	1	36.2%	19	14.1%	29
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	15	0.5%	0	0.0%	0
Upminster Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0
Rayleigh Town Centre	2.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	20
Corringham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	1.4%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	11
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
South Benfleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Lakeside Shopping Centre (Don't know / not sure)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
	1.1%	9	0.5%	1	0.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	5
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?*Not those that said 'Basildon' or '(Don't know / not sure)' at Q27*

Daily	3.5%	17	1.2%	1	0.0%	0	6.9%	5	8.2%	6	0.0%	0	2.9%	1	9.5%	4	0.0%	0
4-6 days a week	5.2%	26	0.0%	0	4.5%	3	9.1%	6	8.0%	6	6.3%	1	10.5%	5	6.2%	3	1.6%	2
2-3 days a week	16.8%	82	31.6%	13	3.7%	2	17.9%	12	33.7%	26	0.0%	0	10.6%	5	28.9%	13	8.2%	12
One day a week	22.0%	108	33.8%	14	6.9%	4	26.6%	18	32.1%	25	43.1%	5	20.6%	9	26.8%	12	14.5%	20
Every two weeks	9.4%	46	6.6%	3	11.1%	7	14.9%	10	5.3%	4	0.0%	0	7.3%	3	10.6%	5	10.0%	14
Monthly	9.6%	47	12.1%	5	7.7%	5	6.1%	4	8.0%	6	7.0%	1	12.6%	6	4.9%	2	13.1%	18
Once every two months	7.2%	35	0.0%	0	10.8%	7	3.9%	3	0.6%	0	11.1%	1	5.3%	2	0.0%	0	15.3%	22
Three-four times a year	4.6%	22	3.0%	1	5.7%	4	0.6%	0	0.0%	0	9.2%	1	6.9%	3	1.7%	1	8.8%	12
Once a year	1.9%	9	1.2%	1	3.2%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Less often	1.6%	8	0.0%	0	6.9%	4	0.0%	0	0.6%	0	0.0%	0	2.9%	1	1.6%	1	0.7%	1
Never	16.9%	83	7.8%	3	36.2%	22	9.0%	6	1.4%	1	23.3%	3	20.5%	9	7.0%	3	24.9%	35
(Don't know / varies)	1.4%	7	2.7%	1	3.2%	2	1.2%	1	2.0%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Mean:	1.25	1.32	0.50	1.77	2.24	0.79	1.28	2.09	0.54									
Weighted base:	489	41	61	69	77	12	44	44	141									
Sample:	520	42	34	97	96	20	78	88	65									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
FOOD shopping	24.9%	101	45.3%	17	27.4%	11	25.1%	16	22.1%	17	43.6%	4	28.4%	10	32.5%	13	12.8%	14
NON-FOOD shopping	13.1%	53	7.3%	3	5.8%	2	12.1%	8	15.1%	12	17.3%	2	6.0%	2	9.7%	4	20.2%	21
Shopping in general	32.6%	132	19.2%	7	38.8%	15	25.8%	16	39.6%	30	27.1%	3	33.7%	12	39.1%	16	31.5%	33
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	7	2.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	3.4%	4
Visiting financial services e.g. banks, building society etc	4.1%	17	3.8%	1	0.0%	0	6.5%	4	4.4%	3	8.2%	1	6.6%	2	0.6%	0	4.3%	5
Visit other services e.g. travel agent, estate agent, etc	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.9%	0	1.5%	1	2.8%	3
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.5%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.2%	21	4.0%	2	2.1%	1	10.2%	6	5.4%	4	0.0%	0	7.0%	2	4.4%	2	3.8%	4
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	0.8%	3	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	12	9.0%	3	10.0%	4	3.0%	2	2.3%	2	0.0%	0	2.0%	1	1.9%	1	0.0%	0
Visit street market	4.3%	18	8.7%	3	5.0%	2	3.0%	2	0.0%	0	3.8%	0	2.3%	1	0.0%	0	8.9%	9
To meet family / friends	2.4%	10	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	1.9%	1	7.8%	8
For work / business	1.2%	5	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	2
For education e.g. school, college, university	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.2%	5	0.0%	0	0.0%	0	0.7%	0	3.2%	2	0.0%	0	0.9%	0	4.0%	2	0.0%	0
(Don't know)	1.9%	8	0.0%	0	5.8%	2	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Weighted base:		406		37		39		63		76		10		35		41		106
Sample:		447		38		21		87		95		15		60		81		50

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
Close to home	37.1%	151	36.8%	14	53.9%	21	27.9%	17	46.5%	35	41.3%	4	25.1%	9	46.7%	19	29.3%	31
Attractive environment / nice place	13.6%	55	5.9%	2	2.1%	1	10.1%	6	30.9%	24	3.8%	0	14.1%	5	26.2%	11	6.2%	7
Easy to get to by car	8.5%	35	6.4%	2	20.0%	8	3.9%	2	3.0%	2	0.0%	0	5.8%	2	2.8%	1	15.6%	16
Good cafés / restaurants	8.5%	35	5.8%	2	6.9%	3	5.1%	3	14.8%	11	0.0%	0	11.2%	4	9.3%	4	7.1%	7
Familiar / know where everything is	6.7%	27	11.5%	4	11.9%	5	1.4%	1	5.8%	4	0.0%	0	12.7%	4	2.4%	1	7.3%	8
Nice atmosphere / friendly people	5.1%	21	4.0%	2	0.0%	0	4.9%	3	10.6%	8	0.0%	0	8.1%	3	7.7%	3	2.0%	2
Close to friends / relatives	4.9%	20	3.2%	1	5.0%	2	0.0%	0	1.5%	1	0.0%	0	5.4%	2	3.1%	1	11.8%	12
Shops - good range of independent shops	4.4%	18	0.0%	0	0.0%	0	7.3%	5	4.4%	3	0.0%	0	16.4%	6	2.7%	1	3.0%	3
Good market	4.4%	18	8.7%	3	0.0%	0	5.5%	3	0.0%	0	20.3%	2	0.0%	0	2.7%	1	7.5%	8
Quiet / not too busy	4.2%	17	4.4%	2	10.8%	4	6.5%	4	3.3%	2	0.0%	0	2.6%	1	2.7%	1	2.4%	3
Parking - it's free	3.8%	16	9.0%	3	0.0%	0	0.7%	0	0.0%	0	23.6%	2	0.0%	0	1.7%	1	8.4%	9
You can get everything you need there	3.7%	15	7.8%	3	5.0%	2	1.5%	1	5.3%	4	11.5%	1	7.1%	2	1.3%	1	1.0%	1
Shops - good range of non-food shops generally	3.6%	14	4.6%	2	0.0%	0	9.4%	6	3.6%	3	0.0%	0	5.6%	2	2.8%	1	1.0%	1
Feel safe there / good security	2.9%	12	3.8%	1	0.0%	0	2.3%	1	7.9%	6	0.0%	0	4.7%	2	3.4%	1	0.0%	0
Parking - it's easy to find a space	2.9%	12	0.0%	0	5.0%	2	2.1%	1	1.9%	1	16.8%	2	4.9%	2	0.0%	0	3.4%	4
Shops - good range of food stores	2.8%	11	1.3%	1	0.0%	0	1.4%	1	2.0%	2	0.0%	0	11.8%	4	0.0%	0	4.1%	4
Traditional	2.8%	11	0.0%	0	5.8%	2	0.0%	0	4.9%	4	0.0%	0	4.0%	1	3.3%	1	2.4%	3
Shops - good range of affordable shops	2.7%	11	3.2%	1	0.0%	0	1.6%	1	0.6%	0	0.0%	0	2.6%	1	0.6%	0	6.6%	7
Clean streets / well maintained	2.6%	11	3.2%	1	5.0%	2	0.0%	0	0.6%	0	0.0%	0	3.6%	1	6.6%	3	2.8%	3
Good for financial services (e.g. banks / building societies)	1.9%	8	0.0%	0	5.0%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.2%	1	3.3%	3
Shops - good range of supermarkets	1.9%	8	4.6%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	7.2%	2	0.0%	0	2.8%	3
Easy to get to by bus	1.9%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	3.2%	1	3.4%	4
Good pubs / bars	1.6%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.9%	0	2.0%	1	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	1.5%	6	4.6%	2	0.0%	0	2.0%	1	2.3%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Good layout / compact / easy to get around	1.4%	6	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	2.8%	1	3.4%	4
Close to work	1.3%	5	3.8%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.6%	0	2.1%	2
Shops - good range of quality shops	1.2%	5	3.8%	1	5.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Shops - good range of 'high street' retailers	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.9%	0	2.1%	1	1.0%	1
Easy to get to by tube / train	1.0%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.4%	2	1.7%	1	0.0%	0
Good disabled access	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Pedestrianised areas	0.8%	3	0.0%	0	5.8%	2	0.0%	0	0.6%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Has undercover shopping	0.6%	3	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shops - good range of clothes shops	0.6%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Shops - has a The Range store	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Parking - it's cheap	0.6%	2	3.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Good for a day out / makes a change	0.5%	2	3.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better than Basildon Town Centre	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good transport links	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shops - has a Waitrose store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Has nice parks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Nothing)	16.7%	68	18.9%	7	24.0%	9	25.4%	16	5.1%	4	20.2%	2	8.4%	3	15.8%	6	19.2%	20

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(Don't know)	1.2%	5	2.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	2.4%	3
Weighted base:	406	37	39	63	76	10	35	41	106									
Sample:	447	38	21	87	95	15	60	81	50									

Meanscore: [Number of times per week]

Q31 How often do you or your household visit Mayflower Retail Park OR Pippis Hill Retail Park?

Daily	0.8%	7	1.2%	1	2.8%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.6%	13	0.0%	0	3.9%	7	2.0%	1	0.0%	0	0.0%	0	1.4%	1	7.8%	4	0.0%	0
2-3 days a week	5.4%	43	6.7%	6	7.7%	14	10.7%	8	2.8%	2	1.6%	1	6.7%	4	6.9%	4	2.4%	5
One day a week	14.7%	118	16.3%	16	16.1%	29	26.1%	19	32.4%	26	6.6%	4	1.2%	1	23.6%	12	5.7%	12
Every two weeks	14.9%	121	13.6%	13	18.7%	33	14.8%	11	17.4%	14	13.4%	8	11.2%	6	10.1%	5	14.0%	29
Monthly	18.6%	151	18.6%	18	10.9%	20	24.1%	17	27.7%	23	19.2%	12	12.0%	7	16.7%	9	21.9%	46
Once every two months	10.9%	88	13.0%	13	10.1%	18	6.1%	4	9.0%	7	6.2%	4	5.9%	3	13.6%	7	14.9%	31
Three-four times a year	9.3%	75	14.1%	14	10.5%	19	1.8%	1	1.7%	1	12.3%	8	5.1%	3	6.5%	3	12.6%	26
Once a year	3.3%	27	0.0%	0	1.0%	2	5.3%	4	2.2%	2	10.3%	7	6.5%	4	3.1%	2	3.7%	8
Less often	3.8%	31	1.2%	1	4.9%	9	1.3%	1	0.0%	0	8.9%	6	1.8%	1	1.6%	1	6.0%	12
Never	15.0%	121	11.6%	11	10.8%	19	5.4%	4	5.8%	5	21.0%	13	47.6%	27	10.1%	5	17.6%	37
(Don't know / varies)	1.6%	13	3.5%	3	2.4%	4	2.6%	2	0.6%	0	0.6%	0	0.6%	0	0.0%	0	1.2%	3
<i>Mean:</i>	<i>0.58</i>	<i>0.59</i>	<i>0.91</i>	<i>0.80</i>	<i>0.62</i>	<i>0.25</i>	<i>0.35</i>	<i>0.92</i>	<i>0.28</i>									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 What is the main reason for visiting Mayflower Retail Park or Pippis Hill Retail Park?																		
<i>Not those that said 'Never' at Q31</i>																		
Visit Home Bargains store (Mayflower Retail Park)	5.5%	38	3.4%	3	6.6%	10	2.1%	1	0.6%	0	3.8%	2	3.1%	1	5.0%	2	10.2%	17
Visit Lidl foodstore (Mayflower Retail Park)	1.5%	10	4.0%	3	2.5%	4	0.6%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Visit Marks & Spencer store (Mayflower Retail Park)	7.2%	49	10.7%	9	3.4%	5	5.9%	4	5.7%	4	10.7%	5	6.9%	2	8.8%	4	8.7%	15
Visit Next Home store (Mayflower Retail Park)	9.1%	62	3.4%	3	6.6%	11	10.5%	7	12.2%	9	9.0%	5	3.5%	1	4.5%	2	14.4%	25
Visit Tesco foodstore (Mayflower Retail Park)	9.8%	67	3.6%	3	9.5%	15	28.0%	19	10.1%	8	5.2%	3	6.9%	2	20.0%	9	4.9%	9
Visit other Mayflower Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Clarks store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Visit Dunelm store (Mayflower Retail Park)	0.6%	4	1.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Visit River Island store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Visit Sports Direct store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Visit Argos store (Pippis Hill Retail Park)	1.4%	9	1.4%	1	2.0%	3	0.0%	0	1.7%	1	2.0%	1	0.0%	0	1.2%	1	1.3%	2
Visit Asda store (Pippis Hill Retail Park)	7.2%	50	1.3%	1	12.1%	19	3.9%	3	16.7%	13	3.9%	2	9.8%	3	6.7%	3	3.4%	6
Visit B&Q store (Pippis Hill Retail Park)	10.5%	72	9.1%	8	14.5%	23	5.7%	4	13.8%	11	6.2%	3	3.4%	1	12.1%	6	9.9%	17
Visit Pets at Home store (Pippis Hill Retail Park)	2.0%	14	1.7%	1	1.4%	2	2.1%	1	3.2%	2	0.0%	0	1.1%	0	2.1%	1	2.9%	5
Visit Poundstretcher store (Pippis Hill Retail Park)	0.6%	4	0.0%	0	1.2%	2	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit TK Maxx store (Pippis Hill Retail Park)	3.3%	23	0.6%	1	5.1%	8	2.1%	1	1.5%	1	2.4%	1	0.0%	0	1.7%	1	5.5%	9
Visit other Pippis Hill Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Currys store (Pippis Hill Retail Park)	0.8%	5	1.2%	1	1.2%	2	0.6%	0	0.0%	0	0.7%	0	2.2%	1	0.0%	0	0.6%	1
Visit DFS store (Pippis Hill Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Visit Halfords store (Pippis Hill Retail Park)	0.3%	2	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.7%	0	1.1%	0	0.0%	0	0.0%	0
Visit Wenzel's the Bakers store (Pippis Hill Retail Park)	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion and footwear shopping	3.0%	21	1.3%	1	1.2%	2	3.0%	2	2.0%	2	4.4%	2	5.1%	1	0.0%	0	5.9%	10
Furniture and fitted furniture shopping	0.6%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.3%	1	0.6%	1
DIY / garden furniture shopping	1.8%	13	5.5%	5	0.0%	0	3.9%	3	3.2%	2	2.3%	1	2.4%	1	1.7%	1	0.0%	0
Flooring and carpets shopping	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	3
NON-FOOD shopping in general	7.7%	53	11.7%	10	3.8%	6	3.9%	3	7.6%	6	12.0%	6	24.8%	7	12.7%	6	5.3%	9
FOOD shopping in general	4.9%	34	7.6%	6	6.3%	10	2.6%	2	6.2%	5	3.9%	2	2.2%	1	7.1%	3	2.8%	5
ALL Shopping in general	11.8%	81	15.5%	13	10.9%	17	18.7%	13	9.0%	7	6.9%	3	9.7%	3	6.6%	3	12.4%	21
Visiting personal services e.g. hair salon, barber, beauty salon etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit petrol filling station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, shoe repair etc	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0
Visit cafés and restaurants e.g. Nandos	2.2%	15	4.9%	4	2.7%	4	0.6%	0	0.6%	0	2.0%	1	4.8%	1	0.0%	0	2.0%	3
Visit coffee shop e.g. Costa	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	1	2.4%	1	0.0%	0	0.0%	0
Visit drive-thru restaurant e.g. KFC, McDonald's etc.	1.6%	11	4.9%	4	1.4%	2	0.0%	0	0.6%	0	0.7%	0	3.7%	1	0.0%	0	1.5%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
To meet family / friends	1.0% 7	0.6% 1	0.0% 0	1.3% 1	0.0% 0	0.0% 0	1.1% 0	0.0% 0	2.9% 5
For work / business	1.1% 8	0.0% 0	4.8% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Window shopping / browsing	0.5% 4	0.6% 1	1.1% 2	0.6% 0	0.0% 0	0.7% 0	0.0% 0	1.2% 1	0.0% 0
(Don't know)	2.2% 15	3.2% 3	0.0% 0	1.3% 1	2.3% 2	12.2% 6	0.0% 0	1.7% 1	1.7% 3
Weighted base:	687	86	159	68	77	50	29	46	172
Sample:	651	87	94	91	94	74	48	86	77

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33 What do you like about Mayflower Retail Park or Pippis Hill Retail Park, e.g. why do you go there? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
Close to home	21.4%	147	21.0%	18	31.6%	50	18.8%	13	20.5%	16	14.6%	7	9.7%	3	19.9%	9	18.0%	31
Parking - it's free	17.0%	117	9.7%	8	22.7%	36	11.4%	8	21.1%	16	6.0%	3	14.7%	4	18.2%	8	19.1%	33
Shops - good range of non-food shops generally	15.9%	109	13.1%	11	19.7%	31	20.3%	14	13.5%	10	16.6%	8	17.2%	5	18.5%	9	11.9%	20
Parking - it's easy to find a space	14.7%	101	8.2%	7	10.9%	17	18.5%	13	21.7%	17	7.4%	4	25.3%	7	11.9%	5	17.9%	31
Easy to get to by car	11.3%	78	9.9%	8	6.9%	11	3.4%	2	13.4%	10	8.8%	4	12.9%	4	11.0%	5	18.8%	32
You can get everything you need there	7.2%	49	12.0%	10	1.6%	3	10.6%	7	9.6%	7	8.1%	4	8.3%	2	11.2%	5	5.9%	10
Shops - good range of 'high street' retailers	7.1%	48	9.4%	8	2.1%	3	7.9%	5	10.5%	8	13.3%	7	6.1%	2	11.6%	5	5.8%	10
Shops - good range of clothes shops	5.9%	40	5.3%	5	8.1%	13	5.1%	3	0.6%	0	10.0%	5	0.0%	0	4.2%	2	7.0%	12
Attractive environment / nice place	5.6%	39	16.3%	14	6.8%	11	2.8%	2	4.0%	3	2.4%	1	3.7%	1	2.4%	1	3.2%	5
Good layout / compact / easy to get around	5.6%	38	0.6%	1	8.1%	13	2.6%	2	7.2%	6	2.3%	1	0.0%	0	5.5%	3	8.2%	14
Shops - good range of food stores	5.1%	35	7.1%	6	3.4%	5	15.5%	11	3.8%	3	4.0%	2	1.1%	0	7.3%	3	2.5%	4
Clean streets / well maintained	5.1%	35	9.2%	8	4.3%	7	0.0%	0	0.0%	0	4.4%	2	5.8%	2	0.0%	0	9.4%	16
Shops - good range of supermarkets	5.0%	34	4.9%	4	7.5%	12	5.2%	4	6.9%	5	1.5%	1	4.5%	1	7.8%	4	2.1%	4
Shops - good range of affordable shops	4.9%	33	3.2%	3	6.1%	10	0.0%	0	3.2%	2	0.0%	0	4.3%	1	2.9%	1	9.3%	16
Good cafés / restaurants	4.5%	31	4.1%	3	3.0%	5	8.7%	6	3.2%	2	4.1%	2	2.2%	1	5.5%	3	5.1%	9
Shops - good range of quality shops	3.9%	27	5.8%	5	1.5%	2	10.4%	7	4.0%	3	2.4%	1	8.2%	2	6.6%	3	1.7%	3
Feel safe there / good security	3.8%	26	4.3%	4	4.1%	7	2.1%	1	3.8%	3	3.5%	2	3.1%	1	1.3%	1	4.6%	8
Familiar / know where everything is	3.7%	26	3.1%	3	5.3%	8	0.6%	0	6.1%	5	0.0%	0	5.8%	2	5.7%	3	2.9%	5
Shops - good opening hours / open on Sundays	3.6%	25	3.1%	3	6.6%	10	0.0%	0	3.4%	3	2.0%	1	0.0%	0	0.0%	0	4.6%	8
Nice atmosphere / friendly people	2.5%	17	5.9%	5	3.2%	5	0.0%	0	2.0%	2	9.2%	5	0.0%	0	1.3%	1	0.0%	0
Close to work	2.1%	14	3.1%	3	4.6%	7	1.5%	1	1.7%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Easy to get to by bus	1.6%	11	4.5%	4	2.5%	4	0.6%	0	0.6%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Good for a day out / makes a change	1.6%	11	1.4%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.4%	1	1.3%	1	3.5%	6
Close to friends / relatives	1.3%	9	1.7%	1	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	1	3.2%	5
Parking - it's cheap	0.9%	6	3.3%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Shops - good range of independent shops	0.8%	5	0.0%	0	0.0%	0	0.6%	0	1.2%	1	1.5%	1	7.4%	2	2.5%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.1%	1	1.3%	1	1.7%	3
Good pubs / bars	0.6%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0
Quiet / not too busy	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	1	1.5%	3
Good for financial services (e.g. banks / building societies)	0.6%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.5%	4	1.4%	1	1.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by tube / train	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	4.0%	2	0.0%	0
Traditional	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Has undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.6%	1	0.0%	0
Good for window shopping / browsing	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Easy to get to by bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.3%	1	0.0%	0
Pedestrianised areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Nothing)	8.1%	56	11.3%	10	4.9%	8	9.3%	6	7.4%	6	18.0%	9	12.7%	4	7.9%	4	5.8%	10
(Don't know)	2.7%	19	0.0%	0	3.4%	5	1.5%	1	0.0%	0	5.4%	3	0.0%	0	1.2%	1	5.2%	9
Weighted base:		687		86		159		68		77		50		29		46		172
Sample:		651		87		94		91		94		74		48		86		77

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q34 Now thinking about reasons you may have to choose Mayflower or Pippis Hill Retail Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit those retail parks instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
More / better NON-FOOD stores	22.2%	153	23.3%	20	18.4%	29	25.6%	17	21.7%	17	27.4%	14	16.4%	5	23.4%	11	23.3%	40
Free parking	20.2%	139	11.0%	9	22.9%	36	17.4%	12	18.6%	14	16.2%	8	24.9%	7	19.9%	9	24.5%	42
More / better high street brands / retail multiples	12.6%	86	14.1%	12	17.7%	28	10.3%	7	13.3%	10	16.2%	8	11.1%	3	11.3%	5	7.2%	12
Easier to park	11.5%	79	4.2%	4	7.5%	12	15.4%	10	15.9%	12	8.2%	4	20.6%	6	11.0%	5	14.7%	25
Closer to home	10.9%	75	9.1%	8	8.7%	14	16.2%	11	16.3%	13	3.8%	2	19.3%	6	9.0%	4	10.6%	18
Better facilities in general	10.5%	72	19.4%	17	12.6%	20	11.1%	7	8.6%	7	15.5%	8	10.6%	3	14.5%	7	2.1%	4
More safe / secure	10.3%	71	9.2%	8	10.8%	17	13.3%	9	10.6%	8	5.0%	3	0.0%	0	8.0%	4	13.0%	22
More / better FOOD stores	8.3%	57	7.6%	6	6.0%	10	18.9%	13	3.1%	2	9.5%	5	7.4%	2	8.0%	4	8.8%	15
Cleaner	7.5%	52	4.2%	4	9.4%	15	4.5%	3	4.6%	4	5.2%	3	5.4%	2	4.1%	2	11.8%	20
More parking spaces	7.4%	51	8.7%	7	3.9%	6	5.2%	4	13.4%	10	9.0%	4	10.0%	3	7.2%	3	7.2%	12
Easier to get to by car	7.3%	50	5.3%	5	4.1%	7	2.8%	2	13.7%	10	4.3%	2	9.7%	3	7.2%	3	10.5%	18
Nicer environment	6.6%	46	7.8%	7	8.6%	14	3.9%	3	7.4%	6	6.4%	3	5.5%	2	4.1%	2	5.9%	10
Easier to get around / more compact / better layout	6.5%	44	6.2%	5	6.3%	10	3.7%	3	6.9%	5	7.9%	4	3.1%	1	7.4%	3	7.5%	13
More / better DIY retailers	4.3%	30	6.9%	6	7.6%	12	5.1%	3	0.6%	0	0.0%	0	2.4%	1	4.8%	2	2.8%	5
Later opening hours	2.3%	16	0.0%	0	5.8%	9	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Closer to work	1.9%	13	1.4%	1	6.7%	11	1.3%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
More / better furniture retailers	1.6%	11	1.2%	1	1.4%	2	1.3%	1	0.0%	0	0.7%	0	0.0%	0	2.6%	1	3.0%	5
More / better cafes and restaurants	1.1%	7	1.7%	1	2.3%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.3%	1	0.6%	1
Everything I need is in one place	1.0%	7	0.0%	0	1.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Easier to get to by bus	1.0%	7	0.6%	1	0.0%	0	0.6%	0	2.3%	2	0.0%	0	2.7%	1	6.8%	3	0.0%	0
Less traffic	0.9%	6	1.4%	1	1.4%	2	0.0%	0	2.3%	2	0.7%	0	2.7%	1	0.0%	0	0.0%	0
More pedestrian friendly	0.9%	6	1.7%	1	1.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Basildon Town Centre doesn't have a good range of shops	0.8%	6	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.2%	2	0.6%	1
Closer to friends / relatives	0.6%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.3%	1	0.0%	0
Can shop quicker there	0.5%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Easier to get to by bike	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.5%	3
More convenient	0.5%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1
Shops - has a Lidl store	0.4%	3	1.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Marks & Spencer store	0.4%	3	0.6%	1	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.6%	0	0.0%	0
More / better drive through restaurants	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1
Just dislike Basildon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Shops - has a Tesco store	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a B&Q store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Don't know what's available at Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Better for a day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	1	0.0%	0	0.0%	0
Shops - has a Next store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	1	0.0%	0	0.0%	0
Shops - has a Clarks store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shops - has a Pets at Home store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.0%	0
Shops - has a Halfords store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Nearer to Summerhill Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(No reasons / wouldn't visit these retail parks instead of Basildon Town Centre)	5.7%	39	11.0%	9	8.6%	14	1.3%	1	5.0%	4	6.1%	3	1.1%	0	1.8%	1	4.2%	7
(Don't know)	4.0%	27	2.0%	2	3.6%	6	1.3%	1	2.8%	2	8.6%	4	1.1%	0	2.7%	1	6.5%	11
Weighted base:		687		86		159		68		77		50		29		46		172
Sample:		651		87		94		91		94		74		48		86		77

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Meanscore: [Number of times per week]																		
Q35 How often do you or your household visit Festival Leisure Park?																		
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.3%	10	0.0%	0	1.6%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	4	1.2%	3
2-3 days a week	1.1%	9	2.5%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.2%	3
One day a week	4.5%	36	5.5%	5	5.1%	9	1.3%	1	4.6%	4	2.2%	1	4.6%	3	9.5%	5	4.1%	8
Every two weeks	5.7%	46	11.0%	11	4.2%	7	6.9%	5	7.0%	6	4.3%	3	3.9%	2	2.1%	1	5.4%	11
Monthly	18.9%	153	24.2%	23	21.8%	39	17.2%	12	17.8%	14	10.5%	7	4.8%	3	11.7%	6	23.2%	49
Once every two months	10.0%	81	8.3%	8	9.6%	17	14.3%	10	14.6%	12	12.8%	8	8.2%	5	8.4%	4	7.8%	16
Three-four times a year	18.2%	147	12.0%	12	17.6%	31	20.1%	14	17.1%	14	15.9%	10	7.5%	4	14.1%	7	25.9%	54
Once a year	7.5%	61	4.9%	5	9.8%	18	8.7%	6	6.9%	6	13.1%	8	11.4%	6	11.9%	6	2.9%	6
Less often	6.0%	48	6.1%	6	8.1%	14	1.9%	1	4.9%	4	1.8%	1	4.8%	3	4.6%	2	7.9%	16
Never	25.3%	204	23.9%	23	18.6%	33	24.5%	18	25.9%	21	36.8%	23	54.9%	31	26.4%	13	19.9%	42
(Don't know / varies)	1.5%	12	1.6%	2	2.5%	5	3.2%	2	1.4%	1	2.5%	2	0.0%	0	0.0%	0	0.5%	1
Mean:	0.26	0.27	0.28	0.24	0.17	0.11	0.10	0.63	0.26									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q36 What is the main reason for visiting Festival Leisure Park?																		
<i>Not those that said 'Never' at Q35</i>																		
Visit ten-pin bowling (Hollywood Bowl)	9.4%	57	4.9%	4	12.6%	18	4.2%	2	9.5%	6	9.0%	4	4.4%	1	4.5%	2	12.2%	20
Visit cinema (Cineworld)	44.7%	270	30.0%	22	40.8%	59	53.2%	29	61.1%	37	42.4%	17	48.8%	12	50.0%	19	44.6%	75
Visit adventure golf (Mr Mulligans)	0.7%	4	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Visit coffee shops (e.g. Starbucks etc.)	1.9%	11	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	13.5%	3	9.7%	4	0.0%	0
Visit for children's parties / soft play (Legends Birthday Parties, 360 Play)	3.7%	23	7.1%	5	3.5%	5	0.0%	0	5.9%	4	0.0%	0	3.6%	1	3.3%	1	3.9%	7
Visit ice cream parlour (e.g. Sprinkles Gelato)	1.3%	8	1.6%	1	1.3%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.6%	1	1.8%	3
Visit leisure centres / gyms (e.g. David Lloyd, Better Gym etc.)	1.2%	7	1.9%	1	2.3%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Visit restaurants or cafes (e.g. Nandos, Wagamama, TGI Fridays etc.)	31.7%	192	51.1%	38	28.5%	41	35.7%	19	20.9%	13	44.7%	18	25.7%	6	20.1%	8	29.0%	49
Visit bars	1.2%	7	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Visit nightclub	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit hotels	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
For childcare / kindergarten	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / have a walk around (Don't know)	1.3%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.7%	6
Weighted base:	604	74	145	54	60	40	25	38	167									
Sample:	531	72	81	67	70	61	39	69	72									

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q37 Now thinking about reasons you may have to choose Festival Leisure Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit Festival Leisure Park instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q35</i>																		
More / better cafes / restaurants	23.4%	141	30.0%	22	24.4%	35	25.0%	14	14.5%	9	25.2%	10	12.7%	3	15.1%	6	25.3%	42
Free parking	19.4%	117	7.6%	6	18.5%	27	10.1%	5	19.4%	12	12.0%	5	8.1%	2	14.8%	6	33.0%	55
Better cinema	18.9%	114	18.1%	13	19.4%	28	21.1%	11	15.4%	9	17.4%	7	24.8%	6	32.5%	12	15.8%	26
Better facilities in general	14.8%	89	23.1%	17	24.4%	35	15.1%	8	11.7%	7	23.9%	10	16.1%	4	5.6%	2	3.5%	6
Easier to park	13.3%	80	9.3%	7	9.7%	14	13.6%	7	12.8%	8	9.6%	4	18.7%	5	15.5%	6	17.9%	30
More safe / secure	10.4%	63	12.3%	9	7.5%	11	15.7%	8	10.0%	6	2.9%	1	4.1%	1	6.4%	2	14.0%	23
Closer to home	9.3%	56	8.8%	6	13.0%	19	24.1%	13	13.9%	8	2.5%	1	4.3%	1	8.9%	3	2.4%	4
Easier to get to by car	7.4%	44	8.6%	6	2.9%	4	0.8%	0	2.9%	2	5.1%	2	7.3%	2	10.9%	4	14.2%	24
Nicer environment	7.3%	44	11.6%	9	8.8%	13	7.1%	4	8.7%	5	13.5%	5	6.9%	2	1.4%	1	3.6%	6
Has a ten-pin bowling venue	5.3%	32	3.4%	2	5.0%	7	1.9%	1	2.9%	2	3.5%	1	6.8%	2	2.3%	1	9.2%	15
Cleaner	5.3%	32	8.5%	6	4.5%	7	1.9%	1	2.2%	1	0.0%	0	0.0%	0	1.9%	1	9.5%	16
More parking spaces	5.2%	32	1.6%	1	2.9%	4	7.7%	4	8.3%	5	7.7%	3	17.1%	4	1.9%	1	5.2%	9
More / better attractions for children (e.g. soft play / party centres)	4.9%	30	5.5%	4	6.2%	9	1.9%	1	9.6%	6	3.9%	2	7.3%	2	3.8%	1	3.0%	5
Easier to get around / more compact / better layout	4.5%	27	0.0%	0	4.5%	7	0.0%	0	0.0%	0	4.7%	2	7.9%	2	8.9%	3	8.0%	13
Closer to friends / relatives	3.1%	19	8.6%	6	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	5
Has an indoor adventure golf facility (e.g. Mr Mulligans)	2.0%	12	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	2	6.5%	2	3.3%	5
Easier to get to by bus	1.7%	10	4.7%	3	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
More / better drive-thru restaurants	1.6%	9	0.0%	0	1.9%	3	2.5%	1	0.8%	0	0.0%	0	4.3%	1	3.2%	1	1.5%	3
More / better gym / fitness facilities	1.4%	9	0.0%	0	2.5%	4	2.6%	1	2.2%	1	0.9%	0	0.0%	0	4.8%	2	0.0%	0
More pedestrian friendly	1.4%	8	6.2%	5	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.0%	0	1.6%	1	1.5%	3
Closer to work	1.3%	8	0.0%	0	1.6%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.8%	3
Easier to get to by bike	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.1%	1	6.7%	3	0.0%	0
Later opening hours	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.5%	3
Less traffic	0.4%	3	0.0%	0	0.0%	0	1.7%	1	2.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Better place to go at night	0.4%	2	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Don't know what's available at Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Better for a day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Has better lighting at night	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More convenient	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has electric charging points for cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Just dislike Basildon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Has a good hotel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit Festival Leisure Park instead of Basildon Town Centre)	6.1%	37	8.2%	6	6.0%	9	1.6%	1	10.2%	6	9.4%	4	6.3%	2	2.2%	1	5.2%	9
(Don't know)	5.1%	31	3.7%	3	4.6%	7	2.4%	1	2.9%	2	5.2%	2	5.6%	1	1.4%	1	8.6%	14
Weighted base:		604		74		145		54		60		40		25		38		167
Sample:		531		72		81		67		70		61		39		69		72

Meanscore: [Number of times per month]

Q38 How often do you or your household visit the following leisure attractions? [PR]
Bingo / casino / bookmaker

More than once a week	0.5%	4	1.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Once a week	1.1%	9	1.2%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Once a fortnight	1.5%	12	1.5%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.2%	3	1.1%	2
Once a month	1.5%	12	1.2%	1	1.4%	3	1.4%	1	1.4%	1	1.6%	1	2.0%	1	2.4%	1	1.2%	3
Once every two months	0.9%	8	4.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.3%	2	1.4%	1	0.0%	0
Once every six months	1.5%	12	0.0%	0	1.1%	2	0.0%	0	2.2%	2	0.0%	0	1.3%	1	3.9%	2	2.8%	6
Once a year	2.3%	19	0.0%	0	1.7%	3	0.0%	0	4.4%	4	3.3%	2	3.2%	2	1.6%	1	3.5%	7
Less often than once a year	2.6%	21	1.5%	1	6.0%	11	2.0%	1	3.6%	3	1.9%	1	0.0%	0	1.9%	1	1.2%	3
Never	83.0%	670	81.2%	79	78.3%	140	91.4%	65	84.0%	68	93.2%	59	85.3%	48	73.4%	38	83.1%	174
(Dont know / varies)	5.0%	41	7.7%	7	6.0%	11	2.0%	1	4.6%	4	0.0%	0	1.6%	1	3.0%	2	7.1%	15
Mean:		0.15		0.25		0.19		0.17		0.02		0.02		0.20		0.49		0.05
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Cinema																		
More than once a week	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0		
Once a week	2.6%	21	3.1%	3	3.6%	6	0.0%	0	1.6%	1	0.6%	0	4.1%	2	3.8%	2	2.9%	6
Once a fortnight	2.2%	18	4.0%	4	0.0%	0	4.7%	3	0.6%	0	0.6%	0	1.9%	1	8.0%	4	2.1%	4
Once a month	12.4%	100	11.6%	11	15.4%	27	8.3%	6	16.6%	13	6.9%	4	14.3%	8	10.0%	5	11.6%	24
Once every two months	17.6%	143	18.6%	18	14.1%	25	20.2%	14	25.7%	21	17.5%	11	16.4%	9	17.3%	9	16.6%	35
Once every six months	19.9%	161	12.8%	12	22.1%	40	25.9%	19	14.8%	12	15.6%	10	16.6%	9	14.5%	7	24.6%	51
Once a year	8.8%	71	11.9%	12	8.3%	15	4.2%	3	11.7%	10	6.4%	4	11.9%	7	8.4%	4	8.0%	17
Less often than once a year	4.9%	40	2.9%	3	4.9%	9	4.0%	3	4.8%	4	1.8%	1	4.3%	2	2.4%	1	8.0%	17
Never	27.9%	225	32.1%	31	27.5%	49	29.0%	21	22.9%	19	46.1%	29	30.5%	17	28.1%	14	21.6%	45
(Dont know / varies)	3.5%	28	3.0%	3	4.2%	7	3.7%	3	1.4%	1	4.4%	3	0.0%	0	2.8%	1	4.6%	10
Mean:	0.45		0.46		0.44		0.35		0.42		0.24		0.47		0.94		0.43	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Gym / health club / sports facility																		
More than once a week	14.7%	119	12.4%	12	14.0%	25	16.3%	12	15.8%	13	17.6%	11	14.4%	8	17.7%	9	14.0%	29
Once a week	5.7%	46	2.8%	3	1.1%	2	9.6%	7	5.5%	4	3.6%	2	5.7%	3	13.1%	7	8.4%	18
Once a fortnight	2.2%	18	4.2%	4	0.0%	0	0.6%	0	1.9%	2	1.6%	1	1.4%	1	3.6%	2	3.8%	8
Once a month	2.1%	17	1.2%	1	3.7%	7	2.5%	2	3.0%	2	1.2%	1	1.4%	1	1.1%	1	1.4%	3
Once every two months	2.0%	16	0.0%	0	3.3%	6	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	8
Once every six months	2.5%	20	1.2%	1	5.1%	9	0.0%	0	0.0%	0	0.6%	0	5.2%	3	1.1%	1	2.8%	6
Once a year	1.3%	11	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	9
Less often than once a year	2.6%	21	2.7%	3	4.4%	8	2.7%	2	1.9%	2	1.2%	1	0.0%	0	0.0%	0	3.1%	6
Never	63.2%	511	69.0%	67	65.0%	116	66.2%	47	64.3%	52	74.2%	47	70.1%	39	61.9%	32	52.7%	110
(Dont know / varies)	3.6%	29	6.4%	6	2.4%	4	2.0%	1	4.6%	4	0.0%	0	1.6%	1	1.6%	1	5.7%	12
Mean:	1.54		1.29		1.26		1.76		1.64		1.60		1.46		2.06		1.67	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Theatre / concert / music venue																		
More than once a week	0.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	2.4%	1	0.0%	0
Once a week	0.9%	7	2.7%	3	1.1%	2	0.0%	0	0.0%	0	1.2%	1	0.6%	0	2.4%	1	0.0%	0
Once a fortnight	1.4%	11	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	11.2%	6	1.2%	3
Once a month	5.2%	42	4.4%	4	4.7%	8	3.7%	3	6.8%	6	0.0%	0	7.5%	4	7.5%	4	6.3%	13
Once every two months	15.6%	126	13.4%	13	13.7%	24	8.5%	6	13.2%	11	16.0%	10	20.8%	12	7.0%	4	22.2%	46
Once every six months	16.6%	134	15.8%	15	13.9%	25	18.2%	13	15.2%	12	16.6%	11	20.7%	12	9.4%	5	20.0%	42
Once a year	10.0%	81	8.9%	9	12.7%	23	17.1%	12	10.6%	9	5.8%	4	5.3%	3	8.1%	4	8.6%	18
Less often than once a year	6.2%	50	4.0%	4	9.7%	17	0.6%	0	6.5%	5	7.0%	4	5.6%	3	5.1%	3	6.4%	13
Never	40.7%	329	45.6%	44	40.4%	72	46.4%	33	44.8%	37	50.9%	32	35.6%	20	45.2%	23	32.5%	68
(Dont know / varies)	2.9%	23	5.2%	5	2.4%	4	4.0%	3	2.7%	2	1.9%	1	1.9%	1	1.6%	1	2.8%	6
Mean:	0.28		0.27		0.24		0.26		0.18		0.18		0.41		0.66		0.25	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Museum / gallery or place of historical / cultural interest																		
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.0%	8	1.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0
Once a fortnight	1.6%	13	0.0%	0	3.7%	7	1.4%	1	0.0%	0	0.6%	0	0.0%	0	4.2%	2	1.2%	3
Once a month	3.4%	28	1.5%	1	3.2%	6	0.6%	0	3.8%	3	0.0%	0	8.2%	5	7.6%	4	4.1%	8
Once every two months	7.5%	60	7.0%	7	7.2%	13	6.3%	5	6.2%	5	0.6%	0	11.3%	6	6.9%	4	10.1%	21
Once every six months	12.1%	98	5.0%	5	16.0%	29	11.4%	8	13.0%	11	16.6%	11	20.3%	11	8.7%	4	9.2%	19
Once a year	10.5%	85	7.4%	7	7.5%	13	12.8%	9	11.0%	9	6.8%	4	6.7%	4	12.4%	6	15.1%	32
Less often than once a year	6.8%	55	7.4%	7	4.9%	9	0.6%	0	2.8%	2	5.0%	3	3.0%	2	4.9%	3	13.7%	29
Never	53.5%	432	62.7%	61	52.1%	93	62.3%	45	58.9%	48	70.4%	45	48.7%	27	43.6%	22	43.9%	92
(Dont know / varies)	3.7%	30	7.5%	7	4.3%	8	4.6%	3	4.4%	4	0.0%	0	1.6%	1	2.1%	1	2.8%	6
Mean:	0.19		0.14		0.23		0.11		0.11		0.05		0.19		0.62		0.15	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Pub / bar / nightclub																		
More than once a week	2.2%	18	0.0%	0	2.5%	5	2.5%	2	3.7%	3	2.4%	2	3.2%	2	4.5%	2	1.4%	3
Once a week	7.7%	62	2.2%	2	8.9%	16	5.2%	4	10.7%	9	6.1%	4	11.1%	6	19.9%	10	5.5%	12
Once a fortnight	10.7%	86	11.2%	11	3.1%	5	9.1%	7	14.5%	12	12.0%	8	16.3%	9	14.6%	7	13.1%	27
Once a month	13.5%	109	12.2%	12	10.8%	19	19.1%	14	18.8%	15	6.3%	4	13.9%	8	13.3%	7	14.7%	31
Once every two months	10.6%	86	8.4%	8	17.9%	32	9.2%	7	7.7%	6	6.8%	4	8.4%	5	7.5%	4	9.6%	20
Once every six months	5.9%	48	8.8%	8	4.9%	9	9.6%	7	7.0%	6	4.9%	3	8.0%	4	3.0%	2	4.1%	9
Once a year	1.9%	15	0.0%	0	2.8%	5	0.0%	0	2.8%	2	0.6%	0	1.6%	1	2.8%	1	2.4%	5
Less often than once a year	2.8%	22	5.2%	5	6.0%	11	1.4%	1	2.5%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	3
Never	40.9%	331	47.7%	46	38.2%	68	40.1%	29	28.1%	23	60.9%	39	34.1%	19	31.6%	16	43.4%	91
(Dont know / varies)	3.8%	31	4.3%	4	4.8%	8	3.7%	3	4.4%	4	0.0%	0	2.2%	1	2.8%	1	4.3%	9
Mean:	0.94	0.52	0.87	0.88	1.31	0.78	1.25	1.67	0.84									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									
Restaurant / café																		
More than once a week	6.6%	53	11.0%	11	4.8%	9	8.2%	6	8.8%	7	3.1%	2	5.0%	3	13.6%	7	4.3%	9
Once a week	14.4%	117	14.1%	14	10.2%	18	10.3%	7	14.7%	12	14.8%	9	23.0%	13	28.2%	14	13.7%	29
Once a fortnight	20.2%	163	19.7%	19	18.0%	32	23.4%	17	27.8%	23	10.0%	6	13.0%	7	17.8%	9	23.8%	50
Once a month	25.0%	202	18.0%	17	26.3%	47	21.8%	16	18.5%	15	28.2%	18	29.1%	16	11.8%	6	32.0%	67
Once every two months	11.7%	94	9.6%	9	13.6%	24	12.5%	9	13.0%	11	13.7%	9	10.1%	6	9.0%	5	10.7%	22
Once every six months	5.2%	42	5.0%	5	8.4%	15	5.8%	4	3.0%	2	5.7%	4	4.4%	2	1.6%	1	4.1%	9
Once a year	2.5%	20	3.2%	3	4.1%	7	0.0%	0	1.9%	2	0.6%	0	0.0%	0	4.4%	2	2.6%	5
Less often than once a year	1.0%	8	1.7%	2	2.2%	4	0.6%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.5%	1
Never	11.3%	91	14.7%	14	10.4%	19	14.4%	10	11.8%	10	20.3%	13	12.8%	7	12.0%	6	6.0%	13
(Dont know / varies)	2.1%	17	3.0%	3	1.9%	3	3.2%	2	0.6%	0	1.8%	1	2.5%	1	1.6%	1	2.2%	5
Mean:	1.87	2.15	1.53	1.88	2.12	1.43	1.98	2.79	1.80									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									
Family entertainment (e.g. tenpin bowling, skating rink)																		
More than once a week	0.5%	4	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Once a week	2.0%	16	1.5%	1	3.3%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.8%	2	2.4%	5
Once a fortnight	3.1%	25	4.4%	4	2.4%	4	3.1%	2	1.4%	1	3.0%	2	5.0%	3	6.8%	3	2.4%	5
Once a month	9.4%	76	7.4%	7	14.0%	25	5.8%	4	11.7%	10	6.9%	4	3.3%	2	6.4%	3	9.9%	21
Once every two months	11.5%	93	9.2%	9	6.2%	11	9.6%	7	14.4%	12	7.1%	4	7.2%	4	3.9%	2	21.0%	44
Once every six months	14.2%	115	11.1%	11	22.1%	39	7.2%	5	8.7%	7	4.8%	3	6.5%	4	6.6%	3	20.1%	42
Once a year	4.0%	33	2.3%	2	3.9%	7	5.4%	4	1.9%	2	5.4%	3	11.0%	6	0.5%	0	3.9%	8
Less often than once a year	3.8%	31	5.7%	5	3.6%	6	2.0%	1	3.6%	3	2.4%	2	1.6%	1	1.6%	1	5.2%	11
Never	49.9%	403	53.5%	52	43.4%	77	64.3%	46	53.7%	44	67.3%	43	65.5%	37	62.0%	32	35.1%	73
(Dont know / varies)	1.6%	13	5.0%	5	0.0%	0	2.6%	2	3.0%	2	3.1%	2	0.0%	0	3.9%	2	0.0%	0
Mean:	0.37	0.31	0.49	0.19	0.31	0.19	0.19	0.74	0.39									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q39 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																		
<i>Those that said they do the activity 'Bingo, casino or bookmaker' at least once a year at Q38 AND Excl. Nulls</i>																		
Best Casino, St John's Way, Corringham, Stanford-le-Hope, SS17 7LL	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Buzz Bingo, Southernhay, Basildon, SS14 1DH	24.2%	15	35.4%	3	28.4%	4	87.0%	3	66.6%	4	0.0%	0	0.0%	0	18.4%	2	0.0%	0
Grosvenor Casino, Church Road, Southend-on-Sea, SS1 2AL	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	2	19.6%	3
Mecca Bingo, Greyhound Trading Park, Greyhound Way, Southend-on-Sea, SS2 5PY	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	15.0%	2
Mecca Bingo, The Mercury Shopping Centre, Mercury Gardens, Romford, RM1 3EE	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	2	0.0%	0	16.8%	3
Basildon Town Centre	3.9%	2	14.9%	1	5.5%	1	13.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	1	0.0%	0	16.8%	3
Corringham Town Centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.1%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	3.1%	2	0.0%	0	13.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.4%	1	0.0%	0	0.0%	0	0.0%	0	8.8%	0	45.9%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	1	0.0%	0	0.0%	0
Abroad	25.3%	16	32.3%	3	39.6%	6	0.0%	0	24.6%	1	0.0%	0	24.0%	1	51.4%	5	0.0%	0
Coral Island Casino, New Bonny Street, Blackpool, FY1 5DW	2.2%	1	17.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0	0.0%	0	0.0%	0
Genting Casino Westcliff, The Western Esplanade, Westcliff-on-Sea, SS0 7QY	10.6%	7	0.0%	0	13.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	5
Weighted base:		63		8		15		3		5		2		5		10		15
Sample:		54		6		10		4		5		2		6		15		6

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q40 Which cinema do you or members of your household normally visit?									
<i>Those that said they do the activity 'Cinema' at least once a year at Q38 AND Excl. Nulls</i>									
Cineworld, Clements Road, Ilford, IG1 1BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cineworld, Festival Way, Festival Leisure Park, Basildon, SS14 3WB	68.8%	345	68.2%	40	77.1%	84	88.6%	40	84.7%
Empire, East Square, Basildon, SS14 1HS	1.5%	7	3.9%	2	0.0%	0	0.0%	0	1.9%
Movie Starr, Eastern Esplanade, Canvey Island, SS8 7DN	9.7%	49	9.7%	6	5.9%	6	4.0%	2	0.0%
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	1.9%	9	0.0%	0	0.0%	0	0.0%	0	8.7%
Odeon, The Broadway, Louthend-on-Sea, SS1 1TJ	1.9%	10	0.0%	0	1.6%	2	0.0%	0	0.0%
Premier Cinemas, The Mercury Mall, Mercury Gardens, Romford, RM1 3EE	0.8%	4	0.0%	0	1.8%	2	0.0%	0	0.0%
Vue, Lakeside Shopping Centre, West Thurrock, RM20 2ZW	9.0%	45	7.1%	4	10.0%	11	5.3%	2	0.0%
Vue, Romford ROC Drive, Romford, RM1 1AU	0.8%	4	0.0%	0	0.0%	0	2.0%	1	0.0%
Central London / West End Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Curzon Colchester, Queen Street, Colchester, CO1 2PH	2.0%	10	2.4%	1	1.8%	2	0.0%	0	0.0%
Everyman Chelmsford, Bond Street, Chelmsford, CM1 1GD	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%
Everyman Crystal Palace, Church Road, Crystal Palace, SE19 2TE	1.9%	9	2.4%	1	0.0%	0	0.0%	0	4.7%
The Arc Cinema, Marine Parade, Great Yarmouth, NR30 2DL	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%
The Rio Cinema, Station Road, Burnham-on-Crouch, CM0 8HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Montfichet Road, Westfield Stratford City, E20 1EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	501	59	109	45	58	29	34	33	135
Sample:	446	55	61	54	64	44	50	60	58

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q41 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<i>Those that said they do the activity 'Gym, health club or sports facility' at least once a year at Q38 AND Excl. Nulls</i>																		
ABC Gym, Progress Road, Leigh-on-Sea, SS9 5PR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Basildon Sporting Village, Cranes Farm Road, Basildon, SS14 3GR	7.7%	16	10.9%	2	11.9%	5	2.1%	0	5.6%	1	0.0%	0	5.3%	1	8.9%	2	8.3%	5
Billericay Sports & Fitness Centre, School Road, Billericay, CM12 9LH	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
EasyGym, Westgate Shopping Centre, Fodderwick, Basildon, SS14 1WP	2.0%	4	6.0%	1	4.7%	2	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Leisure Centre, Crest Avenue, Basildon, SS13 2EF	5.0%	10	27.7%	6	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Feelgood Fitness & Wellness Centre, Daniels Farm, Wash Road, Basildon, SS15 4AZ	1.1%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Progress Road, Leigh-on-Sea, SS9 5PR	1.7%	4	0.0%	0	0.0%	0	6.0%	1	0.0%	0	6.1%	1	6.9%	1	3.1%	1	0.0%	0
Runnymede Leisure Centre, Castle Point Borough Council, Kiln Road, Benfleet, SS7 1TF	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	8
Snap Fitness 24-7, Times Square, Basildon, SS14 1DJ	0.9%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Leisure Centre, Brickfields Road, South Woodham Ferrers, CM3 5JU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Stans Gym, Llantrisant Oaks/Aveley Road, Upminster, RM14 2TN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Hub Wickford, Robert Way, Wickford, SS11 8DD	1.0%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	7.6%	1	0.0%	0
The Palace, Pitsea Leisure Centre, Northlands Pavement, Basildon, SS13 3DU	1.8%	4	5.1%	1	0.0%	0	0.0%	0	10.1%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Waterside Farm Leisure Centre, Somnes Avenue, Canvey Island, SS8 9RA	6.3%	13	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	12
Basildon Town Centre	3.1%	6	0.0%	0	9.3%	4	0.0%	0	0.0%	0	16.8%	2	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	2.7%	6	0.0%	0	0.0%	0	4.6%	1	14.7%	3	0.0%	0	0.0%	0	9.4%	2	0.0%	0
Brentwood Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Chelmsford City Centre	0.6%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Corringham Town Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	5	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Southend-on-Sea Town Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5
Stanford-le-Hope Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Wickford Town Centre	3.8%	8	0.0%	0	0.0%	0	37.2%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Abroad	4.2%	9	7.1%	1	4.7%	2	0.0%	0	0.0%	0	0.0%	0	12.9%	2	20.9%	4	0.0%	0
Abbs Cross Health and Fitness, Abbs Cross Lane, Hornchurch, RM12 4YB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Benton Hall, Wickham Hill, Witham, CM8 3LH	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Festival Leisure Park, Basildon, SS14 3WB	1.4%	3	0.0%	0	6.1%	3	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater Leisure Centre, Park Drive, Maldon, CM9 5UR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Brentwood Golf Club, Coxtie Green Road, South Weald, CM14 5RJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, SS5 4LN	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Club Kingswood, Clayhill Lane, Basildon, SS16 5JP	2.6%	5	10.9%	2	4.7%	2	2.1%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Festival Leisure Park, Basildon, SS14 3DG	5.0%	10	2.5%	1	12.1%	5	13.8%	3	0.0%	0	5.5%	1	0.0%	0	6.6%	1	0.0%	0
David Lloyd, Gidea Park, Romford, RM11 2DY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Fit Performance, Chester Hall Lane, Basildon, SS14 3BG	1.1%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwoods Hotel & Spa, Stock Road, Stock, CM4 9BE	1.1%	2	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Springhouse Road, Corringham, SS17 7NB	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Community Centre, Aston Road, Laindon, SS15 6NX	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeman Fitness, Lubards Farm , Rayleigh, SS6 9QG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Limitless, Alexander Lane, Shenfield, Brentwood, CM15 8QF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0
Oasis Health & Fitness Club, The Precinct, Stanford-le-Hope, SS17 0HF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
PureGym, Blackwater Retail Park, Maldon, CM9 4DY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Eastgate Shopping Centre, Basildon, SS14 IEB	3.6%	7	7.1%	1	14.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Pelican Retail Park, Rayleigh, SS6 7UP	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
PureGym, Radford Way, Billericay, CM12 0DX	2.8%	6	0.0%	0	0.0%	0	0.0%	0	28.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Leisure Centre, Priory Chase, Rayleigh, SS6 9NF	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
Reflections Health & Leisure, West Hanningfield Road, Great Baddow, CM2 8HR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Runwell Bowls Club, St Lukes Way, Runwell, SS11 7QA	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stock Brook Country Club, Queens Park, Billericay, CM12 0SQ	2.2%	4	0.0%	0	0.0%	0	0.0%	0	13.5%	3	0.0%	0	5.3%	1	6.2%	1	0.0%	0
Studio 360 Fitness, Radford Way, Billericay, CM12 0BX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Studio 35, Fairview Park, Rayleigh, SS6 8EG	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
The Brentwood Centre, Pilgrims Hatch, Brentwood, CM15 9NN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
The Gym Group, Minnie Baldock Street, Canning Town, E16 1YE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
The Gym Group, Pippis Hill Retail Park, Basildon, SS14 3AF	1.3%	3	13.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Heron Country Club, A128, Herongate, CM13 3LW	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rayleigh Club,	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Hullbridge Road, Rayleigh, SS6 9QS	3.8%	8	7.1%	1	6.5%	3	0.0%	0	6.5%	1	0.0%	0	18.8%	2	0.0%	0	0.0%	0
Virgin Active, Little Warley Hall Lane, Brentwood, CM13 3EN	4.5%	9	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	8
Virgin Active, Rayleigh Road, Thundersley, SS7 3YN	1.1%	2	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickford Swim and Fitness Centre, Market Avenue, Wickford, SS12 0AG																		
Weighted base:	207	20		42	20	20	14	13	17	60								
Sample:	177	19		21	25	21	20	17	28	26								

Q42 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

Those that said they do the activity 'Theatre, concert or music venue' at least once a year at Q38 AND Excl. Nulls

Brentwood Theatre, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Cliffs Pavilion, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	24.5%	84	16.5%	6	26.0%	17	27.6%	9	9.9%	4	17.0%	4	9.8%	3	10.1%	2	40.6%	39
Palace Theatre, London Road, Westcliff-on-Sea, Southend-on-Sea, S0 9LA	4.1%	14	7.5%	3	5.8%	4	3.9%	1	0.0%	0	4.9%	1	1.1%	0	0.0%	0	4.8%	5
Thameside Theatre, Orsett Road, Grays, RM17 5DX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.1%	0	2.8%	1	0.0%	0
The Billericay Theatre, Radford Way, Billericay, CM12 0DX	1.5%	5	0.0%	0	2.8%	2	2.8%	1	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Theatre, St Martins Square, Basildon, SS14 1DL	10.6%	36	19.3%	7	22.7%	14	8.1%	3	17.4%	6	5.9%	1	13.6%	4	1.2%	0	0.0%	0
Basildon Town Centre	2.6%	9	11.8%	5	2.6%	2	0.0%	0	3.7%	1	1.5%	0	0.0%	0	0.0%	0	1.1%	1
Brentwood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Canvey Island Town Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	45.3%	155	33.5%	13	32.7%	21	44.9%	15	57.7%	21	54.5%	13	56.9%	16	55.6%	12	45.8%	44
Chelmsford City Centre	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Grays Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.6%	9	0.0%	0	4.3%	3	10.1%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.4%	2
Stanford-le-Hope Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	3.3%	11	3.7%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	16.6%	4	2.6%	3
ABBA Arena, Pudding Mill Lane, Stratford, E15 2RU	0.4%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Theatre, Fairfield Road, Chelmsford, CM1 1JG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Hornchurch Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Norwich Theatre Royal, Theatre Street, Norwich, NR2 1RL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Queen's Theatre, Billet Lane, Hornchurch, RM11 1QT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
The O2, Peninsula Square, Greenwich, SE10 0DX	0.6%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.5%	1	0.0%	0	0.0%	0
Weighted base:	341	38		64	33	36	25	29	22	95								
Sample:	330	39		38	41	40	39	50	38	45								

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q43 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?																		
<i>Those that said they do the activity 'Museum, gallery or place of historical / cultural interest' at least once a year at Q38 AND Excl. Nulls</i>																		
Basildon Eastgate Art Gallery, Southernhay, Basildon SS14 1EB	1.4%	3	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0
Focal Point Gallery, Elmer Avenue, Southend-on-Sea, SS1 1NB	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Basildon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Central London / West End	83.2%	187	55.5%	10	79.9%	39	92.9%	18	84.7%	21	97.4%	14	81.5%	16	55.3%	13	100.0%	56
Chelmsford City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0
Rayleigh Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Southend-on-Sea Town Centre	0.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.6%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	8.3%	19	23.5%	4	7.9%	4	7.1%	1	11.5%	3	0.0%	0	10.4%	2	17.4%	4	0.0%	0
Braintree Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.8%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Museum, Oaklands Park, Chelmsford, CM2 9AQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Cotswold Motoring Museum & Toy Collection, The Old Mill, Bourton-on-the-Water, GL54 2BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Cutty Sark, King William Walk, Greenwich, SE10 9HT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Edinburgh City Centre	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, Canary Wharf, E14 4AL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Power, B1019, Langford, Maldon, CM9 6QA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Wat Tyler Country Park, Pitsea Hall Lane, Pitsea, SS16 4UH	1.0%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		225		18		49		20		25		14		20		24		56
Sample:		212		17		27		23		26		21		34		41		23

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q44 Where do you or members of your household normally go to visit pubs / bars / nightclubs?																		
<i>Those that said they do the activity 'Pub, bar or nightclub' at least once a year at Q38 AND Excl. Nulls</i>																		
Basildon Town Centre	8.1%	29	25.1%	9	21.0%	16	1.2%	0	2.8%	1	0.0%	0	1.3%	0	7.2%	2	0.0%	0
Billericay Town Centre	19.8%	71	8.8%	3	16.6%	13	18.3%	6	78.6%	37	5.7%	1	0.0%	0	36.4%	11	0.0%	0
Brentwood Town Centre	2.4%	9	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	5	0.0%	0	3.2%	3
Canvey Island Town Centre	1.8%	6	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Central London / West End	7.9%	28	12.0%	4	9.5%	7	10.0%	3	0.0%	0	16.7%	3	19.3%	5	7.8%	2	3.2%	3
Chelmsford City Centre	2.8%	10	0.0%	0	4.7%	4	4.1%	1	0.0%	0	0.0%	0	1.3%	0	6.5%	2	2.8%	3
Corringham Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	6	0.0%	0	0.0%	0	0.0%	0
Ingatestone Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0
Laindon Town Centre	0.6%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.5%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea Town Centre	3.9%	14	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	10
Pitsea Town Centre	0.7%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Rayleigh Town Centre	7.7%	28	0.0%	0	0.0%	0	12.4%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	23
South Benfleet Town Centre	4.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	16
Southend-on-Sea Town Centre	3.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	14
Stanford-le-Hope Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	3	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	6	0.0%	0	0.0%	0
Wickford Town Centre	3.9%	14	1.5%	1	0.0%	0	31.7%	11	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0
Lakeside RETAIL parks & other stores	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	10.2%	36	24.9%	8	19.3%	15	5.3%	2	0.0%	0	5.0%	1	5.1%	1	2.0%	1	9.3%	8
Abroad	3.5%	12	4.1%	1	6.2%	5	0.0%	0	3.3%	2	0.0%	0	6.9%	2	10.0%	3	0.0%	0
Barnhall Community Association & Social Club, Alderney Gardens, Wickford, SS11 7JP	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.9%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Chigwell Town Centre	0.5%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Centre	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fobbing Village Centre	1.0%	4	0.0%	0	2.3%	2	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre, Basildon	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herongate Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heydon Village Centre	0.5%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	1.3%	5	0.0%	0	2.3%	2	0.0%	0	0.0%	0	14.7%	3	0.0%	0	0.0%	0	0.0%	0
Hutton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Warley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Mile End District Centre, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Mountnessing Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Noak Bridge Local Centre, Basildon	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Lodge, A132, Battlesbridge, SS11 7QT	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Runwell Village Centre	0.4%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Shenfield Local Centre, Brentwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
South Green, Billericay	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.7%	2	0.0%	0	0.0%	0	2.7%	1	2.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Stock Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Halfway House Brentwood, A127, West Horndon, Brentwood CM13 3LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	1.0%	4	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
West Horndon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Witham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	357		34	76	34	47	20	25	31	91								
Sample:	327		31	44	39	51	32	42	51	37								

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q45 Where do you or members of your household normally go for eating out (e.g. cafes and restaurants)?																		
<i>Those that said they do the activity 'Restaurant, café' at least once a year at Q38 AND Excl. Nulls</i>																		
Basildon Town Centre	13.5%	76	19.8%	14	37.8%	47	3.5%	2	4.8%	3	4.9%	2	1.0%	0	0.0%	0	5.6%	8
Billericay Town Centre	15.4%	87	4.9%	3	7.4%	9	19.4%	9	74.2%	48	9.6%	3	2.1%	1	32.7%	13	0.0%	0
Brentwood Town Centre	3.1%	18	0.0%	0	2.2%	3	0.0%	0	0.7%	0	2.8%	1	30.0%	10	1.4%	1	2.0%	3
Canvey Island Town Centre	1.7%	10	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7
Central London / West End	3.7%	21	1.8%	1	3.0%	4	0.9%	0	0.0%	0	6.5%	2	11.9%	4	9.1%	4	3.7%	5
Chelmsford City Centre	1.5%	9	0.0%	0	0.0%	0	3.6%	2	0.0%	0	1.0%	0	4.5%	1	7.0%	3	1.5%	2
Corringham Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	7	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ingatstone Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Laindon Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	2.2%	12	0.0%	0	1.6%	2	0.0%	0	1.6%	1	4.9%	2	5.5%	2	0.0%	0	3.9%	6
Leigh-on-Sea Town Centre	3.6%	20	5.6%	4	3.0%	4	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	7.7%	11
Pitsea Town Centre	0.8%	5	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	6.6%	37	0.0%	0	0.7%	1	3.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	34
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	4.3%	24	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	22
South Ockendon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	4.0%	23	2.2%	2	6.4%	8	2.9%	1	0.0%	0	3.4%	1	2.1%	1	0.0%	0	6.6%	10
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	7	0.0%	0	0.0%	0
Wickford Town Centre	4.8%	27	0.0%	0	0.0%	0	42.2%	21	0.7%	0	0.0%	0	0.0%	0	12.1%	5	0.7%	1
MAYFLOWER Retail Park, Gardiners Link, Basildon	0.9%	5	0.7%	1	0.0%	0	2.7%	1	1.7%	1	2.8%	1	2.8%	1	0.0%	0	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon	0.6%	3	0.7%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores	0.5%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	16.7%	94	29.5%	20	22.4%	28	9.3%	5	6.0%	4	14.7%	5	1.0%	0	7.0%	3	19.9%	29
Abroad	2.1%	12	3.8%	3	1.6%	2	1.7%	1	1.7%	1	0.0%	0	5.1%	2	9.2%	4	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.4%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.9%	5	0.0%	0	2.1%	3	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Chigwell Town Centre	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst Local Centre, Bromley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Colchester Town Centre	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Downham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Fobbing Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre,	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Basildon									
Galleywood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harvester Five Bells Vange	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%
Basildon, A13, Basildon, SS16 5LD									
Hatfield Peverel Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Heydon Village Centre	0.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%
Horndon on the Hill Village Centre	0.7%	4	0.0%	0	1.8%	2	0.0%	0	1.6%
Hullbridge Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
IKEA, Lakeside, Grays, RM20 3WJ	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Kelvedon Hatch Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Langdon Hills Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%
Ludlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Maldon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
Mountnessing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Ongar Garden Centre, Langford Bridge, Kelvedon Hatch, Ongar, CM15 0LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Orsett Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Pilgrims Hatch Local Centre, Brentwood	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%
Rawreth Village Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%
Rettendon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Runwell Village Centre	0.4%	2	0.7%	1	0.0%	0	2.7%	1	0.0%
Shenfield Local Centre, Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shoeburyness Local Centre, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
South Green, Billericay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
South Hanningfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Stock Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%
Summerhill Garden Centre, Pippis Hill Road North, Billericay, CM11 2UJ	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%
The BakeHouse Chelmsford, A414, Chelmsford, CM1 3SN	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%
Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Top Meadow Golf Club, Fen Lane, North Ockendon, RM14 3PR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westcliff-on-Sea Local Centre, Southend-on-Sea	0.5%	3	0.0%	0	0.0%	0	0.9%	0	0.0%
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Weighted base:	562	69	124	49	64	36	33	40	147
Sample:	545	70	71	68	75	57	59	78	67

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q46 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?																		
<i>Those that said they do the activity 'Family entertainment (e.g. tenpin bowling, ice skating, etc.)' at least once a year at Q38 AND Excl. Nulls</i>																		
Festival Leisure Park (whole leisure park - not venue specific), Basildon, SS14 3WB	38.1%	97	21.1%	6	47.0%	29	61.0%	11	32.5%	9	31.8%	5	31.4%	4	31.8%	4	37.2%	30
Hackers Minigolf, High Street, Billericay CM12 9BQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Festival Way, Festival Leisure Park, Basildon SS14 3WB	27.9%	71	49.9%	15	22.1%	13	25.6%	5	39.1%	10	53.5%	8	19.5%	3	23.7%	3	18.1%	14
Hollywood Bowl, The Quay, West Thurrock Way, West Thurrock, Grays RM20 2AD	0.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser Quest & VR Centre Romford, High Street, Romford RM1 1JL	1.5%	4	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0
Mr Mulligans, Festival Leisure Park, Basildon SS14 3WB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Megacentre, Brook Road, Rayleigh, SS6 7UT	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
Basildon Town Centre	5.0%	13	7.7%	2	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Central London / West End	1.4%	3	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0
Chelmsford City Centre	2.6%	7	0.0%	0	3.8%	2	5.5%	1	10.3%	3	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	3.6%	9	4.1%	1	3.2%	2	0.0%	0	0.0%	0	14.7%	2	2.5%	0	0.0%	0	4.3%	3
Rayleigh Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Romford Town Centre	1.4%	4	0.0%	0	2.9%	2	5.5%	1	0.0%	0	0.0%	0	2.5%	0	4.8%	1	0.0%	0
Southend-on-Sea Town Centre	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	10.6%	8
Abroad	3.9%	10	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	19.2%	2	32.3%	4	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CJ's Bowling, Eldon Way, Hockley, SS5 4AD	3.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10
Colchester Zoo, Stanway, Heckfordbridge, CO3 0SL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copford Cricket Club, Aldercar Road, Colchester, CO6 1DG	0.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham Town Centre	1.1%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanningfield Reservoir Nature Discovery Park, Hawkswood Road, Downham, CM11 1WT	0.2%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	255																	
Sample:	191	30	61	18	26	15	13	11	80	25	30	22	24	19	20	18	33	

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q47 What improvements could be made to Basildon Borough's leisure offer that would make you visit / partake in leisure activities more often? [MR]																		
Cheaper prices	9.7%	78	14.5%	14	12.7%	23	3.9%	3	3.8%	3	10.9%	7	6.7%	4	9.2%	5	9.7%	20
Improved security / CCTV	7.8%	63	10.9%	11	8.8%	16	4.7%	3	9.2%	8	2.2%	1	3.9%	2	7.3%	4	8.8%	18
Leisure facilities / activities for young children	4.5%	36	7.1%	7	5.3%	9	1.3%	1	7.7%	6	1.8%	1	1.2%	1	9.2%	5	2.9%	6
Food / farmers markets	4.3%	35	3.2%	3	4.4%	8	2.8%	2	3.2%	3	0.0%	0	1.6%	1	2.5%	1	8.2%	17
Cafes - more / better cafes in general	4.3%	35	1.2%	1	8.7%	16	0.0%	0	4.4%	4	1.4%	1	2.2%	1	1.2%	1	5.6%	12
Improvements in the built environment (make it look more attractive)	4.2%	34	7.6%	7	4.8%	8	1.2%	1	5.2%	4	0.6%	0	6.4%	4	1.7%	1	4.0%	8
Ice rink	3.6%	29	2.8%	3	10.2%	18	1.4%	1	0.0%	0	0.0%	0	1.4%	1	2.3%	1	2.4%	5
More / better restaurants	3.4%	28	3.5%	3	6.2%	11	5.1%	4	1.9%	2	1.8%	1	0.0%	0	1.6%	1	2.9%	6
Leisure facilities / activities for families	3.4%	28	4.0%	4	7.0%	12	1.3%	1	6.0%	5	0.0%	0	0.0%	0	1.1%	1	2.4%	5
Cinema - multi-screen cinema	3.2%	26	5.1%	5	5.6%	10	0.6%	0	1.2%	1	2.6%	2	1.4%	1	6.4%	3	1.7%	4
Comedy clubs	2.6%	21	2.7%	3	3.7%	7	0.0%	0	1.6%	1	1.4%	1	0.0%	0	2.6%	1	4.0%	8
More / better car parking	2.5%	20	0.0%	0	3.7%	7	3.1%	2	1.2%	1	0.6%	0	4.9%	3	0.0%	0	3.6%	8
Leisure facilities / activities for teenagers	2.1%	17	2.0%	2	4.8%	9	1.3%	1	1.9%	2	2.4%	2	0.0%	0	5.3%	3	0.0%	0
Leisure / sports centre	2.1%	17	3.0%	3	4.8%	8	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	3
Bowling alley / centre (ten-pin)	2.0%	16	2.9%	3	3.9%	7	2.0%	1	2.6%	2	1.4%	1	1.4%	1	2.4%	1	0.0%	0
Art galleries	1.9%	16	0.0%	0	2.2%	4	0.0%	0	4.9%	4	1.4%	1	1.6%	1	0.0%	0	2.8%	6
Improved public transport	1.9%	15	0.5%	1	2.8%	5	0.0%	0	5.5%	4	1.6%	1	1.3%	1	2.9%	1	1.0%	2
More street cleaning	1.8%	15	2.7%	3	2.1%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8
Live music venues	1.6%	13	0.5%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.8%	8
Swimming pool - indoor	1.5%	12	0.5%	1	1.6%	3	0.0%	0	1.7%	1	0.0%	0	2.2%	1	0.5%	0	2.8%	6
Improved access by foot	1.5%	12	3.7%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	1.2%	3
Dance facilities	1.4%	11	1.2%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	5
Indoor soft play areas	1.4%	11	1.2%	1	1.1%	2	1.4%	1	1.6%	1	1.6%	1	0.0%	0	3.8%	2	1.4%	3
More / better pubs / bars	1.3%	10	3.2%	3	0.0%	0	8.6%	6	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0
More / better parks / green spaces	1.3%	10	3.2%	3	1.1%	2	4.1%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing centres	1.2%	10	0.0%	0	1.1%	2	0.0%	0	4.8%	4	0.0%	0	0.0%	0	2.4%	1	1.2%	3
More local sports & recreation facilities (football pitches, tennis courts etc)	1.2%	9	2.8%	3	0.0%	0	2.6%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3
More / better shopping areas	1.2%	9	2.2%	2	0.0%	0	3.2%	2	1.2%	1	0.0%	0	0.0%	0	1.0%	1	1.7%	3
Leisure facilities / activities for the elderly	1.1%	9	1.0%	1	1.7%	3	3.2%	2	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cinema - art house cinema	1.1%	9	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.8%	2	2.5%	5
Indoor trampolines parks	1.1%	9	1.5%	1	3.3%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
More / better disabled access	1.0%	8	0.0%	0	2.6%	5	1.3%	1	0.6%	0	0.0%	0	0.0%	0	2.4%	1	0.5%	1
Theatre	1.0%	8	0.5%	1	1.1%	2	0.6%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	3
Free car parking	1.0%	8	1.1%	1	1.3%	2	0.0%	0	1.9%	2	2.5%	2	1.6%	1	1.1%	1	0.0%	0
Concert hall / venue	0.9%	8	1.2%	1	1.3%	2	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	3
Casino	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	2	2.4%	5
Cafes - more pavements cafes	0.9%	7	1.2%	1	1.1%	2	0.0%	0	0.0%	0	1.4%	1	4.6%	3	1.2%	1	0.0%	0
More / better policing	0.9%	7	0.5%	1	1.3%	2	0.6%	0	3.0%	2	0.0%	0	1.6%	1	1.2%	1	0.0%	0
More / better public toilets	0.9%	7	0.0%	0	1.3%	2	0.0%	0	1.6%	1	0.0%	0	0.6%	0	1.1%	1	1.2%	3
Hotels	0.7%	6	1.2%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Karting	0.7%	5	1.2%	1	0.0%	0	1.4%	1	3.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More / better cycle paths	0.6%	5	1.7%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.6%	0	1.2%	1	0.0%	0
Swimming pool - outdoor	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.5%	1	0.5%	0	1.1%	2
Improve the current leisure facilities	0.5%	4	1.7%	2	0.5%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.5%	0	0.0%	0
Bingo venues	0.5%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
More / better cultural facilities	0.5%	4	2.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More / better health clubs / gyms	0.5%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
More nightclubs	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Outdoor gyms	0.4%	3	1.2%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor festivals / events	0.4%	3	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the road surfaces	0.4%	3	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.6%	0	0.0%	0	0.0%	0
Street carnivals	0.4%	3	0.0%	0	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities open longer	0.3%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rollerskating park	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Crown green bowling	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pool / snooker hall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Improved street furniture	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open air cinema	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of whats on / available	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Motocross track	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog friendly trails	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Offer something that other places don't	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	43.8%	354	29.9%	29	35.9%	64	57.5%	41	37.3%	30	55.0%	35	54.1%	30	51.4%	26	46.6%	97
(Don't know)	8.2%	67	9.2%	9	4.9%	9	11.3%	8	9.1%	7	14.1%	9	11.0%	6	6.8%	3	7.1%	15
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

GEN Gender of respondent:

Male	29.2%	236	24.1%	23	26.6%	47	30.0%	21	31.9%	26	37.6%	24	39.0%	22	52.2%	27	21.5%	45
Female	70.8%	572	75.9%	73	73.4%	131	70.0%	50	68.1%	55	62.4%	40	61.0%	34	47.8%	24	78.5%	164
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

AGE Can I ask how old you are please?

18-24	5.5%	45	5.0%	5	8.8%	16	2.8%	2	4.1%	3	5.5%	3	4.2%	2	5.9%	3	4.8%	10
25-34	16.8%	136	21.2%	20	20.8%	37	8.5%	6	13.7%	11	6.9%	4	5.6%	3	15.5%	8	21.6%	45
35-44	20.9%	169	14.6%	14	24.4%	44	8.3%	6	19.3%	16	12.9%	8	16.4%	9	15.3%	8	31.0%	65
45-54	16.7%	135	22.4%	22	16.7%	30	17.7%	13	19.0%	15	20.9%	13	17.5%	10	23.0%	12	10.0%	21
55-64	16.9%	137	13.4%	13	13.7%	25	30.5%	22	12.3%	10	20.9%	13	23.9%	13	22.4%	11	14.0%	29
65+	23.1%	187	23.5%	23	15.6%	28	32.1%	23	31.6%	26	32.9%	21	32.4%	18	17.9%	9	18.6%	39
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

QUOTA Zone

Zone 1	12.0%	97	100.0%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	22.1%	179	0.0%	0	100.0%	179	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.9%	72	0.0%	0	0.0%	0	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.1%	81	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0
Zone 7	6.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	51	0.0%	0
Zone 8	25.9%	209	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	209
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
PC Postcode Sector																
CM11 1	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.7%	28	0.0%	0
CM11 2	4.4%	36	0.0%	0	0.0%	0	0.0%	0	43.6%	36	0.0%	0	0.0%	0	0.0%	0
CM12 0	2.9%	23	0.0%	0	0.0%	0	0.0%	0	28.3%	23	0.0%	0	0.0%	0	0.0%	0
CM12 9	2.8%	23	0.0%	0	0.0%	0	0.0%	0	28.1%	23	0.0%	0	0.0%	0	0.0%	0
CM13 1	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	17	0.0%	0
CM13 3	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	18	0.0%	0
CM4 9	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4
RM14 3	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	21	0.0%	0
SS11 7	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	19
SS11 8	4.2%	34	0.0%	0	0.0%	0	47.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 0	2.1%	17	0.0%	0	0.0%	0	24.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	2.6%	21	0.0%	0	0.0%	0	28.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 1	1.9%	15	15.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	2.8%	23	23.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	2.6%	21	21.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	3.0%	24	0.0%	0	13.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	2.8%	23	23.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	1.9%	15	15.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	1.3%	10	0.0%	0	5.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	6.5%	53	0.0%	0	29.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	2.2%	18	0.0%	0	9.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	3.8%	31	0.0%	0	17.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	2.0%	16	0.0%	0	9.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	3.3%	26	0.0%	0	14.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	22	0.0%	0	0.0%	0
SS17 8	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.9%	30	0.0%	0	0.0%	0
SS17 9	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	11	0.0%	0	0.0%	0
SS6 7	2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.0%
SS6 9	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.6%
SS7 1	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.0%
SS7 3	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.0%
SS7 4	3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.0%
SS7 5	5.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	22.8%
SS8 0	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11.4%
SS8 9	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.2%
Weighted base:	808	97		179	72	81	64	56	51	209						
Sample:	808	101		105	100	100	102	100	100	100						

Appendix 5:

Data Tabulations

By Zone Filtering Nulls & SFT

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where do you normally shop for your household's main-food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	4.3%	30	0.0%	0	1.1%	1	19.1%	17	0.0%	0	0.0%	0	0.0%	0	15.2%	12	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	3.5%	24	1.1%	1	1.1%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	21.3%	19
Aldi, London Road, Grays, RM17 5YB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.8%	26	11.4%	10	2.2%	2	3.4%	3	3.7%	3	6.9%	6	0.0%	0	1.3%	1	1.1%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	6.8%	47	17.0%	15	23.3%	21	0.0%	0	1.2%	1	6.9%	6	0.0%	0	2.5%	2	2.2%	2
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	6.4%	44	2.3%	2	13.3%	12	4.5%	4	19.5%	16	1.1%	1	3.4%	3	2.5%	2	4.5%	4
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.3%	9	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.5%	4
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6DN (near mini roundabout on Lower Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, Queen's Park, Billericay, CM12 0UA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Iceland, High Street, Billericay, CM12 9AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.2%	8	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	6	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Lidl, London Road, Hadleigh, SS7 2DE	0.6%	4	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	2.0%	14	2.3%	2	7.8%	7	0.0%	0	3.7%	3	1.1%	1	0.0%	0	1.3%	1	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.9%	13	4.5%	4	5.6%	5	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.7%	5	1.1%	1	1.1%	1	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	1.3%	1	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.2%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	7
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.7%	12	1.1%	1	0.0%	0	2.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	9.0%	8
Morrisons, St. Johns Way,	4.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	30	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Corringham, Stanford-le-Hope, SS17 7LL																		
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	5.9%	41	11.4%	10	2.2%	2	14.6%	13	7.3%	6	1.1%	1	1.1%	1	8.9%	7	1.1%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.3%	9	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	4.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	29	1.3%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, North Road, South Ockendon, RM15 6QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.4%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	11.1%	77	5.7%	5	6.7%	6	34.8%	31	20.7%	17	0.0%	0	2.3%	2	15.2%	12	4.5%	4
Tesco Extra, Pitsea, Basildon, SS13 3JU	10.7%	74	28.4%	25	11.1%	10	2.2%	2	1.2%	1	29.9%	26	0.0%	0	0.0%	0	11.2%	10
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	5.3%	37	2.3%	2	18.9%	17	0.0%	0	3.7%	3	5.7%	5	10.2%	9	1.3%	1	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	4.3%	30	0.0%	0	0.0%	0	0.0%	0	20.7%	17	0.0%	0	2.3%	2	13.9%	11	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	1.2%	8	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	2.3%	2	3.8%	3	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	1.3%	1	0.0%	0
Aldi, Reid Road, Witham, CM8 1XU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	1.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	10	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, South Street, Romford, RM1 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.9%	6	3.4%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Lidl, Progress Road / Rayleigh Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Leigh-on-Sea, SS9 5PR																		
Local shops, Billericay Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pitsea Town Centre	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Upminster Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Londis, Rectory Road, Pitsea, SS13 2AJ	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's Local, White Hart Lane, Springfield, Chelmsford, CM2 5PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	1.0%	7	1.1%	1	1.1%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Sainsburys, High Street, Hornchurch, RM11 1TX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	1.3%	1	0.0%	0
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	0.0%	0
Base:	692	88	90	89	82	87	88	79	89									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 Why do you choose (STORE / LOCATION MENTIONED AT Q01) for your main food shopping? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
Close to home	48.3%	334	53.4%	47	58.9%	53	34.8%	31	39.0%	32	56.3%	49	46.6%	41	45.6%	36	50.6%	45
Low prices / value for money	22.0%	152	29.5%	26	17.8%	16	27.0%	24	29.3%	24	10.3%	9	18.2%	16	24.1%	19	20.2%	18
Good quality FOOD goods available	9.8%	68	8.0%	7	2.2%	2	10.1%	9	8.5%	7	11.5%	10	12.5%	11	11.4%	9	14.6%	13
Good range of FOOD goods available	7.5%	52	4.5%	4	6.7%	6	3.4%	3	4.9%	4	12.6%	11	5.7%	5	15.2%	12	7.9%	7
You can get everything you need there	7.1%	49	5.7%	5	2.2%	2	13.5%	12	8.5%	7	10.3%	9	9.1%	8	1.3%	1	5.6%	5
Habit / always used it	6.6%	46	5.7%	5	5.6%	5	12.4%	11	6.1%	5	5.7%	5	8.0%	7	3.8%	3	5.6%	5
Familiar / know where everything is	5.9%	41	5.7%	5	11.1%	10	3.4%	3	4.9%	4	8.0%	7	3.4%	3	1.3%	1	9.0%	8
Easy to get to by car	5.5%	38	3.4%	3	6.7%	6	2.2%	2	4.9%	4	6.9%	6	3.4%	3	8.9%	7	7.9%	7
Parking - easy to find a space	3.9%	27	2.3%	2	3.3%	3	3.4%	3	8.5%	7	1.1%	1	8.0%	7	2.5%	2	2.2%	2
Large store	3.8%	26	2.3%	2	4.4%	4	2.2%	2	0.0%	0	4.6%	4	5.7%	5	5.1%	4	5.6%	5
Good layout / compact / easy to get around	2.6%	18	4.5%	4	3.3%	3	0.0%	0	2.4%	2	2.3%	2	2.3%	2	0.0%	0	5.6%	5
Parking - is free	2.6%	18	3.4%	3	4.4%	4	1.1%	1	3.7%	3	1.1%	1	3.4%	3	1.3%	1	2.2%	2
Loyalty scheme / reward points	2.5%	17	2.3%	2	5.6%	5	3.4%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	4.5%	4
Friendly / helpful staff	2.5%	17	5.7%	5	0.0%	0	1.1%	1	0.0%	0	1.1%	1	5.7%	5	1.3%	1	4.5%	4
Attractive environment / nice place	2.2%	15	5.7%	5	3.3%	3	0.0%	0	1.2%	1	1.1%	1	2.3%	2	2.5%	2	1.1%	1
Clean	2.0%	14	1.1%	1	2.2%	2	0.0%	0	1.2%	1	1.1%	1	0.0%	0	3.8%	3	6.7%	6
Close to work	2.0%	14	1.1%	1	4.4%	4	1.1%	1	2.4%	2	0.0%	0	2.3%	2	0.0%	0	4.5%	4
Staff discount / work there	1.9%	13	4.5%	4	5.6%	5	1.1%	1	1.2%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Lack of options / no other choice	1.9%	13	0.0%	0	1.1%	1	4.5%	4	0.0%	0	0.0%	0	3.4%	3	6.3%	5	0.0%	0
Preference for retailer	1.6%	11	0.0%	0	0.0%	0	3.4%	3	4.9%	4	0.0%	0	3.4%	3	0.0%	0	1.1%	1
Easy to get to by bus	1.4%	10	4.5%	4	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Close to family / friends	1.4%	10	0.0%	0	3.3%	3	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.3%	1	4.5%	4
Good NON-FOOD range	1.0%	7	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	1.3%	1	3.4%	3
Delivery service	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	4.5%	4
Long opening hours	0.9%	6	0.0%	0	3.3%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Small / quiet store	0.9%	6	1.1%	1	2.2%	2	1.1%	1	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Do online / delivery shopping because it's covid safe	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.1%	1	2.5%	2	1.1%	1
Nothing available locally	0.7%	5	1.1%	1	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Offers click & collect service	0.7%	5	2.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Has a petrol station	0.7%	5	2.3%	2	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1
Good range of shops / services nearby	0.7%	5	2.3%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Parking - prices are low	0.4%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Like to support local shops	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Easy to get to by bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Easy to get to by tube / train	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Quick service	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Easy access to store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
On school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Offers scan-as-you-shop service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
They accept vouchers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(No reason in particular)	2.3%	16	1.1%	1	3.3%	3	2.2%	2	4.9%	4	0.0%	0	1.1%	1	3.8%	3	2.2%	2
(Don't know)	0.6%	4	0.0%	0	0.0%	0	2.2%	2	1.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Base:		692		88		90		89		82		87		88		79		89

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
No	66.2%	458	62.5%	55	67.8%	61	66.3%	59	69.5%	57	77.0%	67	59.1%	52	64.6%	51	62.9%	56
Yes - non-food shopping	13.6%	94	14.8%	13	11.1%	10	5.6%	5	19.5%	16	6.9%	6	15.9%	14	19.0%	15	16.9%	15
Yes - other food shopping	9.2%	64	11.4%	10	6.7%	6	11.2%	10	8.5%	7	6.9%	6	10.2%	9	8.9%	7	10.1%	9
Yes - cafés	4.8%	33	10.2%	9	3.3%	3	4.5%	4	2.4%	2	2.3%	2	3.4%	3	8.9%	7	3.4%	3
Yes - get petrol	4.0%	28	3.4%	3	6.7%	6	3.4%	3	1.2%	1	5.7%	5	3.4%	3	5.1%	4	3.4%	3
Yes - visiting services such as banks and other financial institutions	1.9%	13	1.1%	1	1.1%	1	2.2%	2	0.0%	0	2.3%	2	6.8%	6	0.0%	0	1.1%	1
Yes - gyms / health and fitness	1.6%	11	1.1%	1	4.4%	4	1.1%	1	0.0%	0	0.0%	0	2.3%	2	2.5%	2	1.1%	1
Yes - meeting friends	1.4%	10	3.4%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.2%	2
Yes - restaurants	1.3%	9	2.3%	2	2.2%	2	1.1%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Yes - go to park	1.0%	7	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.1%	4	0.0%	0
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.0%	7	1.1%	1	2.2%	2	0.0%	0	1.2%	1	0.0%	0	1.1%	1	1.3%	1	1.1%	1
Yes - markets	1.0%	7	2.3%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.2%	2
Yes - meeting family	0.9%	6	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2
Yes - library	0.7%	5	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	2	1.1%	1
Yes - cinemas	0.7%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.1%	1
Yes - swimming	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	0.0%	0
Yes - go for a walk / walk the dog	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.1%	1
Yes - work	0.6%	4	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Yes - museums / art gallery	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	2	0.0%	0
Yes - bars / pubs	0.4%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Yes - health service (e.g. doctors, dentists etc.)	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know)	2.0%	14	2.3%	2	3.3%	3	3.4%	3	0.0%	0	1.1%	1	1.1%	1	1.3%	1	3.4%	3
Base:		692		88		90		89		82		87		88		79		89

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q04 When you combine your trip with other activities, where do you normally go?									
<i>Not those that said 'No' or '(Don't know)' at Q03 AND Excl. Nulls & SFT</i>									
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.1%	8	10.3%	3	14.3%	3	0.0%	0	0.0%
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.0%	4	0.0%	0	4.8%	1	0.0%	0	4.2%
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.5%	1	0.0%	0	4.8%	1	0.0%	0	0.0%
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.5%	3	6.9%	2	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Brentwood, CM14 4RH	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.0%	6	0.0%	0	0.0%	0	15.4%	4	4.2%
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.5%	5	10.3%	3	0.0%	0	3.8%	1	4.2%
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.1%	10	10.3%	3	9.5%	2	0.0%	0	0.0%
Basildon Town Centre	8.1%	16	24.1%	7	28.6%	6	7.7%	2	0.0%
Billericay Town Centre	5.6%	11	0.0%	0	0.0%	0	0.0%	0	20.8%
Brentwood Town Centre	5.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Canvey Island Town Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelmsford City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Corringham Town Centre	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	1.5%	3	0.0%	0	4.8%	1	0.0%	0	0.0%
Laindon Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.0%	2	3.4%	1	0.0%	0	0.0%	0	0.0%
Pitsea Town Centre (EXCLUDING Tesco Extra)	4.1%	8	20.7%	6	0.0%	0	3.8%	1	0.0%
Rayleigh Town Centre	1.0%	2	0.0%	0	0.0%	0	3.8%	1	0.0%
South Benfleet Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
South Woodham Ferrers Town Centre	1.5%	3	0.0%	0	0.0%	0	7.7%	2	0.0%
Southend-on-Sea Town Centre	0.5%	1	0.0%	0	4.8%	1	0.0%	0	0.0%
Upminster Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickford Town Centre	5.1%	10	0.0%	0	0.0%	0	19.2%	5	0.0%
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, London Road, Vange, Basildon, SS16 4PR	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	12.2%	24	6.9%	2	4.8%	1	26.9%	7	37.5%
PIPPS HILL Retail Park,	4.6%	9	0.0%	0	14.3%	3	0.0%	0	20.8%

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	1.5%	3	3.4%	1	0.0%	0	7.7%	2	0.0%	0	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	1.0%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
B&M, Parkway, Chelmsford, CM2 7PX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Currys, Eastern Avenue West, Romford, RM7 7JN	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Festival Leisure Park, Basildon, SS14 3WB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Firstsite Arts Centre, Lewis Gardens, High Street, Colchester, CO1 1JH	0.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	5	0.0%	0	0.0%	0
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Old Market Retail Park, High Road, Basildon, SS13 3BY	0.5%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Base:		197		29		21		26		24		18		34		25		20

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q05 In addition to (STORE / LOCATION MENTIONED AT Q01), where else do you regularly use for your main-food shopping?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.6%	12	0.0%	0	0.0%	0	14.1%	9	1.8%	1	0.0%	0	0.0%	0	2.2%	1	1.7%	1
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.5%	7	1.6%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4
Aldi, London Road, Grays, RM17 5YB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	2.2%	1	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.7%	17	14.1%	9	6.8%	4	0.0%	0	1.8%	1	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.3%	24	14.1%	9	10.2%	6	3.1%	2	3.6%	2	6.9%	4	2.0%	1	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	4.6%	21	0.0%	0	13.6%	8	4.7%	3	10.9%	6	0.0%	0	2.0%	1	4.4%	2	1.7%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.9%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Co-op, Ferry Road, Hullbridge, SS5 6ET (next to Golden Crust Bakery, opposite Perfect Vision Opticians)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.5%	7	0.0%	0	0.0%	0	0.0%	0	9.1%	5	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.7%	3	0.0%	0	1.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.9%	4	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Iceland, High Street, Billericay, CM12 9AJ	1.8%	8	0.0%	0	1.7%	1	0.0%	0	10.9%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.3%	6	3.1%	2	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	2.0%	9	0.0%	0	0.0%	0	9.4%	6	1.8%	1	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	8	0.0%	0	2.2%	1	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	3.3%	15	0.0%	0	13.6%	8	0.0%	0	7.3%	4	1.7%	1	2.0%	1	0.0%	0	1.7%	1
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.7%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	4.2%	19	10.9%	7	3.4%	2	1.6%	1	3.6%	2	8.6%	5	2.0%	1	0.0%	0	1.7%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.7%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	3.1%	14	4.7%	3	1.7%	1	7.8%	5	1.8%	1	5.2%	3	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.7%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Morrisons, Northwick Road, Canvey Island, SS8 0SW	2.6%	12	4.7%	3	1.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	11.7%	7
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	3.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	15	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.9%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.3%	2
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	7.9%	36	15.6%	10	1.7%	1	21.9%	14	9.1%	5	3.4%	2	0.0%	0	6.7%	3	1.7%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	4.0%	2	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	2.0%	9	1.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	10.0%	6
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	2.6%	12	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	18.0%	9	4.4%	2	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay, CM11 2DN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	7.0%	32	6.3%	4	10.2%	6	14.1%	9	5.5%	3	0.0%	0	4.0%	2	15.6%	7	1.7%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	6.6%	30	14.1%	9	10.2%	6	3.1%	2	0.0%	0	12.1%	7	0.0%	0	0.0%	0	10.0%	6
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.0%	9	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.2%	1	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	4.6%	21	0.0%	0	0.0%	0	1.6%	1	20.0%	11	0.0%	0	4.0%	2	15.6%	7	0.0%	0
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	1.1%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.0%	1	4.4%	2	0.0%	0
Aldi, Priory Crescent, Southend, SS2 6AH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Aldi, St Marys Lane, Upminster, RM14 2QB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.9%	4	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	1.7%	1
David's Quality Meats, Grange Road, South	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Green, Billericay, CM11 2RB																		
Gibsons Finest Meats, Pippas Hill Road North, Crays Hill, Billericay, CM11 2UJ	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.7%	3	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.4%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sunny Fruits, St John's Way, Corringham, SS17 7LZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Hornchurch, RM12 4SB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.2%	1	0.0%	0
Tesco Express, London Road, Rayleigh, SS6 9BN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0
Base:	455	64	59	64	55	58	50	45	60									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. where you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	4.0%	21	0.0%	0	0.0%	0	12.7%	9	1.3%	1	0.0%	0	0.0%	0	18.0%	11	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	11.3%	8
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.7%	9	14.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.3%	23	14.5%	8	18.6%	13	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.4%	13	1.8%	1	11.4%	8	1.4%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.6%	4
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	0.8%	4	3.6%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	8.5%	6
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.7%	9	0.0%	0	0.0%	0	0.0%	0	9.2%	7	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.9%	5	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Co-op, St. Peters Terrace, Wickford, SS12 0AP	0.6%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	1.1%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.4%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, High Street, Billericay, CM12 9AJ	1.5%	8	0.0%	0	0.0%	0	0.0%	0	10.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	0.9%	5	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	2.8%	15	0.0%	0	0.0%	0	15.5%	11	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	7	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.8%	4	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Lidl, Northwick Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Charfleets Industrial Estate, Canvey Island, SS8 0PU																		
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.9%	5	5.5%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.1%	11	5.5%	3	0.0%	0	2.8%	2	1.3%	1	1.6%	1	1.6%	1	4.9%	3	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	5.3%	28	0.0%	0	1.4%	1	0.0%	0	0.0%	0	42.9%	27	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	1.5%	8	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.9%	5	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.4%	13	12.7%	7	2.9%	2	2.8%	2	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	2.4%	13	0.0%	0	0.0%	0	18.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	1.6%	1	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Tesco Express, Meadow Rise, Billericay, CM11 2DN	2.8%	15	0.0%	0	1.4%	1	0.0%	0	14.5%	11	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	2.6%	14	0.0%	0	0.0%	0	18.3%	13	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.7%	9	0.0%	0	2.9%	2	8.5%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.4%	13	10.9%	6	1.4%	1	2.8%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	2.8%	2
Tesco Superstore, Mandeville Way, Laindon,	4.0%	21	3.6%	2	20.0%	14	0.0%	0	0.0%	0	1.6%	1	4.7%	3	1.6%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon, SS15 6TJ																		
Waitrose, High Street, Billericay, CM12 9BY	5.8%	31	0.0%	0	1.4%	1	1.4%	1	30.3%	23	0.0%	0	0.0%	0	9.8%	6	0.0%	0
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Budgens, Church Lane, Doddinghurst, CM15 0NG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Budgens, High Street, Stock, CM4 9BA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Budgens, Lampits Hill, Corringham, Stanford-le-Hope, SS17 9AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Bulphan Village Shop, Church Road, Bulphan, RM14 3RU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Church Road Supermarket, Church Road, Basildon, SS16 4AE	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Co-op, Kiln Road, Hadleigh, Benfleet, SS7 1TE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Co-op, Long Road, Canvey Island, SS8 0JD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	8	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crays Hill Post Office, A129, Crays Hill, CM11 2XJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats, Grange Road, South Green, Billericay, CM11 2RB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Mayflower Retail Park, Basildon, SS14 3HZ	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jotmans Store, Jotmans Lane, South Benfleet, Benfleet, SS7 5AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kast Convenience, Pendle Drive, Basildon, SS14 3LT	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward Stores, Dawson Court, Basildon, SS15 6JG	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street Bakery, King Street, Stanford-le-Hope, SS17 0HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Lidl, Progress Road /	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Road, Leigh-on-Sea, SS9 5PR																		
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billericay Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Local shops, Brentwood Town Centre	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, South Green, Billericay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Local shops, Upminster Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Londis, Felmores End, Basildon, SS13 1PN	0.4%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Kings Park Chalets, Canvey Island, SS8 8BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
M&J Berrett, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Margarets Food & Wine, Rectory Road, Pitsea, Basildon, SS13 2AH	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Hutton Mount, Brentwood, CM13 2LG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.4%	1
McColl's, Chafford Gardens, West Horndon, Brentwood, CM13 3NJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	0.0%	0
McColl's, The Triangle, Langdon Hills, SS16 6BH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Triangle, High Road, Langdon Hills, SS16 6HF	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Nisa (Kams Loco), Austen Road, Basildon, SS14 3RR	0.4%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Nisa, London Road, South Benfleet, SS7 5UH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Billericay, CM12 9AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Church Road, Ramsden Bellhouse, CM11 1RN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Premier, Kathleen Ferriers Crescent, Laindon,	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon, SS15 5QR																		
Premier, Luncies Road, Basildon, SS14 1SB	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Rayleigh Road, Hutton, Brentwood, CM13 1BN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Ravens Bakery Essex, High Street, Ingatestone, CM4 9DW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0
Reddingtons Butchers, High Road, Horndon on the Hill, SS17 8LD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotgate Post Office, Southend Road, Wickford, SS11 8QW	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballards Walk, Basildon, SS15 5HL	0.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kibcaps, Lee Chapel, Basildon, SS16 5SA	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Brentwood Road, Chadwell St Mary, RM16 4JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.4%	2	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	1.1%	6	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Leigh-On-Sea, SS9 3JY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, London Road, Rayleigh, SS6 9BN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tesco Superstore, The Grove Centre, Witham, CM8 2YT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Barke Craft Bakery, High Street, Wickford, SS12 9AT	0.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
Yoshas, Alderney Gardens, Wickford, SS11 7JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Your Local, Alderney Gardens, Wickford, SS11 7JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Base:	531	55		70		71		76		63		64		61		71		

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 In addition to (STORE / LOCATION MENTIONED AT Q06), where else do you regularly use for your top-up food shopping?																		
<i>Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06 AND Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.1%	4	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.5%	3	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Aldi, London Road, Grays, RM17 5YB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.1%	6	17.4%	4	5.9%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.1%	4	8.7%	2	5.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.6%	5	0.0%	0	17.6%	3	3.7%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.5%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	1.0%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	2.6%	5	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	0.5%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	2.1%	4	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	8.7%	2	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	1.0%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Iceland, High Street, Billericay, CM12 9AJ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.5%	3	8.7%	2	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	3.1%	6	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	4.3%	1	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	2.1%	4	4.3%	1	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	3.4%	1
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.5%	3	4.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.0%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.0%	2	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	4
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	1.0%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	4.6%	9	13.0%	3	0.0%	0	7.4%	2	6.5%	2	0.0%	0	0.0%	0	4.3%	1	3.4%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	1.5%	3	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Tesco Express, Meadow Rise, Billericay, CM11 2DN	2.6%	5	0.0%	0	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.5%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.5%	3	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.1%	8	13.0%	3	11.8%	2	0.0%	0	0.0%	0	8.7%	2	0.0%	0	0.0%	0	3.4%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	6.2%	12	0.0%	0	0.0%	0	0.0%	0	35.5%	11	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
B&M, Town Square, Basildon, SS14 1DZ	1.0%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	1.0%	2	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats, Grange Road, South	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Green, Billericay, CM11 2RB																		
Grange Stores, London Road, Rayleigh, SS6 9AX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Herongate Village Store, Brentwood Road, Herongate, CM13 3PD	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	1.0%	2	0.0%	0	5.9%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	1.5%	3	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Local shops, Billericay Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	1.0%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Londis, Corbets Tey Road, Upminster, RM14 2AA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Cranfield Park Road, Wickford, SS12 9FG	1.5%	3	0.0%	0	0.0%	0	11.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Roundacre, Basildon, SS15 5UL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Morrisons, Limebrook Way, Maldon, CM9 6GG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Poundland, Old Market Retail Park, Pitsea, SS13 3BB	0.5%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeds Family Butchers, St John's Way, Corringham, SS17 7NA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Hornchurch, RM11 1TX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Shenfield Broadway Post Office, Hutton Road, Shenfield, CM15 8NR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	1.0%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Tesco Express, Hutton Road, Shenfield, CM15 8JD	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Airfield	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Way, Hornchurch, RM12 5AF																		
Tesco Superstore, Springfield Road, Chelmsford, CM2 6QT	0.5%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0
Base:		194		23		17		27		31		23		21		23		29

Meanscore: [%]

Q08 Of all the money you spend on your MAIN AND TOP-UP food shopping, what % share goes on your MAIN food shopping?

Not those that said '(Don't know / varies)' at Q06

1 - 10%	0.3%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
11 - 20%	1.2%	9	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.1%	2	2.1%	2
21 - 30%	0.8%	6	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.1%	1
31 - 40%	1.2%	9	2.2%	2	0.0%	0	2.1%	2	1.0%	1	0.0%	0	1.1%	1	1.0%	1	2.1%	2
41 - 50%	3.8%	29	7.7%	7	4.0%	4	1.0%	1	5.1%	5	2.1%	2	2.1%	2	3.1%	3	5.3%	5
51 - 60%	5.9%	45	7.7%	7	4.0%	4	4.1%	4	9.2%	9	4.1%	4	6.4%	6	5.2%	5	6.3%	6
61 - 70%	9.9%	76	14.3%	13	8.0%	8	8.2%	8	8.2%	8	12.4%	12	8.5%	8	8.2%	8	11.6%	11
71 - 80%	21.7%	167	15.4%	14	20.0%	20	25.8%	25	26.5%	26	23.7%	23	22.3%	21	15.5%	15	24.2%	23
81 - 90%	13.5%	104	6.6%	6	13.0%	13	15.5%	15	15.3%	15	14.4%	14	14.9%	14	15.5%	15	12.6%	12
91 - 99%	3.0%	23	0.0%	0	4.0%	4	5.2%	5	2.0%	2	1.0%	1	3.2%	3	6.2%	6	2.1%	2
100% (Don't do top-up shopping)	27.7%	213	35.2%	32	26.0%	26	26.8%	26	22.4%	22	34.0%	33	27.7%	26	27.8%	27	22.1%	21
(Don't know / varies)	10.7%	82	9.9%	9	16.0%	16	7.2%	7	10.2%	10	6.2%	6	11.7%	11	13.4%	13	10.5%	10
(Refused)	0.5%	4	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Mean:		82.04		81.36		81.17		82.37		81.59		84.56		84.40		82.01		78.72
Base:		769		91		100		97		98		97		94		97		95

Q09 Have you changed or do you intend to change any of your FOOD and/or NON-FOOD shopping habits as a result of cost of living crisis (e.g. rising inflation and rising energy prices)?

Yes	42.0%	339	36.6%	37	48.6%	51	40.0%	40	42.0%	42	31.4%	32	46.0%	46	46.0%	46	45.0%	45
No	58.0%	469	63.4%	64	51.4%	54	60.0%	60	58.0%	58	68.6%	70	54.0%	54	54.0%	54	55.0%	55
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 How have your FOOD and/or NON-FOOD shopping habits changed or are likely to change as a result of the cost of living crisis? [MR]																		
<i>Those that said 'Yes' at Q09</i>																		
Shop more at discount foodstores such as Aldi and Lidl.	24.5%	83	16.2%	6	29.4%	15	17.5%	7	23.8%	10	21.9%	7	21.7%	10	32.6%	15	28.9%	13
Spend less on non-essential / luxury food items	23.3%	79	21.6%	8	21.6%	11	35.0%	14	19.0%	8	12.5%	4	21.7%	10	28.3%	13	24.4%	11
Spend more on discounted food items	23.0%	78	24.3%	9	27.5%	14	15.0%	6	19.0%	8	31.3%	10	28.3%	13	17.4%	8	22.2%	10
Spend less in general on food items	16.5%	56	10.8%	4	19.6%	10	22.5%	9	19.0%	8	18.8%	6	15.2%	7	8.7%	4	17.8%	8
Spend less on non-essential / luxury non-food items	10.0%	34	16.2%	6	17.6%	9	15.0%	6	4.8%	2	9.4%	3	6.5%	3	4.3%	2	6.7%	3
Spend less in general on non-food items	8.3%	28	13.5%	5	11.8%	6	10.0%	4	4.8%	2	3.1%	1	13.0%	6	4.3%	2	4.4%	2
Shop less online for food shopping	6.2%	21	8.1%	3	13.7%	7	0.0%	0	0.0%	0	6.3%	2	4.3%	2	10.9%	5	4.4%	2
Carry out more bulk food shopping	5.9%	20	5.4%	2	3.9%	2	2.5%	1	9.5%	4	3.1%	1	4.3%	2	2.2%	1	15.6%	7
Shop less at larger foodstores	5.9%	20	10.8%	4	3.9%	2	0.0%	0	2.4%	1	3.1%	1	6.5%	3	10.9%	5	8.9%	4
Shop more online for food shopping	5.6%	19	13.5%	5	5.9%	3	2.5%	1	4.8%	2	0.0%	0	4.3%	2	4.3%	2	8.9%	4
Shop more at larger foodstores	5.0%	17	5.4%	2	2.0%	1	2.5%	1	7.1%	3	0.0%	0	2.2%	1	10.9%	5	8.9%	4
Spend more on discounted non-food items	5.0%	17	13.5%	5	3.9%	2	5.0%	2	7.1%	3	0.0%	0	6.5%	3	4.3%	2	0.0%	0
Buying more own-brand labels	4.1%	14	2.7%	1	3.9%	2	0.0%	0	19.0%	8	3.1%	1	2.2%	1	0.0%	0	2.2%	1
Shop less at local convenience stores	3.8%	13	0.0%	0	5.9%	3	0.0%	0	0.0%	0	6.3%	2	0.0%	0	6.5%	3	11.1%	5
More careful about what I buy	3.2%	11	2.7%	1	2.0%	1	0.0%	0	4.8%	2	3.1%	1	4.3%	2	0.0%	0	8.9%	4
Shop more at local convenience stores	3.0%	10	0.0%	0	2.0%	1	2.5%	1	0.0%	0	0.0%	0	2.2%	1	15.2%	7	0.0%	0
Shop more at frozen foodstores such as Farmfoods and Iceland	3.0%	10	8.1%	3	2.0%	1	0.0%	0	4.8%	2	3.1%	1	4.3%	2	0.0%	0	2.2%	1
Used different physical shops for main food shopping	2.4%	8	2.7%	1	2.0%	1	5.0%	2	2.4%	1	3.1%	1	0.0%	0	4.3%	2	0.0%	0
Spending less in general on everything	2.4%	8	0.0%	0	2.0%	1	5.0%	2	0.0%	0	6.3%	2	4.3%	2	0.0%	0	2.2%	1
Shop more at discount shops for non-food items	2.1%	7	2.7%	1	0.0%	0	0.0%	0	7.1%	3	3.1%	1	2.2%	1	0.0%	0	2.2%	1
Used different physical shops for top-up food shopping	1.8%	6	5.4%	2	2.0%	1	0.0%	0	2.4%	1	0.0%	0	2.2%	1	2.2%	1	0.0%	0
Shop more online for non-food shopping	1.8%	6	0.0%	0	3.9%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Shopping around / price checking	1.8%	6	2.7%	1	2.0%	1	2.5%	1	2.4%	1	0.0%	0	2.2%	1	0.0%	0	2.2%	1
Carry out more basket / top-up food shopping	1.5%	5	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	2.2%	1
Using a meal planner	1.2%	4	0.0%	0	3.9%	2	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.2%	1
Stick to a shopping list	1.2%	4	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.2%	1	0.0%	0
Reducing food waste	0.9%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Using offers more often	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Shop more at a specific store for food items: Lidl, High Street, Hornchurch	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more at a specific store for food items: Asda, Eastgate Shopping Centre, Basildon	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Using food banks	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Keeping track of spending	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Buying more ready meals	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less meat	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop less online for non-food shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Shop more locally for non-food shopping	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more where I work	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
because I get a staff discount																		
Being greener / fixing items more	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Buying less alcohol	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	3	0.0%	0	0.0%	0	5.0%	2	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		339		37		51		40		42		32		46		46		45

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 Where do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear EXCLUDING sports clothing and sports footwear?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.4%	15	4.1%	2	12.1%	7	1.8%	1	2.1%	1	3.1%	2	1.7%	1	0.0%	0	1.9%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.7%	3	2.0%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	13.8%	8	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.5%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.8%	8	2.0%	1	1.7%	1	5.3%	3	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.9%	1
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.5%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.4%	6	2.0%	1	1.7%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.0%	13	10.2%	5	5.2%	3	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	3.8%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.5%	2	2.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	18.9%	82	30.6%	15	41.4%	24	12.3%	7	10.6%	5	16.9%	11	3.4%	2	6.3%	3	28.3%	15
Billericay Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Brentwood Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	6.9%	4	0.0%	0	0.0%	0
Canvey Island Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Central London / West End	0.9%	4	2.0%	1	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	7.1%	31	2.0%	1	0.0%	0	3.5%	2	21.3%	10	0.0%	0	6.9%	4	25.0%	12	3.8%	2
Corringham Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.1%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	12.9%	56	8.2%	4	6.9%	4	8.8%	5	2.1%	1	38.5%	25	22.4%	13	0.0%	0	7.5%	4
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.7%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Romford Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.5%	1	1.7%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	15.1%	8
Stratford, London / Westfield Stratford City	0.5%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Upminster Town Centre	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	0.0%	0
Wickford Town Centre	3.7%	16	0.0%	0	0.0%	0	19.3%	11	0.0%	0	0.0%	0	0.0%	0	10.4%	5	0.0%	0
IKEA, Lakeside Retail Park,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Heron Way, Grays, RM20 3WJ																		
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	9.2%	40	8.2%	4	5.2%	3	12.3%	7	23.4%	11	7.7%	5	1.7%	1	12.5%	6	5.7%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	2.1%	9	2.0%	1	3.4%	2	0.0%	0	6.4%	3	0.0%	0	0.0%	0	6.3%	3	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%	61	10.2%	5	15.5%	9	12.3%	7	12.8%	6	21.5%	14	15.5%	9	10.4%	5	11.3%	6
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	2.1%	9	0.0%	0	0.0%	0	1.8%	1	2.1%	1	1.5%	1	1.7%	1	8.3%	4	1.9%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Colchester Town Centre	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.1%	5	4.1%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Designer Outlet Ashford, Kimberley Way, Ashford, TN24 0SD	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.5%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	435	49		58		57		47		65		58		48		53		

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																		
<i>Excl. Nulls & SFT</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.3%	3	7.7%	1	10.0%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	4.3%	3	7.7%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.4%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.4%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	1.4%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	31.4%	22	53.8%	7	50.0%	5	20.0%	2	25.0%	2	50.0%	2	0.0%	0	15.4%	2	28.6%	2
Billericay Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	7.1%	5	0.0%	0	0.0%	0	10.0%	1	25.0%	2	0.0%	0	20.0%	1	7.7%	1	0.0%	0
Corringham Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Laindon Town Centre	1.4%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	4.3%	3	0.0%	0	0.0%	0	10.0%	1	0.0%	0	25.0%	1	20.0%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	2.9%	2	15.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Wickford Town Centre	8.6%	6	0.0%	0	0.0%	0	30.0%	3	12.5%	1	0.0%	0	0.0%	0	15.4%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	1.4%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.3%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	7.7%	1	14.3%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	7.1%	5	0.0%	0	10.0%	1	10.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	28.6%	2
Airport Retail Park, Rochford Road, Southend-on-Sea	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Colchester Town Centre	1.4%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1
Base:		70		13		10		10		8		4		5		13		7

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 Where do you do most of your household's shopping for DOMESTIC electrical goods including small domestic electrical appliances such as irons, kettles, fans, coffee makers, food mixers and large white goods e.g. fridges, freezers, dishwashers etc?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.3%	19	8.2%	4	23.5%	12	0.0%	0	0.0%	0	3.7%	2	2.0%	1	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.7%	6	0.0%	0	5.9%	3	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.1%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	6.1%	2
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.6%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.8%	10	4.1%	2	5.9%	3	6.5%	3	0.0%	0	1.9%	1	0.0%	0	2.8%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.4%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	6.0%	3	2.8%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.4%	5	2.0%	1	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.6%	13	12.2%	6	5.9%	3	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	6.1%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.8%	3	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Basildon Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.9%	1	0.0%	0	2.8%	1	0.0%	0
Brentwood Town Centre	3.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	13	0.0%	0	0.0%	0
Canvey Island Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Chelmsford City Centre	3.6%	13	0.0%	0	0.0%	0	4.3%	2	9.8%	4	0.0%	0	2.0%	1	13.9%	5	3.0%	1
Corringham Town Centre	4.7%	17	2.0%	1	0.0%	0	0.0%	0	0.0%	0	29.6%	16	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Stanford-le-Hope Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0
Wickford Town Centre	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3AF																		
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
3WJ																		
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.6%	13	6.1%	3	0.0%	0	2.2%	1	9.8%	4	1.9%	1	2.0%	1	8.3%	3	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	39.2%	141	55.1%	27	49.0%	25	56.5%	26	61.0%	25	13.0%	7	12.0%	6	44.4%	16	27.3%	9
Pitsea Retail Park, High Road, Pitsea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	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	9.4%	34	0.0%	0	2.0%	1	4.3%	2	2.4%	1	31.5%	17	22.0%	11	0.0%	0	6.1%	2
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.6%	2	0.0%	0	0.0%	0	2.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	1.7%	6	0.0%	0	2.0%	1	0.0%	0	2.4%	1	0.0%	0	4.0%	2	0.0%	0	6.1%	2
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Rugby Town Centre	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.6%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stellisons Electrical, London Road, Benfleet, SS7 1AA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.0%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.8%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Trading Park, Warley Street, Great Warley, RM14 3PJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
West Mersea Village Centre	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		360		49		51		46		41		54		50		36		33

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q14 Where do you do most of your household's shopping for OTHER electrical goods such as TV's, computers, cameras, kindles, ipads, phones, radios, etc?																		
<i>Excl. Nulls & SFT</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.8%	3	2.0%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.6%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.8%	3	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.7%	13	13.7%	7	4.3%	2	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0	3.0%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	2.8%	10	2.0%	1	6.5%	3	2.7%	1	2.1%	1	7.8%	4	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	2.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	8	2.4%	1	3.0%	1
Canvey Island Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Central London / West End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Chelmsford City Centre	3.9%	14	0.0%	0	0.0%	0	10.8%	4	8.3%	4	0.0%	0	2.0%	1	7.3%	3	6.1%	2
Corringham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.6%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Rayleigh Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
Romford Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.1%	2	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Stratford, London / Westfield Stratford City	0.6%	2	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Upminster Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Wickford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.8%	17	3.9%	2	4.3%	2	0.0%	0	8.3%	4	5.9%	3	4.1%	2	7.3%	3	3.0%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	48.9%	174	70.6%	36	65.2%	30	64.9%	24	64.6%	31	25.5%	13	12.2%	6	53.7%	22	36.4%	12
Pitsea Retail Park, High Road, Pitsea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	15.4%	55	3.9%	2	6.5%	3	5.4%	2	2.1%	1	49.0%	25	32.7%	16	4.9%	2	12.1%	4
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.8%	3	0.0%	0	0.0%	0	2.7%	1	2.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Aldi, Springfield Road,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Chelmsford, CM2 6AP																		
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	2.0%	7	0.0%	0	2.2%	1	0.0%	0	4.2%	2	3.9%	2	4.1%	2	0.0%	0	0.0%	0
Canary Wharf Shopping Centre, Canada Square, London, E14 5AB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	2.2%	8	0.0%	0	2.2%	1	0.0%	0	2.1%	1	0.0%	0	6.1%	3	0.0%	0	9.1%	3
Gadget Geeks, High Road, South Benfleet, Benfleet, SS7 5HB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Gidea Park Local Centre, Romford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Hornchurch Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
West Mersea Village Centre	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		356		51		46		37		48		51		49		41		33

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	2.8%	8	12.2%	5	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.0%	3	2.4%	1	0.0%	0	2.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.0%	3	2.4%	1	0.0%	0	2.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.4%	7	2.4%	1	10.7%	3	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	6.2%	18	17.1%	7	10.7%	3	0.0%	0	0.0%	0	13.6%	6	0.0%	0	0.0%	0	8.0%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.4%	7	2.4%	1	10.7%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0
Basildon Town Centre	13.8%	40	36.6%	15	53.6%	15	2.6%	1	2.8%	1	11.4%	5	0.0%	0	2.9%	1	8.0%	2
Billericay Town Centre	9.3%	27	0.0%	0	0.0%	0	0.0%	0	55.6%	20	0.0%	0	2.4%	1	17.1%	6	0.0%	0
Brentwood Town Centre	7.6%	22	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	42.9%	18	2.9%	1	0.0%	0
Canvey Island Town Centre	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	5
Central London / West End	1.0%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.9%	1	0.0%	0
Chelmsford City Centre	5.2%	15	0.0%	0	0.0%	0	5.3%	2	16.7%	6	0.0%	0	2.4%	1	11.4%	4	8.0%	2
Corringham Town Centre	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	10	0.0%	0	2.9%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	3.8%	11	0.0%	0	0.0%	0	2.6%	1	0.0%	0	18.2%	8	4.8%	2	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.4%	4	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.7%	5	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Southend-on-Sea Town Centre	1.4%	4	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3
Stanford-le-Hope Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	4	0.0%	0	0.0%	0
Wickford Town Centre	13.8%	40	0.0%	0	3.6%	1	60.5%	23	2.8%	1	0.0%	0	0.0%	0	37.1%	13	8.0%	2
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.1%	6	0.0%	0	0.0%	0	2.6%	1	2.8%	1	4.5%	2	0.0%	0	5.7%	2	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at	4.2%	12	0.0%	0	0.0%	0	5.3%	2	0.0%	0	9.1%	4	9.5%	4	2.9%	1	4.0%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lakes																		
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Colchester Town Centre	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Butneys, Basildon, SS14 2DG	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felmores End Shopping Centre, Basildon	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.7%	2	2.4%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.7%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	289	41	28	38	36	44	42	35	25									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.7%	10	5.3%	2	11.4%	4	3.3%	1	6.5%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.5%	4	2.6%	1	2.9%	1	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.2%	6	7.9%	3	0.0%	0	6.7%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	5	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.6%	7	2.6%	1	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	2	3.4%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.8%	13	15.8%	6	8.6%	3	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0	3.4%	1
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.5%	4	0.0%	0	2.9%	1	0.0%	0	0.0%	0	5.6%	2	2.8%	1	0.0%	0	0.0%	0
Basildon Town Centre	12.5%	34	26.3%	10	34.3%	12	3.3%	1	3.2%	1	16.7%	6	5.6%	2	5.3%	2	0.0%	0
Billericay Town Centre	3.7%	10	0.0%	0	0.0%	0	0.0%	0	22.6%	7	0.0%	0	2.8%	1	5.3%	2	0.0%	0
Brentwood Town Centre	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	6	0.0%	0	0.0%	0
Canvey Island Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	6.9%	2
Central London / West End	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Chelmsford City Centre	2.2%	6	2.6%	1	0.0%	0	0.0%	0	6.5%	2	0.0%	0	2.8%	1	5.3%	2	0.0%	0
Corringham Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	5.6%	2	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	2.2%	6	5.3%	2	0.0%	0	3.3%	1	0.0%	0	5.6%	2	0.0%	0	0.0%	0	3.4%	1
Rayleigh Town Centre	4.8%	13	2.6%	1	5.7%	2	6.7%	2	6.5%	2	2.8%	1	0.0%	0	0.0%	0	17.2%	5
Romford Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.8%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Stanford-le-Hope Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0
Wickford Town Centre	5.5%	15	0.0%	0	0.0%	0	26.7%	8	0.0%	0	0.0%	0	0.0%	0	18.4%	7	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3AF																		
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.7%	10	0.0%	0	2.9%	1	10.0%	3	6.5%	2	0.0%	0	0.0%	0	7.9%	3	3.4%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	8.1%	22	10.5%	4	8.6%	3	3.3%	1	19.4%	6	2.8%	1	2.8%	1	15.8%	6	0.0%	0
Pitsea Retail Park, High Road, Pitsea	3.3%	9	5.3%	2	5.7%	2	3.3%	1	0.0%	0	8.3%	3	0.0%	0	0.0%	0	3.4%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	7.7%	21	2.6%	1	8.6%	3	6.7%	2	3.2%	1	11.1%	4	16.7%	6	7.9%	3	3.4%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0
B&M, Hazelmere, Pitsea, SS13 3JY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.7%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Crays Hill Village Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Old Market Retail Park, High Road, Basildon, SS13 3BY	1.1%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	3.4%	1
Orsett Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Pelican Retail Park, Claydons Lane, Rayleigh, SS6 7UP	2.2%	6	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	4
Rom Valley Retail Park, Rom Valley Way, Romford, RM7 0AN	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wagtails, High Road, South Benfleet, Benfleet, SS7 5HA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	2.9%	8	0.0%	0	0.0%	0	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	5
Whitesbridge Farm Industrial	0.7%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Estate, Crays Hill, Billericay, CM11 2UL									
Base:	273	38	35	30	31	36	36	38	29

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	4.7%	17	5.7%	2	10.3%	4	3.8%	2	1.9%	1	6.4%	3	0.0%	0	3.8%	2	8.3%	3
Billerica Town Centre	4.1%	15	0.0%	0	0.0%	0	0.0%	0	17.0%	9	0.0%	0	0.0%	0	11.3%	6	0.0%	0
Brentwood Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0
Canvey Island Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	4
Central London / West End	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	4.9%	18	0.0%	0	0.0%	0	3.8%	2	11.3%	6	0.0%	0	10.0%	5	9.4%	5	0.0%	0
Corringham Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.0%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.9%	7	14.3%	5	2.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.1%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3
Romford Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Stanford-le-Hope Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	5.2%	19	0.0%	0	2.6%	1	0.0%	0	3.8%	2	8.5%	4	18.0%	9	5.7%	3	0.0%	0
Wickford Town Centre	8.8%	32	0.0%	0	2.6%	1	40.4%	21	0.0%	0	0.0%	0	0.0%	0	18.9%	10	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
B&Q, Pippas Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.5%	2	0.0%	0	2.6%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	1.1%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	4.9%	18	5.7%	2	7.7%	3	5.8%	3	1.9%	1	2.1%	1	6.0%	3	0.0%	0	13.9%	5
Wickes, Rat Lane, Rayleigh, SS6 7TS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Wickes, Brook Street, Brentwood, CM14 5LX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	6.8%	25	11.4%	4	5.1%	2	15.4%	8	11.3%	6	4.3%	2	2.0%	1	0.0%	0	5.6%	2
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx,	18.6%	68	37.1%	13	33.3%	13	15.4%	8	24.5%	13	10.6%	5	8.0%	4	17.0%	9	8.3%	3

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	0.5%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.1%	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	16.2%	59	11.4%	4	17.9%	7	5.8%	3	13.2%	7	34.0%	16	10.0%	5	17.0%	9	22.2%	8
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Riverside Retail Park, Victoria Road, Chelmsford	0.5%	2	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Affordable Carpets, Daneholes Roundabout, Grays, RM16 2XE	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Brook Road Industrial Estate, Rayleigh, SS6 7X	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Burnt Mills Industrial Estate, Basildon, SS13 1EU	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Carpets, Roneo Corner, Hornchurch, RM12 4TQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Cranham Village Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Dedham Village Centre	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Eastern Avenue West, Romford, RM7 7JN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Hornchurch Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
HSL, Eastwood Road, Rayleigh, SS6 7LF	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
LTC, Cranes Farm Road, Basildon, SS14 3JL	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Industrial Park, Stanford Road, Orsett, RM16 3BX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.9%	1	2.8%	1
Vange Local Centre, Basildon	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westmayne Industrial Park, Bramston Way, Laindon, SS15 6TP	0.3%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	365	35	39	52	53	47	50	53	36									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.4%	2	1.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	1.4%	8	2.8%	2	6.8%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Billericay Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Brentwood Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Chelmsford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Corringham Town Centre	1.1%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.5%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.7%	4	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Upminster Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Wickford Town Centre	1.8%	10	0.0%	0	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	2.5%	14	1.4%	1	0.0%	0	0.0%	0	1.3%	1	7.1%	5	8.1%	6	0.0%	0	1.6%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	41.1%	231	45.8%	33	49.2%	29	51.4%	37	71.8%	56	17.1%	12	14.9%	11	52.7%	39	22.2%	14
B&Q, Roneo Corner, Hornchurch Road, Romford, RM11 1PY	3.0%	17	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	21.6%	16	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford, RM3 8GZ	2.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	11	1.4%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	10.7%	60	16.7%	12	11.9%	7	4.2%	3	0.0%	0	48.6%	34	1.4%	1	1.4%	1	3.2%	2
Homebase, Stadium Way, Rayleigh, SS7 3NT	4.8%	27	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	33.3%	21
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.4%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wickes, Rat Lane, Rayleigh, SS6 7TS	3.2%	18	1.4%	1	0.0%	0	8.3%	6	0.0%	0	1.4%	1	0.0%	0	4.1%	3	11.1%	7
Wickes, Brook Street, Brentwood, CM14 5LX	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	1.4%	1	0.0%	0
MAYFLOWER Retail Park,	2.1%	12	5.6%	4	3.4%	2	2.8%	2	2.6%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Gardiners Link, Basildon (EXCLUDING Tesco Extra)																		
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	5.5%	31	4.2%	3	16.9%	10	2.8%	2	11.5%	9	0.0%	0	5.4%	4	4.1%	3	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.7%	4	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	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	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.7%	2	1.4%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	2.0%	11	0.0%	0	3.4%	2	1.4%	1	2.6%	2	0.0%	0	1.4%	1	5.4%	4	1.6%	1
A.E. Harnett & Sons, Greenacre Lane, Stock, CM4 9QF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, CM2 8LX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Garden Centre, Arterial Road, Wickford, SS12 9JG	0.7%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.6%	1
B&M, Hazelmere, Pitsea, SS13 3JY	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
B&Q, Fossetts Way, Southend-on-Sea, SS2 4DQ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
B&Q, Homelands Retail Park, Springfield, Chelmsford, CM2 5PX	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Basildon Garden & Mower Centre, Nevendon Road, Basildon, SS13 1BS	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluehouse Farm Retail Centre, London Road, Pitsea, SS13 2BY	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Brentwood Garden Centre, Vicarage Close, Brentwood, CM14 5GR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cherry Lane Garden Centre, High Street, Long Melford, CO10 9DH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Colchester Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Market Garden Centre, Lower Road, Ashingdon, SS5 5JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Homebase, Waterhouse Lane, Chelmsford, CM1 2QX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hunters Chase Garden Centre, Hunters Chase, Hutton, CM13 1SN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hutton Industrial Estate, Tallon Road, Hutton, CM13 1TF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Interior Decor, High Road, South Benfleet, Benfleet,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
SS7 5HB																		
Little Lodge Garden Centre, High Road, Fobbing, SS17 9HN	0.5%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perrywood Garden Centre, Kelvedon Road, Tiptree, CO5 9SX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Arterial Park, Rayleigh, SS6 7NG	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Tallon Road, Brentwood, CM13 1TN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	1.6%	9	0.0%	0	1.7%	1	4.2%	3	1.3%	1	2.9%	2	0.0%	0	1.4%	1	1.6%	1
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Thurrock Garden Centre, South Road, South Ockendon, RM15 6DU	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0
Yardley Business Park, Luckyn Lane, Basildon, Essex, SS14 3GL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Base:	562	72		59		72		78		70		74		74				63

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	1.3%	7	0.0%	0	1.3%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.1%	6	5.3%	4	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.1%	23	10.7%	8	13.3%	10	1.6%	1	0.0%	0	3.8%	3	0.0%	0	0.0%	0	1.8%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.9%	16	1.3%	1	6.7%	5	0.0%	0	10.8%	7	1.3%	1	0.0%	0	1.4%	1	1.8%	1
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.5%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	1
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.5%	3	2.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	4.1%	23	14.7%	11	1.3%	1	9.4%	6	1.5%	1	1.3%	1	0.0%	0	4.3%	3	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.1%	6	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	11	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	3.8%	21	2.7%	2	1.3%	1	14.1%	9	1.5%	1	0.0%	0	0.0%	0	10.1%	7	1.8%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	7.0%	39	21.3%	16	6.7%	5	3.1%	2	1.5%	1	16.5%	13	0.0%	0	0.0%	0	3.6%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	3.1%	17	1.3%	1	10.7%	8	0.0%	0	0.0%	0	1.3%	1	9.7%	7	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	2.2%	12	0.0%	0	0.0%	0	0.0%	0	10.8%	7	0.0%	0	1.4%	1	5.8%	4	0.0%	0
Basildon Town Centre	10.1%	56	25.3%	19	33.3%	25	3.1%	2	1.5%	1	6.3%	5	2.8%	2	1.4%	1	1.8%	1
Billericay Town Centre	6.8%	38	0.0%	0	0.0%	0	0.0%	0	43.1%	28	0.0%	0	0.0%	0	14.5%	10	0.0%	0
Brentwood Town Centre	3.8%	21	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	18	2.9%	2	0.0%	0
Canvey Island Town Centre	1.3%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	6
Central London / West End	0.5%	3	0.0%	0	2.7%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	1.6%	9	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	2.8%	2	5.8%	4	1.8%	1
Corringham Town Centre	7.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.4%	39	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.8%	2	0.0%	0	1.8%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.7%	4	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Town Centre	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	8
South Benfleet Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4
Southend-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Stanford-le-Hope Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	18	0.0%	0	0.0%	0
Wickford Town Centre	8.1%	45	0.0%	0	1.3%	1	40.6%	26	1.5%	1	0.0%	0	0.0%	0	23.2%	16	1.8%	1
B&Q, Pippis Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	6.5%	36	4.0%	3	10.7%	8	10.9%	7	13.8%	9	0.0%	0	0.0%	0	7.2%	5	7.1%	4
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	1.8%	10	4.0%	3	1.3%	1	3.1%	2	3.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.9%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.5%	2	1.4%	1	0.0%	0	1.8%	1
Airport Retail Park, Rochford Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Colchester Town Centre	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Great Yarmouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.5%	3	1.3%	1	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2
Shotgate Village Centre	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	1.8%	1
Tesco Superstore, Princes Road, Chelmsford, CM2	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	2	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
9XW																		
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Base:	555	75	75	64	65	79	72	69	56									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.5%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.5%	22	10.1%	8	13.6%	11	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.3%	1	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.9%	12	1.3%	1	4.9%	4	1.2%	1	3.5%	3	1.2%	1	0.0%	0	0.0%	0	2.9%	2
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	2	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.6%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.5%	2	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.5%	16	6.3%	5	1.2%	1	3.5%	3	3.5%	3	0.0%	0	0.0%	0	2.5%	2	2.9%	2
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.6%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	3.0%	19	1.3%	1	0.0%	0	8.1%	7	4.7%	4	0.0%	0	1.4%	1	7.6%	6	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.3%	27	16.5%	13	8.6%	7	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	2.9%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.6%	10	1.3%	1	3.7%	3	0.0%	0	0.0%	0	1.2%	1	7.1%	5	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Basildon Town Centre	7.9%	50	24.1%	19	25.9%	21	3.5%	3	0.0%	0	3.5%	3	2.9%	2	1.3%	1	1.4%	1
Billericay Town Centre	13.4%	85	0.0%	0	2.5%	2	0.0%	0	70.9%	61	0.0%	0	1.4%	1	26.6%	21	0.0%	0
Brentwood Town Centre	3.3%	21	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	25.7%	18	1.3%	1	0.0%	0
Canvey Island Town Centre	2.0%	13	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	11
Central London / West End	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Chelmsford City Centre	0.8%	5	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	2.5%	2	1.4%	1
Corringham Town Centre	7.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.8%	50	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Hadleigh Town Centre	1.1%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	6
Ilford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ingatestone Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Laindon Town Centre	1.9%	12	1.3%	1	13.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Pitsea Town Centre (EXCLUDING Tesco Extra)	3.2%	20	20.3%	16	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	2
Rayleigh Town Centre	1.7%	11	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	9
South Benfleet Town Centre	1.4%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	8
South Ockendon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stanford-le-Hope Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	13	0.0%	0	0.0%	0
Wickford Town Centre	11.7%	74	0.0%	0	1.2%	1	51.2%	44	2.3%	2	0.0%	0	0.0%	0	34.2%	27	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.9%	25	0.0%	0	7.4%	6	7.0%	6	4.7%	4	2.4%	2	0.0%	0	5.1%	4	4.3%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.6%	4	1.3%	1	1.2%	1	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	0.6%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.4%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Armada Centre, Drake Road, Chafford Hundred, RM16 6PS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, Colchester, CO4 5TU	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benfleet Pharmacy, High Road, South Benfleet, Benfleet, SS7 5HA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Britannia Pharmacy, Timberlog Lane, Basildon, SS14 1PB	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Cross Chemist, London Road, South Benfleet, Benfleet, SS7 5SQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Elora Pharmacy, High Road, South Benfleet, Benfleet, SS7 5LN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Fryerns Local Centre, Basildon	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Great Berry Pharmacy, Nightingales, Langdon Hills, SS16 6SA	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassengate Medical Centre, Southend Road, Stanford-le-Hope, SS17 0PH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Horndon on the Hill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0
Kingswood Medical Centre, Clay Hill Road, Basildon, SS16 5AD	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Chapel Local Centre, Basildon	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Shotgate Village Centre	2.2%	14	0.0%	0	0.0%	0	16.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silva Island Way Shopping Centre, Salcott Crescent, Wickford, SS12 9NR	0.5%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Green, Billericay	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Vange Local Centre, Basildon	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
West Horndon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		635		79		81		86		86		85		70		79		69

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																		
<i>Excl. Nulls & SFT</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.4%	8	6.9%	2	17.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Asda, Pipp's Hill Retail Park, Miles Gray Road, Basildon, SS14 3AF	0.9%	2	3.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.7%	4	0.0%	0	3.6%	1	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.7%	4	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.1%	1	3.4%	1	3.1%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.7%	11	10.3%	3	7.1%	2	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	6.3%	2
Basildon Town Centre	13.7%	32	27.6%	8	39.3%	11	3.1%	1	4.8%	1	16.1%	5	0.0%	0	3.4%	1	15.6%	5
Billericay Town Centre	3.0%	7	0.0%	0	0.0%	0	0.0%	0	19.0%	4	0.0%	0	0.0%	0	10.3%	3	0.0%	0
Brentwood Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3
Central London / West End	3.0%	7	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.2%	1	6.3%	2	10.3%	3	0.0%	0
Chelmsford City Centre	6.4%	15	0.0%	0	0.0%	0	6.3%	2	23.8%	5	0.0%	0	9.4%	3	13.8%	4	3.1%	1
Corringham Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Ingatstone Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	8.1%	19	10.3%	3	0.0%	0	3.1%	1	4.8%	1	29.0%	9	9.4%	3	3.4%	1	3.1%	1
Leigh-on-Sea Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.7%	4	6.9%	2	0.0%	0	3.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Romford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Southend-on-Sea Town Centre	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	6	0.0%	0	0.0%	0
Wickford Town Centre	6.0%	14	0.0%	0	0.0%	0	31.3%	10	0.0%	0	0.0%	0	0.0%	0	13.8%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	3.8%	9	3.4%	1	0.0%	0	0.0%	0	9.5%	2	3.2%	1	3.1%	1	3.4%	1	9.4%	3
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.3%	10	0.0%	0	3.6%	1	9.4%	3	14.3%	3	0.0%	0	0.0%	0	10.3%	3	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right,	0.9%	2	3.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Currys)																		
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	16.2%	38	13.8%	4	10.7%	3	12.5%	4	14.3%	3	19.4%	6	21.9%	7	10.3%	3	25.0%	8
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.4%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	2.1%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	1	3.2%	1	3.1%	1	3.4%	1	3.1%	1
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	1.3%	3	0.0%	0	3.6%	1	0.0%	0	4.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Choice Home & Sofa Outlet, Rayleigh Weir, Rayleigh, SS7 3NZ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Colchester Town Centre	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.9%	2	3.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.4%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.4%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		234		29		28		32		21		31		32		29		32

Meanscore: [Number of times per week]

Q22 How often do you or your household visit Basildon Town for shopping, leisure and accessing services?

Daily	0.9%	7	3.0%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
4-6 days a week	1.7%	14	2.0%	2	6.7%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
2-3 days a week	5.6%	45	11.9%	12	12.4%	13	2.0%	2	3.0%	3	3.9%	4	1.0%	1	5.0%	5	5.0%	5
One day a week	8.0%	65	21.8%	22	16.2%	17	2.0%	2	3.0%	3	11.8%	12	3.0%	3	4.0%	4	2.0%	2
Every two weeks	9.2%	74	9.9%	10	15.2%	16	10.0%	10	8.0%	8	8.8%	9	4.0%	4	5.0%	5	12.0%	12
Monthly	11.0%	89	11.9%	12	9.5%	10	10.0%	10	14.0%	14	21.6%	22	6.0%	6	6.0%	6	9.0%	9
Once every two months	6.2%	50	7.9%	8	7.6%	8	4.0%	4	5.0%	5	8.8%	9	1.0%	1	3.0%	3	12.0%	12
Three-four times a year	9.5%	77	6.9%	7	9.5%	10	9.0%	9	9.0%	9	4.9%	5	14.0%	14	11.0%	11	12.0%	12
Once a year	6.1%	49	3.0%	3	2.9%	3	10.0%	10	5.0%	5	8.8%	9	9.0%	9	6.0%	6	4.0%	4
Less often	4.5%	36	3.0%	3	2.9%	3	8.0%	8	2.0%	2	0.0%	0	5.0%	5	4.0%	4	11.0%	11
Never	35.9%	290	16.8%	17	11.4%	12	41.0%	41	50.0%	50	29.4%	30	57.0%	57	51.0%	51	32.0%	32
(Don't know / varies)	1.5%	12	2.0%	2	2.9%	3	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Mean:		0.47		0.94		1.16		0.22		0.20		0.35		0.11		0.49		0.26
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q23 What is the main reason for visiting Basildon Town Centre, e.g. what is the main activity you do there?																		
<i>Not those that said 'Never' at Q22</i>																		
FOOD shopping	12.4%	64	21.4%	18	14.0%	13	6.8%	4	12.0%	6	8.3%	6	9.3%	4	22.4%	11	2.9%	2
NON-FOOD shopping	20.3%	105	9.5%	8	14.0%	13	28.8%	17	24.0%	12	26.4%	19	14.0%	6	28.6%	14	23.5%	16
Shopping in general	33.6%	174	32.1%	27	34.4%	32	33.9%	20	38.0%	19	33.3%	24	37.2%	16	20.4%	10	38.2%	26
Visiting personal services e.g. hair salon, barber, beauty salon etc	2.1%	11	3.6%	3	5.4%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.9%	2
Visiting financial services e.g. banks, building society etc	10.6%	55	13.1%	11	11.8%	11	3.4%	2	8.0%	4	23.6%	17	0.0%	0	8.2%	4	8.8%	6
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Visit bars / pubs	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	4.2%	22	4.8%	4	3.2%	3	1.7%	1	4.0%	2	4.2%	3	9.3%	4	4.1%	2	4.4%	3
Visit leisure entertainment venues e.g. cinemas	2.1%	11	0.0%	0	2.2%	2	3.4%	2	4.0%	2	0.0%	0	4.7%	2	2.0%	1	2.9%	2
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	1.7%	9	0.0%	0	1.1%	1	3.4%	2	4.0%	2	0.0%	0	2.3%	1	6.1%	3	0.0%	0
Visit sports and fitness venues	0.6%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Visit community services e.g. library, doctors, etc.	2.5%	13	6.0%	5	1.1%	1	5.1%	3	0.0%	0	1.4%	1	7.0%	3	0.0%	0	0.0%	0
Visit street market	0.8%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.9%	2
To meet family / friends	2.7%	14	4.8%	4	2.2%	2	3.4%	2	2.0%	1	0.0%	0	2.3%	1	0.0%	0	5.9%	4
For work / business	0.8%	4	2.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.4%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.7%	9	2.4%	2	1.1%	1	0.0%	0	0.0%	0	2.8%	2	4.7%	2	4.1%	2	0.0%	0
(Don't know)	2.3%	12	0.0%	0	1.1%	1	8.5%	5	2.0%	1	0.0%	0	4.7%	2	0.0%	0	4.4%	3
Base:		518		84		93		59		50		72		43		49		68

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q24 What do you like about Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q22</i>																		
Close to home	14.7%	76	11.9%	10	26.9%	25	13.6%	8	16.0%	8	11.1%	8	7.0%	3	12.2%	6	11.8%	8
Easy to get to by car	6.4%	33	6.0%	5	6.5%	6	0.0%	0	8.0%	4	0.0%	0	9.3%	4	8.2%	4	14.7%	10
Parking - it's easy to find a space	4.6%	24	2.4%	2	2.2%	2	3.4%	2	6.0%	3	4.2%	3	7.0%	3	10.2%	5	5.9%	4
Shops - good range of non-food shops generally	4.2%	22	1.2%	1	2.2%	2	3.4%	2	4.0%	2	2.8%	2	9.3%	4	2.0%	1	11.8%	8
Good layout / compact / easy to get around	4.2%	22	4.8%	4	5.4%	5	0.0%	0	2.0%	1	2.8%	2	7.0%	3	2.0%	1	8.8%	6
Shops - good range of affordable shops	3.7%	19	1.2%	1	7.5%	7	1.7%	1	2.0%	1	0.0%	0	4.7%	2	4.1%	2	7.4%	5
Familiar / know where everything is	3.5%	18	4.8%	4	6.5%	6	0.0%	0	2.0%	1	2.8%	2	2.3%	1	4.1%	2	2.9%	2
Good cafés / restaurants	3.5%	18	4.8%	4	2.2%	2	0.0%	0	4.0%	2	6.9%	5	2.3%	1	6.1%	3	1.5%	1
Has undercover shopping	3.1%	16	0.0%	0	3.2%	3	3.4%	2	2.0%	1	2.8%	2	2.3%	1	8.2%	4	4.4%	3
Attractive environment / nice place	2.9%	15	6.0%	5	2.2%	2	1.7%	1	0.0%	0	1.4%	1	7.0%	3	6.1%	3	0.0%	0
Easy to get to by bus	2.7%	14	3.6%	3	2.2%	2	0.0%	0	2.0%	1	0.0%	0	2.3%	1	10.2%	5	2.9%	2
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	2.7%	14	0.0%	0	5.4%	5	0.0%	0	0.0%	0	2.8%	2	7.0%	3	4.1%	2	2.9%	2
Parking - it's free	2.5%	13	2.4%	2	2.2%	2	0.0%	0	0.0%	0	2.8%	2	2.3%	1	2.0%	1	7.4%	5
Good market	2.5%	13	2.4%	2	2.2%	2	1.7%	1	0.0%	0	4.2%	3	2.3%	1	4.1%	2	2.9%	2
Close to friends / relatives	2.3%	12	6.0%	5	1.1%	1	0.0%	0	2.0%	1	1.4%	1	4.7%	2	0.0%	0	2.9%	2
Close to work	2.3%	12	2.4%	2	4.3%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	8.2%	4	1.5%	1
Shops - good range of 'high street' retailers	2.1%	11	6.0%	5	1.1%	1	5.1%	3	0.0%	0	0.0%	0	2.3%	1	2.0%	1	0.0%	0
Good for a day out / makes a change	2.1%	11	2.4%	2	1.1%	1	0.0%	0	2.0%	1	0.0%	0	7.0%	3	0.0%	0	5.9%	4
You can get everything you need there	2.1%	11	3.6%	3	2.2%	2	3.4%	2	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Parking - it's cheap	2.1%	11	1.2%	1	1.1%	1	1.7%	1	0.0%	0	1.4%	1	2.3%	1	4.1%	2	5.9%	4
Feel safe there / good security	1.7%	9	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	5.9%	4
Shops - good range of clothes shops	1.5%	8	0.0%	0	2.2%	2	3.4%	2	0.0%	0	2.8%	2	4.7%	2	0.0%	0	0.0%	0
Shops - good range of independent shops	1.5%	8	2.4%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	7.0%	3	4.1%	2	0.0%	0
Shops - good range of food stores	1.2%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Quiet / not too busy	1.2%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.4%	1	2.3%	1	0.0%	0	2.9%	2
Clean streets / well maintained	1.2%	6	1.2%	1	1.1%	1	1.7%	1	2.0%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Good for financial services (e.g. banks / building societies)	1.0%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	4.1%	2	1.5%	1
Nice atmosphere / friendly people	1.0%	5	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	2.3%	1	2.0%	1	1.5%	1
Easy to get to by bicycle	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	1.5%	1
Shops - good opening hours / open on Sundays	1.0%	5	1.2%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Shops - has a Primark store	1.0%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Easy to get to by tube / train	0.8%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	1.5%	1
Pedestrianised areas	0.8%	4	1.2%	1	1.1%	1	0.0%	0	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Shops - good range of quality shops	0.6%	3	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Shops - good range of supermarkets	0.6%	3	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.6%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Traditional	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Good pubs / bars	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.0%	1	0.0%	0
Shops - has a Home Bargains store	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a HMV store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Free parking at Asda	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking on Sundays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Hobbycraft	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
store									
Shops - has a Wilko store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	47.5%	246	54.8%	46	47.3%	44	61.0%	36	52.0%
(Don't know)	3.7%	19	4.8%	4	1.1%	1	3.4%	2	6.0%
Base:	518	84	93	59	50	72	43	49	68

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 What could be improved about Basildon Town Centre that would make you visit more often during the DAY time? [MR]																		
Shops - more / better range of non-food shops generally	13.9%	112	19.8%	20	18.1%	19	23.0%	23	8.0%	8	12.7%	13	7.0%	7	10.0%	10	12.0%	12
Less empty shops	12.3%	99	26.7%	27	13.3%	14	6.0%	6	10.0%	10	14.7%	15	8.0%	8	8.0%	8	11.0%	11
Shops - more 'high street' retailers	11.0%	89	15.8%	16	12.4%	13	21.0%	21	4.0%	4	13.7%	14	4.0%	4	7.0%	7	10.0%	10
Update / refurbish the shopping area	8.8%	71	9.9%	10	6.7%	7	9.0%	9	9.0%	9	14.7%	15	8.0%	8	9.0%	9	4.0%	4
Shops - more / better clothes shops	8.4%	68	8.9%	9	15.2%	16	13.0%	13	6.0%	6	7.8%	8	2.0%	2	4.0%	4	10.0%	10
Better security / safety	8.0%	65	9.9%	10	12.4%	13	6.0%	6	9.0%	9	1.0%	1	8.0%	8	10.0%	10	8.0%	8
Shops - more high quality shops	7.1%	57	8.9%	9	3.8%	4	11.0%	11	7.0%	7	11.8%	12	4.0%	4	6.0%	6	4.0%	4
Cleaner streets / better maintained	5.7%	46	5.9%	6	4.8%	5	10.0%	10	6.0%	6	1.0%	1	2.0%	2	10.0%	10	6.0%	6
Parking - make it free	5.3%	43	3.0%	3	10.5%	11	3.0%	3	4.0%	4	7.8%	8	4.0%	4	4.0%	4	6.0%	6
Make it more attractive / nicer environment	5.3%	43	5.9%	6	8.6%	9	7.0%	7	2.0%	2	2.0%	2	6.0%	6	4.0%	4	7.0%	7
Shops - more independent shops	4.8%	39	9.9%	10	4.8%	5	3.0%	3	7.0%	7	7.8%	8	1.0%	1	2.0%	2	3.0%	3
Parking - make more spaces available	4.3%	35	2.0%	2	3.8%	4	2.0%	2	8.0%	8	3.9%	4	5.0%	5	6.0%	6	4.0%	4
Shops - more / better food shops	4.0%	32	2.0%	2	1.9%	2	5.0%	5	4.0%	4	5.9%	6	2.0%	2	6.0%	6	5.0%	5
Shops - more / better range of supermarkets	3.2%	26	3.0%	3	2.9%	3	2.0%	2	1.0%	1	3.9%	4	5.0%	5	3.0%	3	5.0%	5
Better market	2.7%	22	1.0%	1	2.9%	3	1.0%	1	0.0%	0	2.9%	3	3.0%	3	8.0%	8	3.0%	3
Parking - make it cheaper	2.6%	21	2.0%	2	4.8%	5	0.0%	0	3.0%	3	3.9%	4	1.0%	1	4.0%	4	2.0%	2
Nicer atmosphere / friendlier people	2.5%	20	1.0%	1	4.8%	5	3.0%	3	3.0%	3	2.0%	2	0.0%	0	0.0%	0	6.0%	6
Better layout / shops closer together	1.9%	15	2.0%	2	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	5.0%	5	2.0%	2
More / better cafés / restaurants	1.9%	15	2.0%	2	1.9%	2	1.0%	1	2.0%	2	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Better access by car	1.6%	13	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	4.0%	4
Less charity shops	1.5%	12	5.0%	5	3.8%	4	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.5%	12	2.0%	2	2.9%	3	1.0%	1	2.0%	2	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Shops - more affordable shops	1.2%	10	5.0%	5	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1
Shops - needs a department store	1.1%	9	1.0%	1	1.0%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2
More / better public toilets	1.0%	8	2.0%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1
Better disabled access	1.0%	8	0.0%	0	1.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Less takeaways	0.9%	7	0.0%	0	1.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Less cheap shops	0.9%	7	2.0%	2	2.9%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.9%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	2.0%	2
Less betting shops	0.7%	6	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Improve the nightlife	0.7%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	3
Shops - longer opening hours / more open on Sundays	0.6%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.6%	5	0.0%	0	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1
More / better flower displays / greenery	0.6%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better access by bus	0.6%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2
More / better seating areas	0.5%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More undercover shopping	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Shops - needs a M&S store	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Improve the quality of the roads	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Quieter / less busy	0.4%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More / better financial services (e.g. banks / building societies)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Better access by bicycle	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
More pedestrianised areas	0.4%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Shops - needs a book store	0.2%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install parking machines which accept both cash	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
and card																		
Better enforcement of parking rules	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less homeless	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Make it clearer where people are allowed to park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Better access by tube / train	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Nothing)	26.1%	211	12.9%	13	20.0%	21	25.0%	25	30.0%	30	22.5%	23	44.0%	44	31.0%	31	24.0%	24
(Don't know)	5.4%	44	5.0%	5	2.9%	3	6.0%	6	2.0%	2	3.9%	4	15.0%	15	4.0%	4	5.0%	5
Base:		808		101		105		100		100		102		100		100		100

Q26 What could be improved about Basildon Town Centre that would make you visit more often during the EVENING time? [MR]

More / better police presence / CCTV	9.7%	78	9.9%	10	20.0%	21	12.0%	12	4.0%	4	2.0%	2	8.0%	8	6.0%	6	15.0%	15
Safer environment at night	9.2%	74	13.9%	14	14.3%	15	8.0%	8	9.0%	9	0.0%	0	6.0%	6	8.0%	8	14.0%	14
More evening leisure facilities - a new cinema	5.1%	41	7.9%	8	12.4%	13	3.0%	3	5.0%	5	4.9%	5	2.0%	2	3.0%	3	2.0%	2
More / better quality cafés and restaurants	4.0%	32	3.0%	3	8.6%	9	6.0%	6	2.0%	2	2.9%	3	2.0%	2	4.0%	4	3.0%	3
Later opening shops	3.6%	29	2.0%	2	7.6%	8	1.0%	1	3.0%	3	4.9%	5	3.0%	3	0.0%	0	7.0%	7
Free parking in general	3.6%	29	1.0%	1	9.5%	10	3.0%	3	0.0%	0	2.9%	3	2.0%	2	6.0%	6	4.0%	4
More / better quality pubs and bars	3.5%	28	4.0%	4	5.7%	6	3.0%	3	3.0%	3	2.0%	2	1.0%	1	6.0%	6	3.0%	3
More branded / chain cafés and restaurants	2.5%	20	6.9%	7	1.0%	1	2.0%	2	5.0%	5	0.0%	0	1.0%	1	2.0%	2	2.0%	2
More evening leisure facilities in general	2.1%	17	3.0%	3	4.8%	5	1.0%	1	2.0%	2	1.0%	1	2.0%	2	3.0%	3	0.0%	0
Free parking in the evening	2.1%	17	0.0%	0	4.8%	5	1.0%	1	2.0%	2	1.0%	1	2.0%	2	6.0%	6	0.0%	0
More cafés and restaurants in general	2.0%	16	3.0%	3	1.9%	2	0.0%	0	1.0%	1	0.0%	0	2.0%	2	4.0%	4	4.0%	4
Cheaper parking	1.9%	15	4.0%	4	1.9%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	2	3.0%	3
An evening food market	1.7%	14	1.0%	1	3.8%	4	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0	3.0%	3
More evening leisure facilities for children	1.6%	13	4.0%	4	3.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	2
More / better late night venues (e.g. night club)	1.5%	12	3.0%	3	2.9%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	2
Cheaper prices in cafes / restaurants	1.5%	12	1.0%	1	1.9%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	3	3.0%	3
Better public transport in the evening	1.2%	10	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1
Later opening restaurants	1.2%	10	1.0%	1	1.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	3.0%	3
More evening leisure facilities - outdoor events	1.1%	9	3.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3
More independent cafés and restaurants	1.1%	9	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	3.0%	3	1.0%	1
More evening leisure facilities - theatre	0.9%	7	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Less traffic congestion / improved access	0.7%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	3.0%	3	0.0%	0
Open the cinema	0.7%	6	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
More cafés and restaurants suitable for children	0.6%	5	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More taxis available	0.5%	4	0.0%	0	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces available at night	0.4%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More evening leisure facilities for older age groups	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Better lighting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Better access for cycling	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Nothing)	38.6%	312	21.8%	22	33.3%	35	43.0%	43	45.0%	45	41.2%	42	43.0%	43	41.0%	41	41.0%	41
(Don't visit any centres on an evening)	23.0%	186	22.8%	23	12.4%	13	25.0%	25	25.0%	25	36.3%	37	26.0%	26	22.0%	22	15.0%	15
(Don't know)	4.3%	35	5.9%	6	1.0%	1	2.0%	2	3.0%	3	2.9%	3	12.0%	12	4.0%	4	4.0%	4
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q27 Which of the following town centres is the closest to where you and your household live? [PR]																		
Basildon Town Centre	34.5%	279	57.4%	58	65.7%	69	3.0%	3	4.0%	4	78.4%	80	22.0%	22	12.0%	12	31.0%	31
Billericay Town Centre	21.4%	173	0.0%	0	3.8%	4	2.0%	2	92.0%	92	0.0%	0	29.0%	29	45.0%	45	1.0%	1
Laindon Town Centre	4.5%	36	4.0%	4	20.0%	21	0.0%	0	0.0%	0	2.0%	2	7.0%	7	2.0%	2	0.0%	0
Pitsea Town Centre	11.1%	90	37.6%	38	8.6%	9	0.0%	0	0.0%	0	11.8%	12	0.0%	0	0.0%	0	31.0%	31
Wickford Town Centre	18.7%	151	0.0%	0	0.0%	0	94.0%	94	4.0%	4	0.0%	0	1.0%	1	40.0%	40	12.0%	12
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.0%	28	1.0%	1	0.0%	0
Upminster Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.0%	0	0.0%	0
Rayleigh Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Corringham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	1.0%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
South Benfleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lakeside Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / not sure)	1.1%	9	1.0%	1	1.9%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	4.0%	4
Base:		808		101		105		100		100		102		100		100		100

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?

Not those that said 'Basildon' or '(Don't know / not sure)' at Q27

Daily	5.0%	26	2.4%	1	0.0%	0	7.2%	7	8.3%	8	0.0%	0	2.6%	2	9.1%	8	0.0%	0
4-6 days a week	5.8%	30	0.0%	0	5.9%	2	7.2%	7	8.3%	8	5.0%	1	7.7%	6	5.7%	5	1.5%	1
2-3 days a week	20.2%	105	33.3%	14	2.9%	1	16.5%	16	35.4%	34	0.0%	0	11.5%	9	29.5%	26	7.7%	5
One day a week	25.8%	134	31.0%	13	5.9%	2	28.9%	28	32.3%	31	45.0%	9	21.8%	17	27.3%	24	15.4%	10
Every two weeks	8.1%	42	7.1%	3	11.8%	4	12.4%	12	5.2%	5	0.0%	0	7.7%	6	8.0%	7	7.7%	5
Monthly	8.3%	43	9.5%	4	8.8%	3	5.2%	5	6.3%	6	5.0%	1	9.0%	7	5.7%	5	18.5%	12
Once every two months	4.0%	21	0.0%	0	8.8%	3	4.1%	4	1.0%	1	10.0%	2	3.8%	3	0.0%	0	12.3%	8
Three-four times a year	4.4%	23	2.4%	1	5.9%	2	1.0%	1	0.0%	0	10.0%	2	10.3%	8	3.4%	3	9.2%	6
Once a year	1.7%	9	2.4%	1	2.9%	1	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Less often	1.3%	7	0.0%	0	5.9%	2	0.0%	0	1.0%	1	0.0%	0	2.6%	2	1.1%	1	1.5%	1
Never	14.0%	73	9.5%	4	38.2%	13	10.3%	10	1.0%	1	25.0%	5	23.1%	18	8.0%	7	23.1%	15
(Don't know / varies)	1.3%	7	2.4%	1	2.9%	1	2.1%	2	1.0%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Mean:		1.49		1.41		0.54		1.68		2.28		0.74		1.15		2.04		0.54
Base:		520		42		34		97		96		20		78		88		65

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
FOOD shopping	28.6%	128	42.1%	16	28.6%	6	26.4%	23	25.3%	24	53.3%	8	30.0%	18	32.1%	26	14.0%	7
NON-FOOD shopping	11.4%	51	5.3%	2	4.8%	1	11.5%	10	12.6%	12	13.3%	2	8.3%	5	11.1%	9	20.0%	10
Shopping in general	32.7%	146	21.1%	8	38.1%	8	26.4%	23	38.9%	37	20.0%	3	33.3%	20	37.0%	30	34.0%	17
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	8	5.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	2.5%	2	4.0%	2
Visiting financial services e.g. banks, building society etc	3.8%	17	2.6%	1	0.0%	0	5.7%	5	3.2%	3	6.7%	1	6.7%	4	1.2%	1	4.0%	2
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0	1.7%	1	1.2%	1	2.0%	1
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.8%	26	7.9%	3	4.8%	1	6.9%	6	7.4%	7	0.0%	0	6.7%	4	3.7%	3	4.0%	2
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	1.1%	5	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	14	7.9%	3	9.5%	2	3.4%	3	2.1%	2	0.0%	0	1.7%	1	3.7%	3	0.0%	0
Visit street market	2.9%	13	7.9%	3	4.8%	1	3.4%	3	0.0%	0	6.7%	1	1.7%	1	0.0%	0	8.0%	4
To meet family / friends	1.6%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	2.5%	2	6.0%	3
For work / business	0.9%	4	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1
For education e.g. school, college, university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.6%	7	0.0%	0	0.0%	0	1.1%	1	2.1%	2	0.0%	0	1.7%	1	3.7%	3	0.0%	0
(Don't know)	1.3%	6	0.0%	0	4.8%	1	3.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Base:		447		38		21		87		95		15		60		81		50

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
Close to home	36.0%	161	36.8%	14	47.6%	10	26.4%	23	47.4%	45	40.0%	6	26.7%	16	42.0%	34	26.0%	13
Attractive environment / nice place	16.1%	72	7.9%	3	4.8%	1	10.3%	9	30.5%	29	6.7%	1	15.0%	9	21.0%	17	6.0%	3
Good cafés / restaurants	7.2%	32	5.3%	2	4.8%	1	5.7%	5	9.5%	9	0.0%	0	8.3%	5	8.6%	7	6.0%	3
Nice atmosphere / friendly people	6.7%	30	7.9%	3	0.0%	0	6.9%	6	9.5%	9	0.0%	0	6.7%	4	7.4%	6	4.0%	2
Familiar / know where everything is	5.6%	25	10.5%	4	9.5%	2	2.3%	2	4.2%	4	0.0%	0	13.3%	8	2.5%	2	6.0%	3
Shops - good range of independent shops	5.1%	23	0.0%	0	0.0%	0	5.7%	5	4.2%	4	0.0%	0	13.3%	8	3.7%	3	6.0%	3
Easy to get to by car	4.7%	21	5.3%	2	19.0%	4	2.3%	2	2.1%	2	0.0%	0	5.0%	3	2.5%	2	12.0%	6
You can get everything you need there	4.5%	20	7.9%	3	4.8%	1	1.1%	1	5.3%	5	20.0%	3	8.3%	5	1.2%	1	2.0%	1
Good market	4.3%	19	7.9%	3	0.0%	0	8.0%	7	0.0%	0	20.0%	3	0.0%	0	3.7%	3	6.0%	3
Shops - good range of non-food shops generally	4.3%	19	5.3%	2	0.0%	0	9.2%	8	3.2%	3	0.0%	0	5.0%	3	2.5%	2	2.0%	1
Feel safe there / good security	3.1%	14	2.6%	1	0.0%	0	2.3%	2	6.3%	6	0.0%	0	3.3%	2	3.7%	3	0.0%	0
Shops - good range of food stores	3.1%	14	2.6%	1	0.0%	0	2.3%	2	1.1%	1	0.0%	0	11.7%	7	0.0%	0	6.0%	3
Parking - it's easy to find a space	3.1%	14	0.0%	0	4.8%	1	2.3%	2	2.1%	2	20.0%	3	6.7%	4	0.0%	0	4.0%	2
Quiet / not too busy	3.1%	14	2.6%	1	9.5%	2	4.6%	4	3.2%	3	0.0%	0	1.7%	1	2.5%	2	2.0%	1
Close to friends / relatives	2.7%	12	2.6%	1	4.8%	1	0.0%	0	1.1%	1	0.0%	0	3.3%	2	2.5%	2	10.0%	5
Traditional	2.7%	12	0.0%	0	4.8%	1	0.0%	0	5.3%	5	0.0%	0	3.3%	2	3.7%	3	2.0%	1
Parking - it's free	2.5%	11	7.9%	3	0.0%	0	1.1%	1	0.0%	0	20.0%	3	0.0%	0	1.2%	1	6.0%	3
Clean streets / well maintained	2.2%	10	2.6%	1	4.8%	1	0.0%	0	1.1%	1	0.0%	0	3.3%	2	4.9%	4	2.0%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	9	5.3%	2	0.0%	0	3.4%	3	2.1%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Good pubs / bars	1.8%	8	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0	1.7%	1	1.2%	1	0.0%	0
Easy to get to by bus	1.8%	8	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	2.5%	2	4.0%	2
Shops - good range of affordable shops	1.8%	8	2.6%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.7%	1	1.2%	1	6.0%	3
Shops - good range of 'high street' retailers	1.6%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	1.7%	1	2.5%	2	2.0%	1
Shops - good range of supermarkets	1.6%	7	5.3%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.0%	3	0.0%	0	2.0%	1
Good layout / compact / easy to get around	1.3%	6	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	2.5%	2	4.0%	2
Good for financial services (e.g. banks / building societies)	1.3%	6	0.0%	0	4.8%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	2.5%	2	2.0%	1
Shops - good range of quality shops	1.1%	5	2.6%	1	4.8%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Close to work	0.9%	4	2.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	2.0%	1
Easy to get to by tube / train	0.9%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.3%	2	1.2%	1	0.0%	0
Pedestrianised areas	0.7%	3	0.0%	0	4.8%	1	0.0%	0	1.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Parking - it's cheap	0.7%	3	2.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Good transport links	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Shops - good range of clothes shops	0.4%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good disabled access	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Has undercover shopping	0.4%	2	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Good for a day out / makes a change	0.4%	2	2.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better than Basildon Town Centre	0.4%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Has nice parks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a The Range store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shops - has a Waitrose store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
(Nothing)	17.0%	76	15.8%	6	28.6%	6	25.3%	22	6.3%	6	20.0%	3	10.0%	6	18.5%	15	24.0%	12

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(Don't know)	1.3%	6	5.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.7%	1	1.2%	1	2.0%	1
Base:		447	38	21	87	95	15	60	81	50								

Meanscore: [Number of times per week]

Q31 How often do you or your household visit Mayflower Retail Park OR Pipp's Hill Retail Park?

Daily	0.5%	4	1.0%	1	1.9%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.4%	11	0.0%	0	2.9%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	6.0%	6	0.0%	0
2-3 days a week	4.7%	38	5.0%	5	9.5%	10	7.0%	7	3.0%	3	1.0%	1	4.0%	4	6.0%	6	2.0%	2
One day a week	15.7%	127	15.8%	16	16.2%	17	29.0%	29	31.0%	31	4.9%	5	2.0%	2	21.0%	21	6.0%	6
Every two weeks	13.2%	107	13.9%	14	17.1%	18	16.0%	16	17.0%	17	11.8%	12	8.0%	8	10.0%	10	12.0%	12
Monthly	18.3%	148	19.8%	20	11.4%	12	21.0%	21	27.0%	27	17.6%	18	12.0%	12	18.0%	18	20.0%	20
Once every two months	8.9%	72	10.9%	11	9.5%	10	5.0%	5	9.0%	9	5.9%	6	6.0%	6	13.0%	13	12.0%	12
Three-four times a year	8.5%	69	14.9%	15	13.3%	14	3.0%	3	3.0%	3	10.8%	11	5.0%	5	5.0%	5	13.0%	13
Once a year	4.7%	38	0.0%	0	1.0%	1	6.0%	6	2.0%	2	10.8%	11	7.0%	7	5.0%	5	6.0%	6
Less often	3.0%	24	1.0%	1	3.8%	4	1.0%	1	0.0%	0	8.8%	9	2.0%	2	2.0%	2	5.0%	5
Never	19.4%	157	13.9%	14	10.5%	11	9.0%	9	6.0%	6	27.5%	28	52.0%	52	14.0%	14	23.0%	23
(Don't know / varies)	1.6%	13	4.0%	4	2.9%	3	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1
<i>Mean:</i>		<i>0.52</i>		<i>0.53</i>		<i>0.84</i>		<i>0.68</i>		<i>0.64</i>		<i>0.20</i>		<i>0.26</i>		<i>0.78</i>		<i>0.26</i>
Base:		808	101	105	100	100	102	100	100	102	100	100	100	100	100	100	100	100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 What is the main reason for visiting Mayflower Retail Park or Pippis Hill Retail Park?																		
<i>Not those that said 'Never' at Q31</i>																		
Visit Home Bargains store (Mayflower Retail Park)	3.5%	23	3.4%	3	5.3%	5	1.1%	1	1.1%	1	2.7%	2	2.1%	1	3.5%	3	9.1%	7
Visit Lidl foodstore (Mayflower Retail Park)	1.7%	11	4.6%	4	2.1%	2	1.1%	1	2.1%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Visit Marks & Spencer store (Mayflower Retail Park)	8.4%	55	12.6%	11	4.3%	4	5.5%	5	7.4%	7	14.9%	11	6.3%	3	9.3%	8	7.8%	6
Visit Next Home store (Mayflower Retail Park)	7.4%	48	4.6%	4	6.4%	6	7.7%	7	8.5%	8	8.1%	6	4.2%	2	3.5%	3	15.6%	12
Visit Tesco foodstore (Mayflower Retail Park)	11.2%	73	2.3%	2	9.6%	9	28.6%	26	9.6%	9	4.1%	3	6.3%	3	19.8%	17	5.2%	4
Visit other Mayflower Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Clarks store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Dunelm store (Mayflower Retail Park)	0.5%	3	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Visit River Island store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Visit Sports Direct store (Mayflower Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Argos store (Pippis Hill Retail Park)	1.1%	7	1.1%	1	2.1%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	1.2%	1	1.3%	1
Visit Asda store (Pippis Hill Retail Park)	7.2%	47	1.1%	1	11.7%	11	4.4%	4	18.1%	17	4.1%	3	8.3%	4	5.8%	5	2.6%	2
Visit B&Q store (Pippis Hill Retail Park)	10.4%	68	6.9%	6	16.0%	15	5.5%	5	12.8%	12	6.8%	5	6.3%	3	15.1%	13	11.7%	9
Visit Pets at Home store (Pippis Hill Retail Park)	1.7%	11	1.1%	1	1.1%	1	2.2%	2	2.1%	2	0.0%	0	2.1%	1	2.3%	2	2.6%	2
Visit Poundstretcher store (Pippis Hill Retail Park)	0.5%	3	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit TK Maxx store (Pippis Hill Retail Park)	2.2%	14	1.1%	1	4.3%	4	2.2%	2	1.1%	1	1.4%	1	0.0%	0	2.3%	2	3.9%	3
Visit other Pippis Hill Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Currys store (Pippis Hill Retail Park)	1.2%	8	2.3%	2	1.1%	1	1.1%	1	0.0%	0	1.4%	1	4.2%	2	0.0%	0	1.3%	1
Visit DFS store (Pippis Hill Retail Park)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit Halfords store (Pippis Hill Retail Park)	0.8%	5	1.1%	1	0.0%	0	0.0%	0	2.1%	2	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Visit Wenzel's the Bakers store (Pippis Hill Retail Park)	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion and footwear shopping	2.2%	14	1.1%	1	1.1%	1	3.3%	3	1.1%	1	2.7%	2	4.2%	2	0.0%	0	5.2%	4
Furniture and fitted furniture shopping	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
DIY / garden furniture shopping	2.9%	19	8.0%	7	0.0%	0	4.4%	4	3.2%	3	2.7%	2	2.1%	1	2.3%	2	0.0%	0
Flooring and carpets shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
NON-FOOD shopping in general	10.1%	66	11.5%	10	6.4%	6	5.5%	5	7.4%	7	14.9%	11	22.9%	11	12.8%	11	6.5%	5
FOOD shopping in general	5.1%	33	6.9%	6	5.3%	5	3.3%	3	7.4%	7	4.1%	3	4.2%	2	5.8%	5	2.6%	2
ALL Shopping in general	12.0%	78	14.9%	13	12.8%	12	17.6%	16	9.6%	9	8.1%	6	10.4%	5	7.0%	6	14.3%	11
Visiting personal services e.g. hair salon, barber, beauty salon etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit petrol filling station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, shoe repair etc	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Visit cafés and restaurants e.g. Nandos	2.0%	13	4.6%	4	3.2%	3	1.1%	1	1.1%	1	1.4%	1	4.2%	2	0.0%	0	1.3%	1
Visit coffee shop e.g. Costa	0.5%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Visit drive-thru restaurant e.g. KFC, McDonald's etc.	1.2%	8	3.4%	3	1.1%	1	0.0%	0	1.1%	1	1.4%	1	2.1%	1	0.0%	0	1.3%	1

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
To meet family / friends	0.8% 5	1.1% 1	0.0% 0	1.1% 1	0.0% 0	0.0% 0	2.1% 1	0.0% 0	2.6% 2
For work / business	0.5% 3	0.0% 0	3.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Window shopping / browsing	0.8% 5	1.1% 1	1.1% 1	1.1% 1	0.0% 0	1.4% 1	0.0% 0	1.2% 1	0.0% 0
(Don't know)	2.3% 15	2.3% 2	0.0% 0	1.1% 1	2.1% 2	9.5% 7	0.0% 0	2.3% 2	1.3% 1
Base:	651	87	94	91	94	74	48	86	77

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33 What do you like about Mayflower Retail Park or Pippis Hill Retail Park, e.g. why do you go there? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
Close to home	18.7%	122	19.5%	17	28.7%	27	18.7%	17	16.0%	15	13.5%	10	10.4%	5	20.9%	18	16.9%	13
Shops - good range of non-food shops generally	17.1%	111	14.9%	13	21.3%	20	19.8%	18	14.9%	14	17.6%	13	12.5%	6	19.8%	17	13.0%	10
Parking - it's easy to find a space	16.4%	107	9.2%	8	9.6%	9	16.5%	15	25.5%	24	12.2%	9	27.1%	13	14.0%	12	22.1%	17
Parking - it's free	14.3%	93	9.2%	8	20.2%	19	9.9%	9	18.1%	17	6.8%	5	14.6%	7	15.1%	13	19.5%	15
You can get everything you need there	9.2%	60	12.6%	11	2.1%	2	11.0%	10	10.6%	10	8.1%	6	12.5%	6	11.6%	10	6.5%	5
Easy to get to by car	9.1%	59	9.2%	8	6.4%	6	4.4%	4	11.7%	11	6.8%	5	10.4%	5	9.3%	8	15.6%	12
Shops - good range of 'high street' retailers	8.8%	57	11.5%	10	4.3%	4	8.8%	8	9.6%	9	12.2%	9	4.2%	2	10.5%	9	7.8%	6
Shops - good range of supermarkets	6.3%	41	4.6%	4	7.4%	7	6.6%	6	9.6%	9	2.7%	2	8.3%	4	8.1%	7	2.6%	2
Shops - good range of food stores	5.5%	36	6.9%	6	3.2%	3	14.3%	13	3.2%	3	2.7%	2	2.1%	1	5.8%	5	3.9%	3
Shops - good range of clothes shops	5.1%	33	4.6%	4	7.4%	7	7.7%	7	1.1%	1	6.8%	5	0.0%	0	3.5%	3	7.8%	6
Shops - good range of quality shops	4.8%	31	5.7%	5	3.2%	3	6.6%	6	4.3%	4	1.4%	1	10.4%	5	7.0%	6	1.3%	1
Attractive environment / nice place	4.5%	29	12.6%	11	5.3%	5	3.3%	3	4.3%	4	1.4%	1	2.1%	1	2.3%	2	2.6%	2
Good cafés / restaurants	4.5%	29	3.4%	3	4.3%	4	7.7%	7	3.2%	3	2.7%	2	4.2%	2	4.7%	4	5.2%	4
Good layout / compact / easy to get around	4.3%	28	1.1%	1	7.4%	7	3.3%	3	5.3%	5	2.7%	2	0.0%	0	4.7%	4	7.8%	6
Shops - good range of affordable shops	2.9%	19	2.3%	2	5.3%	5	0.0%	0	2.1%	2	0.0%	0	4.2%	2	2.3%	2	7.8%	6
Clean streets / well maintained	2.9%	19	6.9%	6	3.2%	3	0.0%	0	0.0%	0	2.7%	2	4.2%	2	0.0%	0	7.8%	6
Familiar / know where everything is	2.9%	19	2.3%	2	4.3%	4	1.1%	1	4.3%	4	0.0%	0	4.2%	2	4.7%	4	2.6%	2
Feel safe there / good security	2.6%	17	3.4%	3	3.2%	3	1.1%	1	3.2%	3	2.7%	2	2.1%	1	1.2%	1	3.9%	3
Nice atmosphere / friendly people	2.5%	16	5.7%	5	3.2%	3	0.0%	0	1.1%	1	8.1%	6	0.0%	0	1.2%	1	0.0%	0
Shops - good opening hours / open on Sundays	2.0%	13	2.3%	2	5.3%	5	0.0%	0	2.1%	2	1.4%	1	0.0%	0	0.0%	0	3.9%	3
Easy to get to by bus	1.8%	12	3.4%	3	3.2%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	4.7%	4	0.0%	0
Close to work	1.5%	10	2.3%	2	3.2%	3	1.1%	1	1.1%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Shops - good range of independent shops	1.4%	9	0.0%	0	0.0%	0	1.1%	1	2.1%	2	2.7%	2	4.2%	2	2.3%	2	0.0%	0
Good for a day out / makes a change	1.2%	8	1.1%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.1%	1	1.2%	1	3.9%	3
Close to friends / relatives	0.9%	6	1.1%	1	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	2.6%	2
Easy to get to by tube / train	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	3.5%	3	0.0%	0
Parking - it's cheap	0.8%	5	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.6%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.1%	1	1.2%	1	1.3%	1
Good pubs / bars	0.6%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.3%	2	0.0%	0
Good market	0.5%	3	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.3%	2	0.0%	0
Quiet / not too busy	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
Easy to get to by bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Has undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Good for window shopping / browsing	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Nothing)	11.2%	73	13.8%	12	5.3%	5	9.9%	9	11.7%	11	18.9%	14	18.8%	9	10.5%	9	5.2%	4
(Don't know)	2.0%	13	0.0%	0	3.2%	3	1.1%	1	0.0%	0	5.4%	4	0.0%	0	1.2%	1	5.2%	4
Base:		651		87		94		91		94		74		48		86		77

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q34 Now thinking about reasons you may have to choose Mayflower or Pippis Hill Retail Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit those retail parks instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
More / better NON-FOOD stores	23.5%	153	25.3%	22	24.5%	23	25.3%	23	21.3%	20	27.0%	20	16.7%	8	23.3%	20	22.1%	17
Free parking	18.0%	117	10.3%	9	21.3%	20	17.6%	16	16.0%	15	16.2%	12	25.0%	12	17.4%	15	23.4%	18
Better facilities in general	12.4%	81	20.7%	18	10.6%	10	14.3%	13	9.6%	9	13.5%	10	12.5%	6	15.1%	13	2.6%	2
Easier to park	11.7%	76	4.6%	4	7.4%	7	13.2%	12	17.0%	16	8.1%	6	20.8%	10	12.8%	11	13.0%	10
More / better high street brands / retail multiples	11.4%	74	11.5%	10	16.0%	15	11.0%	10	10.6%	10	12.2%	9	8.3%	4	10.5%	9	9.1%	7
Closer to home	11.2%	73	9.2%	8	8.5%	8	16.5%	15	17.0%	16	2.7%	2	18.8%	9	9.3%	8	9.1%	7
More / better FOOD stores	8.6%	56	6.9%	6	5.3%	5	19.8%	18	4.3%	4	9.5%	7	6.3%	3	8.1%	7	7.8%	6
More safe / secure	7.5%	49	8.0%	7	8.5%	8	9.9%	9	8.5%	8	4.1%	3	0.0%	0	7.0%	6	10.4%	8
More parking spaces	7.1%	46	6.9%	6	3.2%	3	6.6%	6	10.6%	10	6.8%	5	12.5%	6	5.8%	5	6.5%	5
Easier to get to by car	6.3%	41	4.6%	4	3.2%	3	3.3%	3	10.6%	10	4.1%	3	10.4%	5	5.8%	5	10.4%	8
Easier to get around / more compact / better layout	5.5%	36	6.9%	6	5.3%	5	3.3%	3	4.3%	4	8.1%	6	2.1%	1	7.0%	6	6.5%	5
Nicer environment	5.4%	35	5.7%	5	7.4%	7	4.4%	4	6.4%	6	5.4%	4	4.2%	2	3.5%	3	5.2%	4
Cleaner	4.9%	32	3.4%	3	7.4%	7	3.3%	3	3.2%	3	4.1%	3	4.2%	2	3.5%	3	10.4%	8
More / better DIY retailers	4.0%	26	6.9%	6	7.4%	7	4.4%	4	1.1%	1	0.0%	0	2.1%	1	5.8%	5	2.6%	2
Easier to get to by bus	1.5%	10	1.1%	1	0.0%	0	1.1%	1	2.1%	2	0.0%	0	2.1%	1	5.8%	5	0.0%	0
More / better furniture retailers	1.4%	9	2.3%	2	1.1%	1	1.1%	1	0.0%	0	1.4%	1	0.0%	0	2.3%	2	2.6%	2
Closer to work	1.2%	8	1.1%	1	5.3%	5	1.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Basildon Town Centre doesn't have a good range of shops	1.2%	8	2.3%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	3.5%	3	1.3%	1
Later opening hours	1.1%	7	0.0%	0	4.3%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
More / better cafes and restaurants	1.1%	7	1.1%	1	3.2%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	1.3%	1
More pedestrian friendly	0.9%	6	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Shops - has a Marks & Spencer store	0.9%	6	1.1%	1	1.1%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	1.2%	1	0.0%	0
Less traffic	0.9%	6	1.1%	1	1.1%	1	0.0%	0	2.1%	2	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Closer to friends / relatives	0.6%	4	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Everything I need is in one place	0.6%	4	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Shops - has a B&Q store	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0
More convenient	0.5%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
Just dislike Basildon Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Shops - has a Lidl store	0.5%	3	2.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by bike	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.3%	1
Can shop quicker there	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Don't know what's available at Basildon Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
More / better drive through restaurants	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1
Shops - has a Next store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Shops - has a Pets at Home store	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.2%	1	0.0%	0
Shops - has a Tesco store	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better for a day out	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.1%	1	0.0%	0	0.0%	0
Nearer to Summerhill Garden Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Shops - has a Clarks store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Shops - has a Halfords store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit these retail parks instead of Basildon Town Centre)	6.1%	40	10.3%	9	10.6%	10	2.2%	2	7.4%	7	8.1%	6	2.1%	1	1.2%	1	5.2%	4
(Don't know)	4.0%	26	2.3%	2	3.2%	3	2.2%	2	2.1%	2	9.5%	7	2.1%	1	3.5%	3	7.8%	6
Base:		651		87		94		91		94		74		48		86		77

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Meanscore: [Number of times per week]

Q35 How often do you or your household visit Festival Leisure Park?

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.2%	10	0.0%	0	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	6	1.0%	1
2-3 days a week	0.9%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1
One day a week	3.7%	30	5.0%	5	4.8%	5	1.0%	1	3.0%	3	2.0%	2	3.0%	3	8.0%	8	3.0%	3
Every two weeks	4.8%	39	8.9%	9	3.8%	4	5.0%	5	6.0%	6	4.9%	5	3.0%	3	2.0%	2	5.0%	5
Monthly	14.0%	113	18.8%	19	19.0%	20	13.0%	13	19.0%	19	8.8%	9	5.0%	5	10.0%	10	18.0%	18
Once every two months	9.0%	73	9.9%	10	8.6%	9	10.0%	10	11.0%	11	10.8%	11	6.0%	6	8.0%	8	8.0%	8
Three-four times a year	16.2%	131	11.9%	12	16.2%	17	21.0%	21	17.0%	17	15.7%	16	8.0%	8	16.0%	16	24.0%	24
Once a year	9.4%	76	5.9%	6	11.4%	12	11.0%	11	8.0%	8	13.7%	14	10.0%	10	11.0%	11	4.0%	4
Less often	4.8%	39	5.9%	6	7.6%	8	2.0%	2	5.0%	5	2.0%	2	4.0%	4	5.0%	5	7.0%	7
Never	34.3%	277	28.7%	29	22.9%	24	33.0%	33	30.0%	30	40.2%	41	61.0%	61	31.0%	31	28.0%	28
(Don't know / varies)	1.6%	13	3.0%	3	2.9%	3	3.0%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1
<i>Mean:</i>		<i>0.22</i>		<i>0.23</i>		<i>0.28</i>		<i>0.16</i>		<i>0.15</i>		<i>0.10</i>		<i>0.07</i>		<i>0.52</i>		<i>0.22</i>
<i>Base:</i>		808		101		105		100		100		102		100		100		100

Q36 What is the main reason for visiting Festival Leisure Park?

Not those that said 'Never' at Q35

Visit ten-pin bowling (Hollywood Bowl)	7.7%	41	5.6%	4	12.3%	10	6.0%	4	7.1%	5	6.6%	4	5.1%	2	4.3%	3	12.5%	9
Visit cinema (Cineworld)	47.3%	251	33.3%	24	37.0%	30	55.2%	37	64.3%	45	44.3%	27	51.3%	20	53.6%	37	43.1%	31
Visit adventure golf (Mr Mulligans)	0.9%	5	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Visit coffee shops (e.g. Starbucks etc.)	2.3%	12	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	10.3%	4	8.7%	6	0.0%	0
Visit for children's parties / soft play (Legends Birthday Parties, 360 Play)	3.0%	16	5.6%	4	3.7%	3	0.0%	0	4.3%	3	0.0%	0	2.6%	1	2.9%	2	4.2%	3
Visit ice cream parlour (e.g. Sprinkles Gelato)	0.9%	5	1.4%	1	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	1
Visit leisure centres / gyms (e.g. David Lloyd, Better Gym etc.)	1.3%	7	1.4%	1	3.7%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Visit restaurants or cafes (e.g. Nandos, Wagamama, TGI Fridays etc.)	31.6%	168	48.6%	35	30.9%	25	31.3%	21	21.4%	15	45.9%	28	23.1%	9	18.8%	13	30.6%	22
Visit bars	0.6%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Visit nightclub	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit hotels	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
For childcare / kindergarten	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / have a walk around	0.9%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.2%	3
(Don't know)	2.6%	14	2.8%	2	4.9%	4	1.5%	1	1.4%	1	3.3%	2	2.6%	1	2.9%	2	1.4%	1
<i>Base:</i>		531		72		81		67		70		61		39		69		72

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q37 Now thinking about reasons you may have to choose Festival Leisure Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit Festival Leisure Park instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q35</i>																		
Better cinema	22.4%	119	19.4%	14	19.8%	16	20.9%	14	18.6%	13	19.7%	12	25.6%	10	37.7%	26	19.4%	14
More / better cafes / restaurants	22.0%	117	31.9%	23	24.7%	20	23.9%	16	14.3%	10	24.6%	15	12.8%	5	14.5%	10	25.0%	18
Better facilities in general	16.6%	88	22.2%	16	23.5%	19	17.9%	12	11.4%	8	26.2%	16	20.5%	8	8.7%	6	4.2%	3
Free parking	14.3%	76	6.9%	5	16.0%	13	11.9%	8	14.3%	10	11.5%	7	7.7%	3	13.0%	9	29.2%	21
Easier to park	13.2%	70	8.3%	6	9.9%	8	13.4%	9	15.7%	11	13.1%	8	17.9%	7	13.0%	9	16.7%	12
Closer to home	8.7%	46	8.3%	6	11.1%	9	19.4%	13	11.4%	8	1.6%	1	2.6%	1	8.7%	6	2.8%	2
More safe / secure	8.5%	45	11.1%	8	6.2%	5	11.9%	8	8.6%	6	3.3%	2	5.1%	2	5.8%	4	13.9%	10
Nicer environment	7.0%	37	8.3%	6	8.6%	7	6.0%	4	8.6%	6	11.5%	7	7.7%	3	1.4%	1	4.2%	3
Easier to get to by car	5.3%	28	6.9%	5	2.5%	2	1.5%	1	2.9%	2	3.3%	2	5.1%	2	8.7%	6	11.1%	8
More parking spaces	5.1%	27	1.4%	1	2.5%	2	7.5%	5	7.1%	5	4.9%	3	15.4%	6	1.4%	1	5.6%	4
More / better attractions for children (e.g. soft play / party centres)	4.5%	24	4.2%	3	6.2%	5	1.5%	1	8.6%	6	3.3%	2	5.1%	2	2.9%	2	4.2%	3
Has a ten-pin bowling venue	4.0%	21	2.8%	2	4.9%	4	1.5%	1	2.9%	2	3.3%	2	5.1%	2	2.9%	2	8.3%	6
Easier to get around / more compact / better layout	3.4%	18	0.0%	0	3.7%	3	0.0%	0	0.0%	0	3.3%	2	5.1%	2	8.7%	6	6.9%	5
Cleaner	3.2%	17	6.9%	5	3.7%	3	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	8.3%	6
Closer to friends / relatives	2.1%	11	6.9%	5	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.8%	2
More / better gym / fitness facilities	1.7%	9	0.0%	0	3.7%	3	1.5%	1	1.4%	1	1.6%	1	0.0%	0	4.3%	3	0.0%	0
Easier to get to by bus	1.7%	9	4.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Has an indoor adventure golf facility (e.g. Mr Mulligans)	1.7%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2	5.8%	4	2.8%	2
More / better drive-thru restaurants	1.7%	9	0.0%	0	2.5%	2	3.0%	2	1.4%	1	0.0%	0	2.6%	1	2.9%	2	1.4%	1
More pedestrian friendly	1.5%	8	5.6%	4	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	1.4%	1	1.4%	1
Closer to work	1.1%	6	0.0%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3	1.4%	1
Easier to get to by bike	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	1	5.8%	4	0.0%	0
Better place to go at night	0.6%	3	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Less traffic	0.6%	3	0.0%	0	0.0%	0	1.5%	1	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Don't know what's available at Basildon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better for a day out	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Later opening hours	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.4%	1
Just dislike Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Has a good hotel	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Has better lighting at night	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Has electric charging points for cars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More convenient	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit Festival Leisure Park instead of Basildon Town Centre)	6.8%	36	8.3%	6	6.2%	5	3.0%	2	12.9%	9	9.8%	6	7.7%	3	1.4%	1	5.6%	4
(Don't know)	4.5%	24	5.6%	4	4.9%	4	4.5%	3	2.9%	2	3.3%	2	5.1%	2	1.4%	1	8.3%	6
Base:		531		72		81		67		70		61		39		69		72

Meanscore: [Number of times per month]

Q38 How often do you or your household visit the following leisure attractions? [PR]																		
<i>Bingo / casino / bookmaker</i>																		
More than once a week	0.6%	5	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Once a week	1.1%	9	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Once a fortnight	1.2%	10	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1
Once a month	1.4%	11	1.0%	1	1.9%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	1.0%	1
Once every two months	0.9%	7	3.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Once every six months	1.1%	9	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	3.0%	3	2.0%	2
Once a year	1.6%	13	0.0%	0	1.9%	2	0.0%	0	3.0%	3	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Less often than once a year	1.9%	15	1.0%	1	4.8%	5	2.0%	2	3.0%	3	1.0%	1	0.0%	0	2.0%	2	1.0%	1
Never	87.1%	704	86.1%	87	80.0%	84	92.0%	92	88.0%	88	96.1%	98	90.0%	90	79.0%	79	86.0%	86
(Dont know / varies)	3.1%	25	5.9%	6	4.8%	5	2.0%	2	3.0%	3	0.0%	0	1.0%	1	2.0%	2	6.0%	6
Mean:		0.15		0.17		0.20		0.18		0.02		0.01		0.14		0.40		0.04
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Cinema																
More than once a week	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Once a week	2.0%	16	3.0%	3	2.9%	3	0.0%	0	1.0%	1	1.0%	1	3.0%	3	3.0%	2
Once a fortnight	2.2%	18	3.0%	3	0.0%	0	3.0%	3	1.0%	1	1.0%	1	6.0%	6	3.0%	3
Once a month	9.5%	77	8.9%	9	13.3%	14	7.0%	7	14.0%	14	4.9%	5	10.0%	10	9.0%	9
Once every two months	15.5%	125	15.8%	16	12.4%	13	15.0%	15	23.0%	23	13.7%	14	14.0%	14	15.0%	15
Once every six months	18.2%	147	13.9%	14	21.9%	23	22.0%	22	17.0%	17	16.7%	17	17.0%	17	15.0%	22
Once a year	8.9%	72	10.9%	11	9.5%	10	7.0%	7	8.0%	8	7.8%	8	10.0%	10	10.0%	8
Less often than once a year	4.0%	32	3.0%	3	3.8%	4	4.0%	4	4.0%	4	2.0%	2	5.0%	5	3.0%	7
Never	36.6%	296	38.6%	39	32.4%	34	38.0%	38	31.0%	31	50.0%	51	40.0%	40	33.0%	30
(Dont know / varies)	2.6%	21	3.0%	3	3.8%	4	4.0%	4	1.0%	1	2.9%	3	0.0%	0	2.0%	4
Mean:	0.39		0.40		0.38		0.27		0.36		0.22		0.35		0.78	0.37
Base:	808		101		105		100		100		102		100		100	100
Gym / health club / sports facility																
More than once a week	13.4%	108	11.9%	12	12.4%	13	14.0%	14	14.0%	14	13.7%	14	12.0%	12	15.0%	14
Once a week	5.3%	43	3.0%	3	1.0%	1	9.0%	9	5.0%	5	3.9%	4	4.0%	4	10.0%	7
Once a fortnight	1.6%	13	3.0%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	3
Once a month	1.6%	13	1.0%	1	2.9%	3	2.0%	2	2.0%	2	2.0%	2	1.0%	1	1.0%	1
Once every two months	1.0%	8	0.0%	0	2.9%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3
Once every six months	1.5%	12	1.0%	1	3.8%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	2
Once a year	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Less often than once a year	1.6%	13	2.0%	2	3.8%	4	2.0%	2	2.0%	2	1.0%	1	0.0%	0	2.0%	2
Never	71.2%	575	73.3%	74	70.5%	74	70.0%	70	71.0%	71	77.5%	79	78.0%	78	69.0%	60
(Dont know / varies)	2.4%	19	5.0%	5	1.9%	2	2.0%	2	3.0%	3	0.0%	0	1.0%	1	5.0%	5
Mean:	1.37		1.20		1.10		1.55		1.41		1.30		1.17		1.69	1.57
Base:	808		101		105		100		100		102		100		100	100
Theatre / concert / music venue																
More than once a week	0.5%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	0
Once a week	0.9%	7	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	0
Once a fortnight	1.5%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	9.0%	1
Once a month	4.5%	36	3.0%	3	4.8%	5	4.0%	4	5.0%	5	0.0%	0	7.0%	7	6.0%	6
Once every two months	13.4%	108	11.9%	12	14.3%	15	8.0%	8	11.0%	11	16.7%	17	19.0%	19	7.0%	19
Once every six months	16.2%	131	16.8%	17	13.3%	14	18.0%	18	16.0%	16	14.7%	15	20.0%	20	9.0%	22
Once a year	9.0%	73	9.9%	10	12.4%	13	13.0%	13	10.0%	10	5.9%	6	6.0%	6	7.0%	8
Less often than once a year	5.0%	40	3.0%	3	7.6%	8	1.0%	1	5.0%	5	6.9%	7	4.0%	4	6.0%	6
Never	47.0%	380	49.5%	50	43.8%	46	51.0%	51	51.0%	51	52.9%	54	41.0%	41	51.0%	36
(Dont know / varies)	2.1%	17	4.0%	4	1.9%	2	4.0%	4	2.0%	2	1.0%	1	1.0%	1	2.0%	2
Mean:	0.26		0.22		0.22		0.22		0.15		0.18		0.33		0.55	0.23
Base:	808		101		105		100		100		102		100		100	100
Museum / gallery or place of historical / cultural interest																
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.2%	10	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	0
Once a fortnight	1.1%	9	0.0%	0	2.9%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	3.0%	1
Once a month	3.0%	24	1.0%	1	2.9%	3	1.0%	1	3.0%	3	0.0%	0	7.0%	7	6.0%	3
Once every two months	6.1%	49	5.9%	6	6.7%	7	6.0%	6	5.0%	5	1.0%	1	9.0%	9	7.0%	8
Once every six months	11.3%	91	5.9%	6	13.3%	14	10.0%	10	12.0%	12	13.7%	14	20.0%	20	8.0%	7
Once a year	8.9%	72	5.9%	6	7.6%	8	11.0%	11	9.0%	9	6.9%	7	6.0%	6	11.0%	14
Less often than once a year	4.6%	37	5.0%	5	3.8%	4	1.0%	1	3.0%	3	3.9%	4	4.0%	4	4.0%	12
Never	60.9%	492	68.3%	69	58.1%	61	65.0%	65	65.0%	65	73.5%	75	53.0%	53	51.0%	53
(Dont know / varies)	3.0%	24	6.9%	7	3.8%	4	5.0%	5	3.0%	3	0.0%	0	1.0%	1	2.0%	2
Mean:	0.17		0.10		0.20		0.10		0.09		0.06		0.16		0.51	0.12
Base:	808		101		105		100		100		102		100		100	100
Pub / bar / nightclub																
More than once a week	2.7%	22	0.0%	0	2.9%	3	3.0%	3	5.0%	5	2.9%	3	4.0%	4	3.0%	1
Once a week	8.5%	69	2.0%	2	9.5%	10	5.0%	5	11.0%	11	6.9%	7	12.0%	12	17.0%	5
Once a fortnight	9.9%	80	7.9%	8	2.9%	3	8.0%	8	13.0%	13	10.8%	11	13.0%	13	13.0%	11
Once a month	11.3%	91	11.9%	12	10.5%	11	15.0%	15	12.0%	12	4.9%	5	12.0%	12	12.0%	12
Once every two months	8.0%	65	7.9%	8	15.2%	16	7.0%	7	6.0%	6	5.9%	6	7.0%	7	7.0%	8
Once every six months	5.4%	44	6.9%	7	4.8%	5	8.0%	8	6.0%	6	3.9%	4	7.0%	7	3.0%	4
Once a year	1.5%	12	0.0%	0	2.9%	3	0.0%	0	3.0%	3	1.0%	1	1.0%	1	2.0%	2
Less often than once a year	1.7%	14	4.0%	4	4.8%	5	1.0%	1	2.0%	2	0.0%	0	1.0%	1	0.0%	1
Never	48.0%	388	55.4%	56	42.9%	45	49.0%	49	39.0%	39	63.7%	65	41.0%	41	41.0%	52
(Dont know / varies)	2.8%	23	4.0%	4	3.8%	4	4.0%	4	3.0%	3	0.0%	0	2.0%	2	4.0%	4
Mean:	0.95		0.43		0.89		0.83		1.30		0.81		1.26		1.37	0.70
Base:	808		101		105		100		100		102		100		100	100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Restaurant / café																		
More than once a week	7.6%	61	11.9%	12	4.8%	5	8.0%	8	9.0%	9	2.9%	3	6.0%	6	14.0%	14	4.0%	4
Once a week	14.6%	118	11.9%	12	12.4%	13	9.0%	9	12.0%	12	12.7%	13	19.0%	19	27.0%	27	13.0%	13
Once a fortnight	17.3%	140	17.8%	18	17.1%	18	19.0%	19	26.0%	26	8.8%	9	13.0%	13	16.0%	16	21.0%	21
Once a month	21.9%	177	16.8%	17	22.9%	24	23.0%	23	15.0%	15	25.5%	26	27.0%	27	13.0%	13	32.0%	32
Once every two months	12.7%	103	12.9%	13	12.4%	13	15.0%	15	14.0%	14	15.7%	16	12.0%	12	10.0%	10	10.0%	10
Once every six months	5.6%	45	6.9%	7	8.6%	9	6.0%	6	4.0%	4	6.9%	7	5.0%	5	2.0%	2	5.0%	5
Once a year	1.9%	15	2.0%	2	3.8%	4	0.0%	0	2.0%	2	1.0%	1	0.0%	0	4.0%	4	2.0%	2
Less often than once a year	0.9%	7	1.0%	1	1.9%	2	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Never	15.3%	124	15.8%	16	13.3%	14	16.0%	16	17.0%	17	22.5%	23	16.0%	16	13.0%	13	9.0%	9
(Dont know / varies)	2.2%	18	3.0%	3	2.9%	3	3.0%	3	1.0%	1	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Mean:	1.87	2.09	1.58	1.75	1.97	1.30	1.88	2.74	1.69									
Base:	808	101	105	100	100	102	100	100	100									
Family entertainment (e.g. tenpin bowling, skating rink)																		
More than once a week	0.5%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Once a week	1.4%	11	1.0%	1	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	2.0%	2
Once a fortnight	2.5%	20	3.0%	3	1.9%	2	2.0%	2	1.0%	1	2.0%	2	3.0%	3	5.0%	5	2.0%	2
Once a month	6.1%	49	5.9%	6	10.5%	11	4.0%	4	9.0%	9	4.9%	5	2.0%	2	5.0%	5	7.0%	7
Once every two months	7.8%	63	6.9%	7	5.7%	6	7.0%	7	11.0%	11	4.9%	5	6.0%	6	3.0%	3	18.0%	18
Once every six months	9.3%	75	8.9%	9	18.1%	19	8.0%	8	6.0%	6	3.9%	4	6.0%	6	6.0%	6	17.0%	17
Once a year	4.1%	33	3.0%	3	3.8%	4	4.0%	4	1.0%	1	5.9%	6	10.0%	10	1.0%	1	4.0%	4
Less often than once a year	2.7%	22	4.0%	4	3.8%	4	2.0%	2	3.0%	3	2.9%	3	1.0%	1	1.0%	1	4.0%	4
Never	64.0%	517	63.4%	64	52.4%	55	70.0%	70	66.0%	66	73.5%	75	72.0%	72	69.0%	69	46.0%	46
(Dont know / varies)	1.7%	14	4.0%	4	0.0%	0	3.0%	3	2.0%	2	2.0%	2	0.0%	0	3.0%	3	0.0%	0
Mean:	0.27	0.22	0.40	0.14	0.22	0.13	0.13	0.60	0.32									
Base:	808	101	105	100	100	102	100	100	100									
Q39 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																		
<i>Those that said they do the activity 'Bingo, casino or bookmaker' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Best Casino, St John's Way, Corringham, Stanford-le-Hope, SS17 7LL	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Buzz Bingo, Southernhay, Basildon, SS14 1DH	38.5%	15	50.0%	2	57.1%	4	75.0%	3	75.0%	3	0.0%	0	0.0%	0	42.9%	3	0.0%	0
Grosvenor Casino, Church Road, Southend-on-Sea, SS1 2AL	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2	16.7%	1
Mecca Bingo, Greyhound Trading Park, Greyhound Way, Southend-on-Sea, SS2 5PY	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	16.7%	1
Mecca Bingo, The Mercury Shopping Centre, Mercury Gardens, Romford, RM1 3EE	7.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	16.7%	1
Basildon Town Centre	7.7%	3	25.0%	1	14.3%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	16.7%	1
Corringham Town Centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	2.6%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	5.1%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Coral Island Casino, New Bonny Street, Blackpool, FY1 5DW	2.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Genting Casino Westcliff, The Western Esplanade, Westcliff-on-Sea, SS0 7QY	7.7%	3	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2
Base:	39	4	7	4	4	2	5	7	6									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q40 Which cinema do you or members of your household normally visit?									
<i>Those that said they do the activity 'Cinema' at least once a year at Q38 AND Excl. Nulls & SFT</i>									
Cineworld, Clements Road, Ilford, IG1 1BP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cineworld, Festival Way, Festival Leisure Park, Basildon, SS14 3WB	72.9%	317	74.1%	40	80.0%	48	90.7%	49	87.5%
Empire, East Square, Basildon, SS14 1HS	1.1%	5	3.7%	2	0.0%	0	0.0%	0	1.6%
Movie Starr, Eastern Esplanade, Canvey Island, SS8 7DN	6.7%	29	7.4%	4	6.7%	4	3.7%	2	0.0%
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	2.5%	11	0.0%	0	0.0%	0	0.0%	0	6.3%
Odeon, The Broadway, London Road, Southend-on-Sea, SS1 1TJ	1.4%	6	0.0%	0	1.7%	1	0.0%	0	0.0%
Premier Cinemas, The Mercury Mall, Mercury Gardens, Romford, RM1 3EE	0.9%	4	0.0%	0	1.7%	1	0.0%	0	0.0%
Vue, Lakeside Shopping Centre, West Thurrock, RM20 2ZW	9.0%	39	7.4%	4	8.3%	5	3.7%	2	0.0%
Vue, Romford ROC Drive, Romford, RM1 1AU	1.4%	6	0.0%	0	0.0%	0	1.9%	1	0.0%
Central London / West End	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Curzon Colchester, Queen Street, Colchester, CO1 2PH	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%
Everyman Chelmsford, Bond Street, Chelmsford, CM1 1GD	2.3%	10	1.9%	1	0.0%	0	0.0%	0	4.7%
Everyman Crystal Palace, Church Road, Crystal Palace, SE19 2TE	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%
The Arc Cinema, Marine Parade, Great Yarmouth, NR30 2DL	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%
The Rio Cinema, Station Road, Burnham-on-Crouch, CM0 8HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Vue, Montfichet Road, Westfield Stratford City, E20 1EJ	0.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%
Base:	435	54	60	54	64	44	47	54	58

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q41 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<i>Those that said they do the activity 'Gym, health club or sports facility' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
ABC Gym, Progress Road, Leigh-on-Sea, SS9 5PR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Basildon Sporting Village, Cranes Farm Road, Basildon, SS14 3GR	6.6%	11	11.1%	2	10.0%	2	4.0%	1	4.8%	1	0.0%	0	6.7%	1	9.1%	2	7.7%	2
Billericay Sports & Fitness Centre, School Road, Billericay, CM12 9LH	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
EasyGym, Westgate Shopping Centre, Fodderwick, Basildon, SS14 1WP	1.8%	3	5.6%	1	5.0%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Leisure Centre, Crest Avenue, Basildon, SS13 2EF	4.2%	7	27.8%	5	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Feelgood Fitness & Wellness Centre, Daniels Farm, Wash Road, Basildon, SS15 4AZ	0.6%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Progress Road, Leigh-on-Sea, SS9 5PR	2.4%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	5.0%	1	6.7%	1	4.5%	1	0.0%	0
Runnymede Leisure Centre, Castle Point Borough Council, Kiln Road, Benfleet, SS7 1TF	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	4
Snap Fitness 24-7, Times Square, Basildon, SS14 1DJ	0.6%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Leisure Centre, Brickfields Road, South Woodham Ferrers, CM3 5JU	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Stans Gym, Llantrisant Oaks/Aveley Road, Upminster, RM14 2TN	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
The Gym Hub Wickford, Robert Way, Wickford, SS11 8DD	2.4%	4	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
The Palace, Pitsea Leisure Centre, Northlands Pavement, Basildon, SS13 3DU	3.0%	5	11.1%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Waterside Farm Leisure Centre, Somnes Avenue, Canvey Island, SS8 9RA	4.2%	7	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	6
Basildon Town Centre	2.4%	4	0.0%	0	10.0%	2	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	4.8%	8	0.0%	0	0.0%	0	4.0%	1	19.0%	4	0.0%	0	0.0%	0	13.6%	3	0.0%	0
Brentwood Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Chelmsford City Centre	1.2%	2	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Corringham Town Centre	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	8	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Southend-on-Sea Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Stanford-le-Hope Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0
Wickford Town Centre	5.4%	9	0.0%	0	0.0%	0	32.0%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Abbs Cross Health and Fitness, Abbs Cross Lane, Hornchurch, RM12 4YB	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Benton Hall, Wickham Hill, Witham, CM8 3LH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Festival Leisure Park, Basildon, SS14 3WB	1.8%	3	0.0%	0	10.0%	2	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Blackwater Leisure Centre, Park Drive, Maldon, CM9 5UR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Brentwood Golf Club,	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Coxtie Green Road, South Weald, CM14 5RJ																		
Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, SS5 4LN	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Club Kingswood, Clayhill Lane, Basildon, SS16 5JP	3.0%	5	11.1%	2	5.0%	1	4.0%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Festival Leisure Park, Basildon, SS14 3DG	6.0%	10	5.6%	1	15.0%	3	12.0%	3	0.0%	0	5.0%	1	0.0%	0	9.1%	2	0.0%	0
David Lloyd, Gidea Park, Romford, RM11 2DY	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Fit Performance, Chester Hall Lane, Basildon, SS14 3BG	0.6%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwoods Hotel & Spa, Stock Road, Stock, CM4 9BE	0.6%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Springhouse Road, Corringham, SS17 7NB	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0
Laindon Community Centre, Aston Road, Laindon, SS15 6NX	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeman Fitness, Lubards Farm, Rayleigh, SS6 9QG	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Limitless, Alexander Lane, Shenfield, Brentwood, CM15 8QF	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
Oasis Health & Fitness Club, The Precinct, Stanford-le-Hope, SS17 0HF	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
PureGym, Blackwater Retail Park, Maldon, CM9 4DY	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Eastgate Shopping Centre, Basildon, SS14 1EB	2.4%	4	5.6%	1	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Pelican Retail Park, Rayleigh, SS6 7UP	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
PureGym, Radford Way, Billericay, CM12 0DX	3.0%	5	0.0%	0	0.0%	0	0.0%	0	23.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Leisure Centre, Priory Chase, Rayleigh, SS6 9NF	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Reflections Health & Leisure, West Hanningfield Road, Great Baddow, CM2 8HR	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Runwell Bowls Club, St Lukes Way, Runwell, SS11 7QA	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stock Brook Country Club, Queens Park, Billericay, CM12 0SQ	3.6%	6	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0	6.7%	1	9.1%	2	0.0%	0
Studio 360 Fitness, Radford Way, Billericay, CM12 0BX	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Studio 35, Fairview Park, Rayleigh, SS6 8EG	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
The Brentwood Centre, Pilgrims Hatch, Brentwood, CM15 9NN	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0
The Gym Group, Minnie Baldock Street, Canning Town, E16 1YE	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
The Gym Group, Pippis Hill Retail Park, Basildon, SS14 3AF	1.2%	2	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Heron Country Club, A128, Herongate, CM13 3LW	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rayleigh Club, Hullbridge Road,	0.6%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh, SS6 9QS																		
Virgin Active, Little Warley Hall Lane, Brentwood, CM13 3EN	3.6%	6	5.6%	1	5.0%	1	0.0%	0	4.8%	1	0.0%	0	20.0%	3	0.0%	0	0.0%	0
Virgin Active, Rayleigh Road, Thundersley, SS7 3YN	2.4%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Wickford Swim and Fitness Centre, Market Avenue, Wickford, SS12 0AG	1.2%	2	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	167	18	20	25	21	20	15	22	26									

Q42 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?

Those that said they do the activity 'Theatre, concert or music venue' at least once a year at Q38 AND Excl. Nulls & SFT

Brentwood Theatre, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Cliffs Pavilion, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	21.6%	69	18.4%	7	24.3%	9	29.3%	12	12.5%	5	20.5%	8	12.5%	6	12.5%	4	40.9%	18
Palace Theatre, London Road, Westcliff-on-Sea, Southend-on-Sea, S0 9LA	3.8%	12	5.3%	2	5.4%	2	7.3%	3	0.0%	0	2.6%	1	2.1%	1	0.0%	0	6.8%	3
Thameside Theatre, Orsett Road, Grays, RM17 5DX	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	3.1%	1	0.0%	0
The Billericay Theatre, Radford Way, Billericay, CM12 0DX	1.3%	4	0.0%	0	2.7%	1	2.4%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Theatre, St Martins Square, Basildon, SS14 1DL	13.2%	42	21.1%	8	29.7%	11	9.8%	4	20.0%	8	10.3%	4	12.5%	6	3.1%	1	0.0%	0
Basildon Town Centre	3.1%	10	13.2%	5	5.4%	2	0.0%	0	2.5%	1	2.6%	1	0.0%	0	0.0%	0	2.3%	1
Brentwood Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Canvey Island Town Centre	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	46.7%	149	34.2%	13	29.7%	11	41.5%	17	55.0%	22	46.2%	18	58.3%	28	62.5%	20	45.5%	20
Chelmsford City Centre	0.9%	3	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Corringham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Grays Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	1.9%	6	0.0%	0	2.7%	1	7.3%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.3%	1
Stanford-le-Hope Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
ABBA Arena, Pudding Mill Lane, Stratford, E15 2RU	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Theatre, Fairfield Road, Chelmsford, CM1 1JG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Hornchurch Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Norwich Theatre Royal, Theatre Street, Norwich, NR2 1RL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Queen's Theatre, Billet Lane, Hornchurch, RM11 1QT	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
The O2, Peninsula Square, Greenwich, SE10 0DX	0.9%	3	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.1%	1	0.0%	0	0.0%	0
Base:	319	38	37	41	40	39	48	32	44									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q43 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?																		
<i>Those that said they do the activity 'Museum, gallery or place of historical / cultural interest' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Basildon Eastgate Art Gallery, Southernhay, Basildon SS14 1EB	1.5%	3	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Focal Point Gallery, Elmer Avenue, Southend-on-Sea, SS1 1NB	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	0.0%	0
Basildon Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Central London / West End	87.1%	169	71.4%	10	88.0%	22	100.0%	22	91.7%	22	95.2%	20	90.3%	28	64.7%	22	100.0%	23
Chelmsford City Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	8.8%	3	0.0%	0
Rayleigh Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Southend-on-Sea Town Centre	0.5%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.5%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Museum, Oaklands Park, Chelmsford, CM2 9AQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Cotswold Motoring Museum & Toy Collection, The Old Mill, Bourton-on-the-Water, GL54 2BY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Cutty Sark, King William Walk, Greenwich, SE10 9HT	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Edinburgh City Centre	0.5%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.5%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, Canary Wharf, E14 4AL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
The Museum of Power, B1019, Langford, Maldon, CM9 6QA	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Wat Tyler Country Park, Pitsea Hall Lane, Pitsea, SS16 4UH	0.5%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		194		14		25		22		24		21		31		34		23

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q44 Where do you or members of your household normally go to visit pubs / bars / nightclubs?																		
<i>Those that said they do the activity 'Pub, bar or nightclub' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Basildon Town Centre	7.9%	25	26.7%	8	24.4%	10	2.6%	1	2.0%	1	0.0%	0	2.5%	1	8.7%	4	0.0%	0
Billericay Town Centre	24.8%	78	10.0%	3	17.1%	7	17.9%	7	80.0%	40	6.3%	2	0.0%	0	41.3%	19	0.0%	0
Brentwood Town Centre	3.5%	11	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	9	0.0%	0	2.7%	1
Canvey Island Town Centre	1.0%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Central London / West End	7.6%	24	10.0%	3	9.8%	4	7.7%	3	0.0%	0	12.5%	4	15.0%	6	6.5%	3	2.7%	1
Chelmsford City Centre	2.9%	9	0.0%	0	7.3%	3	2.6%	1	0.0%	0	0.0%	0	2.5%	1	6.5%	3	2.7%	1
Corringham Town Centre	2.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	8	0.0%	0	0.0%	0	0.0%	0
Ingatestone Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0
Laindon Town Centre	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea Town Centre	1.9%	6	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4
Pitsea Town Centre	0.6%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Rayleigh Town Centre	4.8%	15	0.0%	0	0.0%	0	10.3%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	27.0%	10
South Benfleet Town Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6
Southend-on-Sea Town Centre	1.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	6
Stanford-le-Hope Town Centre	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	9	0.0%	0	0.0%	0
Wickford Town Centre	5.4%	17	3.3%	1	0.0%	0	30.8%	12	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0
Lakeside RETAIL parks & other stores	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	7.0%	22	20.0%	6	17.1%	7	5.1%	2	0.0%	0	3.1%	1	5.0%	2	2.2%	1	8.1%	3
Barnhall Community Association & Social Club, Alderney Gardens, Wickford, SS11 7JP	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.6%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.6%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Chigwell Town Centre	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Centre	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fobbing Village Centre	1.6%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	12.5%	4	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre, Basildon	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herongate Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heydon Village Centre	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	2.5%	8	0.0%	0	2.4%	1	0.0%	0	0.0%	0	21.9%	7	0.0%	0	0.0%	0	0.0%	0
Hutton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Warley Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Mile End District Centre, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Mountnessing Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Noak Bridge Local Centre, Basildon	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Lodge, A132, Battlesbridge, SS11 7QT	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runwell Village Centre	1.0%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Shenfield Local Centre, Brentwood	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.6%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
South Green, Billericay	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	1.0%	3	0.0%	0	0.0%	0	2.6%	1	2.0%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Stock Village Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0
The Halfway House Brentwood, A127, West Horndon, Brentwood CM13 3LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	1.3%	4	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
West Horndon Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Witham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	315	30	41	39	50	32	40	46	37									

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q45 Where do you or members of your household normally go for eating out (e.g. cafes and restaurants)?																		
<i>Those that said they do the activity 'Restaurant, café' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Basildon Town Centre	11.3%	60	23.5%	16	38.6%	27	6.1%	4	4.1%	3	5.3%	3	1.8%	1	0.0%	0	9.0%	6
Billericay Town Centre	20.0%	106	4.4%	3	8.6%	6	18.2%	12	73.0%	54	10.5%	6	1.8%	1	33.3%	24	0.0%	0
Brentwood Town Centre	4.7%	25	0.0%	0	1.4%	1	0.0%	0	1.4%	1	1.8%	1	35.1%	20	1.4%	1	1.5%	1
Canvey Island Town Centre	0.8%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Central London / West End	3.6%	19	1.5%	1	2.9%	2	1.5%	1	0.0%	0	5.3%	3	8.8%	5	6.9%	5	3.0%	2
Chelmsford City Centre	2.3%	12	0.0%	0	0.0%	0	4.5%	3	0.0%	0	1.8%	1	3.5%	2	6.9%	5	1.5%	1
Corringham Town Centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	11	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Ingatstone Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Laindon Town Centre	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.9%	10	0.0%	0	1.4%	1	0.0%	0	1.4%	1	5.3%	3	5.3%	3	0.0%	0	3.0%	2
Leigh-on-Sea Town Centre	2.3%	12	4.4%	3	2.9%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	7.5%	5
Pitsea Town Centre	0.9%	5	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	3.4%	18	0.0%	0	1.4%	1	3.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	20.9%	14
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	2.4%	13	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	11
South Ockendon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.8%	15	4.4%	3	5.7%	4	1.5%	1	0.0%	0	3.5%	2	1.8%	1	0.0%	0	6.0%	4
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	2.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	12	0.0%	0	0.0%	0
Wickford Town Centre	7.7%	41	0.0%	0	0.0%	0	40.9%	27	1.4%	1	0.0%	0	0.0%	0	16.7%	12	1.5%	1
MAYFLOWER Retail Park, Gardiners Link, Basildon	1.1%	6	1.5%	1	0.0%	0	3.0%	2	1.4%	1	1.8%	1	1.8%	1	0.0%	0	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon	0.6%	3	1.5%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores	0.6%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	13.6%	72	27.9%	19	20.0%	14	7.6%	5	6.8%	5	15.8%	9	1.8%	1	9.7%	7	17.9%	12
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.8%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Chigwell Town Centre	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst Local Centre, Bromley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Colchester Town Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Downham Village Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Fobbing Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre, Basildon	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Galleywood Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Harvester Five Bells Vange Basildon, A13, Basildon, SS16 5LD	0.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Peveler Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Heydon Village Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.8%	4	0.0%	0	1.4%	1	0.0%	0	1.4%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Hullbridge Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
IKEA, Lakeside, Grays, RM20 3WJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelvedon Hatch Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountnessing Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ongar Garden Centre, Langford Bridge, Kelvedon Hatch, Ongar, CM15 0LB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Orsett Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.8%	1	0.0%	0	0.0%	0
Pilgrims Hatch Local Centre, Brentwood	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawreth Village Centre	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Runwell Village Centre	0.8%	4	1.5%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Shenfield Local Centre, Brentwood	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
South Green, Billericay	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Stock Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The BakeHouse Chelmsford, A414, Chelmsford, CM1 3SN	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Top Meadow Golf Club, Fen Lane, North Ockendon, RM14 3PR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Westcliff-on-Sea Local Centre, Southend-on-Sea	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		531		68		70		66		74		57		57		72		67

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q46 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?																		
<i>Those that said they do the activity 'Family entertainment (e.g. tenpin bowling, ice skating, etc.)' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Festival Leisure Park (whole leisure park - not venue specific), Basildon, SS14 3WB	37.2%	67	24.0%	6	50.0%	14	54.5%	12	29.2%	7	26.3%	5	35.3%	6	41.7%	5	36.4%	12
Hackers Minigolf, High Street, Billericay CM12 9BQ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Festival Way, Festival Leisure Park, Basildon SS14 3WB	35.6%	64	48.0%	12	25.0%	7	31.8%	7	41.7%	10	63.2%	12	23.5%	4	41.7%	5	21.2%	7
Hollywood Bowl, The Quay, West Thurrock Way, West Thurrock, Grays RM20 2AD	0.6%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser Quest & VR Centre Romford, High Street, Romford RM1 1JL	1.7%	3	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0
Mr Mulligans, Festival Leisure Park, Basildon SS14 3WB	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Megacentre, Brook Road, Rayleigh, SS6 7UT	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Basildon Town Centre	3.9%	7	8.0%	2	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	3
Central London / West End	1.7%	3	8.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Chelmsford City Centre	3.9%	7	0.0%	0	3.6%	1	4.5%	1	12.5%	3	0.0%	0	11.8%	2	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	3.3%	6	4.0%	1	3.6%	1	0.0%	0	0.0%	0	10.5%	2	5.9%	1	0.0%	0	3.0%	1
Rayleigh Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Romford Town Centre	2.2%	4	0.0%	0	3.6%	1	4.5%	1	0.0%	0	0.0%	0	5.9%	1	8.3%	1	0.0%	0
Southend-on-Sea Town Centre	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	9.1%	3
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CJ's Bowling, Eldon Way, Hockley, SS5 4AD	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	4
Colchester Zoo, Stanway, Heckfordbridge, CO3 0SL	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copford Cricket Club, Aldercar Road, Colchester, CO6 1DG	0.6%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham Town Centre	0.6%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanningfield Reservoir Nature Discovery Park, Hawkswood Road, Downham, CM11 1WT	0.6%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		180		25		28		22		24		19		17		12		33

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q47 What improvements could be made to Basildon Borough's leisure offer that would make you visit / partake in leisure activities more often? [MR]																		
Cheaper prices	7.1%	57	11.9%	12	10.5%	11	4.0%	4	3.0%	3	6.9%	7	5.0%	5	7.0%	7	8.0%	8
Improved security / CCTV	5.6%	45	10.9%	11	6.7%	7	3.0%	3	6.0%	6	2.0%	2	3.0%	3	6.0%	6	7.0%	7
Leisure facilities / activities for young children	3.8%	31	5.0%	5	4.8%	5	1.0%	1	6.0%	6	2.0%	2	2.0%	2	7.0%	7	3.0%	3
Improvements in the built environment (make it look more attractive)	3.5%	28	6.9%	7	3.8%	4	2.0%	2	4.0%	4	1.0%	1	5.0%	5	2.0%	2	3.0%	3
Cinema - multi-screen cinema	2.7%	22	5.0%	5	4.8%	5	1.0%	1	1.0%	1	2.0%	2	1.0%	1	5.0%	5	2.0%	2
More / better restaurants	2.6%	21	3.0%	3	5.7%	6	4.0%	4	1.0%	1	2.0%	2	0.0%	0	2.0%	2	3.0%	3
Food / farmers markets	2.5%	20	3.0%	3	3.8%	4	2.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	2	6.0%	6
Cafes - more / better cafes in general	2.5%	20	1.0%	1	7.6%	8	0.0%	0	3.0%	3	1.0%	1	2.0%	2	1.0%	1	4.0%	4
Leisure facilities / activities for families	2.2%	18	4.0%	4	5.7%	6	1.0%	1	4.0%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	2
More / better car parking	2.0%	16	0.0%	0	2.9%	3	3.0%	3	2.0%	2	1.0%	1	4.0%	4	0.0%	0	3.0%	3
Ice rink	2.0%	16	2.0%	2	7.6%	8	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	2
Improved public transport	1.9%	15	1.0%	1	2.9%	3	0.0%	0	4.0%	4	1.0%	1	1.0%	1	3.0%	3	2.0%	2
Leisure facilities / activities for teenagers	1.9%	15	2.0%	2	3.8%	4	1.0%	1	1.0%	1	2.9%	3	0.0%	0	4.0%	4	0.0%	0
Comedy clubs	1.5%	12	2.0%	2	2.9%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	3.0%	3
Bowling alley / centre (ten-pin)	1.5%	12	2.0%	2	2.9%	3	1.0%	1	2.0%	2	1.0%	1	1.0%	1	2.0%	2	0.0%	0
Swimming pool - indoor	1.4%	11	1.0%	1	1.9%	2	0.0%	0	3.0%	3	0.0%	0	2.0%	2	1.0%	1	2.0%	2
Leisure facilities / activities for the elderly	1.2%	10	2.0%	2	1.9%	2	3.0%	3	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better pubs / bars	1.2%	10	3.0%	3	0.0%	0	5.0%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Leisure / sports centre	1.2%	10	2.0%	2	3.8%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Indoor soft play areas	1.1%	9	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	3	1.0%	1
More / better shopping areas	1.1%	9	2.0%	2	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Art galleries	1.1%	9	0.0%	0	1.9%	2	0.0%	0	3.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2
More local sports & recreation facilities (football pitches, tennis courts etc)	1.0%	8	3.0%	3	0.0%	0	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More street cleaning	1.0%	8	2.0%	2	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Theatre	1.0%	8	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	1.0%	1
Improved access by foot	1.0%	8	3.0%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1
More / better parks / green spaces	1.0%	8	2.0%	2	1.0%	1	3.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better disabled access	0.9%	7	0.0%	0	1.9%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1
More / better policing	0.9%	7	1.0%	1	1.0%	1	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Cafes - more pavements	0.9%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0
Cinema - art house cinema	0.9%	7	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	3	2.0%	2
Free car parking	0.9%	7	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Climbing centres	0.9%	7	0.0%	0	1.0%	1	0.0%	0	3.0%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Live music venues	0.9%	7	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3
Dance facilities	0.7%	6	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
More / better cycle paths	0.7%	6	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Indoor trampoline parks	0.7%	6	1.0%	1	2.9%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Casino	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	2.0%	2
Swimming pool - outdoor	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1
Karting	0.6%	5	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
More / better public toilets	0.6%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Improve the road surfaces	0.6%	5	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Improve the current leisure facilities	0.6%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Concert hall / venue	0.6%	5	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1
More / better cultural facilities	0.5%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hotels	0.5%	4	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Outdoor gyms	0.2%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightclubs	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pool / snooker hall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Street carnivals	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of whats on / available	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health clubs / gyms	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Outdoor festivals / events	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rollerskating park	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bingo venues	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Crown green bowling	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities open longer	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offer something that other places don't	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Museums	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Improved street furniture	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open air cinema	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog friendly trails	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Water park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Motocross track	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing)	52.4%	423	35.6%	36	43.8%	46	62.0%	62	47.0%	47	59.8%	61	61.0%	61	56.0%	56	54.0%	54
(Don't know)	8.8%	71	9.9%	10	3.8%	4	12.0%	12	8.0%	8	12.7%	13	11.0%	11	7.0%	7	6.0%	6
Base:		808		101		105		100		100		102		100		100		100

GEN Gender of respondent:

Male	33.5%	271	25.7%	26	28.6%	30	30.0%	30	38.0%	38	38.2%	39	38.0%	38	48.0%	48	22.0%	22
Female	66.5%	537	74.3%	75	71.4%	75	70.0%	70	62.0%	62	61.8%	63	62.0%	62	52.0%	52	78.0%	78
Base:		808		101		105		100		100		102		100		100		100

AGE Can I ask how old you are please?

18-24	4.1%	33	4.0%	4	7.6%	8	2.0%	2	3.0%	3	3.9%	4	3.0%	3	5.0%	5	4.0%	4
25-34	11.4%	92	16.8%	17	18.1%	19	6.0%	6	10.0%	10	4.9%	5	4.0%	4	13.0%	13	18.0%	18
35-44	12.0%	97	9.9%	10	18.1%	19	5.0%	5	12.0%	12	7.8%	8	10.0%	10	11.0%	11	22.0%	22
45-54	10.3%	83	12.9%	13	10.5%	11	9.0%	9	10.0%	10	10.8%	11	9.0%	9	14.0%	14	6.0%	6
55-64	16.1%	130	11.9%	12	13.3%	14	24.0%	24	10.0%	10	16.7%	17	19.0%	19	21.0%	21	13.0%	13
65+	46.2%	373	44.6%	45	32.4%	34	54.0%	54	55.0%	55	55.9%	57	55.0%	55	36.0%	36	37.0%	37
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		808		101		105		100		100		102		100		100		100

QUOTA Zone

Zone 1	12.5%	101	100.0%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	13.0%	105	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.4%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	12.4%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.6%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	102	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 7	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 8	12.4%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
PC Postcode Sector																		
CM11 1	6.2%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	50	0.0%	0
CM11 2	5.9%	48	0.0%	0	0.0%	0	0.0%	0	48.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM12 0	3.2%	26	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM12 9	3.2%	26	0.0%	0	0.0%	0	0.0%	0	26.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CM13 1	4.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	34	0.0%	0	0.0%	0
CM13 3	3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	31	0.0%	0	0.0%	0
CM4 9	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	0.0%	0
RM14 3	4.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	35	0.0%	0	0.0%	0
SS11 7	5.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	42	0.0%	0
SS11 8	6.6%	53	0.0%	0	0.0%	0	53.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 0	2.7%	22	0.0%	0	0.0%	0	22.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	3.1%	25	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 1	2.0%	16	15.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	2.8%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	2.7%	22	21.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	1.5%	12	0.0%	0	11.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	2.8%	23	22.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	2.1%	17	16.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	0.7%	6	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	3.8%	31	0.0%	0	29.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	1.4%	11	0.0%	0	10.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	2.2%	18	0.0%	0	17.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	1.5%	12	0.0%	0	11.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	1.9%	15	0.0%	0	14.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	30	0.0%	0	0.0%	0	0.0%	0
SS17 8	6.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.0%	52	0.0%	0	0.0%	0	0.0%	0
SS17 9	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	20	0.0%	0	0.0%	0	0.0%	0
SS6 7	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
SS6 9	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
SS7 1	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
SS7 3	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	13
SS7 4	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12
SS7 5	2.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	23
SS8 0	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12
SS8 9	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Base:		808		101		105		100		100		102		100		100		100

Appendix 6:

Data Tabulations

By Zone Filtering Nulls & SFT

(Weighted)

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q01 Where do you normally shop for your household's main-food and grocery shopping needs (i.e. primarily bulk trolley purchases)?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	3.1%	21	0.0%	0	0.5%	1	21.7%	14	0.0%	0	0.0%	0	0.0%	0	15.9%	6	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	6.9%	47	0.6%	1	1.5%	2	2.8%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	23.2%	42
Aldi, London Road, Grays, RM17 5YB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.6%	25	12.7%	10	2.5%	4	2.7%	2	4.4%	3	8.3%	4	0.0%	0	0.6%	0	0.6%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	9.5%	65	18.8%	16	24.6%	38	0.0%	0	1.8%	1	7.8%	4	0.0%	0	2.9%	1	2.8%	5
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	7.6%	52	3.3%	3	12.6%	20	4.9%	3	19.6%	13	1.5%	1	4.2%	2	2.7%	1	5.8%	10
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.8%	12	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.2%	9
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferry Road, Hullbridge, SS5 6DN (near mini roundabout on Lower Road)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Co-op, Queen's Park, Billericay, CM12 0UA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Iceland, High Street, Billericay, CM12 9AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	0.4%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Lidl, London Road, Hadleigh, SS7 2DE	0.8%	5	2.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.6%	1
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	2.2%	15	1.9%	2	7.3%	11	0.0%	0	2.2%	1	0.7%	0	0.0%	0	1.8%	1	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	8
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.9%	13	3.3%	3	5.3%	8	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.2%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.4%	3	0.6%	1	0.5%	1	1.3%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.6%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	14
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.8%	12	2.0%	2	0.0%	0	2.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.7%	8
Morrisons, St. Johns Way,	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	15	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Corringham, Stanford-le-Hope, SS17 7LL																		
Sainsbury's Local, High Road, Benfleet, SS7 5HB	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.6%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	4.4%	31	10.7%	9	1.8%	3	14.5%	9	6.6%	4	0.7%	0	0.7%	0	9.3%	4	0.6%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	2.7%	18	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	18
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	2.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	16	1.5%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco Express, North Road, South Ockendon, RM15 6QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	9.7%	67	6.0%	5	7.1%	11	35.7%	23	20.5%	13	0.0%	0	3.5%	2	14.3%	6	4.1%	7
Tesco Extra, Pitsea, Basildon, SS13 3JU	12.2%	84	27.2%	23	11.4%	18	3.3%	2	1.8%	1	33.3%	18	0.0%	0	0.0%	0	12.8%	23
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	6.5%	44	1.2%	1	19.6%	30	0.0%	0	6.9%	4	7.4%	4	9.3%	5	0.6%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	2.6%	18	0.0%	0	0.0%	0	0.0%	0	16.7%	11	0.0%	0	2.6%	1	14.8%	6	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.9%	6	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	2.1%	1	4.1%	2	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	1	1.8%	1	0.0%	0
Aldi, Reid Road, Witham, CM8 1XU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	7	0.0%	0	0.0%	0
Asda, Dolphin Approach, Mercury Gardens, Romford, RM1 3EE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Lidl, Atlanta Boulevard, South Street, Romford, RM1 1TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.6%	4	2.5%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Lidl, Progress Road / Rayleigh Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Leigh-on-Sea, SS9 5PR																		
Local shops, Billericay Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pitsea Town Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Local shops, Upminster Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Londis, Rectory Road, Pitsea, SS13 2AJ	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.2%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, White Hart Lane, Springfield, Chelmsford, CM2 5PA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.8%	5	0.6%	1	1.7%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moulsham Street, Chelmsford, CM2 0JA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.6%	0	0.0%	0
Tesco Superstore, Airfield Way, Hornchurch, RM12 5AF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0
Weighted base:	688		83		155		64		64		53		49		40		180	
Sample:	692		88		90		89		82		87		88		79		89	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q02 Why do you choose (STORE / LOCATION MENTIONED AT Q01) for your main food shopping? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
Close to home	51.0%	351	56.8%	47	62.7%	97	32.6%	21	36.7%	23	52.9%	28	47.3%	23	46.9%	19	51.4%	93
Low prices / value for money	23.7%	163	30.8%	26	18.4%	29	26.6%	17	36.4%	23	11.6%	6	19.8%	10	26.9%	11	23.3%	42
Good quality FOOD goods available	9.1%	63	8.7%	7	2.5%	4	6.7%	4	7.8%	5	9.5%	5	13.0%	6	11.7%	5	14.7%	26
Familiar / know where everything is	8.5%	58	6.7%	6	13.3%	21	3.5%	2	5.3%	3	8.9%	5	4.7%	2	1.5%	1	10.5%	19
Easy to get to by car	7.5%	52	3.8%	3	7.9%	12	2.2%	1	7.6%	5	8.1%	4	3.9%	2	11.1%	4	10.7%	19
You can get everything you need there	6.6%	46	5.1%	4	2.5%	4	15.5%	10	9.1%	6	11.6%	6	8.9%	4	1.4%	1	5.9%	11
Good range of FOOD goods available	6.5%	45	4.0%	3	5.9%	9	4.3%	3	5.0%	3	11.9%	6	5.3%	3	11.9%	5	7.0%	13
Habit / always used it	5.6%	38	4.6%	4	5.1%	8	10.0%	6	5.0%	3	5.0%	3	5.5%	3	3.4%	1	5.7%	10
Large store	4.5%	31	2.1%	2	5.7%	9	2.2%	1	0.0%	0	6.3%	3	6.7%	3	5.9%	2	5.6%	10
Loyalty scheme / reward points	3.8%	26	2.6%	2	6.0%	9	4.2%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.8%	10
Clean	3.6%	25	1.5%	1	2.7%	4	0.0%	0	2.1%	1	2.3%	1	0.0%	0	4.8%	2	8.3%	15
Good layout / compact / easy to get around	3.5%	24	4.4%	4	3.8%	6	0.0%	0	2.5%	2	1.4%	1	3.5%	2	0.0%	0	5.8%	11
Close to work	3.5%	24	1.5%	1	5.3%	8	2.2%	1	2.8%	2	0.0%	0	2.9%	1	0.0%	0	5.5%	10
Parking - easy to find a space	2.9%	20	3.3%	3	1.6%	2	3.5%	2	8.1%	5	0.7%	0	6.7%	3	3.5%	1	1.2%	2
Attractive environment / nice place	2.7%	19	5.8%	5	4.2%	7	0.0%	0	2.1%	1	0.7%	0	3.5%	2	3.3%	1	1.4%	3
Parking - is free	2.7%	18	3.6%	3	3.6%	6	1.4%	1	3.5%	2	0.7%	0	4.0%	2	1.8%	1	2.0%	4
Close to family / friends	2.6%	18	0.0%	0	4.0%	6	0.7%	0	0.0%	0	0.0%	0	0.7%	0	1.4%	1	5.6%	10
Staff discount / work there	2.4%	17	4.7%	4	5.3%	8	1.4%	1	1.6%	1	0.0%	0	0.7%	0	0.0%	0	1.2%	2
Easy to get to by bus	2.1%	15	5.9%	5	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	1	1.4%	3
Friendly / helpful staff	2.1%	14	5.0%	4	0.0%	0	0.7%	0	0.0%	0	0.7%	0	6.5%	3	1.4%	1	3.1%	6
Delivery service	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	5.8%	10
Long opening hours	1.8%	12	0.0%	0	4.0%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Good NON-FOOD range	1.6%	11	1.5%	1	0.0%	0	0.7%	0	0.0%	0	1.7%	1	0.0%	0	0.6%	0	4.7%	8
Small / quiet store	1.1%	8	1.3%	1	2.7%	4	0.7%	0	2.4%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Lack of options / no other choice	1.1%	8	0.0%	0	0.5%	1	4.9%	3	0.0%	0	0.0%	0	3.5%	2	4.7%	2	0.0%	0
Preference for retailer	1.0%	7	0.0%	0	0.0%	0	4.3%	3	3.8%	2	0.0%	0	2.0%	1	0.0%	0	0.6%	1
Offers click & collect service	1.0%	7	1.9%	2	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0
Do online / delivery shopping because it's covid safe	0.9%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.6%	1	3.1%	1	1.4%	3
Has a petrol station	0.7%	5	2.8%	2	0.0%	0	0.0%	0	2.1%	1	0.7%	0	0.0%	0	0.0%	0	0.6%	1
Easy to get to by tube / train	0.6%	4	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of shops / services nearby	0.5%	4	2.3%	2	0.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Nothing available locally	0.4%	3	0.6%	1	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Like to support local shops	0.4%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Offers scan-as-you-shop service	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Parking - prices are low	0.4%	2	0.0%	0	0.5%	1	0.7%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.2%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Easy to get to by bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Quick service	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
On school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Easy access to store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
They accept vouchers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
(No reason in particular)	2.1%	14	0.6%	1	2.8%	4	2.1%	1	3.8%	2	0.0%	0	0.7%	0	5.6%	2	1.8%	3
(Don't know)	0.5%	3	0.0%	0	0.0%	0	2.8%	2	1.6%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Weighted base:		688		83		155		64		64		53		49		40		180
Sample:		692		88		90		89		82		87		88		79		89

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q03 When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? [MR]																		
<i>Not those that said 'Internet / delivery' at Q01</i>																		
No	65.6%	451	62.1%	52	68.3%	106	68.2%	44	70.6%	45	77.8%	41	55.9%	27	63.6%	25	61.6%	111
Yes - non-food shopping	14.2%	98	17.2%	14	12.9%	20	4.8%	3	19.4%	12	8.6%	5	13.4%	7	17.3%	7	16.6%	30
Yes - other food shopping	9.1%	63	11.1%	9	6.7%	10	12.0%	8	7.7%	5	5.1%	3	10.5%	5	9.4%	4	10.6%	19
Yes - get petrol	5.1%	35	4.6%	4	7.5%	12	2.7%	2	2.1%	1	6.5%	3	5.7%	3	6.6%	3	4.3%	8
Yes - cafés	4.2%	29	10.9%	9	3.3%	5	3.4%	2	2.3%	1	2.6%	1	3.2%	2	8.9%	4	2.4%	4
Yes - gyms / health and fitness	2.2%	15	0.6%	1	5.3%	8	0.7%	0	0.0%	0	0.0%	0	3.3%	2	3.1%	1	1.6%	3
Yes - meeting friends	1.8%	13	3.8%	3	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.0%	4
Yes - restaurants	1.7%	11	3.4%	3	1.8%	3	0.7%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Yes - meeting family	1.4%	10	0.0%	0	2.5%	4	0.7%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.5%	5
Yes - personal service (e.g. hairdressers, beauty salon etc.)	1.3%	9	1.7%	1	1.8%	3	0.0%	0	1.6%	1	0.0%	0	1.6%	1	1.5%	1	1.4%	3
Yes - visiting services such as banks and other financial institutions	1.3%	9	1.5%	1	1.5%	2	1.3%	1	0.0%	0	1.4%	1	6.0%	3	0.0%	0	0.6%	1
Yes - markets	1.2%	8	2.8%	2	0.0%	0	1.8%	1	0.0%	0	0.7%	0	1.6%	1	0.0%	0	2.0%	4
Yes - go to park	1.0%	7	1.5%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.4%	3	0.0%	0
Yes - cinemas	0.9%	6	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.4%	3
Yes - library	0.9%	6	0.0%	0	1.3%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	3.1%	1	1.4%	3
Yes - work	0.7%	5	3.5%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Yes - go for a walk / walk the dog	0.6%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	3
Yes - swimming	0.6%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.3%	1	0.0%	0
Yes - bars / pubs	0.5%	4	1.5%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Yes - other service (e.g. travel agent, estate agent etc.)	0.5%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Yes - museums / art gallery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.1%	1	0.0%	0
Yes - bingo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes - school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes - theatre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Yes - health service (e.g. doctors, dentists etc.)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.8%	19	2.3%	2	2.3%	4	5.2%	3	0.0%	0	1.9%	1	2.2%	1	1.8%	1	4.3%	8
Weighted base:		688		83		155		64		64		53		49		40		180
Sample:		692		88		90		89		82		87		88		79		89

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q04 When you combine your trip with other activities, where do you normally go?																		
<i>Not those that said 'No' or '(Don't know)' at Q03 AND Excl. Nulls & SFT</i>																		
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	7.4%	13	12.5%	3	17.0%	6	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	6.9%	3
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	1.9%	3	0.0%	0	2.2%	1	0.0%	0	5.7%	1	8.1%	1	4.0%	1	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	1.1%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.8%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	3	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	4
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.9%	5	0.0%	0	0.0%	0	13.1%	2	2.7%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.4%	4	10.3%	3	0.0%	0	5.4%	1	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	6.6%	12	7.7%	2	9.6%	4	0.0%	0	0.0%	0	16.6%	2	0.0%	0	0.0%	0	12.3%	5
Basildon Town Centre	10.2%	18	23.7%	6	27.4%	10	5.1%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	4.1%	7	0.0%	0	0.0%	0	0.0%	0	22.4%	4	0.0%	0	4.7%	1	18.4%	2	0.0%	0
Brentwood Town Centre	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	5	4.8%	1	0.0%	0
Canvey Island Town Centre	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	5.7%	2
Chelmsford City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Corringham Town Centre	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.3%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	2.3%	4	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Laindon Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.2%	2	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	3.8%	7	19.2%	5	0.0%	0	7.1%	1	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.8%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
South Benfleet Town Centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
South Woodham Ferrers Town Centre	0.8%	1	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Southend-on-Sea Town Centre	1.1%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Wickford Town Centre	3.4%	6	0.0%	0	0.0%	0	23.1%	4	0.0%	0	0.0%	0	0.0%	0	17.5%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	2.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	11.0%	19	8.0%	2	5.4%	2	28.1%	5	39.5%	7	12.5%	1	4.7%	1	12.0%	2	0.0%	0
PIPPS HILL Retail Park,	4.1%	7	0.0%	0	10.8%	4	0.0%	0	17.0%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	1.4%	3	4.5%	1	0.0%	0	8.0%	1	0.0%	0	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	1.6%	3	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
B&M, Parkway, Chelmsford, CM2 7PX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.3%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Currys, Eastern Avenue West, Romford, RM7 7JN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Festival Leisure Park, Basildon, SS14 3WB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Firstsite Arts Centre, Lewis Gardens, High Street, Colchester, CO1 1JH	0.8%	1	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0	0.0%	0
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Old Market Retail Park, High Road, Basildon, SS13 3BY	1.3%	2	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.2%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3
Weighted base:	177		27		37		17		18		10		20		13			37
Sample:	197		29		21		26		24		18		34		25			20

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q05 In addition to (STORE / LOCATION MENTIONED AT Q01), where else do you regularly use for your main-food shopping?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.4%	11	0.0%	0	0.0%	0	14.3%	6	2.6%	1	0.0%	0	0.0%	0	2.4%	1	2.4%	3
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	1.6%	7	2.0%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	5
Aldi, London Road, Grays, RM17 5YB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.4%	1	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	4.3%	20	16.2%	10	7.1%	7	0.0%	0	1.1%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.9%	23	13.5%	8	7.6%	8	3.6%	2	6.1%	3	6.1%	2	1.2%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	5.5%	26	0.0%	0	12.5%	13	6.3%	3	13.0%	6	0.0%	0	2.5%	1	3.6%	1	2.1%	3
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	7
Co-op, Ferry Road, Hullbridge, SS5 6ET (next to Golden Crust Bakery, opposite Perfect Vision Opticians)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	0.9%	4	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.6%	3	0.0%	0	0.8%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	1.2%	6	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Iceland, High Street, Billericay, CM12 9AJ	1.4%	7	0.0%	0	2.2%	2	0.0%	0	7.7%	3	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	2.2%	10	3.8%	2	7.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.2%	5	0.0%	0	0.0%	0	8.9%	4	1.1%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	4	0.0%	0	2.7%	1	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, London Road, Hadleigh, SS7 2DE	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	7
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	5.5%	26	0.0%	0	17.1%	18	0.0%	0	7.5%	3	2.2%	1	2.8%	1	0.0%	0	2.4%	3
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	1.1%	5	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	3.5%	16	8.2%	5	2.7%	3	3.1%	1	4.1%	2	11.5%	4	1.2%	0	0.0%	0	0.9%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.1%	3
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.2%	10	3.7%	2	0.8%	1	10.1%	5	1.1%	0	3.1%	1	2.8%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.3%	6	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Morrisons, Northwick Road, Canvey Island, SS8 0SW	3.8%	17	2.5%	2	2.6%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	13
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.1%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	1.2%	6	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	2.7%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	5.5%	26	14.7%	9	0.8%	1	15.4%	7	11.4%	5	3.5%	1	0.0%	0	7.6%	2	0.9%	1
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	5.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	3.4%	16	0.8%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	12.0%	15
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.6%	7	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	15.4%	4	3.6%	1	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Tesco Express, Meadow Rise, Billericay, CM11 2DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	6.6%	30	8.9%	5	8.3%	9	18.2%	8	6.4%	3	0.0%	0	2.4%	1	16.5%	4	0.9%	1
Tesco Extra, Pitsea, Basildon, SS13 3JU	9.0%	41	15.2%	9	12.3%	13	3.6%	2	0.0%	0	10.0%	3	0.0%	0	0.0%	0	11.6%	14
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	2.3%	10	0.0%	0	8.1%	8	0.0%	0	0.0%	0	0.0%	0	6.2%	2	1.1%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	3.1%	14	0.0%	0	0.0%	0	0.9%	0	21.8%	9	0.0%	0	3.7%	1	14.5%	3	0.0%	0
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	3.9%	1	6.2%	1	0.0%	0
Aldi, Priory Crescent, Southend, SS2 6AH	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5
Aldi, St Marys Lane, Upminster, RM14 2QB	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.7%	3	0.8%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.9%	1	0.0%	0	0.9%	1
David's Quality Meats, Grange Road, South	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Green, Billericay, CM11 2RB																		
Gibsons Finest Meats, Pippas Hill Road North, Crays Hill, Billericay, CM11 2UJ	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Iceland, High Street, Brentwood, CM14 4AJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.3%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.6%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer Foodhall, Clock Tower Retail Park, Chelmsford, CM1 3FJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.2%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sunny Fruits, St John's Way, Corringham, SS17 7LZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Elm Park Avenue, Hornchurch, RM12 4SB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	2.7%	1	0.0%	0
Tesco Express, London Road, Rayleigh, SS6 9BN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Tesco Extra, Hornchurch Road, Hornchurch, RM11 1PY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	3	0.0%	0	0.0%	0
Weighted base:	460	60		104	45	43	35	28	22	122								
Sample:	455	64		59	64	55	58	50	45	60								

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. where you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	2.5%	14	0.0%	0	0.0%	0	13.2%	7	0.7%	0	0.0%	0	0.0%	0	20.3%	7	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	3.5%	19	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	18
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.6%	3
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.6%	9	15.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.3%	29	12.4%	7	17.9%	21	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	3.9%	21	3.1%	2	12.6%	15	0.8%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Asda, Rawreth Lane, Rayleigh, SS6 9RN	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	7.3%	11
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Butneys, Basildon, SS14 2DG	1.0%	5	3.1%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, High Road, South Benfleet, SS7 5HA	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	7.3%	11
Co-op, High Street, Stanford le Hope, SS17 0HD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.3%	7	0.0%	0	0.0%	0	0.0%	0	10.3%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-op, St. Lukes Way, Runwell, Wickford, SS11 7JJ	0.5%	3	0.0%	0	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Co-op, St. Peters Terrace, Wickford, SS12 0AP	0.3%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	8.7%	3	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	0.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Iceland, High Street, Billericay, CM12 9AJ	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.7%	9	0.0%	0	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.7%	9	0.0%	0	0.0%	0	15.9%	8	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Rayleigh, SS6 7QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Iceland, Rectory Road, Hadleigh, SS7 2ND	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, London Road, Hadleigh, SS7 2DE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.8%	5	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Lidl, Northwick Road,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Charfleets Industrial Estate, Canvey Island, SS8 0PU																		
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.5%	8	7.9%	4	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Woodgrange Drive, Southend-on-Sea, SS1 2SE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Marks & Spencer Simply Food, East Mayne, Basildon, SS13 1BW	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.2%	7	3.8%	2	0.0%	0	2.5%	1	0.7%	0	0.9%	0	2.2%	1	5.2%	2	0.0%	0
Morrisons, London Road, Grays, RM17 5XZ	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Morrisons, Northwick Road, Canvey Island, SS8 0SW	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	11
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	3.4%	18	0.0%	0	0.7%	1	0.0%	0	0.0%	0	44.9%	18	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	3.2%	18	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	16
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.8%	4	0.0%	0	1.9%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	2.6%	14	12.7%	7	3.9%	5	1.6%	1	2.0%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	1.5%	8	0.0%	0	0.0%	0	16.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.9%	1	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4
Tesco Express, Meadow Rise, Billericay, CM11 2DN	2.3%	13	0.0%	0	1.7%	2	0.0%	0	13.4%	9	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	2.0%	11	0.0%	0	0.0%	0	20.2%	11	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.5%	3	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.6%	9	0.0%	0	2.6%	3	8.6%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.9%	16	11.6%	6	1.5%	2	3.5%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.4%	5
Tesco Superstore, Mandeville Way, Laindon,	5.2%	29	1.9%	1	19.6%	23	0.0%	0	0.0%	0	3.1%	1	7.0%	2	2.6%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon, SS15 6TJ																		
Waitrose, High Street, Billericay, CM12 9BY	5.2%	28	0.0%	0	0.7%	1	0.8%	0	36.1%	24	0.0%	0	0.0%	0	10.4%	3	0.0%	0
Aldi, Blackwater Retail Park, Maldon, CM9 4DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Aldi, St Marys Lane, Upminster, RM14 2QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Budgens, Church Lane, Doddington, CM15 0NG	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Budgens, High Street, Stock, CM4 9BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Budgens, Lampits Hill, Corringham, Stanford-le-Hope, SS17 9AA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Bulphan Village Shop, Church Road, Bulphan, RM14 3RU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Church Road Supermarket, Church Road, Basildon, SS16 4AE	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0
Co-op, Kiln Road, Hadleigh, Benfleet, SS7 1TE	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Co-op, Long Road, Canvey Island, SS8 0JD	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Co-op, Rayleigh Road, Hutton, Brentwood, CM13 1LZ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	3	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crays Hill Post Office, A129, Crays Hill, CM11 2XJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats, Grange Road, South Green, Billericay, CM11 2RB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Mayflower Retail Park, Basildon, SS14 3HZ	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Corbets Tey Road, Upminster, RM14 2AL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Iceland, Furtherwick Road, Canvey Island, SS8 7AJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
J. Clark & Sons, High Street, Wickford, SS12 9AE	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jotmans Store, Jotmans Lane, South Benfleet, Benfleet, SS7 5AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Kast Convenience, Pendle Drive, Basildon, SS14 3LT	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Edward Stores, Dawson Court, Basildon, SS15 6JG	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street Bakery, King Street, Stanford-le-Hope, SS17 0HL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, Hornchurch, RM11 1TP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Lidl, Progress Road /	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh Road, Leigh-on-Sea, SS9 5PR																		
Lidl, Waterson Vale, Chelmsford, CM2 9PB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Billericay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Brentwood Town Centre	0.7%	4	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Local shops, Colchester Town Centre	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, South Green, Billericay	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Upminster Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Londis, Felmores End, Basildon, SS13 1PN	0.3%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Kings Park Chalets, Canvey Island, SS8 8BF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
M&J Berrett, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Margarets Food & Wine, Rectory Road, Pitsea, Basildon, SS13 2AH	0.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	0.7%	4	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Hutton Mount, Brentwood, CM13 2LG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Radford Way, Billericay, CM12 0BP	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.9%	3
McColl's, Chafford Gardens, West Horndon, Brentwood, CM13 3NJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
McColl's, The Triangle, Langdon Hills, SS16 6BH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Daily, The Triangle, High Road, Langdon Hills, SS16 6HF	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Link Road, Canvey Island, SS8 9UB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa (Kams Loco), Austen Road, Basildon, SS14 3RR	0.4%	2	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Nisa, London Road, South Benfleet, SS7 5UH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.3%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poundland, High Street, Billericay, CM12 9AH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Church Road, Ramsden Bellhouse, CM11 1RN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Premier, Kathleen Ferriers Crescent, Laindon,	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Basildon, SS15 5QR																		
Premier, Luncies Road, Basildon, SS14 1SB	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Rayleigh Road, Hutton, Brentwood, CM13 1BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Ravens Bakery Essex, High Street, Ingatestone, CM4 9DW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.6%	1	0.0%	0
Reddingtons Butchers, High Road, Horndon on the Hill, SS17 8LD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shotgate Post Office, Southend Road, Wickford, SS11 8QW	0.5%	3	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ballards Walk, Basildon, SS15 5HL	0.5%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Kibcaps, Lee Chapel, Basildon, SS16 5SA	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso), Brentwood Road, Chadwell St Mary, RM16 4JD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Express, Butts Green Road, Hornchurch, RM11 2LD	0.6%	3	0.0%	0	1.7%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	4	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	0.9%	5	0.0%	0	0.0%	0	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Tesco Express, London Road, Leigh-On-Sea, SS9 3JY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Tesco Express, London Road, Rayleigh, SS6 9BN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, The Grove Centre, Witham, CM8 2YT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Barke Craft Bakery, High Street, Wickford, SS12 9AT	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	0.0%	0
Yoshas, Alderney Gardens, Wickford, SS11 7JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Your Local, Alderney Gardens, Wickford, SS11 7JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Weighted base:	552	54		119	53	66	39	36	33	153								
Sample:	531	55		70	71	76	63	64	61	71								

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q07 In addition to (STORE / LOCATION MENTIONED AT Q06), where else do you regularly use for your top-up food shopping?																		
<i>Not those that said '(Don't know / varies)' or '(Don't do this type of shopping)' at Q06 AND Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	1.2%	2	0.0%	0	0.0%	0	10.7%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	3.2%	7	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5
Aldi, London Road, Grays, RM17 5YB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London Road, Leigh-on-Sea, SS0 9HQ	1.0%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	3.5%	7	19.6%	5	6.1%	2	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.8%	4	9.6%	2	2.5%	1	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, PIPPS Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	3.4%	7	0.0%	0	18.0%	6	5.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.4%	1	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Road, Benfleet, SS7 4EN	2.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	6
Co-op, Gardner Avenue, Stanford le Hope, SS17 7SE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Stanford le Hope, SS17 0HD	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Nevendon Road, Wickford, SS12 0NY	0.4%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Queen's Park, Billericay, CM12 0UA	1.8%	4	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0	0.0%	0	9.6%	1	0.0%	0
Co-op, Spa Road, Hockley, SS5 4BE	1.0%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Stock Road, Billericay, CM12 0RP	1.8%	4	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Co-op, The Sorrells, Stanford-le-Hope, SS17 7DZ	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	2	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Old Market Retail Park, High Road, Pitsea, Basildon, SS13 3AB	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Iceland (The Food Warehouse), Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	2.5%	5	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Iceland, High Street, Billericay, CM12 9AJ	0.9%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0
Iceland, Market Pavement, Basildon, SS14 1DD	1.2%	2	6.3%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Wickford, SS12 9AZ	1.6%	3	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0	10.2%	1	0.0%	0
Iceland, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7NA	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	2	0.0%	0	4.6%	1	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	3.9%	8	5.6%	1	20.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Northwick Road, Charfleets Industrial Estate, Canvey Island, SS8 0PU	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.6%	1
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	1.7%	4	2.0%	1	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Marks & Spencer Foodhall, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.6%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.8%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Road, Benfleet, SS7 5HB	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Sainsbury's Local, Eastwood Road, Rayleigh, SS6 7LF	1.3%	3	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	5.4%	11	15.3%	4	0.0%	0	11.1%	2	9.3%	3	0.0%	0	0.0%	0	5.4%	1	3.4%	2
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Tesco Express, Southend Road, Wickford, SS11 8EE	0.6%	1	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hanging Hill Lane, Hutton, Brentwood, CM13 2QG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Tesco Express, Kings Parade, King Street, Stanford-le-Hope, SS17 0HR	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6
Tesco Express, Meadow Rise, Billericay, CM11 2DN	2.8%	6	0.0%	0	0.0%	0	0.0%	0	17.7%	5	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Tesco Express, Southend Road, Grays, RM17 5NJ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Silva Island Way, Wickford, SS12 9NR	0.2%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.1%	2	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.4%	11	15.3%	4	9.7%	3	0.0%	0	0.0%	0	11.7%	2	0.0%	0	0.0%	0	3.8%	3
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	4.6%	10	0.0%	0	0.0%	0	0.0%	0	31.6%	9	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
B&M, Town Square, Basildon, SS14 1DZ	1.5%	3	0.0%	0	8.4%	3	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Ingatestone, CM4 9DW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0
Co-op, Harewood Road, Pilgrims Hatch, Brentwood, CM15 9PD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Co-op, Hutton Road, Shenfield, CM15 8NR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Co-op, Woodland Avenue, Hutton, Brentwood, CM13 1HH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1	0.0%	0	0.0%	0
Costcutter, 104 Rectory Road, Pitsea, Basildon, SS13 2AH	0.8%	2	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David's Quality Meats, Grange Road, South	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Green, Billericay, CM11 2RB																		
Grange Stores, London Road, Rayleigh, SS6 9AX	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Herongate Village Store, Brentwood Road, Herongate, CM13 3PD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	1.6%	3	0.0%	0	7.1%	2	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Basildon Town Centre	2.7%	6	10.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Local shops, Billericay Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Corringham Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Horndon on the Hill Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stanford-le-Hope Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wickford Town Centre	0.5%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Londis, Corbets Tey Road, Upminster, RM14 2AA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Marks & Spencer Foodhall, Canvey Retail Park, Canvey Island, SS8 0EJ	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Marks & Spencer Foodhall, Eastwood Road, Rayleigh, SS6 7JQ	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Marks & Spencer Foodhall, Station Road, Upminster, RM14 2SU	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Brentwood Road, Herongate, CM13 3NY	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Cranfield Park Road, Wickford, SS12 9FG	1.1%	2	0.0%	0	0.0%	0	13.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Roundacre, Basildon, SS15 5UL	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Morrisons, Limebrook Way, Maldon, CM9 6GG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Nisa, Gaynes Park Road, Upminster, RM14 2HL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Poundland, Old Market Retail Park, Pitsea, SS13 3BB	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reeds Family Butchers, St John's Way, Corringham, SS17 7NA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Hornchurch, RM11 1TX	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Shenfield Broadway Post Office, Hutton Road, Shenfield, CM15 8NR	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Tesco Express, Grange Parade, South Green, Billericay, CM11 2RF	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Rayleigh, SS6 7BY	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Tesco Express, Hutton Road, Shenfield, CM15 8JD	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	2	0.0%	0	0.0%	0
Tesco Express, Warley Hill, Warley, Brentwood, CM14 5HB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Tesco Superstore, Airfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Way, Hornchurch, RM12 5AF																		
Tesco Superstore, Springfield Road, Chelmsford, CM2 6QT	0.2%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St Marys Lane, Upminster, RM14 3BT	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Weighted base:	206	25	32	16	27	14	12	13	66									
Sample:	194	23	17	27	31	23	21	23	29									

Meanscore: [%]

Q08 Of all the money you spend on your MAIN AND TOP-UP food shopping, what % share goes on your MAIN food shopping?

Not those that said 'Don't know / varies' at Q06

1 - 10%	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
11 - 20%	1.7%	13	0.0%	0	2.8%	5	1.3%	1	0.0%	0	1.7%	1	0.0%	0	2.7%	1	2.8%	5
21 - 30%	1.0%	8	0.0%	0	2.5%	4	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.5%	0	1.1%	2
31 - 40%	1.3%	10	2.7%	2	0.0%	0	1.2%	1	1.4%	1	0.0%	0	1.7%	1	1.1%	1	2.0%	4
41 - 50%	4.3%	33	7.6%	7	4.0%	7	0.6%	0	4.0%	3	2.3%	1	1.2%	1	4.1%	2	5.8%	11
51 - 60%	6.6%	50	8.3%	7	4.3%	7	4.2%	3	11.3%	9	2.4%	1	6.3%	3	5.5%	3	8.2%	16
61 - 70%	10.8%	83	18.4%	16	7.2%	12	9.1%	6	9.2%	7	10.8%	7	9.1%	5	8.1%	4	12.9%	25
71 - 80%	23.6%	181	14.8%	13	21.8%	37	28.9%	20	28.5%	23	21.9%	13	22.8%	12	16.0%	8	27.9%	55
81 - 90%	13.3%	102	7.2%	6	12.8%	22	15.5%	11	18.3%	15	17.6%	11	15.0%	8	17.8%	9	10.8%	21
91 - 99%	2.5%	19	0.0%	0	3.8%	6	4.4%	3	1.2%	1	2.0%	1	2.6%	1	6.0%	3	1.7%	3
100% (Don't do top-up shopping)	24.1%	185	32.7%	29	25.1%	43	25.2%	18	17.6%	14	33.5%	20	26.6%	14	23.6%	12	18.4%	36
(Don't know / varies)	10.1%	78	7.7%	7	15.6%	27	6.5%	5	8.6%	7	7.1%	4	11.4%	6	12.8%	6	8.4%	17
(Refused)	0.4%	3	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Mean:	80.13	80.08	80.63	82.31	80.30	85.29	83.98	80.04	76.36									
Weighted base:	768	88	170	70	80	60	53	50	197									
Sample:	769	91	100	97	98	97	94	97	95									

Q09 Have you changed or do you intend to change any of your FOOD and/or NON-FOOD shopping habits as a result of cost of living crisis (e.g. rising inflation and rising energy prices)?

Yes	46.7%	377	40.5%	39	48.6%	87	46.9%	34	48.1%	39	38.6%	24	49.4%	28	53.9%	28	47.3%	99
No	53.3%	431	59.5%	58	51.4%	92	53.1%	38	51.9%	42	61.4%	39	50.6%	28	46.1%	24	52.7%	110
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100										

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 How have your FOOD and/or NON-FOOD shopping habits changed or are likely to change as a result of the cost of living crisis? [MR]																		
<i>Those that said 'Yes' at Q09</i>																		
Shop more at discount foodstores such as Aldi and Lidl.	27.2%	103	16.6%	6	31.3%	27	15.6%	5	25.6%	10	19.3%	5	20.3%	6	36.3%	10	33.9%	34
Spend less on non-essential / luxury food items	23.1%	87	15.6%	6	24.0%	21	35.4%	12	19.8%	8	17.2%	4	25.7%	7	24.9%	7	22.6%	22
Spend more on discounted food items	22.7%	86	24.8%	10	24.6%	21	18.4%	6	15.2%	6	32.9%	8	25.5%	7	16.2%	4	23.1%	23
Spend less in general on food items	15.6%	59	9.8%	4	20.0%	17	20.6%	7	15.0%	6	16.8%	4	15.9%	4	8.8%	2	14.1%	14
Spend less on non-essential / luxury non-food items	11.6%	44	14.5%	6	21.7%	19	12.8%	4	6.7%	3	7.9%	2	3.6%	1	4.2%	1	8.5%	8
Carry out more bulk food shopping	8.8%	33	5.8%	2	4.5%	4	4.2%	1	11.9%	5	4.9%	1	7.3%	2	2.2%	1	17.2%	17
Spend less in general on non-food items	8.2%	31	13.8%	5	12.6%	11	8.8%	3	4.5%	2	3.2%	1	14.7%	4	6.1%	2	3.3%	3
Shop less online for food shopping	7.5%	28	9.4%	4	17.0%	15	0.0%	0	0.0%	0	7.7%	2	4.0%	1	11.8%	3	3.6%	4
Shop more online for food shopping	7.5%	28	14.7%	6	7.5%	7	3.0%	1	5.4%	2	0.0%	0	4.5%	1	4.2%	1	10.6%	10
Shop less at larger foodstores	6.9%	26	12.5%	5	3.2%	3	0.0%	0	2.9%	1	4.9%	1	8.4%	2	11.4%	3	10.6%	10
Shop less at local convenience stores	6.5%	24	0.0%	0	7.1%	6	0.0%	0	0.0%	0	8.4%	2	0.0%	0	6.6%	2	14.4%	14
Shop more at larger foodstores	6.1%	23	6.2%	2	2.3%	2	1.3%	0	8.5%	3	0.0%	0	3.3%	1	11.2%	3	11.0%	11
Buying more own-brand labels	5.0%	19	4.3%	2	5.8%	5	0.0%	0	19.1%	7	3.6%	1	1.2%	0	0.0%	0	3.5%	3
Spend more on discounted non-food items	4.0%	15	13.5%	5	4.5%	4	4.0%	1	4.9%	2	0.0%	0	6.6%	2	3.1%	1	0.0%	0
Shop more at frozen foodstores such as Farmfoods and Iceland	3.3%	13	9.8%	4	2.6%	2	0.0%	0	4.5%	2	1.5%	0	6.7%	2	0.0%	0	2.5%	3
More careful about what I buy	3.0%	11	1.3%	1	0.9%	1	0.0%	0	4.0%	2	3.6%	1	3.7%	1	0.0%	0	6.7%	7
Used different physical shops for main food shopping	2.2%	8	3.1%	1	2.3%	2	6.9%	2	2.9%	1	3.6%	1	0.0%	0	3.1%	1	0.0%	0
Using a meal planner	2.1%	8	0.0%	0	5.4%	5	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	2.5%	3
Shop more at local convenience stores	2.1%	8	0.0%	0	2.3%	2	3.0%	1	0.0%	0	0.0%	0	2.8%	1	14.5%	4	0.0%	0
Used different physical shops for top-up food shopping	2.0%	7	6.2%	2	2.3%	2	0.0%	0	3.9%	2	0.0%	0	2.8%	1	2.6%	1	0.0%	0
Shop more at discount shops for non-food items	1.9%	7	4.3%	2	0.0%	0	0.0%	0	3.6%	1	4.9%	1	2.5%	1	0.0%	0	2.3%	2
Shop more online for non-food shopping	1.9%	7	0.0%	0	4.5%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0
Spending less in general on everything	1.8%	7	0.0%	0	2.3%	2	4.0%	1	0.0%	0	4.7%	1	4.0%	1	0.0%	0	1.1%	1
Carry out more basket / top-up food shopping	1.5%	6	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	2.5%	3
Shopping around / price checking	1.4%	5	2.8%	1	0.9%	1	1.3%	0	2.9%	1	0.0%	0	2.5%	1	0.0%	0	1.1%	1
Using offers more often	1.0%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Stick to a shopping list	1.0%	4	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.6%	1	0.0%	0
Reducing food waste	0.9%	3	0.0%	0	0.0%	0	0.0%	0	6.2%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Shop more where I work because I get a staff discount	0.6%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less meat	0.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying less alcohol	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying more ready meals	0.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using food banks	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Being greener / fixing items more	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Shop less online for non-food shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Shop more locally for non-food shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shop more at a specific store for food items: Lidl, High Street, Hornchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Shop more at a specific store for food items: Asda, Eastgate Shopping Centre, Basildon	0.1% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.5% 0	0.0% 0	0.0% 0
Keeping track of spending (Don't know)	0.1% 0 0.8% 3	0.0% 0 0.0% 0	0.0% 0 0.0% 0	0.0% 0 5.5% 2	0.0% 0 0.0% 0	0.0% 0 4.9% 1	0.0% 0 1.2% 0	0.0% 0 0.0% 0	0.0% 0 0.0% 0
Weighted base:	377	39	87	34	39	24	28	28	99
Sample:	339	37	51	40	42	32	46	46	45

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 Where do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear EXCLUDING sports clothing and sports footwear?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Aldi, London Road, Grays , RM17 5YB	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.8%	20	3.4%	2	12.9%	12	1.1%	0	3.8%	1	5.0%	2	3.5%	1	0.0%	0	1.0%	1
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.7%	3	3.3%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Brentwood, CM14 4RH	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	10.0%	3	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.8%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.7%	7	3.3%	2	0.9%	1	4.7%	2	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	2.9%	3
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.4%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	1.5%	6	1.0%	1	2.8%	3	6.0%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.9%	16	8.5%	4	4.1%	4	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	5.2%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.4%	2	1.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	24.2%	99	29.9%	15	40.1%	39	9.2%	3	9.3%	3	14.6%	6	2.5%	1	8.8%	2	30.1%	30
Billericay Town Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Brentwood Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	8.6%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Central London / West End	0.6%	2	1.0%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	4.1%	17	2.2%	1	0.0%	0	2.3%	1	15.2%	5	0.0%	0	5.0%	1	20.2%	5	3.3%	3
Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	2.5%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	10.1%	41	8.7%	4	5.9%	6	8.2%	3	2.9%	1	34.7%	13	22.7%	6	0.0%	0	7.8%	8
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.6%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.0%	0	1.2%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	3.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	15.5%	16
Stratford, London / Westfield Stratford City	0.3%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Upminster Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	2	0.0%	0	0.0%	0
Wickford Town Centre	2.3%	10	0.0%	0	0.0%	0	19.7%	7	0.0%	0	0.0%	0	0.0%	0	8.8%	2	0.0%	0
IKEA, Lakeside Retail Park,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0

Column %ges.

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Heron Way, Grays, RM20 3WJ																		
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	9.2%	38	10.7%	5	3.5%	3	16.0%	6	27.1%	9	9.9%	4	2.7%	1	16.1%	4	5.0%	5
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	1.5%	6	1.0%	1	3.2%	3	0.0%	0	4.1%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	14.5%	59	9.7%	5	19.4%	19	14.4%	5	10.6%	4	22.6%	9	16.9%	4	6.4%	2	12.0%	12
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	2.0%	8	0.0%	0	0.0%	0	1.1%	0	4.5%	2	3.2%	1	2.7%	1	8.0%	2	2.2%	2
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.9%	8	5.6%	3	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Designer Outlet Ashford, Kimberley Way, Ashford, TN24 0SD	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.4%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	407																	
Sample:	435	50	96	38	34	38	26	25	101									
		49	58	57	47	65	58	48	53									

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Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?																		
<i>Excl. Nulls & SFT</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	4.5%	3	3.8%	1	9.1%	2	0.0%	0	16.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	4.2%	3	3.8%	1	11.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.6%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	3
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.6%	0	0.0%	0	0.0%	0	6.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	2.7%	2	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	33.7%	25	51.6%	7	44.6%	9	20.0%	1	23.8%	1	31.8%	1	0.0%	0	18.0%	1	27.9%	5
Billericay Town Centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	21.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	3.3%	2	0.0%	0	0.0%	0	13.6%	1	15.2%	1	0.0%	0	12.2%	0	4.0%	0	0.0%	0
Corringham Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0
Laindon Town Centre	2.7%	2	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	2.7%	2	0.0%	0	0.0%	0	6.4%	0	0.0%	0	52.4%	1	12.2%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	3.8%	3	20.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1	0.0%	0
Wickford Town Centre	5.6%	4	0.0%	0	0.0%	0	33.6%	2	16.2%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	1.7%	1	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.9%	4	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0	0.0%	0	9.5%	1	15.5%	3
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	11.7%	9	0.0%	0	14.1%	3	13.6%	1	0.0%	0	0.0%	0	34.1%	1	0.0%	0	24.6%	4
Airport Retail Park, Rochford Road, Southend-on-Sea	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.2%	1	0.0%	0	0.0%	0
Aldi, Parkway, Chelmsford, CM2 7FS	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0
Colchester Town Centre	1.9%	1	10.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2
Weighted base:		73		13		19		7		6		2		3		6		16
Sample:		70		13		10		10		8		4		5		13		7

Column %ges.

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13 Where do you do most of your household's shopping for DOMESTIC electrical goods including small domestic electrical appliances such as irons, kettles, fans, coffee makers, food mixers and large white goods e.g. fridges, freezers, dishwashers etc?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.5%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	8.9%	29	9.2%	4	27.5%	23	0.0%	0	0.0%	0	4.9%	2	1.3%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.2%	7	0.0%	0	6.1%	5	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	1.7%	6	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	6.7%	4
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.1%	10	5.5%	3	6.1%	5	4.0%	1	0.0%	0	2.4%	1	0.0%	0	1.6%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	2.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	9
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.5%	2	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	3.8%	1	1.6%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.9%	3	1.1%	1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.4%	18	16.2%	8	6.1%	5	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	6.0%	4
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.9%	3	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Basildon Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	1	1.1%	0	0.0%	0	1.6%	0	0.0%	0
Brentwood Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	6	0.0%	0	0.0%	0
Canvey Island Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Chelmsford City Centre	2.9%	9	0.0%	0	0.0%	0	2.7%	1	10.5%	3	0.0%	0	1.3%	0	16.7%	3	3.8%	2
Corringham Town Centre	3.0%	10	2.3%	1	0.0%	0	0.0%	0	0.0%	0	27.7%	9	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Romford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Stanford-le-Hope Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3AF																		
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	2.2%	7	4.7%	2	0.0%	0	1.3%	0	6.1%	2	2.4%	1	1.3%	0	9.0%	1	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	40.0%	131	51.5%	24	43.8%	36	65.6%	21	60.6%	19	12.2%	4	14.3%	4	43.7%	7	26.6%	16
Pitsea Retail Park, High Road, Pitsea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	7.9%	26	0.0%	0	2.4%	2	5.7%	2	3.2%	1	33.0%	11	28.2%	7	0.0%	0	5.5%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.5%	2	0.0%	0	0.0%	0	1.3%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	3.0%	10	0.0%	0	2.8%	2	0.0%	0	3.6%	1	0.0%	0	5.4%	1	0.0%	0	8.4%	5
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
Rugby Town Centre	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stellisons Electrical, London Road, Benfleet, SS7 1AA	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	3.8%	2
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.6%	0	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Trading Park, Warley Street, Great Warley, RM14 3PJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
West Mersea Village Centre	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	327		47		83		32		31		32		26		16		60	
Sample:	360		49		51		46		41		54		50		36		33	

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q14 Where do you do most of your household's shopping for OTHER electrical goods such as TV's, computers, cameras, kindles, ipads, phones, radios, etc?																		
<i>Excl. Nulls & SFT</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	1.6%	5	3.5%	2	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.7%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.7%	2	0.0%	0	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	3.9%	13	14.1%	7	3.8%	3	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.6%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	3.8%	12	2.5%	1	8.9%	7	1.6%	0	3.2%	1	9.1%	3	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	2.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	4	4.0%	1	5.5%	3
Canvey Island Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Central London / West End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Chelmsford City Centre	3.1%	10	0.0%	0	0.0%	0	6.5%	2	9.2%	3	0.0%	0	1.2%	0	7.3%	2	5.2%	3
Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.2%	4	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Rayleigh Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Romford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.4%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.0%	13	2.1%	1	6.8%	5	0.0%	0	5.3%	2	6.7%	2	2.4%	1	5.4%	1	1.7%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	50.9%	165	70.3%	33	63.4%	46	73.2%	19	63.3%	22	25.0%	8	12.3%	3	55.0%	11	34.1%	21
Pitsea Retail Park, High Road, Pitsea	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	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	12.4%	40	3.3%	2	4.6%	3	5.1%	1	2.9%	1	47.2%	15	40.8%	11	6.0%	1	8.6%	5
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.6%	2	0.0%	0	0.0%	0	1.6%	0	3.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Aldi, Springfield Road,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Chelmsford, CM2 6AP																		
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	1.6%	5	0.0%	0	1.1%	1	0.0%	0	2.7%	1	6.1%	2	5.2%	1	0.0%	0	0.0%	0
Canary Wharf Shopping Centre, Canada Square, London, E14 5AB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Costco, West Thurrock Way, Grays, RM20 3WY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Currys, Eastern Avenue West, Romford, RM7 7JN	4.1%	13	0.0%	0	2.7%	2	0.0%	0	3.2%	1	0.0%	0	8.0%	2	0.0%	0	12.6%	8
Gadget Geeks, High Road, South Benfleet, Benfleet, SS7 5HB	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3
Gidea Park Local Centre, Romford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Hornchurch Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
West Mersea Village Centre	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	325		47	73	26	35	32	27					21				63	
Sample:	356		51	46	37	48	51	49					41				33	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?									
<i>Excl. Nulls & SFT</i>									
Aldi, The Broadway, Wickford, SS11 7AJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	3.4%	8	16.2%	6	0.0%	0	0.0%	0	0.0%
Asda, Pippis Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	0.8%	2	3.1%	1	0.0%	0	1.8%	0	1.8%
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.0%	2	4.0%	1	0.0%	0	1.8%	0	1.8%
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	3.3%	8	1.4%	1	11.6%	5	7.3%	2	0.0%
Tesco Extra, Pitsea, Basildon, SS13 3JU	7.7%	18	17.1%	6	7.7%	4	0.0%	0	0.0%
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	3.7%	9	1.4%	1	14.4%	7	0.0%	0	0.0%
Basildon Town Centre	18.3%	43	33.9%	12	53.8%	25	3.7%	1	1.8%
Billericay Town Centre	7.8%	18	0.0%	0	0.0%	0	0.0%	0	54.4%
Brentwood Town Centre	5.0%	12	0.0%	0	0.0%	0	0.0%	0	11.2%
Canvey Island Town Centre	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	0.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%
Chelmsford City Centre	5.0%	12	0.0%	0	0.0%	0	3.5%	1	19.6%
Corringham Town Centre	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	2.7%	6	0.0%	0	0.0%	0	1.8%	0	0.0%
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.2%	3	8.4%	3	0.0%	0	0.0%	0	0.0%
Rayleigh Town Centre	4.0%	10	0.0%	0	4.2%	2	0.0%	0	0.0%
Romford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Benfleet Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Southend-on-Sea Town Centre	3.7%	9	0.0%	0	4.9%	2	0.0%	0	0.0%
Stanford-le-Hope Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Upminster Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickford Town Centre	10.3%	24	0.0%	0	1.7%	1	62.8%	15	1.8%
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	1.9%	5	0.0%	0	0.0%	0	4.2%	1	1.8%
Pitsea Retail Park, High Road, Pitsea	0.7%	2	4.8%	2	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	3.4%	8	0.0%	0	0.0%	0	7.9%	2	0.0%

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lakes																		
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Colchester Town Centre	0.6%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Butneys, Basildon, SS14 2DG	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Felmores End Shopping Centre, Basildon	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Gatwick Airport, Horley, Gatwick, RH6 0NP	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.4%	1	1.4%	1	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.4%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	236	35		47		24		26		24		21		17		42		
Sample:	289	41		28		38		36		44		42		35		25		

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.1%	14	5.5%	2	12.8%	8	1.9%	0	8.5%	2	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	2.1%	6	2.7%	1	3.2%	2	0.0%	0	9.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.8%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Southend-on-Sea, SS1 1JS	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	3.1%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.7%	5	9.0%	4	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.8%	8	1.3%	1	0.0%	0	14.1%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	1	5.1%	3
Tesco Extra, Pitsea, Basildon, SS13 3JU	4.7%	13	13.5%	5	5.9%	4	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	3.9%	2
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.2%	3	0.0%	0	2.9%	2	0.0%	0	0.0%	0	3.3%	1	3.5%	1	0.0%	0	0.0%	0
Basildon Town Centre	14.8%	40	24.4%	10	40.1%	24	4.0%	1	1.7%	0	13.5%	3	3.3%	1	4.4%	1	0.0%	0
Billericay Town Centre	2.8%	8	0.0%	0	0.0%	0	0.0%	0	22.2%	6	0.0%	0	1.6%	0	5.9%	1	0.0%	0
Brentwood Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	3	0.0%	0	0.0%	0
Canvey Island Town Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	6.2%	4
Central London / West End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Chelmsford City Centre	1.3%	4	1.3%	1	0.0%	0	0.0%	0	5.8%	2	0.0%	0	1.6%	0	5.6%	1	0.0%	0
Corringham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	3	3.3%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.9%	5	4.8%	2	0.0%	0	4.0%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	1.8%	1
Rayleigh Town Centre	4.9%	13	3.0%	1	4.2%	3	8.0%	2	5.8%	2	3.5%	1	0.0%	0	0.0%	0	9.2%	5
Romford Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	3.5%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Stanford-le-Hope Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	1	0.0%	0	0.0%	0
Wickford Town Centre	2.7%	7	0.0%	0	0.0%	0	19.6%	4	0.0%	0	0.0%	0	0.0%	0	13.9%	3	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
3AF																		
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	3.5%	9	0.0%	0	4.4%	3	12.5%	3	3.5%	1	0.0%	0	0.0%	0	9.8%	2	1.8%	1
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	6.9%	19	11.9%	5	5.6%	3	4.5%	1	15.4%	4	4.5%	1	5.4%	1	16.7%	3	0.0%	0
Pitsea Retail Park, High Road, Pitsea	4.1%	11	8.4%	3	5.8%	4	1.9%	0	0.0%	0	12.7%	3	0.0%	0	0.0%	0	1.8%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	6.2%	17	3.6%	1	5.6%	3	5.9%	1	1.7%	0	12.1%	3	14.5%	3	11.3%	2	3.9%	2
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Hazelmere, Pitsea, SS13 3JY	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester Town Centre	0.6%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Crays Hill Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Old Market Retail Park, High Road, Basildon, SS13 3BY	0.8%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.8%	1
Orsett Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Pelican Retail Park, Claydons Lane, Rayleigh, SS6 7UP	4.9%	13	0.0%	0	0.0%	0	12.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	10
Rom Valley Retail Park, Rom Valley Way, Romford, RM7 0AN	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	3	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	1.0%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wagtails, High Road, South Benfleet, Benfleet, SS7 5HA	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	5.4%	14	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.3%	13
Whitesbridge Farm Industrial	0.6%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Estate, Crays Hill, Billericay, CM11 2UL									
Weighted base:	270	40	61	23	27	22	20	20	57
Sample:	273	38	35	30	31	36	36	38	29

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.7%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	5.7%	19	6.4%	2	12.6%	8	3.4%	1	1.1%	0	3.5%	1	0.0%	0	4.1%	1	7.7%	5
Billericay Town Centre	2.8%	9	0.0%	0	0.0%	0	0.0%	0	15.1%	6	0.0%	0	0.0%	0	11.3%	3	0.0%	0
Brentwood Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.1%	1	0.0%	0
Canvey Island Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4
Central London / West End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	3.2%	11	0.0%	0	0.0%	0	2.2%	1	9.4%	4	0.0%	0	10.7%	3	10.2%	3	0.0%	0
Corringham Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.4%	1	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.7%	6	12.2%	4	1.3%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	2.1%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7
Romford Town Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Stanford-le-Hope Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	3.7%	12	0.0%	0	1.3%	1	0.0%	0	4.7%	2	6.0%	2	20.6%	6	5.6%	2	0.0%	0
Wickford Town Centre	5.8%	19	0.0%	0	1.3%	1	37.1%	15	0.0%	0	0.0%	0	0.0%	0	13.8%	4	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
B&Q, Pippys Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.9%	3	0.0%	0	3.2%	2	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	1.0%	3	0.0%	0	0.0%	0	3.6%	1	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Stadium Way, Rayleigh, SS7 3NT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	8.8%	29	6.4%	2	10.1%	6	5.9%	2	3.7%	2	3.3%	1	8.2%	2	0.0%	0	20.5%	13
Wickes, Rat Lane, Rayleigh, SS6 7TS	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Wickes, Brook Street, Brentwood, CM14 5LX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.1%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	7.2%	24	10.6%	4	5.1%	3	14.8%	6	13.7%	6	5.8%	2	1.1%	0	0.0%	0	5.1%	3
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx,	20.4%	68	44.5%	16	32.1%	20	19.1%	8	22.0%	9	11.2%	3	7.0%	2	19.5%	5	7.1%	5

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Halfords, Carpet Right, Currys)																		
Pitsea Retail Park, High Road, Pitsea	1.0%	3	0.0%	0	3.7%	2	0.0%	0	0.0%	0	2.8%	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	15.2%	50	5.7%	2	17.1%	10	6.9%	3	13.8%	6	35.3%	11	9.7%	3	15.9%	4	17.0%	11
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Riverside Retail Park, Victoria Road, Chelmsford	0.4%	1	0.0%	0	0.0%	0	2.3%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Affordable Carpets, Daneholes Roundabout, Grays, RM16 2XE	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Brook Road Industrial Estate, Rayleigh, SS6 7X	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Burnt Mills Industrial Estate, Basildon, SS13 1EU	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Carpets, Roneo Corner, Hornchurch, RM12 4TQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
Cranham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Dedham Village Centre	0.4%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Eastern Avenue West, Romford, RM7 7JN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Gallows Corner Retail Park, Colchester Road, Romford (Next, Argos, Furniture Village)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
HSL, Eastwood Road, Rayleigh, SS6 7LF	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
LTC, Cranes Farm Road, Basildon, SS14 3JL	0.5%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Marks & Spencer, Lakeside Shopping Centre, Grays, RM20 2ZQ	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Industrial Park, Stanford Road, Orsett, RM16 3BX	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Stadium Trading Estate, Stadium Way, Benfleet, SS7 3NZ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.9%	0	4.5%	3
Vange Local Centre, Basildon	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Weir Retail Park, Phoenix Way, Rayleigh, SS7 3NU	0.3% 1	0.0% 0	0.0% 0	2.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Westmayne Industrial Park, Bramston Way, Laindon, SS15 6TP	0.2% 1	1.4% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	331	36	61	40	42	31	29	27	65
Sample:	365	35	39	52	53	47	50	53	36

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?																		
<i>Excl. Nulls & SFT</i>																		
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	0.6%	3	1.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Hadleigh, SS7 2DE	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	1	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Basildon Town Centre	2.4%	13	4.3%	3	8.6%	9	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Billericay Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Brentwood Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5
Chelmsford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Corringham Town Centre	1.0%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	7.3%	3	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	0.4%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.3%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.6%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Romford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Upminster Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Wickford Town Centre	0.8%	4	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	2.5%	14	0.8%	1	0.0%	0	0.0%	0	2.0%	1	8.8%	4	10.4%	4	0.0%	0	2.7%	3
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	41.2%	223	42.6%	28	48.7%	50	55.7%	29	75.9%	50	18.6%	8	15.2%	6	55.4%	21	23.2%	30
B&Q, Roneo Corner, Hornchurch Road, Romford, RM11 1PY	1.7%	9	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	19.3%	8	0.0%	0	0.0%	0
B&Q, Tangent Link, Harold Hill, Romford, RM3 8GZ	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	6	1.4%	1	0.0%	0
Homebase, London Road, Vange, Basildon, SS16 4PR	9.7%	53	18.9%	12	10.6%	11	5.4%	3	0.0%	0	45.1%	21	2.2%	1	1.4%	1	3.5%	5
Homebase, Stadium Way, Rayleigh, SS7 3NT	8.7%	47	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	34.0%	44
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.5%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wickes, Rat Lane, Rayleigh, SS6 7TS	4.8%	26	2.5%	2	0.0%	0	9.6%	5	0.0%	0	1.7%	1	0.0%	0	2.8%	1	13.8%	18
Wickes, Brook Street, Brentwood, CM14 5LX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.7%	0	0.0%	0
MAYFLOWER Retail Park,	1.8%	10	3.1%	2	2.7%	3	2.5%	1	3.8%	3	1.7%	1	0.8%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Gardiners Link, Basildon (EXCLUDING Tesco Extra)																		
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	5.2%	28	4.0%	3	15.2%	15	4.0%	2	7.2%	5	0.0%	0	4.5%	2	2.8%	1	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.7%	4	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	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	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.3%	1	2.2%	1	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	1.9%	10	0.0%	0	4.4%	4	0.8%	0	2.2%	1	0.0%	0	2.6%	1	4.2%	2	0.8%	1
A.E. Harnett & Sons, Greenacre Lane, Stock, CM4 9QF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Abercorn Plant & Garden Centre, Beehive Lane, Great Baddow, CM2 8LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alton Garden Centre, Arterial Road, Wickford, SS12 9JG	0.5%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.8%	1
B&M, Hazelmere, Pitsea, SS13 3JY	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Northwick Road, Canvey Island, SS8 0EJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
B&Q, Fossetts Way, Southend-on-Sea, SS2 4DQ	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5
B&Q, Homelands Retail Park, Springfield, Chelmsford, CM2 5PX	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Basildon Garden & Mower Centre, Nevendon Road, Basildon, SS13 1BS	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluehouse Farm Retail Centre, London Road, Pitsea, SS13 2BY	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Garden Centre, Vicarage Close, Brentwood, CM14 5GR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Cherry Lane Garden Centre, High Street, Long Melford, CO10 9DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Colchester Town Centre	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hockley Market Garden Centre, Lower Road, Ashingdon, SS5 5JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Homebase, Waterhouse Lane, Chelmsford, CM1 2QX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hunters Chase Garden Centre, Hunters Chase, Hutton, CM13 1SN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Hutton Industrial Estate, Tallon Road, Hutton, CM13 1TF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Interior Decor, High Road, South Benfleet, Benfleet,	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
SS7 5HB																		
Little Lodge Garden Centre, High Road, Fobbing, SS17 9HN	0.5%	3	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perrywood Garden Centre, Kelvedon Road, Tiptree, CO5 9SX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Pitsea Market, Northlands Pavement, Pitsea, SS13 3DU	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Arterial Park, Rayleigh, SS6 7NG	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Tallon Road, Brentwood, CM13 1TN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	1.2%	7	0.0%	0	1.7%	2	3.3%	2	0.7%	0	2.7%	1	0.0%	0	0.7%	0	0.8%	1
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.5%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Thurrock Garden Centre, South Road, South Ockendon, RM15 6DU	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0
Yardley Business Park, Luckyn Lane, Basildon, Essex, SS14 3GL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	542	66		102		53		66		46		42		38				129
Sample:	562	72		59		72		78		70		74		74				63

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.8%	4	0.0%	0	0.7%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.7%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	1.0%	5	4.7%	3	0.0%	0	0.0%	0	0.9%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	6.4%	32	13.3%	9	15.0%	18	0.9%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	2.4%	3
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	3.6%	18	1.6%	1	6.5%	8	0.0%	0	9.4%	5	1.6%	1	0.0%	0	2.4%	1	2.8%	3
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.9%	5	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.8%	3
Asda, Thurrock Park Way, Tilbury, RM18 7HJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.6%	3	1.5%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6
Morrisons, Northwick Road, Canvey Island, SS8 0SW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.5%	18	14.9%	10	1.6%	2	7.8%	4	0.9%	0	0.8%	0	0.0%	0	3.0%	1	0.0%	0
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	2.3%	11	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	11
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	3.2%	16	1.5%	1	0.7%	1	17.1%	8	2.3%	1	0.0%	0	0.0%	0	9.8%	3	2.2%	2
Tesco Extra, Pitsea, Basildon, SS13 3JU	7.3%	37	21.1%	15	4.9%	6	3.0%	1	0.9%	0	21.1%	10	0.0%	0	0.0%	0	4.3%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	3.6%	18	0.7%	1	11.6%	14	0.0%	0	0.0%	0	1.6%	1	8.6%	3	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	1.4%	7	0.0%	0	0.0%	0	0.0%	0	9.8%	5	0.0%	0	0.9%	0	5.4%	2	0.0%	0
Basildon Town Centre	11.6%	59	25.8%	18	28.6%	35	1.9%	1	0.9%	0	4.7%	2	3.4%	1	1.6%	1	1.0%	1
Billericay Town Centre	6.1%	31	0.0%	0	0.0%	0	0.0%	0	52.2%	26	0.0%	0	0.0%	0	15.2%	5	0.0%	0
Brentwood Town Centre	2.4%	12	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	23.7%	9	2.3%	1	0.0%	0
Canvey Island Town Centre	2.4%	12	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	10
Central London / West End	1.1%	5	0.0%	0	3.7%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	1.2%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.8%	1	6.3%	2	2.2%	2
Corringham Town Centre	4.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.2%	21	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.8%	1	0.0%	0	1.0%	1
Pitsea Town Centre (EXCLUDING Tesco Extra)	0.9%	5	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8								
Rayleigh Town Centre	3.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	19
South Benfleet Town Centre	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	8
Southend-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Stanford-le-Hope Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	10	0.0%	0	0.0%	0
Wickford Town Centre	6.0%	30	0.0%	0	2.2%	3	42.7%	19	0.9%	0	0.0%	0	0.0%	0	19.6%	7	1.0%	1
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	7.6%	39	4.9%	3	12.8%	15	10.7%	5	12.0%	6	0.0%	0	0.0%	0	8.8%	3	5.8%	6
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	1.4%	7	4.0%	3	0.7%	1	3.0%	1	1.9%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	1.1%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.3%	2	1.9%	1	0.0%	0	2.2%	2
Airport Retail Park, Rochford Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canvey Retail Park, Roscommon Way, Canvey Island, SS8 0EJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Colchester Town Centre	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Great Yarmouth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hornchurch Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Lidl, Mayflower Retail Park, Basildon, SS14 3HZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.3%	1	0.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Knightswick Centre, Canvey Island, SS8 7AD	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
Shotgate Village Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Benfleet, SS7 5TH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.7%	0	0.0%	0
Tesco Extra, Prince Avenue, Southend, SS0 0JP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	1
Tesco Superstore, Princes Road, Chelmsford, CM2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	4.0%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
9XW																		
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Weighted base:	509	70	121	45	50	48	36	35	104									
Sample:	555	75	75	64	65	79	72	69	56									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).																		
<i>Excl. Nulls & SFT</i>																		
Aldi, The Broadway, Wickford, SS11 7AJ	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Aldi, Rushbottom Lane, Benfleet, SS7 4BX	0.7%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Aldi, Northlands Pavement, Pitsea, Basildon, SS13 3DU	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	5.5%	33	13.1%	10	16.5%	22	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Asda, Pipp's Hill Retail Park, Miles Grey Road, Basildon, SS14 3AF	3.3%	19	1.5%	1	5.6%	8	0.7%	0	6.0%	4	1.5%	1	0.0%	0	0.0%	0	4.2%	5
Asda, Rawreth Lane, Rayleigh, SS6 9RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, Manor Road, Laindon, Basildon, SS15 6PA	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.5%	3	0.7%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, London Road, Hadleigh, SS7 2RB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Northwick Road, Canvey Island, SS8 0SW	1.2%	7	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6
Morrisons, St. Johns Way, Corringham, Stanford-le-Hope, SS17 7LL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	3.1%	1	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	3.0%	18	7.9%	6	1.5%	2	3.7%	2	4.5%	3	0.0%	0	0.0%	0	2.8%	1	2.7%	4
Sainsbury's Superstore, Howard Road, Chafford Hundred, RM16 6YJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.8%	5	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0	0.0%	0
Tesco Extra, Cygnet View, Lakeside, Grays, RM20 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.0%	12	0.7%	1	0.0%	0	9.6%	6	3.7%	3	0.0%	0	0.9%	0	6.2%	2	0.0%	0
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.3%	32	16.3%	12	7.9%	11	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	4.0%	5
Tesco Superstore, Mandeville Way, Laindon, Basildon, SS15 6TJ	1.9%	11	0.7%	1	5.7%	8	0.0%	0	0.0%	0	1.5%	1	6.9%	2	0.0%	0	0.0%	0
Waitrose, High Street, Billericay, CM12 9BY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Basildon Town Centre	9.0%	53	22.2%	16	22.7%	31	3.3%	2	0.0%	0	2.9%	2	3.5%	1	1.8%	1	0.8%	1
Billericay Town Centre	10.5%	63	0.0%	0	2.3%	3	0.0%	0	68.9%	47	0.0%	0	2.6%	1	28.9%	11	0.0%	0
Brentwood Town Centre	2.4%	14	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	24.1%	9	1.4%	1	0.0%	0
Canvey Island Town Centre	3.9%	23	1.7%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	19
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Chelmsford City Centre	0.8%	5	0.0%	0	0.0%	0	1.5%	1	0.7%	0	0.0%	0	0.0%	0	2.8%	1	1.7%	2
Corringham Town Centre	5.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.7%	30	0.0%	0	0.0%	0	0.0%	0
Grays Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	2.1%	13	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	12
Ilford Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Ingatestone Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Laindon Town Centre	2.6%	15	2.3%	2	10.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.7%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Pitsea Town Centre (EXCLUDING Tesco Extra)	3.8%	23	19.4%	14	1.7%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	4.0%	5
Rayleigh Town Centre	3.6%	21	0.0%	0	1.5%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	19
South Benfleet Town Centre	2.5%	15	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	14
South Ockendon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Stanford-le-Hope Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	6	0.0%	0	0.0%	0
Wickford Town Centre	7.9%	47	0.0%	0	2.0%	3	51.4%	32	1.4%	1	0.0%	0	0.0%	0	30.1%	12	0.0%	0
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.6%	28	0.0%	0	7.0%	9	8.8%	5	4.9%	3	4.6%	2	0.0%	0	6.0%	2	3.5%	5
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right, Currys)	0.6%	3	2.3%	2	0.6%	1	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.5%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	1.0%	6	0.0%	0	2.0%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Homelands Retail Park, Cuton Hall Lane, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Clock Tower Retail Park, Westway, Chelmsford, CM1 3FJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Armada Centre, Drake Road, Chafford Hundred, RM16 6PS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Turner Rise, Colchester, CO4 5TU	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Benfleet Pharmacy, High Road, South Benfleet, Benfleet, SS7 5HA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Britannia Pharmacy, Timberlog Lane, Basildon, SS14 1PB	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Cross Chemist, London Road, South Benfleet, Benfleet, SS7 5SQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Elora Pharmacy, High Road, South Benfleet, Benfleet, SS7 5LN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Fryerns Local Centre, Basildon	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange Pharmacy, London Road, Rayleigh, SS6 9AX	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Great Berry Pharmacy, Nightingales, Langdon Hills, SS16 6SA	0.3%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hassengate Medical Centre, Southend Road, Stanford-le-Hope, SS17 0PH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Horndon on the Hill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hutton Local Centre, Brentwood	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	4	0.0%	0	0.0%	0
Kingswood Medical Centre, Clay Hill Road, Basildon, SS16 5AD	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee Chapel Local Centre, Basildon	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orsett Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Radford Way, Billericay, CM12 0EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's Superstore, Burnham Road, South Woodham Ferrers, Chelmsford, CM3 5QP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's Superstore, High Street, Hornchurch, RM11 1TX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Shotgate Village Centre	1.3%	8	0.0%	0	0.0%	0	12.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silva Island Way Shopping Centre, Salcott Crescent, Wickford, SS12 9NR	0.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Green, Billericay	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Front Lane, Upminster, RM14 1XL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	0	0.0%	0
Tesco Superstore, Princes Road, Chelmsford, CM2 9XW	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
The Pantiles Shopping Centre, Queens Park Avenue, Billericay, CM12 0UA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6
Thurrock Shopping Park, West Thurrock Way, West Thurrock, Grays, RM20 3LP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Vange Local Centre, Basildon	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marys Lane, Upminster, RM14 3BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
West Horndon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		595		73		134		61		68		52		36		40		130
Sample:		635		79		81		86		86		85		70		79		69

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, prams, sunglasses);																		
<i>Excl. Nulls & SFT</i>																		
Asda, Eastgate Shopping Centre, Basildon, SS14 1AE	6.2%	14	7.8%	2	24.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Pipp's Hill Retail Park, Miles Gray Road, Basildon, SS14 3AF	1.0%	2	4.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queen Elizabeth Square, South Woodham Ferrers, CM3 5SY	0.4%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Old Market Retail Park, High Road, Pitsea, SS13 3AB	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	1.7%	4	0.0%	0	5.1%	2	7.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Stadium Way, Benfleet, Rayleigh Weir, SS7 3UB	0.4%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Willam Hunter Way, Brentwood, CM14 4WQ	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0
Tesco Extra, Mayflower Retail Park, Gardiners Link, Basildon, SS14 3HZ	2.0%	5	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	1.9%	0	4.4%	1	3.4%	2
Tesco Extra, Pitsea, Basildon, SS13 3JU	5.1%	12	11.0%	3	3.7%	2	0.0%	0	0.0%	0	12.7%	2	0.0%	0	0.0%	0	6.8%	5
Basildon Town Centre	16.4%	38	32.7%	10	31.3%	14	3.7%	1	3.2%	0	14.7%	3	0.0%	0	3.8%	1	14.4%	10
Billericay Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	12.7%	2	0.0%	0	0.0%	0	6.5%	1	0.0%	0
Brentwood Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	5
Central London / West End	3.0%	7	0.0%	0	3.9%	2	0.0%	0	0.0%	0	6.4%	1	10.1%	2	13.8%	2	0.0%	0
Chelmsford City Centre	4.9%	11	0.0%	0	0.0%	0	7.4%	2	23.9%	4	0.0%	0	7.7%	1	15.4%	2	3.4%	2
Corringham Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Ingatstone Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	6.0%	14	6.8%	2	0.0%	0	1.7%	0	6.8%	1	26.9%	5	8.1%	1	3.4%	1	5.2%	3
Leigh-on-Sea Town Centre	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Pitsea Town Centre (EXCLUDING Tesco Extra)	1.5%	3	3.3%	1	0.0%	0	5.7%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5
Romford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Southend-on-Sea Town Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford-le-Hope Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	3	0.0%	0	0.0%	0
Wickford Town Centre	3.3%	8	0.0%	0	0.0%	0	25.3%	6	0.0%	0	0.0%	0	0.0%	0	9.9%	2	0.0%	0
B&Q, Lakeside Retail Park, Heron Way, West Thurrock, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
B&Q, Pipp's Hill Retail Park, Miles Gray Road, Upper Mayne, Basildon, SS14 3AF	0.8%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	4.7%	11	3.5%	1	0.0%	0	0.0%	0	6.3%	1	5.4%	1	4.0%	1	5.2%	1	9.8%	7
MAYFLOWER Retail Park, Gardiners Link, Basildon (EXCLUDING Tesco Extra)	4.2%	10	0.0%	0	5.1%	2	13.8%	3	16.8%	2	0.0%	0	0.0%	0	10.6%	2	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon (EXCLUDING Asda) (TK Maxx, Halfords, Carpet Right,	1.0%	2	4.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Currys)																		
Lakeside RETAIL parks & other stores (EXCLUDING Lakeside Shopping Centre & Tesco Extra) but INCLUDES IKEA, Costco & freestanding retail parks at Lakes	17.5%	41	12.5%	4	12.2%	5	15.2%	4	13.1%	2	16.1%	3	26.2%	5	8.3%	1	25.6%	17
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
London Road Retail Park, London Road, Southend-on-Sea	0.2%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Aldi, Springfield Road, Chelmsford, CM2 6AP	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	2.7%	6	0.0%	0	0.0%	0	0.0%	0	10.5%	2	6.4%	1	4.0%	1	3.4%	1	3.4%	2
Braintree Village Outlet Shopping Centre, Chapel Hill, Braintree, CM77 8YH	1.7%	4	0.0%	0	6.0%	3	0.0%	0	6.8%	1	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice Home & Sofa Outlet, Rayleigh Weir, Rayleigh, SS7 3NZ	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Colchester Town Centre	0.6%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricketers Retail Park, Cricketers Way, Basildon, SS13 1SA	0.9%	2	5.4%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bryant Avenue, Romford, RM3 0LL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
The Clock Tower Retail Park, Westway, Chelmsford (M&S, DFS, Furniture Village)	0.2%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Range, Northlands Pavement, Pitsea, SS13 3DU	0.2%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		234		31		45		25		15		19		18		16		66
Sample:		234		29		28		32		21		31		32		29		32

Meanscore: [Number of times per week]

Q22 How often do you or your household visit Basildon Town for shopping, leisure and accessing services?

Daily	1.3%	10	2.9%	3	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
4-6 days a week	2.4%	19	2.5%	2	7.4%	13	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
2-3 days a week	7.1%	57	14.5%	14	11.0%	20	1.9%	1	4.6%	4	3.1%	2	0.6%	0	5.9%	3	6.2%	13
One day a week	8.8%	71	23.2%	22	15.3%	27	1.2%	1	3.6%	3	12.2%	8	3.6%	2	4.8%	2	2.6%	5
Every two weeks	10.9%	88	9.9%	10	15.5%	28	10.3%	7	9.1%	7	7.7%	5	4.5%	2	5.9%	3	12.3%	26
Monthly	11.2%	91	10.4%	10	11.3%	20	11.2%	8	13.0%	11	21.9%	14	9.2%	5	6.2%	3	9.3%	20
Once every two months	8.0%	64	9.1%	9	8.7%	16	5.1%	4	5.0%	4	9.2%	6	0.6%	0	3.2%	2	11.7%	24
Three-four times a year	10.6%	85	7.2%	7	10.9%	19	10.5%	8	10.4%	9	5.2%	3	16.6%	9	11.9%	6	11.6%	24
Once a year	5.1%	41	1.6%	2	3.5%	6	10.7%	8	6.2%	5	8.6%	5	8.1%	5	7.3%	4	3.5%	7
Less often	5.3%	43	2.8%	3	2.2%	4	5.6%	4	3.0%	2	0.0%	0	4.0%	2	3.8%	2	12.2%	26
Never	28.1%	227	13.5%	13	9.2%	16	38.4%	28	44.0%	36	29.6%	19	52.8%	30	44.8%	23	30.0%	63
(Don't know / varies)	1.3%	11	2.4%	2	1.4%	2	3.2%	2	1.2%	1	2.5%	2	0.0%	0	0.0%	0	0.5%	1
Mean:		0.59		1.04		1.21		0.27		0.25		0.33		0.12		0.60		0.30
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 What is the main reason for visiting Basildon Town Centre, e.g. what is the main activity you do there?																		
<i>Not those that said 'Never' at Q22</i>																		
FOOD shopping	11.4%	66	18.8%	16	15.0%	24	7.8%	3	10.6%	5	10.5%	5	9.0%	2	23.4%	7	2.7%	4
NON-FOOD shopping	20.2%	117	8.0%	7	14.3%	23	32.7%	14	23.7%	11	32.5%	15	12.6%	3	29.5%	8	24.5%	36
Shopping in general	35.3%	205	35.2%	29	34.1%	55	32.1%	14	41.2%	19	27.1%	12	36.6%	10	17.7%	5	41.3%	60
Visiting personal services e.g. hair salon, barber, beauty salon etc	3.2%	19	3.7%	3	6.8%	11	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	2.3%	3
Visiting financial services e.g. banks, building society etc	9.3%	54	13.3%	11	10.2%	17	3.7%	2	4.1%	2	18.6%	8	0.0%	0	10.6%	3	8.1%	12
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Visit bars / pubs	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	4.8%	28	5.7%	5	3.3%	5	3.2%	1	2.1%	1	6.9%	3	10.9%	3	3.9%	1	5.8%	8
Visit leisure entertainment venues e.g. cinemas	1.9%	11	0.0%	0	1.7%	3	1.9%	1	3.5%	2	0.0%	0	5.6%	1	2.2%	1	2.4%	4
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	1.2%	7	0.0%	0	0.5%	1	1.9%	1	6.8%	3	0.0%	0	3.5%	1	4.8%	1	0.0%	0
Visit sports and fitness venues	0.7%	4	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Visit community services e.g. library, doctors, etc.	1.6%	9	4.4%	4	0.5%	1	5.3%	2	0.0%	0	1.8%	1	6.6%	2	0.0%	0	0.0%	0
Visit street market	0.7%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	1.4%	2
To meet family / friends	3.0%	18	5.2%	4	1.7%	3	1.9%	1	2.9%	1	0.0%	0	1.2%	0	0.0%	0	5.5%	8
For work / business	0.9%	5	3.0%	2	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.9%	5	0.0%	0	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.1%	6	2.7%	2	0.5%	1	0.0%	0	0.0%	0	2.6%	1	2.5%	1	4.9%	1	0.0%	0
(Don't know)	2.6%	15	0.0%	0	1.7%	3	8.4%	4	2.9%	1	0.0%	0	3.9%	1	0.0%	0	4.5%	7
Weighted base:		581		84		162		44		46		45		26		28		146
Sample:		518		84		93		59		50		72		43		49		68

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q24 What do you like about Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q22</i>																		
Close to home	18.5%	107	11.4%	10	32.0%	52	13.0%	6	20.5%	9	12.7%	6	11.2%	3	13.4%	4	12.6%	18
Easy to get to by car	10.0%	58	7.7%	6	7.9%	13	0.0%	0	11.5%	5	0.0%	0	12.9%	3	9.4%	3	18.9%	28
Good layout / compact / easy to get around	6.0%	35	4.8%	4	6.7%	11	0.0%	0	2.9%	1	1.6%	1	5.5%	1	2.2%	1	10.8%	16
Shops - good range of affordable shops	5.5%	32	1.4%	1	8.0%	13	1.0%	0	3.4%	2	0.0%	0	7.0%	2	5.0%	1	8.6%	13
Shops - good range of non-food shops generally	4.7%	27	0.6%	1	2.3%	4	3.0%	1	3.5%	2	5.0%	2	9.5%	2	2.2%	1	10.0%	15
Familiar / know where everything is	4.6%	26	5.4%	5	8.1%	13	0.0%	0	2.9%	1	3.1%	1	3.0%	1	4.7%	1	2.7%	4
Parking - it's easy to find a space	4.0%	23	3.0%	2	1.7%	3	3.0%	1	6.8%	3	3.9%	2	3.7%	1	13.2%	4	4.9%	7
Has undercover shopping	3.7%	22	0.0%	0	3.6%	6	5.3%	2	1.0%	0	3.1%	1	3.5%	1	8.4%	2	5.7%	8
Good cafés / restaurants	3.5%	20	6.0%	5	2.6%	4	0.0%	0	3.5%	2	10.0%	4	1.2%	0	6.2%	2	2.0%	3
Parking - it's free	3.5%	20	2.7%	2	2.4%	4	0.0%	0	0.0%	0	3.1%	1	3.5%	1	1.9%	1	7.7%	11
Good for a day out / makes a change	3.2%	18	3.1%	3	1.4%	2	0.0%	0	1.0%	0	0.0%	0	9.9%	3	0.0%	0	7.2%	10
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	3.0%	18	0.0%	0	5.2%	8	0.0%	0	0.0%	0	2.6%	1	6.6%	2	4.1%	1	3.4%	5
Close to work	2.9%	17	3.1%	3	5.0%	8	0.0%	0	2.5%	1	0.0%	0	0.0%	0	9.0%	3	1.7%	3
Close to friends / relatives	2.9%	17	7.7%	6	1.2%	2	0.0%	0	2.5%	1	2.0%	1	4.7%	1	0.0%	0	3.4%	5
Feel safe there / good security	2.8%	17	1.7%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	7.8%	11
Easy to get to by bus	2.7%	16	4.6%	4	2.4%	4	0.0%	0	2.5%	1	0.0%	0	1.2%	0	11.1%	3	2.4%	4
Parking - it's cheap	2.7%	16	1.4%	1	1.2%	2	1.0%	0	0.0%	0	2.3%	1	3.5%	1	5.1%	1	5.9%	9
Attractive environment / nice place	2.5%	14	7.7%	6	1.7%	3	1.0%	0	0.0%	0	2.3%	1	8.0%	2	6.0%	2	0.0%	0
You can get everything you need there	2.5%	14	4.9%	4	1.7%	3	4.1%	2	0.0%	0	0.8%	0	1.2%	0	0.0%	0	3.4%	5
Good market	2.3%	13	3.1%	3	2.3%	4	2.1%	1	0.0%	0	5.4%	2	2.7%	1	3.1%	1	1.4%	2
Shops - good range of food stores	2.0%	11	0.0%	0	2.6%	4	0.0%	0	0.0%	0	2.0%	1	1.2%	0	0.0%	0	4.0%	6
Quiet / not too busy	1.9%	11	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.8%	0	3.5%	1	0.0%	0	3.4%	5
Shops - good range of 'high street' retailers	1.7%	10	5.5%	5	1.2%	2	4.2%	2	0.0%	0	0.0%	0	3.5%	1	2.2%	1	0.0%	0
Shops - good opening hours / open on Sundays	1.7%	10	1.4%	1	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Shops - good range of clothes shops	1.4%	8	0.0%	0	2.4%	4	3.3%	1	0.0%	0	2.8%	1	6.1%	2	0.0%	0	0.0%	0
Easy to get to by tube / train	1.1%	6	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	2.0%	3
Clean streets / well maintained	1.1%	6	1.4%	1	1.4%	2	1.0%	0	2.5%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Shops - good range of quality shops	1.1%	6	1.4%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Traditional	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6
Good for financial services (e.g. banks / building societies)	1.0%	6	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0	5.1%	1	1.5%	2
Pedestrianised areas	1.0%	6	1.3%	1	1.4%	2	0.0%	0	2.9%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Shops - good range of independent shops	1.0%	6	2.9%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	7.7%	2	3.1%	1	0.0%	0
Nice atmosphere / friendly people	0.9%	5	0.0%	0	0.0%	0	1.0%	0	2.5%	1	0.0%	0	1.2%	0	2.2%	1	2.0%	3
Easy to get to by bicycle	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	1.7%	3
Shops - has a Primark store	0.8%	5	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Shops - good range of supermarkets	0.5%	3	0.0%	0	0.0%	0	3.2%	1	1.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.5%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Shops - has a HMV store	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Free parking on Sundays	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking at Asda	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.2%	1	0.0%	0
Shops - has a Hobbycraft store	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Wilko store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Shops - has a Home Bargains store	0.1% 1	0.6% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Nothing)	41.1% 239	48.9% 41	42.0% 68	62.3% 27	44.5% 20	52.7% 24	26.2% 7	31.0% 9	29.3% 43
(Don't know)	2.9% 17	7.1% 6	0.5% 1	1.9% 1	6.3% 3	8.2% 4	6.0% 2	0.9% 0	0.7% 1
Weighted base:	581	84	162	44	46	45	26	28	146
Sample:	518	84	93	59	50	72	43	49	68

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 What could be improved about Basildon Town Centre that would make you visit more often during the DAY time? [MR]																		
Shops - more / better range of non-food shops generally	13.5%	109	18.0%	17	13.9%	25	28.1%	20	8.8%	7	10.5%	7	5.2%	3	10.3%	5	12.0%	25
Less empty shops	12.7%	103	25.7%	25	15.0%	27	6.1%	4	8.5%	7	12.6%	8	7.8%	4	9.9%	5	10.8%	23
Shops - more 'high street' retailers	10.9%	88	14.6%	14	11.9%	21	22.7%	16	3.6%	3	13.7%	9	4.4%	2	5.2%	3	9.4%	20
Better security / safety	10.8%	87	12.2%	12	14.9%	27	8.8%	6	11.7%	10	0.6%	0	10.2%	6	11.4%	6	10.1%	21
Shops - more / better clothes shops	9.7%	79	6.6%	6	15.3%	27	13.0%	9	6.5%	5	9.8%	6	1.2%	1	4.3%	2	10.2%	21
Update / refurbish the shopping area	7.7%	62	12.0%	12	6.4%	11	6.7%	5	7.8%	6	15.2%	10	10.2%	6	8.3%	4	3.9%	8
Make it more attractive / nicer environment	7.2%	58	7.5%	7	9.4%	17	5.7%	4	2.7%	2	2.0%	1	7.9%	4	5.0%	3	9.2%	19
Cleaner streets / better maintained	6.8%	55	6.8%	7	6.5%	12	10.5%	7	7.9%	6	0.6%	0	3.0%	2	12.8%	7	6.9%	14
Parking - make it free	6.6%	53	1.6%	2	11.4%	20	4.7%	3	3.3%	3	7.9%	5	4.7%	3	4.3%	2	7.4%	15
Shops - more high quality shops	6.4%	51	9.1%	9	4.1%	7	10.3%	7	6.7%	5	12.6%	8	5.0%	3	6.4%	3	4.1%	8
Parking - make more spaces available	4.1%	33	2.2%	2	3.2%	6	1.9%	1	8.8%	7	4.0%	3	5.0%	3	5.7%	3	4.2%	9
Nicer atmosphere / friendlier people	4.1%	33	1.1%	1	4.8%	9	4.7%	3	3.3%	3	3.5%	2	0.0%	0	0.0%	0	7.2%	15
Shops - more independent shops	3.8%	31	9.7%	9	3.1%	6	2.9%	2	5.3%	4	6.6%	4	1.3%	1	2.1%	1	1.5%	3
Shops - more / better food shops	3.6%	29	1.8%	2	1.4%	3	4.3%	3	3.8%	3	5.2%	3	2.2%	1	6.8%	3	4.9%	10
Parking - make it cheaper	3.6%	29	2.8%	3	5.4%	10	0.0%	0	4.5%	4	4.4%	3	1.3%	1	5.4%	3	3.1%	6
Shops - more / better range of supermarkets	3.4%	27	3.5%	3	2.4%	4	2.6%	2	0.6%	0	3.6%	2	6.0%	3	2.8%	1	4.9%	10
Better market	3.1%	25	1.2%	1	3.5%	6	1.4%	1	0.0%	0	2.5%	2	4.7%	3	8.9%	5	3.8%	8
More / better cafés / restaurants	2.4%	20	2.8%	3	2.1%	4	0.6%	0	2.2%	2	1.8%	1	2.0%	1	1.1%	1	3.9%	8
Better access by car	2.4%	19	4.2%	4	1.3%	2	0.0%	0	0.0%	0	0.6%	0	1.4%	1	3.6%	2	4.7%	10
Less charity shops	2.3%	18	7.2%	7	4.4%	8	0.0%	0	3.2%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Better layout / shops closer together	2.2%	18	2.5%	2	1.3%	2	1.4%	1	3.0%	2	1.2%	1	0.0%	0	6.4%	3	2.8%	6
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.9%	15	1.6%	2	3.3%	6	0.6%	0	1.8%	1	1.6%	1	0.0%	0	1.2%	1	1.9%	4
Shops - more affordable shops	1.8%	15	6.7%	6	2.2%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	1.2%	3
Less traffic congestion	1.4%	11	0.0%	0	1.1%	2	0.0%	0	1.4%	1	0.0%	0	4.7%	3	0.0%	0	2.6%	5
Less cheap shops	1.4%	11	2.6%	2	3.2%	6	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	1.4%	11	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	3.6%	8
More / better public toilets	1.4%	11	1.8%	2	2.4%	4	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.2%	1	1.4%	3
Better disabled access	1.3%	11	0.0%	0	2.2%	4	0.0%	0	3.2%	3	0.0%	0	0.0%	0	3.6%	2	1.2%	3
Less betting shops	1.3%	11	1.5%	1	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	3
Less takeaways	1.3%	10	0.0%	0	2.4%	4	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.4%	1	1.4%	3
Better lighting	1.1%	9	0.0%	0	2.4%	4	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	3
Better access by bus	1.0%	8	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0	1.9%	4
Shops - needs a department store	0.9%	7	0.5%	1	0.5%	1	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.5%	0	1.0%	2
Shops - longer opening hours / more open on Sundays	0.9%	7	2.7%	3	1.1%	2	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.7%	5	1.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better flower displays / greenery	0.6%	5	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	0	0.0%	0
More / better seating areas	0.5%	4	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
More pedestrianised areas	0.5%	4	0.0%	0	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better access by bicycle	0.5%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Shops - needs a book store	0.4%	3	0.0%	0	1.5%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - needs a M&S store	0.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.5%	1
More road crossings	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Lower business rates	0.3%	2	1.7%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.2%	1	0.0%	0	2.3%	1	0.0%	0
Less homeless	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
More / better financial services (e.g. banks / building societies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.4%	1	0.0%	0
Improve the quality of the roads	0.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.6%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Better access by tube / train	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better enforcement of parking rules	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Install parking machines which accept both cash and card	0.1%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Make it clearer where people are allowed to park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	21.3%	172	10.7%	10	17.6%	31	20.2%	14	25.7%	21	24.9%	16	39.7%	22	28.6%	15	20.0%	42
(Don't know)	4.9%	40	4.5%	4	3.0%	5	4.2%	3	3.1%	3	2.3%	1	13.2%	7	2.7%	1	6.7%	14
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Q26 What could be improved about Basildon Town Centre that would make you visit more often during the EVENING time? [MR]

More / better police presence / CCTV	14.6%	118	12.9%	12	22.8%	41	15.3%	11	6.2%	5	1.2%	1	11.1%	6	7.8%	4	17.9%	37
Safer environment at night	12.7%	102	15.3%	15	13.9%	25	9.1%	7	14.1%	11	0.0%	0	8.1%	5	9.1%	5	16.9%	35
Later opening shops	5.9%	48	2.9%	3	8.7%	16	0.6%	0	4.4%	4	5.5%	4	4.7%	3	0.0%	0	9.2%	19
More evening leisure facilities - a new cinema	5.8%	47	8.8%	9	12.9%	23	3.2%	2	4.6%	4	4.6%	3	2.0%	1	3.5%	2	1.7%	4
More / better quality cafés and restaurants	5.6%	45	4.4%	4	10.1%	18	8.7%	6	3.1%	3	2.4%	2	3.6%	2	4.8%	2	4.0%	8
Free parking in general	5.3%	42	1.2%	1	11.6%	21	4.3%	3	0.0%	0	2.8%	2	2.0%	1	7.2%	4	5.2%	11
More / better quality pubs and bars	4.6%	37	4.1%	4	7.0%	12	4.5%	3	4.4%	4	2.2%	1	1.4%	1	6.8%	4	4.0%	8
More branded / chain cafés and restaurants	3.2%	25	7.8%	8	1.1%	2	2.7%	2	8.5%	7	0.0%	0	1.3%	1	2.3%	1	2.5%	5
Cheaper parking	3.0%	24	5.4%	5	2.4%	4	0.0%	0	1.6%	1	3.5%	2	1.9%	1	2.8%	1	4.3%	9
An evening food market	2.9%	24	1.2%	1	4.8%	8	1.4%	1	1.4%	1	1.4%	1	4.7%	3	0.0%	0	4.0%	8
More evening leisure facilities for children	2.9%	23	5.7%	5	5.2%	9	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.8%	6
More evening leisure facilities in general	2.5%	20	3.2%	3	5.7%	10	1.4%	1	1.9%	2	1.2%	1	2.2%	1	3.6%	2	0.0%	0
Free parking in the evening	2.4%	19	0.0%	0	5.9%	10	0.6%	0	3.3%	3	0.6%	0	3.0%	2	7.5%	4	0.0%	0
More / better late night venues (e.g. night club)	2.4%	19	4.1%	4	3.7%	7	1.4%	1	0.0%	0	0.0%	0	2.9%	2	1.6%	1	2.4%	5
More cafés and restaurants in general	2.4%	19	3.2%	3	1.6%	3	0.0%	0	1.6%	1	0.0%	0	1.8%	1	4.0%	2	4.2%	9
Cheaper prices in cafes / restaurants	2.3%	18	1.5%	1	2.2%	4	0.0%	0	1.4%	1	1.6%	1	1.6%	1	3.6%	2	3.8%	8
Later opening restaurants	2.1%	17	1.2%	1	2.6%	5	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.6%	1	3.8%	8
More evening leisure facilities - outdoor events	2.0%	16	4.0%	4	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.8%	8
Better public transport in the evening	1.3%	10	3.5%	3	1.1%	2	0.0%	0	2.7%	2	0.6%	0	1.4%	1	1.2%	1	0.5%	1
More independent cafés and restaurants	1.3%	10	0.5%	1	1.1%	2	1.3%	1	1.8%	1	0.0%	0	0.0%	0	3.6%	2	1.7%	3
More taxis available	1.0%	8	0.0%	0	3.7%	7	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open the cinema	1.0%	8	1.0%	1	1.0%	2	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
More evening leisure facilities - theatre	0.9%	7	3.1%	3	1.3%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
More cafés and restaurants suitable for children	0.8%	6	2.7%	3	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Less traffic congestion / improved access	0.6%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.4%	2	0.0%	0
Better lighting	0.6%	5	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	3
More evening leisure facilities for older age groups	0.6%	5	0.0%	0	1.5%	3	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More parking spaces available at night	0.4%	3	1.7%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Better access for cycling	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
(Nothing)	33.1%	268	19.1%	18	27.5%	49	39.4%	28	36.3%	30	41.6%	26	44.0%	25	36.6%	19	34.7%	73
(Don't visit any centres on an evening)	17.6%	143	18.8%	18	11.9%	21	22.4%	16	23.3%	19	35.7%	23	20.0%	11	19.9%	10	11.5%	24
(Don't know)	3.9%	31	5.1%	5	1.1%	2	1.2%	1	3.0%	2	2.8%	2	10.8%	6	4.1%	2	5.5%	11
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q27 Which of the following town centres is the closest to where you and your household live? [PR]																		
Basildon Town Centre	38.4%	310	57.5%	56	64.7%	116	4.0%	3	5.2%	4	78.4%	50	21.7%	12	13.5%	7	30.1%	63
Billericay Town Centre	15.3%	124	0.0%	0	2.5%	4	1.2%	1	92.5%	75	0.0%	0	28.5%	16	47.4%	24	1.4%	3
Laindon Town Centre	6.5%	53	4.9%	5	23.2%	41	0.0%	0	0.0%	0	1.2%	1	7.9%	4	2.4%	1	0.0%	0
Pitsea Town Centre	16.0%	130	37.1%	36	8.7%	16	0.0%	0	0.0%	0	13.1%	8	0.0%	0	0.0%	0	33.4%	70
Wickford Town Centre	14.6%	118	0.0%	0	0.0%	0	93.6%	67	2.3%	2	0.0%	0	1.9%	1	36.2%	19	14.1%	29
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentwood Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	15	0.5%	0	0.0%	0
Upminster Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0
Rayleigh Town Centre	2.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	20
Corringham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	1.4%	1	0.0%	0	0.0%	0
Canvey Island Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	11
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
South Benfleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Lakeside Shopping Centre (Don't know / not sure)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
	1.1%	9	0.5%	1	0.9%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.6%	5
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?

Not those that said 'Basildon' or '(Don't know / not sure)' at Q27

Daily	3.5%	17	1.2%	1	0.0%	0	6.9%	5	8.2%	6	0.0%	0	2.9%	1	9.5%	4	0.0%	0
4-6 days a week	5.2%	26	0.0%	0	4.5%	3	9.1%	6	8.0%	6	6.3%	1	10.5%	5	6.2%	3	1.6%	2
2-3 days a week	16.8%	82	31.6%	13	3.7%	2	17.9%	12	33.7%	26	0.0%	0	10.6%	5	28.9%	13	8.2%	12
One day a week	22.0%	108	33.8%	14	6.9%	4	26.6%	18	32.1%	25	43.1%	5	20.6%	9	26.8%	12	14.5%	20
Every two weeks	9.4%	46	6.6%	3	11.1%	7	14.9%	10	5.3%	4	0.0%	0	7.3%	3	10.6%	5	10.0%	14
Monthly	9.6%	47	12.1%	5	7.7%	5	6.1%	4	8.0%	6	7.0%	1	12.6%	6	4.9%	2	13.1%	18
Once every two months	7.2%	35	0.0%	0	10.8%	7	3.9%	3	0.6%	0	11.1%	1	5.3%	2	0.0%	0	15.3%	22
Three-four times a year	4.6%	22	3.0%	1	5.7%	4	0.6%	0	0.0%	0	9.2%	1	6.9%	3	1.7%	1	8.8%	12
Once a year	1.9%	9	1.2%	1	3.2%	2	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4
Less often	1.6%	8	0.0%	0	6.9%	4	0.0%	0	0.6%	0	0.0%	0	2.9%	1	1.6%	1	0.7%	1
Never	16.9%	83	7.8%	3	36.2%	22	9.0%	6	1.4%	1	23.3%	3	20.5%	9	7.0%	3	24.9%	35
(Don't know / varies)	1.4%	7	2.7%	1	3.2%	2	1.2%	1	2.0%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Mean:		1.25		1.32		0.50		1.77		2.24		0.79		1.28		2.09		0.54
Weighted base:		489		41		61		69		77		12		44		44		141
Sample:		520		42		34		97		96		20		78		88		65

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
FOOD shopping	24.9%	101	45.3%	17	27.4%	11	25.1%	16	22.1%	17	43.6%	4	28.4%	10	32.5%	13	12.8%	14
NON-FOOD shopping	13.1%	53	7.3%	3	5.8%	2	12.1%	8	15.1%	12	17.3%	2	6.0%	2	9.7%	4	20.2%	21
Shopping in general	32.6%	132	19.2%	7	38.8%	15	25.8%	16	39.6%	30	27.1%	3	33.7%	12	39.1%	16	31.5%	33
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	7	2.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	3.4%	4
Visiting financial services e.g. banks, building society etc	4.1%	17	3.8%	1	0.0%	0	6.5%	4	4.4%	3	8.2%	1	6.6%	2	0.6%	0	4.3%	5
Visit other services e.g. travel agent, estate agent, etc	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.9%	0	1.5%	1	2.8%	3
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.5%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.2%	21	4.0%	2	2.1%	1	10.2%	6	5.4%	4	0.0%	0	7.0%	2	4.4%	2	3.8%	4
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	0.8%	3	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	12	9.0%	3	10.0%	4	3.0%	2	2.3%	2	0.0%	0	2.0%	1	1.9%	1	0.0%	0
Visit street market	4.3%	18	8.7%	3	5.0%	2	3.0%	2	0.0%	0	3.8%	0	2.3%	1	0.0%	0	8.9%	9
To meet family / friends	2.4%	10	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	1.9%	1	7.8%	8
For work / business	1.2%	5	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	2
For education e.g. school, college, university	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.2%	5	0.0%	0	0.0%	0	0.7%	0	3.2%	2	0.0%	0	0.9%	0	4.0%	2	0.0%	0
(Don't know)	1.9%	8	0.0%	0	5.8%	2	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Weighted base:		406		37		39		63		76		10		35		41		106
Sample:		447		38		21		87		95		15		60		81		50

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																		
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																		
Close to home	37.1%	151	36.8%	14	53.9%	21	27.9%	17	46.5%	35	41.3%	4	25.1%	9	46.7%	19	29.3%	31
Attractive environment / nice place	13.6%	55	5.9%	2	2.1%	1	10.1%	6	30.9%	24	3.8%	0	14.1%	5	26.2%	11	6.2%	7
Easy to get to by car	8.5%	35	6.4%	2	20.0%	8	3.9%	2	3.0%	2	0.0%	0	5.8%	2	2.8%	1	15.6%	16
Good cafés / restaurants	8.5%	35	5.8%	2	6.9%	3	5.1%	3	14.8%	11	0.0%	0	11.2%	4	9.3%	4	7.1%	7
Familiar / know where everything is	6.7%	27	11.5%	4	11.9%	5	1.4%	1	5.8%	4	0.0%	0	12.7%	4	2.4%	1	7.3%	8
Nice atmosphere / friendly people	5.1%	21	4.0%	2	0.0%	0	4.9%	3	10.6%	8	0.0%	0	8.1%	3	7.7%	3	2.0%	2
Close to friends / relatives	4.9%	20	3.2%	1	5.0%	2	0.0%	0	1.5%	1	0.0%	0	5.4%	2	3.1%	1	11.8%	12
Shops - good range of independent shops	4.4%	18	0.0%	0	0.0%	0	7.3%	5	4.4%	3	0.0%	0	16.4%	6	2.7%	1	3.0%	3
Good market	4.4%	18	8.7%	3	0.0%	0	5.5%	3	0.0%	0	20.3%	2	0.0%	0	2.7%	1	7.5%	8
Quiet / not too busy	4.2%	17	4.4%	2	10.8%	4	6.5%	4	3.3%	2	0.0%	0	2.6%	1	2.7%	1	2.4%	3
Parking - it's free	3.8%	16	9.0%	3	0.0%	0	0.7%	0	0.0%	0	23.6%	2	0.0%	0	1.7%	1	8.4%	9
You can get everything you need there	3.7%	15	7.8%	3	5.0%	2	1.5%	1	5.3%	4	11.5%	1	7.1%	2	1.3%	1	1.0%	1
Shops - good range of non-food shops generally	3.6%	14	4.6%	2	0.0%	0	9.4%	6	3.6%	3	0.0%	0	5.6%	2	2.8%	1	1.0%	1
Feel safe there / good security	2.9%	12	3.8%	1	0.0%	0	2.3%	1	7.9%	6	0.0%	0	4.7%	2	3.4%	1	0.0%	0
Parking - it's easy to find a space	2.9%	12	0.0%	0	5.0%	2	2.1%	1	1.9%	1	16.8%	2	4.9%	2	0.0%	0	3.4%	4
Shops - good range of food stores	2.8%	11	1.3%	1	0.0%	0	1.4%	1	2.0%	2	0.0%	0	11.8%	4	0.0%	0	4.1%	4
Traditional	2.8%	11	0.0%	0	5.8%	2	0.0%	0	4.9%	4	0.0%	0	4.0%	1	3.3%	1	2.4%	3
Shops - good range of affordable shops	2.7%	11	3.2%	1	0.0%	0	1.6%	1	0.6%	0	0.0%	0	2.6%	1	0.6%	0	6.6%	7
Clean streets / well maintained	2.6%	11	3.2%	1	5.0%	2	0.0%	0	0.6%	0	0.0%	0	3.6%	1	6.6%	3	2.8%	3
Good for financial services (e.g. banks / building societies)	1.9%	8	0.0%	0	5.0%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.2%	1	3.3%	3
Shops - good range of supermarkets	1.9%	8	4.6%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	7.2%	2	0.0%	0	2.8%	3
Easy to get to by bus	1.9%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	3.2%	1	3.4%	4
Good pubs / bars	1.6%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	0.9%	0	2.0%	1	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	1.5%	6	4.6%	2	0.0%	0	2.0%	1	2.3%	2	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Good layout / compact / easy to get around	1.4%	6	0.0%	0	0.0%	0	0.7%	0	0.6%	0	0.0%	0	0.0%	0	2.8%	1	3.4%	4
Close to work	1.3%	5	3.8%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.6%	0	2.1%	2
Shops - good range of quality shops	1.2%	5	3.8%	1	5.0%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Shops - good range of 'high street' retailers	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.9%	0	2.1%	1	1.0%	1
Easy to get to by tube / train	1.0%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	5.4%	2	1.7%	1	0.0%	0
Good disabled access	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Pedestrianised areas	0.8%	3	0.0%	0	5.8%	2	0.0%	0	0.6%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Has undercover shopping	0.6%	3	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shops - good range of clothes shops	0.6%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Shops - has a The Range store	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Parking - it's cheap	0.6%	2	3.2%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Good for a day out / makes a change	0.5%	2	3.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better than Basildon Town Centre	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good transport links	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Shops - has a Waitrose store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Has nice parks	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Nothing)	16.7%	68	18.9%	7	24.0%	9	25.4%	16	5.1%	4	20.2%	2	8.4%	3	15.8%	6	19.2%	20

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
(Don't know)	1.2%	5	2.7%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.9%	0	1.5%	1	2.4%	3
Weighted base:	406	37	39	63	76	10	35	41	106									
Sample:	447	38	21	87	95	15	60	81	50									

Meanscore: [Number of times per week]

Q31 How often do you or your household visit Mayflower Retail Park OR Pipp's Hill Retail Park?

Daily	0.8%	7	1.2%	1	2.8%	5	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.6%	13	0.0%	0	3.9%	7	2.0%	1	0.0%	0	0.0%	0	1.4%	1	7.8%	4	0.0%	0
2-3 days a week	5.4%	43	6.7%	6	7.7%	14	10.7%	8	2.8%	2	1.6%	1	6.7%	4	6.9%	4	2.4%	5
One day a week	14.7%	118	16.3%	16	16.1%	29	26.1%	19	32.4%	26	6.6%	4	1.2%	1	23.6%	12	5.7%	12
Every two weeks	14.9%	121	13.6%	13	18.7%	33	14.8%	11	17.4%	14	13.4%	8	11.2%	6	10.1%	5	14.0%	29
Monthly	18.6%	151	18.6%	18	10.9%	20	24.1%	17	27.7%	23	19.2%	12	12.0%	7	16.7%	9	21.9%	46
Once every two months	10.9%	88	13.0%	13	10.1%	18	6.1%	4	9.0%	7	6.2%	4	5.9%	3	13.6%	7	14.9%	31
Three-four times a year	9.3%	75	14.1%	14	10.5%	19	1.8%	1	1.7%	1	12.3%	8	5.1%	3	6.5%	3	12.6%	26
Once a year	3.3%	27	0.0%	0	1.0%	2	5.3%	4	2.2%	2	10.3%	7	6.5%	4	3.1%	2	3.7%	8
Less often	3.8%	31	1.2%	1	4.9%	9	1.3%	1	0.0%	0	8.9%	6	1.8%	1	1.6%	1	6.0%	12
Never	15.0%	121	11.6%	11	10.8%	19	5.4%	4	5.8%	5	21.0%	13	47.6%	27	10.1%	5	17.6%	37
(Don't know / varies)	1.6%	13	3.5%	3	2.4%	4	2.6%	2	0.6%	0	0.6%	0	0.6%	0	0.0%	0	1.2%	3
<i>Mean:</i>	<i>0.58</i>	<i>0.59</i>	<i>0.91</i>	<i>0.80</i>	<i>0.62</i>	<i>0.25</i>	<i>0.35</i>	<i>0.92</i>	<i>0.28</i>									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q32 What is the main reason for visiting Mayflower Retail Park or Pippis Hill Retail Park?																		
<i>Not those that said 'Never' at Q31</i>																		
Visit Home Bargains store (Mayflower Retail Park)	5.5%	38	3.4%	3	6.6%	10	2.1%	1	0.6%	0	3.8%	2	3.1%	1	5.0%	2	10.2%	17
Visit Lidl foodstore (Mayflower Retail Park)	1.5%	10	4.0%	3	2.5%	4	0.6%	0	1.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Visit Marks & Spencer store (Mayflower Retail Park)	7.2%	49	10.7%	9	3.4%	5	5.9%	4	5.7%	4	10.7%	5	6.9%	2	8.8%	4	8.7%	15
Visit Next Home store (Mayflower Retail Park)	9.1%	62	3.4%	3	6.6%	11	10.5%	7	12.2%	9	9.0%	5	3.5%	1	4.5%	2	14.4%	25
Visit Tesco foodstore (Mayflower Retail Park)	9.8%	67	3.6%	3	9.5%	15	28.0%	19	10.1%	8	5.2%	3	6.9%	2	20.0%	9	4.9%	9
Visit other Mayflower Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Clarks store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Visit Dunelm store (Mayflower Retail Park)	0.6%	4	1.4%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Visit River Island store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Visit Sports Direct store (Mayflower Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Visit Argos store (Pippis Hill Retail Park)	1.4%	9	1.4%	1	2.0%	3	0.0%	0	1.7%	1	2.0%	1	0.0%	0	1.2%	1	1.3%	2
Visit Asda store (Pippis Hill Retail Park)	7.2%	50	1.3%	1	12.1%	19	3.9%	3	16.7%	13	3.9%	2	9.8%	3	6.7%	3	3.4%	6
Visit B&Q store (Pippis Hill Retail Park)	10.5%	72	9.1%	8	14.5%	23	5.7%	4	13.8%	11	6.2%	3	3.4%	1	12.1%	6	9.9%	17
Visit Pets at Home store (Pippis Hill Retail Park)	2.0%	14	1.7%	1	1.4%	2	2.1%	1	3.2%	2	0.0%	0	1.1%	0	2.1%	1	2.9%	5
Visit Poundstretcher store (Pippis Hill Retail Park)	0.6%	4	0.0%	0	1.2%	2	1.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Visit TK Maxx store (Pippis Hill Retail Park)	3.3%	23	0.6%	1	5.1%	8	2.1%	1	1.5%	1	2.4%	1	0.0%	0	1.7%	1	5.5%	9
Visit other Pippis Hill Retail Park store (PLEASE WRITE IN STORE NAME)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit Currys store (Pippis Hill Retail Park)	0.8%	5	1.2%	1	1.2%	2	0.6%	0	0.0%	0	0.7%	0	2.2%	1	0.0%	0	0.6%	1
Visit DFS store (Pippis Hill Retail Park)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Visit Halfords store (Pippis Hill Retail Park)	0.3%	2	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.7%	0	1.1%	0	0.0%	0	0.0%	0
Visit Wenzel's the Bakers store (Pippis Hill Retail Park)	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fashion and footwear shopping	3.0%	21	1.3%	1	1.2%	2	3.0%	2	2.0%	2	4.4%	2	5.1%	1	0.0%	0	5.9%	10
Furniture and fitted furniture shopping	0.6%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.3%	1	0.6%	1
DIY / garden furniture shopping	1.8%	13	5.5%	5	0.0%	0	3.9%	3	3.2%	2	2.3%	1	2.4%	1	1.7%	1	0.0%	0
Flooring and carpets shopping	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	3
NON-FOOD shopping in general	7.7%	53	11.7%	10	3.8%	6	3.9%	3	7.6%	6	12.0%	6	24.8%	7	12.7%	6	5.3%	9
FOOD shopping in general	4.9%	34	7.6%	6	6.3%	10	2.6%	2	6.2%	5	3.9%	2	2.2%	1	7.1%	3	2.8%	5
ALL Shopping in general	11.8%	81	15.5%	13	10.9%	17	18.7%	13	9.0%	7	6.9%	3	9.7%	3	6.6%	3	12.4%	21
Visiting personal services e.g. hair salon, barber, beauty salon etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit petrol filling station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, shoe repair etc	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0
Visit cafés and restaurants e.g. Nandos	2.2%	15	4.9%	4	2.7%	4	0.6%	0	0.6%	0	2.0%	1	4.8%	1	0.0%	0	2.0%	3
Visit coffee shop e.g. Costa	0.3%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.7%	1	2.4%	1	0.0%	0	0.0%	0
Visit drive-thru restaurant e.g. KFC, McDonald's etc.	1.6%	11	4.9%	4	1.4%	2	0.0%	0	0.6%	0	0.7%	0	3.7%	1	0.0%	0	1.5%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
To meet family / friends	1.0% 7	0.6% 1	0.0% 0	1.3% 1	0.0% 0	0.0% 0	1.1% 0	0.0% 0	2.9% 5
For work / business	1.1% 8	0.0% 0	4.8% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Window shopping / browsing	0.5% 4	0.6% 1	1.1% 2	0.6% 0	0.0% 0	0.7% 0	0.0% 0	1.2% 1	0.0% 0
(Don't know)	2.2% 15	3.2% 3	0.0% 0	1.3% 1	2.3% 2	12.2% 6	0.0% 0	1.7% 1	1.7% 3
Weighted base:	687	86	159	68	77	50	29	46	172
Sample:	651	87	94	91	94	74	48	86	77

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33 What do you like about Mayflower Retail Park or Pippis Hill Retail Park, e.g. why do you go there? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
Close to home	21.4%	147	21.0%	18	31.6%	50	18.8%	13	20.5%	16	14.6%	7	9.7%	3	19.9%	9	18.0%	31
Parking - it's free	17.0%	117	9.7%	8	22.7%	36	11.4%	8	21.1%	16	6.0%	3	14.7%	4	18.2%	8	19.1%	33
Shops - good range of non-food shops generally	15.9%	109	13.1%	11	19.7%	31	20.3%	14	13.5%	10	16.6%	8	17.2%	5	18.5%	9	11.9%	20
Parking - it's easy to find a space	14.7%	101	8.2%	7	10.9%	17	18.5%	13	21.7%	17	7.4%	4	25.3%	7	11.9%	5	17.9%	31
Easy to get to by car	11.3%	78	9.9%	8	6.9%	11	3.4%	2	13.4%	10	8.8%	4	12.9%	4	11.0%	5	18.8%	32
You can get everything you need there	7.2%	49	12.0%	10	1.6%	3	10.6%	7	9.6%	7	8.1%	4	8.3%	2	11.2%	5	5.9%	10
Shops - good range of 'high street' retailers	7.1%	48	9.4%	8	2.1%	3	7.9%	5	10.5%	8	13.3%	7	6.1%	2	11.6%	5	5.8%	10
Shops - good range of clothes shops	5.9%	40	5.3%	5	8.1%	13	5.1%	3	0.6%	0	10.0%	5	0.0%	0	4.2%	2	7.0%	12
Attractive environment / nice place	5.6%	39	16.3%	14	6.8%	11	2.8%	2	4.0%	3	2.4%	1	3.7%	1	2.4%	1	3.2%	5
Good layout / compact / easy to get around	5.6%	38	0.6%	1	8.1%	13	2.6%	2	7.2%	6	2.3%	1	0.0%	0	5.5%	3	8.2%	14
Shops - good range of food stores	5.1%	35	7.1%	6	3.4%	5	15.5%	11	3.8%	3	4.0%	2	1.1%	0	7.3%	3	2.5%	4
Clean streets / well maintained	5.1%	35	9.2%	8	4.3%	7	0.0%	0	0.0%	0	4.4%	2	5.8%	2	0.0%	0	9.4%	16
Shops - good range of supermarkets	5.0%	34	4.9%	4	7.5%	12	5.2%	4	6.9%	5	1.5%	1	4.5%	1	7.8%	4	2.1%	4
Shops - good range of affordable shops	4.9%	33	3.2%	3	6.1%	10	0.0%	0	3.2%	2	0.0%	0	4.3%	1	2.9%	1	9.3%	16
Good cafés / restaurants	4.5%	31	4.1%	3	3.0%	5	8.7%	6	3.2%	2	4.1%	2	2.2%	1	5.5%	3	5.1%	9
Shops - good range of quality shops	3.9%	27	5.8%	5	1.5%	2	10.4%	7	4.0%	3	2.4%	1	8.2%	2	6.6%	3	1.7%	3
Feel safe there / good security	3.8%	26	4.3%	4	4.1%	7	2.1%	1	3.8%	3	3.5%	2	3.1%	1	1.3%	1	4.6%	8
Familiar / know where everything is	3.7%	26	3.1%	3	5.3%	8	0.6%	0	6.1%	5	0.0%	0	5.8%	2	5.7%	3	2.9%	5
Shops - good opening hours / open on Sundays	3.6%	25	3.1%	3	6.6%	10	0.0%	0	3.4%	3	2.0%	1	0.0%	0	0.0%	0	4.6%	8
Nice atmosphere / friendly people	2.5%	17	5.9%	5	3.2%	5	0.0%	0	2.0%	2	9.2%	5	0.0%	0	1.3%	1	0.0%	0
Close to work	2.1%	14	3.1%	3	4.6%	7	1.5%	1	1.7%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Easy to get to by bus	1.6%	11	4.5%	4	2.5%	4	0.6%	0	0.6%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Good for a day out / makes a change	1.6%	11	1.4%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.4%	1	1.3%	1	3.5%	6
Close to friends / relatives	1.3%	9	1.7%	1	0.5%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.2%	1	3.2%	5
Parking - it's cheap	0.9%	6	3.3%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Shops - good range of independent shops	0.8%	5	0.0%	0	0.0%	0	0.6%	0	1.2%	1	1.5%	1	7.4%	2	2.5%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	5	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	3.1%	1	1.3%	1	1.7%	3
Good pubs / bars	0.6%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.5%	1	0.0%	0
Quiet / not too busy	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.3%	1	1.5%	3
Good for financial services (e.g. banks / building societies)	0.6%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.5%	4	1.4%	1	1.2%	2	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by tube / train	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	4.0%	2	0.0%	0
Traditional	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Has undercover shopping	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	0.3%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Good outdoor events / festivals / carnivals	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.6%	1	0.0%	0
Good for window shopping / browsing	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Easy to get to by bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.3%	1	0.0%	0
Pedestrianised areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Good disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Nothing)	8.1%	56	11.3%	10	4.9%	8	9.3%	6	7.4%	6	18.0%	9	12.7%	4	7.9%	4	5.8%	10
(Don't know)	2.7%	19	0.0%	0	3.4%	5	1.5%	1	0.0%	0	5.4%	3	0.0%	0	1.2%	1	5.2%	9
Weighted base:		687		86		159		68		77		50		29		46		172
Sample:		651		87		94		91		94		74		48		86		77

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q34 Now thinking about reasons you may have to choose Mayflower or Pippis Hill Retail Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit those retail parks instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q31</i>																		
More / better NON-FOOD stores	22.2%	153	23.3%	20	18.4%	29	25.6%	17	21.7%	17	27.4%	14	16.4%	5	23.4%	11	23.3%	40
Free parking	20.2%	139	11.0%	9	22.9%	36	17.4%	12	18.6%	14	16.2%	8	24.9%	7	19.9%	9	24.5%	42
More / better high street brands / retail multiples	12.6%	86	14.1%	12	17.7%	28	10.3%	7	13.3%	10	16.2%	8	11.1%	3	11.3%	5	7.2%	12
Easier to park	11.5%	79	4.2%	4	7.5%	12	15.4%	10	15.9%	12	8.2%	4	20.6%	6	11.0%	5	14.7%	25
Closer to home	10.9%	75	9.1%	8	8.7%	14	16.2%	11	16.3%	13	3.8%	2	19.3%	6	9.0%	4	10.6%	18
Better facilities in general	10.5%	72	19.4%	17	12.6%	20	11.1%	7	8.6%	7	15.5%	8	10.6%	3	14.5%	7	2.1%	4
More safe / secure	10.3%	71	9.2%	8	10.8%	17	13.3%	9	10.6%	8	5.0%	3	0.0%	0	8.0%	4	13.0%	22
More / better FOOD stores	8.3%	57	7.6%	6	6.0%	10	18.9%	13	3.1%	2	9.5%	5	7.4%	2	8.0%	4	8.8%	15
Cleaner	7.5%	52	4.2%	4	9.4%	15	4.5%	3	4.6%	4	5.2%	3	5.4%	2	4.1%	2	11.8%	20
More parking spaces	7.4%	51	8.7%	7	3.9%	6	5.2%	4	13.4%	10	9.0%	4	10.0%	3	7.2%	3	7.2%	12
Easier to get to by car	7.3%	50	5.3%	5	4.1%	7	2.8%	2	13.7%	10	4.3%	2	9.7%	3	7.2%	3	10.5%	18
Nicer environment	6.6%	46	7.8%	7	8.6%	14	3.9%	3	7.4%	6	6.4%	3	5.5%	2	4.1%	2	5.9%	10
Easier to get around / more compact / better layout	6.5%	44	6.2%	5	6.3%	10	3.7%	3	6.9%	5	7.9%	4	3.1%	1	7.4%	3	7.5%	13
More / better DIY retailers	4.3%	30	6.9%	6	7.6%	12	5.1%	3	0.6%	0	0.0%	0	2.4%	1	4.8%	2	2.8%	5
Later opening hours	2.3%	16	0.0%	0	5.8%	9	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Closer to work	1.9%	13	1.4%	1	6.7%	11	1.3%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
More / better furniture retailers	1.6%	11	1.2%	1	1.4%	2	1.3%	1	0.0%	0	0.7%	0	0.0%	0	2.6%	1	3.0%	5
More / better cafes and restaurants	1.1%	7	1.7%	1	2.3%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.3%	1	0.6%	1
Everything I need is in one place	1.0%	7	0.0%	0	1.7%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Easier to get to by bus	1.0%	7	0.6%	1	0.0%	0	0.6%	0	2.3%	2	0.0%	0	2.7%	1	6.8%	3	0.0%	0
Less traffic	0.9%	6	1.4%	1	1.4%	2	0.0%	0	2.3%	2	0.7%	0	2.7%	1	0.0%	0	0.0%	0
More pedestrian friendly	0.9%	6	1.7%	1	1.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Basildon Town Centre doesn't have a good range of shops	0.8%	6	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.2%	2	0.6%	1
Closer to friends / relatives	0.6%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.3%	1	0.0%	0
Can shop quicker there	0.5%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3
Easier to get to by bike	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.5%	3
More convenient	0.5%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	1
Shops - has a Lidl store	0.4%	3	1.2%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a Marks & Spencer store	0.4%	3	0.6%	1	0.5%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.6%	0	0.0%	0
More / better drive through restaurants	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.6%	1
Just dislike Basildon Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Shops - has a Tesco store	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - has a B&Q store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Don't know what's available at Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Better for a day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	1	0.0%	0	0.0%	0
Shops - has a Next store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.4%	1	0.0%	0	0.0%	0
Shops - has a Clarks store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shops - has a Pets at Home store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.6%	0	0.0%	0
Shops - has a Halfords store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Nearer to Summerhill Garden Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
(No reasons / wouldn't visit these retail parks instead of Basildon Town Centre)	5.7%	39	11.0%	9	8.6%	14	1.3%	1	5.0%	4	6.1%	3	1.1%	0	1.8%	1	4.2%	7
(Don't know)	4.0%	27	2.0%	2	3.6%	6	1.3%	1	2.8%	2	8.6%	4	1.1%	0	2.7%	1	6.5%	11
Weighted base:		687		86		159		68		77		50		29		46		172
Sample:		651		87		94		91		94		74		48		86		77

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Meanscore: [Number of times per week]																		
Q35 How often do you or your household visit Festival Leisure Park?																		
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	1.3%	10	0.0%	0	1.6%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	7.3%	4	1.2%	3
2-3 days a week	1.1%	9	2.5%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.2%	3
One day a week	4.5%	36	5.5%	5	5.1%	9	1.3%	1	4.6%	4	2.2%	1	4.6%	3	9.5%	5	4.1%	8
Every two weeks	5.7%	46	11.0%	11	4.2%	7	6.9%	5	7.0%	6	4.3%	3	3.9%	2	2.1%	1	5.4%	11
Monthly	18.9%	153	24.2%	23	21.8%	39	17.2%	12	17.8%	14	10.5%	7	4.8%	3	11.7%	6	23.2%	49
Once every two months	10.0%	81	8.3%	8	9.6%	17	14.3%	10	14.6%	12	12.8%	8	8.2%	5	8.4%	4	7.8%	16
Three-four times a year	18.2%	147	12.0%	12	17.6%	31	20.1%	14	17.1%	14	15.9%	10	7.5%	4	14.1%	7	25.9%	54
Once a year	7.5%	61	4.9%	5	9.8%	18	8.7%	6	6.9%	6	13.1%	8	11.4%	6	11.9%	6	2.9%	6
Less often	6.0%	48	6.1%	6	8.1%	14	1.9%	1	4.9%	4	1.8%	1	4.8%	3	4.6%	2	7.9%	16
Never	25.3%	204	23.9%	23	18.6%	33	24.5%	18	25.9%	21	36.8%	23	54.9%	31	26.4%	13	19.9%	42
(Don't know / varies)	1.5%	12	1.6%	2	2.5%	5	3.2%	2	1.4%	1	2.5%	2	0.0%	0	0.0%	0	0.5%	1
Mean:	0.26	0.27	0.28	0.24	0.17	0.11	0.10	0.63	0.26									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q36 What is the main reason for visiting Festival Leisure Park?																		
<i>Not those that said 'Never' at Q35</i>																		
Visit ten-pin bowling (Hollywood Bowl)	9.4%	57	4.9%	4	12.6%	18	4.2%	2	9.5%	6	9.0%	4	4.4%	1	4.5%	2	12.2%	20
Visit cinema (Cineworld)	44.7%	270	30.0%	22	40.8%	59	53.2%	29	61.1%	37	42.4%	17	48.8%	12	50.0%	19	44.6%	75
Visit adventure golf (Mr Mulligans)	0.7%	4	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Visit coffee shops (e.g. Starbucks etc.)	1.9%	11	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	13.5%	3	9.7%	4	0.0%	0
Visit for children's parties / soft play (Legends Birthday Parties, 360 Play)	3.7%	23	7.1%	5	3.5%	5	0.0%	0	5.9%	4	0.0%	0	3.6%	1	3.3%	1	3.9%	7
Visit ice cream parlour (e.g. Sprinkles Gelato)	1.3%	8	1.6%	1	1.3%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.6%	1	1.8%	3
Visit leisure centres / gyms (e.g. David Lloyd, Better Gym etc.)	1.2%	7	1.9%	1	2.3%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Visit restaurants or cafes (e.g. Nandos, Wagamama, TGI Fridays etc.)	31.7%	192	51.1%	38	28.5%	41	35.7%	19	20.9%	13	44.7%	18	25.7%	6	20.1%	8	29.0%	49
Visit bars	1.2%	7	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5
Visit nightclub	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit hotels	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
For childcare / kindergarten	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing / have a walk around (Don't know)	1.3%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.7%	6
Weighted base:	604	74	145	54	60	40	25	38	167									
Sample:	531	72	81	67	70	61	39	69	72									

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q37 Now thinking about reasons you may have to choose Festival Leisure Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit Festival Leisure Park instead of Basildon Town Centre? [MR]																		
<i>Not those that said 'Never' at Q35</i>																		
More / better cafes / restaurants	23.4%	141	30.0%	22	24.4%	35	25.0%	14	14.5%	9	25.2%	10	12.7%	3	15.1%	6	25.3%	42
Free parking	19.4%	117	7.6%	6	18.5%	27	10.1%	5	19.4%	12	12.0%	5	8.1%	2	14.8%	6	33.0%	55
Better cinema	18.9%	114	18.1%	13	19.4%	28	21.1%	11	15.4%	9	17.4%	7	24.8%	6	32.5%	12	15.8%	26
Better facilities in general	14.8%	89	23.1%	17	24.4%	35	15.1%	8	11.7%	7	23.9%	10	16.1%	4	5.6%	2	3.5%	6
Easier to park	13.3%	80	9.3%	7	9.7%	14	13.6%	7	12.8%	8	9.6%	4	18.7%	5	15.5%	6	17.9%	30
More safe / secure	10.4%	63	12.3%	9	7.5%	11	15.7%	8	10.0%	6	2.9%	1	4.1%	1	6.4%	2	14.0%	23
Closer to home	9.3%	56	8.8%	6	13.0%	19	24.1%	13	13.9%	8	2.5%	1	4.3%	1	8.9%	3	2.4%	4
Easier to get to by car	7.4%	44	8.6%	6	2.9%	4	0.8%	0	2.9%	2	5.1%	2	7.3%	2	10.9%	4	14.2%	24
Nicer environment	7.3%	44	11.6%	9	8.8%	13	7.1%	4	8.7%	5	13.5%	5	6.9%	2	1.4%	1	3.6%	6
Has a ten-pin bowling venue	5.3%	32	3.4%	2	5.0%	7	1.9%	1	2.9%	2	3.5%	1	6.8%	2	2.3%	1	9.2%	15
Cleaner	5.3%	32	8.5%	6	4.5%	7	1.9%	1	2.2%	1	0.0%	0	0.0%	0	1.9%	1	9.5%	16
More parking spaces	5.2%	32	1.6%	1	2.9%	4	7.7%	4	8.3%	5	7.7%	3	17.1%	4	1.9%	1	5.2%	9
More / better attractions for children (e.g. soft play / party centres)	4.9%	30	5.5%	4	6.2%	9	1.9%	1	9.6%	6	3.9%	2	7.3%	2	3.8%	1	3.0%	5
Easier to get around / more compact / better layout	4.5%	27	0.0%	0	4.5%	7	0.0%	0	0.0%	0	4.7%	2	7.9%	2	8.9%	3	8.0%	13
Closer to friends / relatives	3.1%	19	8.6%	6	4.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	5
Has an indoor adventure golf facility (e.g. Mr Mulligans)	2.0%	12	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	6.4%	2	6.5%	2	3.3%	5
Easier to get to by bus	1.7%	10	4.7%	3	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	0.0%	0
More / better drive-thru restaurants	1.6%	9	0.0%	0	1.9%	3	2.5%	1	0.8%	0	0.0%	0	4.3%	1	3.2%	1	1.5%	3
More / better gym / fitness facilities	1.4%	9	0.0%	0	2.5%	4	2.6%	1	2.2%	1	0.9%	0	0.0%	0	4.8%	2	0.0%	0
More pedestrian friendly	1.4%	8	6.2%	5	0.0%	0	0.0%	0	0.8%	0	0.9%	0	0.0%	0	1.6%	1	1.5%	3
Closer to work	1.3%	8	0.0%	0	1.6%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	1.8%	3
Easier to get to by bike	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.1%	1	6.7%	3	0.0%	0
Later opening hours	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	1.5%	3
Less traffic	0.4%	3	0.0%	0	0.0%	0	1.7%	1	2.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Better place to go at night	0.4%	2	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Don't know what's available at Basildon Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Better for a day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Has better lighting at night	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More convenient	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has electric charging points for cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Just dislike Basildon Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Has a good hotel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
(No reasons / wouldn't visit Festival Leisure Park instead of Basildon Town Centre)	6.1%	37	8.2%	6	6.0%	9	1.6%	1	10.2%	6	9.4%	4	6.3%	2	2.2%	1	5.2%	9
(Don't know)	5.1%	31	3.7%	3	4.6%	7	2.4%	1	2.9%	2	5.2%	2	5.6%	1	1.4%	1	8.6%	14
Weighted base:		604		74		145		54		60		40		25		38		167
Sample:		531		72		81		67		70		61		39		69		72

Meanscore: [Number of times per month]

Q38 How often do you or your household visit the following leisure attractions? [PR]
Bingo / casino / bookmaker

More than once a week	0.5%	4	1.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0
Once a week	1.1%	9	1.2%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0
Once a fortnight	1.5%	12	1.5%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.2%	3	1.1%	2
Once a month	1.5%	12	1.2%	1	1.4%	3	1.4%	1	1.4%	1	1.6%	1	2.0%	1	2.4%	1	1.2%	3
Once every two months	0.9%	8	4.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.3%	2	1.4%	1	0.0%	0
Once every six months	1.5%	12	0.0%	0	1.1%	2	0.0%	0	2.2%	2	0.0%	0	1.3%	1	3.9%	2	2.8%	6
Once a year	2.3%	19	0.0%	0	1.7%	3	0.0%	0	4.4%	4	3.3%	2	3.2%	2	1.6%	1	3.5%	7
Less often than once a year	2.6%	21	1.5%	1	6.0%	11	2.0%	1	3.6%	3	1.9%	1	0.0%	0	1.9%	1	1.2%	3
Never	83.0%	670	81.2%	79	78.3%	140	91.4%	65	84.0%	68	93.2%	59	85.3%	48	73.4%	38	83.1%	174
(Dont know / varies)	5.0%	41	7.7%	7	6.0%	11	2.0%	1	4.6%	4	0.0%	0	1.6%	1	3.0%	2	7.1%	15
Mean:		0.15		0.25		0.19		0.17		0.02		0.02		0.20		0.49		0.05
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Cinema																		
More than once a week	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0		
Once a week	2.6%	21	3.1%	3	3.6%	6	0.0%	0	1.6%	1	0.6%	0	4.1%	2	3.8%	2	2.9%	6
Once a fortnight	2.2%	18	4.0%	4	0.0%	0	4.7%	3	0.6%	0	0.6%	0	1.9%	1	8.0%	4	2.1%	4
Once a month	12.4%	100	11.6%	11	15.4%	27	8.3%	6	16.6%	13	6.9%	4	14.3%	8	10.0%	5	11.6%	24
Once every two months	17.6%	143	18.6%	18	14.1%	25	20.2%	14	25.7%	21	17.5%	11	16.4%	9	17.3%	9	16.6%	35
Once every six months	19.9%	161	12.8%	12	22.1%	40	25.9%	19	14.8%	12	15.6%	10	16.6%	9	14.5%	7	24.6%	51
Once a year	8.8%	71	11.9%	12	8.3%	15	4.2%	3	11.7%	10	6.4%	4	11.9%	7	8.4%	4	8.0%	17
Less often than once a year	4.9%	40	2.9%	3	4.9%	9	4.0%	3	4.8%	4	1.8%	1	4.3%	2	2.4%	1	8.0%	17
Never	27.9%	225	32.1%	31	27.5%	49	29.0%	21	22.9%	19	46.1%	29	30.5%	17	28.1%	14	21.6%	45
(Dont know / varies)	3.5%	28	3.0%	3	4.2%	7	3.7%	3	1.4%	1	4.4%	3	0.0%	0	2.8%	1	4.6%	10
Mean:	0.45	0.46	0.44	0.35	0.42	0.24	0.47	0.94	0.43									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									
Gym / health club / sports facility																		
More than once a week	14.7%	119	12.4%	12	14.0%	25	16.3%	12	15.8%	13	17.6%	11	14.4%	8	17.7%	9	14.0%	29
Once a week	5.7%	46	2.8%	3	1.1%	2	9.6%	7	5.5%	4	3.6%	2	5.7%	3	13.1%	7	8.4%	18
Once a fortnight	2.2%	18	4.2%	4	0.0%	0	0.6%	0	1.9%	2	1.6%	1	1.4%	1	3.6%	2	3.8%	8
Once a month	2.1%	17	1.2%	1	3.7%	7	2.5%	2	3.0%	2	1.2%	1	1.4%	1	1.1%	1	1.4%	3
Once every two months	2.0%	16	0.0%	0	3.3%	6	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	8
Once every six months	2.5%	20	1.2%	1	5.1%	9	0.0%	0	0.0%	0	0.6%	0	5.2%	3	1.1%	1	2.8%	6
Once a year	1.3%	11	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	9
Less often than once a year	2.6%	21	2.7%	3	4.4%	8	2.7%	2	1.9%	2	1.2%	1	0.0%	0	0.0%	0	3.1%	6
Never	63.2%	511	69.0%	67	65.0%	116	66.2%	47	64.3%	52	74.2%	47	70.1%	39	61.9%	32	52.7%	110
(Dont know / varies)	3.6%	29	6.4%	6	2.4%	4	2.0%	1	4.6%	4	0.0%	0	1.6%	1	1.6%	1	5.7%	12
Mean:	1.54	1.29	1.26	1.76	1.64	1.60	1.46	2.06	1.67									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									
Theatre / concert / music venue																		
More than once a week	0.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	2.4%	1	0.0%	0
Once a week	0.9%	7	2.7%	3	1.1%	2	0.0%	0	0.0%	0	1.2%	1	0.6%	0	2.4%	1	0.0%	0
Once a fortnight	1.4%	11	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.6%	0	0.0%	0	11.2%	6	1.2%	3
Once a month	5.2%	42	4.4%	4	4.7%	8	3.7%	3	6.8%	6	0.0%	0	7.5%	4	7.5%	4	6.3%	13
Once every two months	15.6%	126	13.4%	13	13.7%	24	8.5%	6	13.2%	11	16.0%	10	20.8%	12	7.0%	4	22.2%	46
Once every six months	16.6%	134	15.8%	15	13.9%	25	18.2%	13	15.2%	12	16.6%	11	20.7%	12	9.4%	5	20.0%	42
Once a year	10.0%	81	8.9%	9	12.7%	23	17.1%	12	10.6%	9	5.8%	4	5.3%	3	8.1%	4	8.6%	18
Less often than once a year	6.2%	50	4.0%	4	9.7%	17	0.6%	0	6.5%	5	7.0%	4	5.6%	3	5.1%	3	6.4%	13
Never	40.7%	329	45.6%	44	40.4%	72	46.4%	33	44.8%	37	50.9%	32	35.6%	20	45.2%	23	32.5%	68
(Dont know / varies)	2.9%	23	5.2%	5	2.4%	4	4.0%	3	2.7%	2	1.9%	1	1.9%	1	1.6%	1	2.8%	6
Mean:	0.28	0.27	0.24	0.26	0.18	0.18	0.41	0.66	0.25									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									
Museum / gallery or place of historical / cultural interest																		
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.0%	8	1.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0
Once a fortnight	1.6%	13	0.0%	0	3.7%	7	1.4%	1	0.0%	0	0.6%	0	0.0%	0	4.2%	2	1.2%	3
Once a month	3.4%	28	1.5%	1	3.2%	6	0.6%	0	3.8%	3	0.0%	0	8.2%	5	7.6%	4	4.1%	8
Once every two months	7.5%	60	7.0%	7	7.2%	13	6.3%	5	6.2%	5	0.6%	0	11.3%	6	6.9%	4	10.1%	21
Once every six months	12.1%	98	5.0%	5	16.0%	29	11.4%	8	13.0%	11	16.6%	11	20.3%	11	8.7%	4	9.2%	19
Once a year	10.5%	85	7.4%	7	7.5%	13	12.8%	9	11.0%	9	6.8%	4	6.7%	4	12.4%	6	15.1%	32
Less often than once a year	6.8%	55	7.4%	7	4.9%	9	0.6%	0	2.8%	2	5.0%	3	3.0%	2	4.9%	3	13.7%	29
Never	53.5%	432	62.7%	61	52.1%	93	62.3%	45	58.9%	48	70.4%	45	48.7%	27	43.6%	22	43.9%	92
(Dont know / varies)	3.7%	30	7.5%	7	4.3%	8	4.6%	3	4.4%	4	0.0%	0	1.6%	1	2.1%	1	2.8%	6
Mean:	0.19	0.14	0.23	0.11	0.11	0.05	0.19	0.62	0.15									
Weighted base:	808	97	179	72	81	64	56	51	209									
Sample:	808	101	105	100	100	102	100	100	100									

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Pub / bar / nightclub																		
More than once a week	2.2%	18	0.0%	0	2.5%	5	2.5%	2	3.7%	3	2.4%	2	3.2%	2	4.5%	2	1.4%	3
Once a week	7.7%	62	2.2%	2	8.9%	16	5.2%	4	10.7%	9	6.1%	4	11.1%	6	19.9%	10	5.5%	12
Once a fortnight	10.7%	86	11.2%	11	3.1%	5	9.1%	7	14.5%	12	12.0%	8	16.3%	9	14.6%	7	13.1%	27
Once a month	13.5%	109	12.2%	12	10.8%	19	19.1%	14	18.8%	15	6.3%	4	13.9%	8	13.3%	7	14.7%	31
Once every two months	10.6%	86	8.4%	8	17.9%	32	9.2%	7	7.7%	6	6.8%	4	8.4%	5	7.5%	4	9.6%	20
Once every six months	5.9%	48	8.8%	8	4.9%	9	9.6%	7	7.0%	6	4.9%	3	8.0%	4	3.0%	2	4.1%	9
Once a year	1.9%	15	0.0%	0	2.8%	5	0.0%	0	2.8%	2	0.6%	0	1.6%	1	2.8%	1	2.4%	5
Less often than once a year	2.8%	22	5.2%	5	6.0%	11	1.4%	1	2.5%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	3
Never	40.9%	331	47.7%	46	38.2%	68	40.1%	29	28.1%	23	60.9%	39	34.1%	19	31.6%	16	43.4%	91
(Dont know / varies)	3.8%	31	4.3%	4	4.8%	8	3.7%	3	4.4%	4	0.0%	0	2.2%	1	2.8%	1	4.3%	9
Mean:	0.94		0.52		0.87		0.88		1.31		0.78		1.25		1.67		0.84	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Restaurant / café																		
More than once a week	6.6%	53	11.0%	11	4.8%	9	8.2%	6	8.8%	7	3.1%	2	5.0%	3	13.6%	7	4.3%	9
Once a week	14.4%	117	14.1%	14	10.2%	18	10.3%	7	14.7%	12	14.8%	9	23.0%	13	28.2%	14	13.7%	29
Once a fortnight	20.2%	163	19.7%	19	18.0%	32	23.4%	17	27.8%	23	10.0%	6	13.0%	7	17.8%	9	23.8%	50
Once a month	25.0%	202	18.0%	17	26.3%	47	21.8%	16	18.5%	15	28.2%	18	29.1%	16	11.8%	6	32.0%	67
Once every two months	11.7%	94	9.6%	9	13.6%	24	12.5%	9	13.0%	11	13.7%	9	10.1%	6	9.0%	5	10.7%	22
Once every six months	5.2%	42	5.0%	5	8.4%	15	5.8%	4	3.0%	2	5.7%	4	4.4%	2	1.6%	1	4.1%	9
Once a year	2.5%	20	3.2%	3	4.1%	7	0.0%	0	1.9%	2	0.6%	0	0.0%	0	4.4%	2	2.6%	5
Less often than once a year	1.0%	8	1.7%	2	2.2%	4	0.6%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.5%	1
Never	11.3%	91	14.7%	14	10.4%	19	14.4%	10	11.8%	10	20.3%	13	12.8%	7	12.0%	6	6.0%	13
(Dont know / varies)	2.1%	17	3.0%	3	1.9%	3	3.2%	2	0.6%	0	1.8%	1	2.5%	1	1.6%	1	2.2%	5
Mean:	1.87		2.15		1.53		1.88		2.12		1.43		1.98		2.79		1.80	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	
Family entertainment (e.g. tenpin bowling, skating rink)																		
More than once a week	0.5%	4	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Once a week	2.0%	16	1.5%	1	3.3%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.8%	2	2.4%	5
Once a fortnight	3.1%	25	4.4%	4	2.4%	4	3.1%	2	1.4%	1	3.0%	2	5.0%	3	6.8%	3	2.4%	5
Once a month	9.4%	76	7.4%	7	14.0%	25	5.8%	4	11.7%	10	6.9%	4	3.3%	2	6.4%	3	9.9%	21
Once every two months	11.5%	93	9.2%	9	6.2%	11	9.6%	7	14.4%	12	7.1%	4	7.2%	4	3.9%	2	21.0%	44
Once every six months	14.2%	115	11.1%	11	22.1%	39	7.2%	5	8.7%	7	4.8%	3	6.5%	4	6.6%	3	20.1%	42
Once a year	4.0%	33	2.3%	2	3.9%	7	5.4%	4	1.9%	2	5.4%	3	11.0%	6	0.5%	0	3.9%	8
Less often than once a year	3.8%	31	5.7%	5	3.6%	6	2.0%	1	3.6%	3	2.4%	2	1.6%	1	1.6%	1	5.2%	11
Never	49.9%	403	53.5%	52	43.4%	77	64.3%	46	53.7%	44	67.3%	43	65.5%	37	62.0%	32	35.1%	73
(Dont know / varies)	1.6%	13	5.0%	5	0.0%	0	2.6%	2	3.0%	2	3.1%	2	0.0%	0	3.9%	2	0.0%	0
Mean:	0.37		0.31		0.49		0.19		0.31		0.19		0.19		0.74		0.39	
Weighted base:	808		97		179		72		81		64		56		51		209	
Sample:	808		101		105		100		100		102		100		100		100	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q39 Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?																		
<i>Those that said they do the activity 'Bingo, casino or bookmaker' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Best Casino, St John's Way, Corringham, Stanford-le-Hope, SS17 7LL	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	1	0.0%	0
Buzz Bingo, Southernhay, Basildon, SS14 1DH	32.4%	15	52.3%	3	47.1%	4	87.0%	3	88.3%	4	0.0%	0	0.0%	0	37.8%	2	0.0%	0
Grosvenor Casino, Church Road, Southend-on-Sea, SS1 2AL	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	2	19.6%	3
Mecca Bingo, Greyhound Trading Park, Greyhound Way, Southend-on-Sea, SS2 5PY	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	1	15.0%	2
Mecca Bingo, The Mercury Shopping Centre, Mercury Gardens, Romford, RM1 3EE	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.2%	2	0.0%	0	16.8%	3
Basildon Town Centre	5.2%	2	22.0%	1	9.2%	1	13.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.8%	1	0.0%	0	16.8%	3
Corringham Town Centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.1%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Town Centre	4.1%	2	0.0%	0	21.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	3.2%	1	0.0%	0	0.0%	0	0.0%	0	11.7%	0	45.9%	1	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	1	0.0%	0	0.0%	0
Coral Island Casino, New Bonny Street, Blackpool, FY1 5DW	3.0%	1	25.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	0	0.0%	0	0.0%	0
Genting Casino Westcliff, The Western Esplanade, Westcliff-on-Sea, SS0 7QY	14.2%	7	0.0%	0	21.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	5
Weighted base:		47		5		9		3		4		2		3		5		15
Sample:		39		4		7		4		4		2		5		7		6

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q40 Which cinema do you or members of your household normally visit?																		
<i>Those that said they do the activity 'Cinema' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Cineworld, Clements Road, Ilford, IG1 1BP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Cineworld, Festival Way, Festival Leisure Park, Basildon, SS14 3WB	70.2%	345	69.9%	40	78.5%	84	88.6%	40	84.7%	49	61.4%	18	39.1%	12	68.0%	20	60.9%	82
Empire, East Square, Basildon, SS14 1HS	1.5%	7	4.0%	2	0.0%	0	0.0%	0	1.9%	1	3.6%	1	0.0%	0	0.0%	0	2.2%	3
Movie Starr, Eastern Esplanade, Canvey Island, SS8 7DN	9.9%	49	9.9%	6	6.1%	6	4.0%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	25.1%	34
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	1.9%	9	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	2.2%	1	12.4%	4	0.0%	0
Odeon, The Broadway, Louthend-on-Sea, SS1 1TJ	2.0%	10	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	4.8%	7
Premier Cinemas, The Mercury Mall, Mercury Gardens, Romford, RM1 3EE	0.9%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	2	2.1%	1	0.0%	0
Vue, Lakeside Shopping Centre, West Thurrock, RM20 2ZW	9.2%	45	7.3%	4	10.1%	11	5.3%	2	0.0%	0	31.4%	9	37.9%	12	0.0%	0	5.2%	7
Vue, Romford ROC Drive, Romford, RM1 1AU	0.8%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	9.1%	3	0.0%	0	0.0%	0
Central London / West End	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.4%	1	0.0%	0
Curzon Colchester, Queen Street, Colchester, CO1 2PH	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everyman Chelmsford, Bond Street, Chelmsford, CM1 1GD	1.9%	9	2.5%	1	0.0%	0	0.0%	0	4.7%	3	0.0%	0	4.0%	1	5.2%	2	1.9%	3
Everyman Crystal Palace, Church Road, Crystal Palace, SE19 2TE	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Arc Cinema, Marine Parade, Great Yarmouth, NR30 2DL	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rio Cinema, Station Road, Burnham-on-Crouch, CM0 8HW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Vue, Montfichet Road, Westfield Stratford City, E20 1EJ	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	491					107		45		58		29		31		29		135
Sample:	435					60		54		64		44		47		54		58

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q41 Where do you or members of your household normally go to use a gym / healthclub / sports facility?																		
<i>Those that said they do the activity 'Gym, health club or sports facility' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
ABC Gym, Progress Road, Leigh-on-Sea, SS9 5PR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Basildon Sporting Village, Cranes Farm Road, Basildon, SS14 3GR	8.1%	16	11.7%	2	12.5%	5	2.1%	0	5.6%	1	0.0%	0	6.1%	1	11.2%	2	8.3%	5
Billericay Sports & Fitness Centre, School Road, Billericay, CM12 9LH	0.8%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0
EasyGym, Westgate Shopping Centre, Fodderwick, Basildon, SS14 1WP	2.1%	4	6.5%	1	4.9%	2	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eversley Leisure Centre, Crest Avenue, Basildon, SS13 2EF	5.3%	10	29.8%	6	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Feelgood Fitness & Wellness Centre, Daniels Farm, Wash Road, Basildon, SS15 4AZ	1.2%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Progress Road, Leigh-on-Sea, SS9 5PR	1.8%	4	0.0%	0	0.0%	0	6.0%	1	0.0%	0	6.1%	1	8.0%	1	3.9%	1	0.0%	0
Runnymede Leisure Centre, Castle Point Borough Council, Kiln Road, Benfleet, SS7 1TF	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	8
Snap Fitness 24-7, Times Square, Basildon, SS14 1DJ	1.0%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Leisure Centre, Brickfields Road, South Woodham Ferrers, CM3 5JU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0
Stans Gym, Llantrisant Oaks/Aveley Road, Upminster, RM14 2TN	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Hub Wickford, Robert Way, Wickford, SS11 8DD	1.1%	2	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	1	0.0%	0
The Palace, Pitsea Leisure Centre, Northlands Pavement, Basildon, SS13 3DU	1.8%	4	5.4%	1	0.0%	0	0.0%	0	10.1%	2	0.0%	0	0.0%	0	4.4%	1	0.0%	0
Waterside Farm Leisure Centre, Somnes Avenue, Canvey Island, SS8 9RA	6.6%	13	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	12
Basildon Town Centre	3.2%	6	0.0%	0	9.8%	4	0.0%	0	0.0%	0	16.8%	2	0.0%	0	0.0%	0	0.0%	0
Billericay Town Centre	2.8%	6	0.0%	0	0.0%	0	4.6%	1	14.7%	3	0.0%	0	0.0%	0	11.9%	2	0.0%	0
Brentwood Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	2	0.0%	0	0.0%	0
Canvey Island Town Centre	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Chelmsford City Centre	0.6%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
Corringham Town Centre	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	5	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Benfleet Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Southend-on-Sea Town Centre	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5
Stanford-le-Hope Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0
Wickford Town Centre	4.0%	8	0.0%	0	0.0%	0	37.2%	7	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Abbs Cross Health and Fitness, Abbs Cross Lane, Hornchurch, RM12 4YB	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0
Benton Hall, Wickham Hill, Witham, CM8 3LH	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better Gym, Festival Leisure Park, Basildon, SS14 3WB	1.5%	3	0.0%	0	6.4%	3	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater Leisure Centre, Park Drive, Maldon, CM9 5UR	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Brentwood Golf Club,	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Coxtie Green Road, South Weald, CM14 5RJ																		
Clements Hall Leisure Centre, Clements Hall Way, Hawkwell, SS5 4LN	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Club Kingswood, Clayhill Lane, Basildon, SS16 5JP	2.7%	5	11.7%	2	4.9%	2	2.1%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Festival Leisure Park, Basildon, SS14 3DG	5.2%	10	2.7%	1	12.7%	5	13.8%	3	0.0%	0	5.5%	1	0.0%	0	8.4%	1	0.0%	0
David Lloyd, Gidea Park, Romford, RM11 2DY	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0
Fit Performance, Chester Hall Lane, Basildon, SS14 3BG	1.2%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwoods Hotel & Spa, Stock Road, Stock, CM4 9BE	1.2%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Springhouse Road, Corringham, SS17 7NB	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0	0.0%	0	0.0%	0
Laindon Community Centre, Aston Road, Laindon, SS15 6NX	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeman Fitness, Lubards Farm, Rayleigh, SS6 9QG	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Limitless, Alexander Lane, Shenfield, Brentwood, CM15 8QF	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0
Oasis Health & Fitness Club, The Precinct, Stanford-le-Hope, SS17 0HF	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0
PureGym, Blackwater Retail Park, Maldon, CM9 4DY	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Eastgate Shopping Centre, Basildon, SS14 1EB	3.7%	7	7.6%	1	15.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PureGym, Pelican Retail Park, Rayleigh, SS6 7UP	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3
PureGym, Radford Way, Billericay, CM12 0DX	2.9%	6	0.0%	0	0.0%	0	0.0%	0	28.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Leisure Centre, Priory Chase, Rayleigh, SS6 9NF	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	5
Reflections Health & Leisure, West Hanningfield Road, Great Baddow, CM2 8HR	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Runwell Bowls Club, St Lukes Way, Runwell, SS11 7QA	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stock Brook Country Club, Queens Park, Billericay, CM12 0SQ	2.3%	4	0.0%	0	0.0%	0	0.0%	0	13.5%	3	0.0%	0	6.1%	1	7.9%	1	0.0%	0
Studio 360 Fitness, Radford Way, Billericay, CM12 0BX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0
Studio 35, Fairview Park, Rayleigh, SS6 8EG	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
The Brentwood Centre, Pilgrims Hatch, Brentwood, CM15 9NN	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0
The Gym Group, Minnie Baldock Street, Canning Town, E16 1YE	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
The Gym Group, Pippis Hill Retail Park, Basildon, SS14 3AF	1.3%	3	14.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Heron Country Club, A128, Herongate, CM13 3LW	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rayleigh Club, Hullbridge Road,	0.2%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Rayleigh, SS6 9QS																		
Virgin Active, Little Warley Hall Lane, Brentwood, CM13 3EN	4.0%	8	7.6%	1	6.8%	3	0.0%	0	6.5%	1	0.0%	0	21.6%	2	0.0%	0	0.0%	0
Virgin Active, Rayleigh Road, Thundersley, SS7 3YN	4.7%	9	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	8
Wickford Swim and Fitness Centre, Market Avenue, Wickford, SS12 0AG	1.2%	2	0.0%	0	0.0%	0	11.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	198	19		40		20		20		14		12		14				60
Sample:	167	18		20		25		21		20		15		22				26

Q42 Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?*Those that said they do the activity 'Theatre, concert or music venue' at least once a year at Q38 AND Excl. Nulls & SFT*

Brentwood Theatre, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Cliffs Pavilion, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	25.3%	84	17.1%	6	26.9%	17	27.6%	9	9.9%	4	17.0%	4	10.5%	3	12.1%	2	41.7%	39
Palace Theatre, London Road, Westcliff-on-Sea, Southend-on-Sea, S0 9LA	4.2%	14	7.8%	3	6.0%	4	3.9%	1	0.0%	0	4.9%	1	1.2%	0	0.0%	0	5.0%	5
Thameside Theatre, Orsett Road, Grays, RM17 5DX	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.2%	0	3.3%	1	0.0%	0
The Billericay Theatre, Radford Way, Billericay, CM12 0DX	1.6%	5	0.0%	0	2.8%	2	2.8%	1	7.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Theatre, St Martins Square, Basildon, SS14 1DL	11.0%	36	20.0%	7	23.4%	14	8.1%	3	17.4%	6	5.9%	1	14.6%	4	1.4%	0	0.0%	0
Basildon Town Centre	2.7%	9	12.2%	5	2.7%	2	0.0%	0	3.7%	1	1.5%	0	0.0%	0	0.0%	0	1.1%	1
Brentwood Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Canvey Island Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	46.9%	155	34.7%	13	33.8%	21	44.9%	15	57.7%	21	54.5%	13	60.9%	16	66.7%	12	47.0%	44
Chelmsford City Centre	0.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Corringham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Grays Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Romford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	2.7%	9	0.0%	0	4.4%	3	10.1%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.4%	2
Stanford-le-Hope Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
ABBA Arena, Pudding Mill Lane, Stratford, E15 2RU	0.4%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Theatre, Fairfield Road, Chelmsford, CM1 1JG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Hornchurch Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Norwich Theatre Royal, Theatre Street, Norwich, NR2 1RL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Queen's Theatre, Billet Lane, Hornchurch, RM11 1QT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
The O2, Peninsula Square, Greenwich, SE10 0DX	0.7%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	0	2.6%	1	0.0%	0	0.0%	0
Weighted base:	330	37		62		33		36		25		27		18				93
Sample:	319	38		37		41		40		39		48		32				44

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q43 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?																		
<i>Those that said they do the activity 'Museum, gallery or place of historical / cultural interest' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Basildon Eastgate Art Gallery, Southernhay, Basildon SS14 1EB	1.6%	3	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Focal Point Gallery, Elmer Avenue, Southend-on-Sea, SS1 1NB	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	2	0.0%	0
Basildon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Central London / West End	90.7%	187	72.5%	10	86.8%	39	100.0%	18	95.7%	21	97.4%	14	91.0%	16	67.0%	13	100.0%	56
Chelmsford City Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0
Rayleigh Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Southend-on-Sea Town Centre	0.7%	1	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tilbury Town Centre	0.7%	1	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.8%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford Museum, Oaklands Park, Chelmsford, CM2 9AQ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Cotswold Motoring Museum & Toy Collection, The Old Mill, Bourton-on-the-Water, GL54 2BY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Cutty Sark, King William Walk, Greenwich, SE10 9HT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Edinburgh City Centre	0.2%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.2%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Museum of London Docklands, West India Quay, Canary Wharf, E14 4AL	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0
The Museum of Power, B1019, Langford, Maldon, CM9 6QA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Wat Tyler Country Park, Pitsea Hall Lane, Pitsea, SS16 4UH	1.1%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	207	14		45	18	22		14	18	20		56						
Sample:	194	14		25	22	24		21	31	34		23						

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q44 Where do you or members of your household normally go to visit pubs / bars / nightclubs?																		
<i>Those that said they do the activity 'Pub, bar or nightclub' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Basildon Town Centre	8.4%	29	26.2%	9	22.4%	16	1.2%	0	2.9%	1	0.0%	0	1.4%	0	7.9%	2	0.0%	0
Billericay Town Centre	20.5%	71	9.2%	3	17.7%	13	18.3%	6	81.3%	37	5.7%	1	0.0%	0	40.4%	11	0.0%	0
Brentwood Town Centre	2.5%	9	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	5	0.0%	0	3.2%	3
Canvey Island Town Centre	1.8%	6	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Central London / West End	8.2%	28	12.5%	4	10.1%	7	10.0%	3	0.0%	0	16.7%	3	20.7%	5	8.7%	2	3.2%	3
Chelmsford City Centre	2.9%	10	0.0%	0	5.0%	4	4.1%	1	0.0%	0	0.0%	0	1.4%	0	7.3%	2	2.8%	3
Corringham Town Centre	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	6	0.0%	0	0.0%	0	0.0%	0
Ingatestone Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0
Laindon Town Centre	0.7%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	0.6%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leigh-on-Sea Town Centre	4.0%	14	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	10
Pitsea Town Centre	0.8%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Rayleigh Town Centre	8.0%	28	0.0%	0	0.0%	0	12.4%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	23
South Benfleet Town Centre	4.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	16
Southend-on-Sea Town Centre	4.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	14
Stanford-le-Hope Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	3	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	6	0.0%	0	0.0%	0
Wickford Town Centre	4.0%	14	1.5%	1	0.0%	0	31.7%	11	0.0%	0	0.0%	0	0.0%	0	9.0%	2	0.0%	0
Lakeside RETAIL parks & other stores	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Chelmer Village Retail Park, Chelmer Road, Chelmsford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	10.5%	36	26.0%	8	20.5%	15	5.3%	2	0.0%	0	5.0%	1	5.5%	1	2.2%	1	9.3%	8
Barnhall Community Association & Social Club, Alderney Gardens, Wickford, SS11 7JP	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.9%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Chigwell Town Centre	0.6%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester Town Centre	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fobbing Village Centre	1.1%	4	0.0%	0	2.4%	2	0.0%	0	0.0%	0	9.3%	2	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre, Basildon	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Herongate Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heydon Village Centre	0.5%	2	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hornchurch Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	1.4%	5	0.0%	0	2.4%	2	0.0%	0	0.0%	0	14.7%	3	0.0%	0	0.0%	0	0.0%	0
Hutton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Warley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Mile End District Centre, London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Mountnessing Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Noak Bridge Local Centre, Basildon	0.3%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Lodge, A132, Battlesbridge, SS11 7QT	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Runwell Village Centre	0.4%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Shenfield Local Centre, Brentwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
South Green, Billericay	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.7%	2	0.0%	0	0.0%	0	2.7%	1	2.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Stock Village Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
The Halfway House Brentwood, A127, West Horndon, Brentwood CM13 3LL	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	1.0%	4	9.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0
West Horndon Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Witham Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	345		33		72		34		45		20		23		28		91	
Sample:	315		30		41		39		50		32		40		46		37	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q45 Where do you or members of your household normally go for eating out (e.g. cafes and restaurants)?																		
<i>Those that said they do the activity 'Restaurant, café' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Basildon Town Centre	13.7%	76	20.6%	14	38.4%	47	3.5%	2	4.9%	3	4.9%	2	1.0%	0	0.0%	0	5.6%	8
Billericay Town Centre	15.8%	87	5.1%	3	7.5%	9	19.7%	9	75.5%	48	9.6%	3	2.2%	1	36.0%	13	0.0%	0
Brentwood Town Centre	3.2%	18	0.0%	0	2.2%	3	0.0%	0	0.7%	0	2.8%	1	31.6%	10	1.5%	1	2.0%	3
Canvey Island Town Centre	1.8%	10	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7
Central London / West End	3.8%	21	1.8%	1	3.0%	4	0.9%	0	0.0%	0	6.5%	2	12.6%	4	10.0%	4	3.7%	5
Chelmsford City Centre	1.6%	9	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.0%	0	4.7%	1	7.7%	3	1.5%	2
Corringham Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	7	0.0%	0	0.0%	0	0.0%	0
Hadleigh Town Centre	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ingatstone Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Laindon Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	2.2%	12	0.0%	0	1.6%	2	0.0%	0	1.6%	1	4.9%	2	5.8%	2	0.0%	0	3.9%	6
Leigh-on-Sea Town Centre	3.7%	20	5.8%	4	3.0%	4	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	7.7%	11
Pitsea Town Centre	0.9%	5	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayleigh Town Centre	6.7%	37	0.0%	0	0.7%	1	3.0%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	34
Romford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
South Benfleet Town Centre	4.4%	24	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	22
South Ockendon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
South Woodham Ferrers Town Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea Town Centre	4.1%	23	2.3%	2	6.5%	8	2.9%	1	0.0%	0	3.4%	1	2.2%	1	0.0%	0	6.6%	10
Stanford-le-Hope Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Stratford, London / Westfield Stratford City	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upminster Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	7	0.0%	0	0.0%	0
Wickford Town Centre	4.9%	27	0.0%	0	0.0%	0	43.0%	21	0.7%	0	0.0%	0	0.0%	0	13.3%	5	0.7%	1
MAYFLOWER Retail Park, Gardiners Link, Basildon	0.9%	5	0.8%	1	0.0%	0	2.8%	1	1.8%	1	2.8%	1	2.9%	1	0.0%	0	0.0%	0
PIPPS HILL Retail Park, Miles Gray Road, Basildon	0.6%	3	0.8%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitsea Retail Park, High Road, Pitsea	0.2%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside RETAIL parks & other stores	0.5%	3	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Greyhound Retail Park, Sutton Road, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Riverside Retail Park, Victoria Road, Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Festival Leisure Park, Basildon SS14 3WB	17.1%	94	30.6%	20	22.7%	28	9.5%	5	6.1%	4	14.7%	5	1.0%	0	7.7%	3	19.9%	29
Alpha Garden Centre, London Road, Wickford, SS12 0JX	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battlesbridge Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.5%	1	0.0%	0
Beefeater Haywain, A13, Fobbing, SS17 9NR	0.9%	5	0.0%	0	2.1%	3	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Chigwell Town Centre	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chislehurst Local Centre, Bromley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Colchester Town Centre	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Downham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Hanningfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Fobbing Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Frinton-on-Sea Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Fryerns Local Centre, Basildon	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Galleywood Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Harvester Five Bells Vange Basildon, A13, Basildon, SS16 5LD	0.5%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield Peveler Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Heydon Village Centre	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horndon on the Hill Village Centre	0.7%	4	0.0%	0	1.9%	2	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Hullbridge Village Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	3
Hylands Park, Meadgate Terrace, Chelmsford, CM2 8WQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
IKEA, Lakeside, Grays, RM20 3WJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelvedon Hatch Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Langdon Hills Town Centre	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Maldon Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Meadow Croft Garden Centre, Woodham Road, Rettendon Place, SS11 7QU	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountnessing Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Ongar Garden Centre, Langford Bridge, Kelvedon Hatch, Ongar, CM15 0LB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Orsett Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.5%	1	0.0%	0	0.0%	0
Pilgrims Hatch Local Centre, Brentwood	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawreth Village Centre	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rettendon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Runwell Village Centre	0.4%	2	0.8%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Shenfield Local Centre, Brentwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Shoeburyness Local Centre, Southend-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
South Green, Billericay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Hanningfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Stock Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Summerhill Garden Centre, Pipps Hill Road North, Billericay, CM11 2UJ	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The BakeHouse Chelmsford, A414, Chelmsford, CM1 3SN	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Watermill Beefeater, Felmores, East Mayne, Basildon SS13 1BW	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thundersley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Top Meadow Golf Club, Fen Lane, North Ockendon, RM14 3PR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Westcliff-on-Sea Local Centre, Southend-on-Sea	0.5%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Whitmore Way Shopping Centre, Fryerns, Basildon, SS14 2HB	0.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	550		66	122	48	63	36	31	36	147								
Sample:	531		68	70	66	74	57	57	72	67								

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q46 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?																		
<i>Those that said they do the activity 'Family entertainment (e.g. tenpin bowling, ice skating, etc.)' at least once a year at Q38 AND Excl. Nulls & SFT</i>																		
Festival Leisure Park (whole leisure park - not venue specific), Basildon, SS14 3WB	39.6%	97	21.1%	6	50.3%	29	61.0%	11	32.5%	9	31.8%	5	38.9%	4	46.9%	4	37.2%	30
Hackers Minigolf, High Street, Billericay CM12 9BQ	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Festival Way, Festival Leisure Park, Basildon SS14 3WB	29.0%	71	49.9%	15	23.6%	13	25.6%	5	39.1%	10	53.5%	8	24.1%	3	35.0%	3	18.1%	14
Hollywood Bowl, The Quay, West Thurrock Way, West Thurrock, Grays RM20 2AD	0.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laser Quest & VR Centre Romford, High Street, Romford RM1 1JL	1.6%	4	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	15.5%	2	0.0%	0	0.0%	0
Mr Mulligans, Festival Leisure Park, Basildon SS14 3WB	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Megacentre, Brook Road, Rayleigh, SS6 7UT	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
Basildon Town Centre	5.2%	13	7.7%	2	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Central London / West End	1.4%	3	8.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0
Chelmsford City Centre	2.7%	7	0.0%	0	4.0%	2	5.5%	1	10.3%	3	0.0%	0	6.3%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre (EXCLUDING Lakeside retail parks)	3.8%	9	4.1%	1	3.4%	2	0.0%	0	0.0%	0	14.7%	2	3.2%	0	0.0%	0	4.3%	3
Rayleigh Town Centre	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Romford Town Centre	1.5%	4	0.0%	0	3.1%	2	5.5%	1	0.0%	0	0.0%	0	3.2%	0	7.1%	1	0.0%	0
Southend-on-Sea Town Centre	3.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1	0.0%	0	10.6%	8
Barleylands Farm Park, Barleylands Road, Billericay, CM11 2UD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CJ's Bowling, Eldon Way, Hockley, SS5 4AD	4.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10
Colchester Zoo, Stanway, Heckfordbridge, CO3 0SL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copford Cricket Club, Aldercar Road, Colchester, CO6 1DG	0.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dagenham Town Centre	1.1%	3	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanningfield Reservoir Nature Discovery Park, Hawkswood Road, Downham, CM11 1WT	0.2%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	245			30		57		18		26		15		10		8		80
Sample:	180			25		28		22		24		19		17		12		33

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q47 What improvements could be made to Basildon Borough's leisure offer that would make you visit / partake in leisure activities more often? [MR]																		
Cheaper prices	9.7%	78	14.5%	14	12.7%	23	3.9%	3	3.8%	3	10.9%	7	6.7%	4	9.2%	5	9.7%	20
Improved security / CCTV	7.8%	63	10.9%	11	8.8%	16	4.7%	3	9.2%	8	2.2%	1	3.9%	2	7.3%	4	8.8%	18
Leisure facilities / activities for young children	4.5%	36	7.1%	7	5.3%	9	1.3%	1	7.7%	6	1.8%	1	1.2%	1	9.2%	5	2.9%	6
Food / farmers markets	4.3%	35	3.2%	3	4.4%	8	2.8%	2	3.2%	3	0.0%	0	1.6%	1	2.5%	1	8.2%	17
Cafes - more / better cafes in general	4.3%	35	1.2%	1	8.7%	16	0.0%	0	4.4%	4	1.4%	1	2.2%	1	1.2%	1	5.6%	12
Improvements in the built environment (make it look more attractive)	4.2%	34	7.6%	7	4.8%	8	1.2%	1	5.2%	4	0.6%	0	6.4%	4	1.7%	1	4.0%	8
Ice rink	3.6%	29	2.8%	3	10.2%	18	1.4%	1	0.0%	0	0.0%	0	1.4%	1	2.3%	1	2.4%	5
More / better restaurants	3.4%	28	3.5%	3	6.2%	11	5.1%	4	1.9%	2	1.8%	1	0.0%	0	1.6%	1	2.9%	6
Leisure facilities / activities for families	3.4%	28	4.0%	4	7.0%	12	1.3%	1	6.0%	5	0.0%	0	0.0%	0	1.1%	1	2.4%	5
Cinema - multi-screen cinema	3.2%	26	5.1%	5	5.6%	10	0.6%	0	1.2%	1	2.6%	2	1.4%	1	6.4%	3	1.7%	4
Comedy clubs	2.6%	21	2.7%	3	3.7%	7	0.0%	0	1.6%	1	1.4%	1	0.0%	0	2.6%	1	4.0%	8
More / better car parking	2.5%	20	0.0%	0	3.7%	7	3.1%	2	1.2%	1	0.6%	0	4.9%	3	0.0%	0	3.6%	8
Leisure facilities / activities for teenagers	2.1%	17	2.0%	2	4.8%	9	1.3%	1	1.9%	2	2.4%	2	0.0%	0	5.3%	3	0.0%	0
Leisure / sports centre	2.1%	17	3.0%	3	4.8%	8	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	3
Bowling alley / centre (ten-pin)	2.0%	16	2.9%	3	3.9%	7	2.0%	1	2.6%	2	1.4%	1	1.4%	1	2.4%	1	0.0%	0
Art galleries	1.9%	16	0.0%	0	2.2%	4	0.0%	0	4.9%	4	1.4%	1	1.6%	1	0.0%	0	2.8%	6
Improved public transport	1.9%	15	0.5%	1	2.8%	5	0.0%	0	5.5%	4	1.6%	1	1.3%	1	2.9%	1	1.0%	2
More street cleaning	1.8%	15	2.7%	3	2.1%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	8
Live music venues	1.6%	13	0.5%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	3.8%	8
Swimming pool - indoor	1.5%	12	0.5%	1	1.6%	3	0.0%	0	1.7%	1	0.0%	0	2.2%	1	0.5%	0	2.8%	6
Improved access by foot	1.5%	12	3.7%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.2%	1	1.2%	3
Dance facilities	1.4%	11	1.2%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.6%	5
Indoor soft play areas	1.4%	11	1.2%	1	1.1%	2	1.4%	1	1.6%	1	1.6%	1	0.0%	0	3.8%	2	1.4%	3
More / better pubs / bars	1.3%	10	3.2%	3	0.0%	0	8.6%	6	0.0%	0	0.6%	0	0.0%	0	1.1%	1	0.0%	0
More / better parks / green spaces	1.3%	10	3.2%	3	1.1%	2	4.1%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing centres	1.2%	10	0.0%	0	1.1%	2	0.0%	0	4.8%	4	0.0%	0	0.0%	0	2.4%	1	1.2%	3
More local sports & recreation facilities (football pitches, tennis courts etc)	1.2%	9	2.8%	3	0.0%	0	2.6%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	3
More / better shopping areas	1.2%	9	2.2%	2	0.0%	0	3.2%	2	1.2%	1	0.0%	0	0.0%	0	1.0%	1	1.7%	3
Leisure facilities / activities for the elderly	1.1%	9	1.0%	1	1.7%	3	3.2%	2	2.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cinema - art house cinema	1.1%	9	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.8%	2	2.5%	5
Indoor trampolines parks	1.1%	9	1.5%	1	3.3%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
More / better disabled access	1.0%	8	0.0%	0	2.6%	5	1.3%	1	0.6%	0	0.0%	0	0.0%	0	2.4%	1	0.5%	1
Theatre	1.0%	8	0.5%	1	1.1%	2	0.6%	0	2.5%	2	1.2%	1	0.0%	0	0.0%	0	1.2%	3
Free car parking	1.0%	8	1.1%	1	1.3%	2	0.0%	0	1.9%	2	2.5%	2	1.6%	1	1.1%	1	0.0%	0
Concert hall / venue	0.9%	8	1.2%	1	1.3%	2	0.0%	0	1.6%	1	0.0%	0	0.6%	0	0.0%	0	1.2%	3
Casino	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.6%	2	2.4%	5
Cafes - more pavements cafes	0.9%	7	1.2%	1	1.1%	2	0.0%	0	0.0%	0	1.4%	1	4.6%	3	1.2%	1	0.0%	0
More / better policing	0.9%	7	0.5%	1	1.3%	2	0.6%	0	3.0%	2	0.0%	0	1.6%	1	1.2%	1	0.0%	0
More / better public toilets	0.9%	7	0.0%	0	1.3%	2	0.0%	0	1.6%	1	0.0%	0	0.6%	0	1.1%	1	1.2%	3
Hotels	0.7%	6	1.2%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Karting	0.7%	5	1.2%	1	0.0%	0	1.4%	1	3.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More / better cycle paths	0.6%	5	1.7%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.6%	0	1.2%	1	0.0%	0
Swimming pool - outdoor	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.5%	1	0.5%	0	1.1%	2
Improve the current leisure facilities	0.5%	4	1.7%	2	0.5%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.5%	0	0.0%	0
Bingo venues	0.5%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
More / better cultural facilities	0.5%	4	2.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More / better health clubs / gyms	0.5%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
More nightclubs	0.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Outdoor gyms	0.4%	3	1.2%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor festivals / events	0.4%	3	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the road surfaces	0.4%	3	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.6%	0	0.0%	0	0.0%	0
Street carnivals	0.4%	3	0.0%	0	1.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities open longer	0.3%	3	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3

Column %ges.

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Rollerskating park	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Crown green bowling	0.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Pool / snooker hall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Improved street furniture	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open air cinema	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising of whats on / available	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Water park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Motocross track	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dog friendly trails	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Offer something that other places don't	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
More / better seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	43.8%	354	29.9%	29	35.9%	64	57.5%	41	37.3%	30	55.0%	35	54.1%	30	51.4%	26	46.6%	97
(Don't know)	8.2%	67	9.2%	9	4.9%	9	11.3%	8	9.1%	7	14.1%	9	11.0%	6	6.8%	3	7.1%	15
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

GEN Gender of respondent:

Male	29.2%	236	24.1%	23	26.6%	47	30.0%	21	31.9%	26	37.6%	24	39.0%	22	52.2%	27	21.5%	45
Female	70.8%	572	75.9%	73	73.4%	131	70.0%	50	68.1%	55	62.4%	40	61.0%	34	47.8%	24	78.5%	164
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

AGE Can I ask how old you are please?

18-24	5.5%	45	5.0%	5	8.8%	16	2.8%	2	4.1%	3	5.5%	3	4.2%	2	5.9%	3	4.8%	10
25-34	16.8%	136	21.2%	20	20.8%	37	8.5%	6	13.7%	11	6.9%	4	5.6%	3	15.5%	8	21.6%	45
35-44	20.9%	169	14.6%	14	24.4%	44	8.3%	6	19.3%	16	12.9%	8	16.4%	9	15.3%	8	31.0%	65
45-54	16.7%	135	22.4%	22	16.7%	30	17.7%	13	19.0%	15	20.9%	13	17.5%	10	23.0%	12	10.0%	21
55-64	16.9%	137	13.4%	13	13.7%	25	30.5%	22	12.3%	10	20.9%	13	23.9%	13	22.4%	11	14.0%	29
65+	23.1%	187	23.5%	23	15.6%	28	32.1%	23	31.6%	26	32.9%	21	32.4%	18	17.9%	9	18.6%	39
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

QUOTA Zone

Zone 1	12.0%	97	100.0%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	22.1%	179	0.0%	0	100.0%	179	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.9%	72	0.0%	0	0.0%	0	100.0%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	10.1%	81	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	7.9%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0	0.0%	0	0.0%	0
Zone 6	6.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	56	0.0%	0	0.0%	0
Zone 7	6.3%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	51	0.0%	0
Zone 8	25.9%	209	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	209
Weighted base:		808		97		179		72		81		64		56		51		209
Sample:		808		101		105		100		100		102		100		100		100

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
PC Postcode Sector																
CM11 1	3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.7%	28	0.0%	0
CM11 2	4.4%	36	0.0%	0	0.0%	0	0.0%	0	43.6%	36	0.0%	0	0.0%	0	0.0%	0
CM12 0	2.9%	23	0.0%	0	0.0%	0	0.0%	0	28.3%	23	0.0%	0	0.0%	0	0.0%	0
CM12 9	2.8%	23	0.0%	0	0.0%	0	0.0%	0	28.1%	23	0.0%	0	0.0%	0	0.0%	0
CM13 1	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	17	0.0%	0
CM13 3	2.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	18	0.0%	0
CM4 9	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4
RM14 3	2.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.8%	21	0.0%	0
SS11 7	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.2%	19
SS11 8	4.2%	34	0.0%	0	0.0%	0	47.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 0	2.1%	17	0.0%	0	0.0%	0	24.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS12 9	2.6%	21	0.0%	0	0.0%	0	28.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 1	1.9%	15	15.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 2	2.8%	23	23.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS13 3	2.6%	21	21.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 1	3.0%	24	0.0%	0	13.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 2	2.8%	23	23.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS14 3	1.9%	15	15.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 4	1.3%	10	0.0%	0	5.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 5	6.5%	53	0.0%	0	29.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS15 6	2.2%	18	0.0%	0	9.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 4	3.8%	31	0.0%	0	17.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 5	2.0%	16	0.0%	0	9.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS16 6	3.3%	26	0.0%	0	14.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SS17 7	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	22	0.0%	0	0.0%	0
SS17 8	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.9%	30	0.0%	0	0.0%	0
SS17 9	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	11	0.0%	0	0.0%	0
SS6 7	2.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.0%
SS6 9	3.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.6%
SS7 1	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.0%
SS7 3	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14.0%
SS7 4	3.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12.0%
SS7 5	5.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	22.8%
SS8 0	3.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	11.4%
SS8 9	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8.2%
Weighted base:	808	97		179	72	81	64	56	51	209						
Sample:	808	101		105	100	100	102	100	100	100						

Appendix 7:

Data Tabulations

By Q27

Basildon Household Survey for Lambert Smith Hampton

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre
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Q27 Which of the following town centres is the closest to where you and your household live? [PR]

Basildon Town Centre	34.5%	279	100.0%	279	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Billericay Town Centre	21.4%	173	0.0%	0	100.0%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Laindon Town Centre	4.5%	36	0.0%	0	0.0%	0	100.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Pitsea Town Centre	11.1%	90	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wickford Town Centre	18.7%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brentwood Town Centre	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Upminster Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rayleigh Town Centre	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Corringham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	7	0.0%	0	0.0%	0	0.0%	0	
Canvey Island Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0	
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0	
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
South Benfleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lakeside Shopping Centre (Don't know / not sure)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Base:		808		279		173		36		90		151		29		11		10		7		5		3	2

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?

Not those that said 'Basildon' or '(Don't know / not sure)' at Q27

Daily	5.0%	26	0.0%	0	7.5%	13	0.0%	0	1.1%	1	7.3%	11	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	5.8%	30	0.0%	0	5.8%	10	2.8%	1	3.3%	3	6.0%	9	3.4%	1	45.5%	5	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	20.2%	105	0.0%	0	28.3%	49	11.1%	4	14.4%	13	18.5%	28	24.1%	7	9.1%	1	20.0%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0
One day a week	25.8%	134	0.0%	0	23.1%	40	5.6%	2	25.6%	23	29.8%	45	37.9%	11	27.3%	3	20.0%	2	57.1%	4	20.0%	1	0.0%	0	100.0%	2
Every two weeks	8.1%	42	0.0%	0	7.5%	13	8.3%	3	7.8%	7	9.3%	14	6.9%	2	0.0%	0	0.0%	0	14.3%	1	20.0%	1	0.0%	0	0.0%	0
Monthly	8.3%	43	0.0%	0	8.7%	15	5.6%	2	8.9%	8	4.0%	6	10.3%	3	0.0%	0	50.0%	5	0.0%	0	20.0%	1	66.7%	2	0.0%	0
Once every two months	4.0%	21	0.0%	0	2.9%	5	5.6%	2	7.8%	7	3.3%	5	3.4%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	4.4%	23	0.0%	0	3.5%	6	0.0%	0	10.0%	9	2.0%	3	13.8%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Once a year	1.7%	9	0.0%	0	0.0%	0	2.8%	1	2.2%	2	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.3%	7	0.0%	0	2.9%	5	2.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	14.0%	73	0.0%	0	9.2%	16	50.0%	18	16.7%	15	13.9%	21	0.0%	0	9.1%	1	10.0%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0
(Don't know / varies)	1.3%	7	0.0%	0	0.6%	1	5.6%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.49		0.00		1.83		0.57		0.96		1.67		1.24		3.41		0.85		1.37		0.88		0.20		1.00
Base:		520		0		173		36		90		151		29		11		10		7		5		3	2	

Basildon Household Survey for Lambert Smith Hampton

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																										
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																										
FOOD shopping	28.6%	128	0.0%	0	28.0%	44	44.4%	8	30.7%	23	25.4%	33	27.6%	8	40.0%	4	22.2%	2	57.1%	4	0.0%	0	0.0%	0	50.0%	1
NON-FOOD shopping	11.4%	51	0.0%	0	10.8%	17	5.6%	1	14.7%	11	13.1%	17	3.4%	1	10.0%	1	11.1%	1	14.3%	1	20.0%	1	0.0%	0	0.0%	0
Shopping in general	32.7%	146	0.0%	0	36.3%	57	16.7%	3	30.7%	23	30.8%	40	44.8%	13	20.0%	2	22.2%	2	14.3%	1	60.0%	3	50.0%	1	0.0%	0
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	8	0.0%	0	1.9%	3	0.0%	0	2.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	1
Visiting financial services e.g. banks, building society etc	3.8%	17	0.0%	0	1.9%	3	5.6%	1	0.0%	0	4.6%	6	13.8%	4	0.0%	0	22.2%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	8	0.0%	0	3.8%	6	5.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.2%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.8%	26	0.0%	0	8.3%	13	0.0%	0	4.0%	3	4.6%	6	6.9%	2	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	14	0.0%	0	1.9%	3	11.1%	2	4.0%	3	3.8%	5	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit street market	2.9%	13	0.0%	0	1.3%	2	0.0%	0	9.3%	7	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family / friends	1.6%	7	0.0%	0	1.9%	3	0.0%	0	1.3%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
For work / business	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.6%	7	0.0%	0	1.9%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	6	0.0%	0	0.6%	1	5.6%	1	1.3%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		447		0		157		18		75		130		29		10		9		7		5		2		2

Basildon Household Survey for Lambert Smith Hampton

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																										
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																										
Close to home	36.0%	161	0.0%	0	41.4%	65	33.3%	6	30.7%	23	33.1%	43	27.6%	8	40.0%	4	33.3%	3	85.7%	6	60.0%	3	0.0%	0	0.0%	0
Attractive environment / nice place	16.1%	72	0.0%	0	31.8%	50	11.1%	2	4.0%	3	8.5%	11	6.9%	2	20.0%	2	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cafés / restaurants	7.2%	32	0.0%	0	9.6%	15	5.6%	1	4.0%	3	4.6%	6	6.9%	2	10.0%	1	22.2%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Nice atmosphere / friendly people	6.7%	30	0.0%	0	8.9%	14	0.0%	0	4.0%	3	6.2%	8	6.9%	2	10.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Familiar / know where everything is	5.6%	25	0.0%	0	3.8%	6	5.6%	1	9.3%	7	3.1%	4	13.8%	4	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of independent shops	5.1%	23	0.0%	0	6.4%	10	0.0%	0	0.0%	0	3.8%	5	13.8%	4	10.0%	1	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	4.7%	21	0.0%	0	3.8%	6	22.2%	4	5.3%	4	3.1%	4	0.0%	0	10.0%	1	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0
You can get everything you need there	4.5%	20	0.0%	0	3.8%	6	0.0%	0	9.3%	7	0.8%	1	6.9%	2	20.0%	2	0.0%	0	14.3%	1	20.0%	1	0.0%	0	0.0%	0
Good market	4.3%	19	0.0%	0	0.0%	0	5.6%	1	10.7%	8	6.9%	9	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of non-food shops generally	4.3%	19	0.0%	0	4.5%	7	0.0%	0	4.0%	3	5.4%	7	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Feel safe there / good security	3.1%	14	0.0%	0	6.4%	10	0.0%	0	1.3%	1	1.5%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of food stores	3.1%	14	0.0%	0	1.9%	3	0.0%	0	4.0%	3	1.5%	2	10.3%	3	10.0%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	50.0%	1
Parking - it's easy to find a space	3.1%	14	0.0%	0	1.9%	3	5.6%	1	2.7%	2	3.1%	4	3.4%	1	10.0%	1	11.1%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	3.1%	14	0.0%	0	1.9%	3	11.1%	2	1.3%	1	6.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	2.7%	12	0.0%	0	2.5%	4	5.6%	1	4.0%	3	1.5%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Traditional	2.7%	12	0.0%	0	5.1%	8	0.0%	0	2.7%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's free	2.5%	11	0.0%	0	0.6%	1	0.0%	0	10.7%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets / well maintained	2.2%	10	0.0%	0	3.2%	5	11.1%	2	2.7%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	9	0.0%	0	2.5%	4	0.0%	0	2.7%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	1.8%	8	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.8%	8	0.0%	0	1.3%	2	0.0%	0	2.7%	2	0.0%	0	3.4%	1	20.0%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	1.8%	8	0.0%	0	1.3%	2	0.0%	0	4.0%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Shops - good range of 'high street' retailers	1.6%	7	0.0%	0	2.5%	4	0.0%	0	1.3%	1	0.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of supermarkets	1.6%	7	0.0%	0	1.9%	3	0.0%	0	4.0%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / compact / easy to get around	1.3%	6	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	1.3%	6	0.0%	0	1.3%	2	5.6%	1	0.0%	0	0.8%	1	3.4%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre												
Shops - good range of quality shops	1.1%	5	0.0%	0	1.9%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Close to work	0.9%	4	0.0%	0	1.3%	2	5.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Easy to get to by tube / train	0.9%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pedestrianised areas	0.7%	3	0.0%	0	0.6%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Parking - it's cheap	0.7%	3	0.0%	0	0.0%	0	5.6%	1	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good transport links	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - good range of clothes shops	0.4%	2	0.0%	0	0.6%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good disabled access	0.4%	2	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has undercover shopping	0.4%	2	0.0%	0	0.6%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good for a day out / makes a change	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better than Basildon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good outdoor events / festivals / carnivals	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has nice parks	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a The Range store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a Waitrose store	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	17.0%	76	0.0%	0	7.6%	12	22.2%	4	21.3%	16	26.2%	34	17.2%	5	0.0%	0	11.1%	1	14.3%	1	40.0%	2	50.0%	1	0.0%
(Don't know)	1.3%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.5%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		447		0		157		18		75		130		29		10		9		7		5		2	2

Appendix 8:

Data Tabulations

By Q27

(Weighted)

Basildon Household Survey for Lambert Smith Hampton

Weighted:

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre
Q27 Which of the following town centres is the closest to where you and your household live? [PR]													
Basildon Town Centre	38.4%	310	100.0%	310	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay Town Centre	15.3%	124	0.0%	0	100.0%	124	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon Town Centre	6.5%	53	0.0%	0	0.0%	0	100.0%	53	0.0%	0	0.0%	0	0.0%
Pitsea Town Centre	16.0%	130	0.0%	0	0.0%	0	0.0%	100.0%	130	0.0%	0	0.0%	0.0%
Wickford Town Centre	14.6%	118	0.0%	0	0.0%	0	0.0%	0	100.0%	118	0.0%	0	0.0%
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	15	0.0%	0.0%
Upminster Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	6	0.0%
Rayleigh Town Centre	2.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	20
Corringham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	4
Canvey Island Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	11
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Benfleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / not sure)	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		808		310		124		53		130		118	
Sample:		808		279		173		36		90		151	

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?

Not those that said 'Basildon' or '(Don't know / not sure)' at Q27

Daily	3.5%	17	0.0%	0	7.7%	10	0.0%	0	0.4%	1	5.6%	7	0.0%	0	5.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
4-6 days a week	5.2%	26	0.0%	0	5.9%	7	1.2%	1	3.9%	5	6.1%	7	4.6%	1	61.6%	4	0.0%	0	18.5%	1	0.0%	0	0.0%	0	
2-3 days a week	16.8%	82	0.0%	0	28.4%	35	12.5%	7	10.5%	14	14.2%	17	20.1%	3	12.4%	1	20.3%	4	0.0%	0	23.7%	3	0.0%	0	
One day a week	22.0%	108	0.0%	0	23.8%	29	3.4%	2	20.8%	27	25.5%	30	34.7%	5	15.6%	1	27.8%	5	54.3%	2	23.7%	3	0.0%	0	
Every two weeks	9.4%	46	0.0%	0	7.4%	9	11.4%	6	10.3%	13	9.9%	12	6.8%	1	0.0%	0	0.0%	0	18.5%	1	32.7%	3	0.0%	0	
Monthly	9.6%	47	0.0%	0	9.8%	12	7.5%	4	8.0%	10	3.6%	4	16.5%	2	0.0%	0	39.1%	8	0.0%	0	9.9%	1	66.7%	2	
Once every two months	7.2%	35	0.0%	0	4.2%	5	8.9%	5	12.5%	16	6.5%	8	6.1%	1	0.0%	0	0.0%	0	8.7%	0	0.0%	0	0.0%	0	
Three-four times a year	4.6%	22	0.0%	0	1.5%	2	0.0%	0	11.3%	15	2.7%	3	11.2%	2	0.0%	0	0.0%	0	0.0%	0	9.9%	1	0.0%	0	
Once a year	1.9%	9	0.0%	0	0.0%	0	3.7%	2	1.2%	2	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less often	1.6%	8	0.0%	0	3.5%	4	4.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Never	16.9%	83	0.0%	0	6.4%	8	42.2%	22	19.6%	25	19.8%	23	0.0%	0	5.2%	0	12.8%	3	0.0%	0	0.0%	0	33.3%	1	
(Don't know / varies)	1.4%	7	0.0%	0	1.2%	2	4.9%	3	0.8%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:		1.25		0.00		1.88		0.52		0.80		1.40		1.18		3.91		0.90		1.57		1.03		0.20	
Weighted base:		489		0		124		53		130		118		15		6		20		4		11		3	
Sample:		520		0		173		36		90		151		29		11		10		7		5		3	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																										
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																										
FOOD shopping	24.9%	101	0.0%	0	23.4%	27	36.0%	11	24.5%	26	22.9%	22	26.2%	4	28.1%	2	23.3%	4	54.3%	2	0.0%	0	0.0%	0	53.6%	1
NON-FOOD shopping	13.1%	53	0.0%	0	11.7%	14	7.5%	2	18.9%	20	13.4%	13	2.2%	0	5.5%	0	14.7%	3	18.5%	1	9.9%	1	0.0%	0	0.0%	0
Shopping in general	32.6%	132	0.0%	0	37.7%	44	22.9%	7	34.5%	36	27.8%	26	45.1%	7	17.2%	1	12.3%	2	8.7%	0	66.4%	7	50.0%	1	0.0%	0
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	7	0.0%	0	1.6%	2	0.0%	0	1.0%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	46.3%	1
Visiting financial services e.g. banks, building society etc	4.1%	17	0.0%	0	2.9%	3	4.6%	1	0.0%	0	4.6%	4	15.1%	2	0.0%	0	26.4%	5	18.5%	1	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, estate agent, etc	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	7	0.0%	0	5.5%	6	2.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.5%	2	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.2%	21	0.0%	0	7.2%	8	0.0%	0	1.5%	2	6.5%	6	6.8%	1	0.0%	0	23.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	12	0.0%	0	1.8%	2	12.9%	4	3.2%	3	2.5%	2	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit street market	4.3%	18	0.0%	0	2.4%	3	0.0%	0	9.7%	10	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family / friends	2.4%	10	0.0%	0	1.0%	1	0.0%	0	2.2%	2	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	3	0.0%	0	0.0%	0
For work / business	1.2%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.2%	5	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.9%	8	0.0%	0	1.3%	2	7.5%	2	2.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		406		0	116		30		104		95		15		6		17		4		11		2		2	
Sample:		447		0	157		18		75		130		29		10		9		7		5		2		2	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																										
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																										
Close to home	37.1%	151	0.0%	0	43.8%	51	36.1%	11	32.7%	34	35.8%	34	22.3%	3	28.1%	2	29.5%	5	91.3%	4	66.4%	7	0.0%	0	0.0%	0
Attractive environment / nice place	13.6%	55	0.0%	0	34.1%	39	6.0%	2	1.3%	1	8.0%	8	4.3%	1	17.2%	1	20.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	8.5%	35	0.0%	0	5.3%	6	23.3%	7	8.8%	9	5.8%	5	0.0%	0	13.1%	1	0.0%	0	0.0%	0	56.4%	6	0.0%	0	0.0%	0
Good cafés / restaurants	8.5%	35	0.0%	0	12.6%	15	2.0%	1	4.7%	5	6.4%	6	14.3%	2	18.1%	1	23.3%	4	0.0%	0	0.0%	0	0.0%	0	46.3%	1
Familiar / know where everything is	6.7%	27	0.0%	0	5.2%	6	6.4%	2	11.3%	12	4.3%	4	8.7%	1	31.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	5.1%	21	0.0%	0	8.6%	10	0.0%	0	1.5%	2	4.8%	5	11.8%	2	11.7%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	53.6%	1
Close to friends / relatives	4.9%	20	0.0%	0	2.7%	3	3.6%	1	5.4%	6	6.8%	6	0.0%	0	0.0%	0	14.7%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Shops - good range of independent shops	4.4%	18	0.0%	0	5.4%	6	0.0%	0	0.0%	0	4.7%	4	25.0%	4	5.5%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	4.4%	18	0.0%	0	0.0%	0	2.0%	1	10.2%	11	4.2%	4	0.0%	0	0.0%	0	14.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	4.2%	17	0.0%	0	2.3%	3	14.0%	4	1.6%	2	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's free	3.8%	16	0.0%	0	0.6%	1	0.0%	0	11.1%	12	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You can get everything you need there	3.7%	15	0.0%	0	4.0%	5	0.0%	0	5.7%	6	1.0%	1	4.3%	1	17.2%	1	0.0%	0	18.5%	1	9.9%	1	0.0%	0	0.0%	0
Shops - good range of non-food shops generally	3.6%	14	0.0%	0	4.2%	5	0.0%	0	2.7%	3	5.3%	5	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.3%	1
Feel safe there / good security	2.9%	12	0.0%	0	7.2%	8	0.0%	0	1.4%	1	1.5%	1	0.0%	0	11.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	2.9%	12	0.0%	0	1.4%	2	6.4%	2	1.2%	1	4.6%	4	4.6%	1	5.5%	0	6.1%	1	8.7%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of food stores	2.8%	11	0.0%	0	1.9%	2	0.0%	0	3.7%	4	0.9%	1	15.4%	2	5.5%	0	0.0%	0	18.5%	1	0.0%	0	0.0%	0	53.6%	1
Traditional	2.8%	11	0.0%	0	4.4%	5	0.0%	0	4.6%	5	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	2.7%	11	0.0%	0	1.2%	1	0.0%	0	6.8%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.6%	1
Clean streets / well maintained	2.6%	11	0.0%	0	3.0%	3	6.0%	2	4.7%	5	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	1.9%	8	0.0%	0	1.5%	2	6.4%	2	0.0%	0	0.3%	0	1.7%	0	0.0%	0	20.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of supermarkets	1.9%	8	0.0%	0	1.9%	2	0.0%	0	4.5%	5	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.9%	8	0.0%	0	1.1%	1	0.0%	0	2.9%	3	0.0%	0	2.2%	0	31.1%	2	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	1.6%	7	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	1.5%	6	0.0%	0	2.8%	3	0.0%	0	1.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / compact / easy to get around	1.4%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0	23.7%	3	0.0%	0	0.0%	0
Close to work	1.3%	5	0.0%	0	1.6%	2	4.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of	1.2%	5	0.0%	0	1.4%	2	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre												
quality shops																									
Shops - good range of 'high street' retailers	1.2%	5	0.0%	0	2.6%	3	0.0%	0	1.0%	1	0.6%	1	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Easy to get to by tube / train	1.0%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	18.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good disabled access	0.9%	4	0.0%	0	1.0%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pedestrianised areas	0.8%	3	0.0%	0	0.4%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has undercover shopping	0.6%	3	0.0%	0	1.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.6%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - good range of clothes shops	0.6%	2	0.0%	0	0.3%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a The Range store	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking - it's cheap	0.6%	2	0.0%	0	0.0%	0	2.0%	1	1.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good for a day out / makes a change	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better than Basildon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good transport links	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a Waitrose store	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has nice parks	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good outdoor events / festivals / carnivals	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	16.7%	68	0.0%	0	5.6%	7	28.4%	9	19.5%	20	23.2%	22	17.2%	3	0.0%	0	17.2%	3	8.7%	0	33.6%	4	50.0%	1	0.0%
(Don't know)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	4	1.1%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		406		0	116		30		104		95		15		6		17		4		11		2		2
Sample:		447		0	157		18		75		130		29		10		9		7		5		2		2

Appendix 9:

Data Tabulations

By Q27 Filtering Nulls

Basildon Household Survey for Lambert Smith Hampton

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q27 Which of the following town centres is the closest to where you and your household live? [PR]																										
<i>Excl. Nulls</i>																										
Basildon Town Centre	34.9%	279	100.0%	279	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Billericay Town Centre	21.7%	173	0.0%	0	100.0%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Laindon Town Centre	4.5%	36	0.0%	0	0.0%	0	100.0%	36	0.0%	0	0.0%	0	0.0%	0												
Pitsea Town Centre	11.3%	90	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0												
Wickford Town Centre	18.9%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	151	0.0%	0												
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Brentwood Town Centre	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	29	0.0%	0												
Upminster Town Centre	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	11												
Rayleigh Town Centre	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%												
Corringham Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	7												
Canvey Island Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%												
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%												
Chelmsford City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%												
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
South Benfleet Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Lakeside Shopping Centre (Don't know / not sure)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Base:		799		279		173		36		90		151		29		11		10		7		5		3		2

Meanscore: [Number of times per week]

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?

Not those that said 'Basildon' or '(Don't know / not sure)' at Q27

Daily	5.0%	26	0.0%	0	7.5%	13	0.0%	0	1.1%	1	7.3%	11	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 days a week	5.8%	30	0.0%	0	5.8%	10	2.8%	1	3.3%	3	6.0%	9	3.4%	1	45.5%	5	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
2-3 days a week	20.2%	105	0.0%	0	28.3%	49	11.1%	4	14.4%	13	18.5%	28	24.1%	7	9.1%	1	20.0%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0
One day a week	25.8%	134	0.0%	0	23.1%	40	5.6%	2	25.6%	23	29.8%	45	37.9%	11	27.3%	3	20.0%	2	57.1%	4	20.0%	1	0.0%	0	100.0%	2
Every two weeks	8.1%	42	0.0%	0	7.5%	13	8.3%	3	7.8%	7	9.3%	14	6.9%	2	0.0%	0	0.0%	0	14.3%	1	20.0%	1	0.0%	0	0.0%	0
Monthly	8.3%	43	0.0%	0	8.7%	15	5.6%	2	8.9%	8	4.0%	6	10.3%	3	0.0%	0	50.0%	5	0.0%	0	20.0%	1	66.7%	2	0.0%	0
Once every two months	4.0%	21	0.0%	0	2.9%	5	5.6%	2	7.8%	7	3.3%	5	3.4%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Three-four times a year	4.4%	23	0.0%	0	3.5%	6	0.0%	0	10.0%	9	2.0%	3	13.8%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Once a year	1.7%	9	0.0%	0	0.0%	0	2.8%	1	2.2%	2	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.3%	7	0.0%	0	2.9%	5	2.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	14.0%	73	0.0%	0	9.2%	16	50.0%	18	16.7%	15	13.9%	21	0.0%	0	9.1%	1	10.0%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0
(Don't know / varies)	1.3%	7	0.0%	0	0.6%	1	5.6%	2	1.1%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		1.49		0.00		1.83		0.57		0.96		1.67		1.24		3.41		0.85		1.37		0.88		0.20		1.00
Base:		520		0		173		36		90		151		29		11		10		7		5		3		2

Basildon Household Survey for Lambert Smith Hampton

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																										
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																										
FOOD shopping	28.6%	128	0.0%	0	28.0%	44	44.4%	8	30.7%	23	25.4%	33	27.6%	8	40.0%	4	22.2%	2	57.1%	4	0.0%	0	0.0%	0	50.0%	1
NON-FOOD shopping	11.4%	51	0.0%	0	10.8%	17	5.6%	1	14.7%	11	13.1%	17	3.4%	1	10.0%	1	11.1%	1	14.3%	1	20.0%	1	0.0%	0	0.0%	0
Shopping in general	32.7%	146	0.0%	0	36.3%	57	16.7%	3	30.7%	23	30.8%	40	44.8%	13	20.0%	2	22.2%	2	14.3%	1	60.0%	3	50.0%	1	0.0%	0
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	8	0.0%	0	1.9%	3	0.0%	0	2.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	1
Visiting financial services e.g. banks, building society etc	3.8%	17	0.0%	0	1.9%	3	5.6%	1	0.0%	0	4.6%	6	13.8%	4	0.0%	0	22.2%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, estate agent, etc	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	8	0.0%	0	3.8%	6	5.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.2%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.8%	26	0.0%	0	8.3%	13	0.0%	0	4.0%	3	4.6%	6	6.9%	2	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	14	0.0%	0	1.9%	3	11.1%	2	4.0%	3	3.8%	5	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit street market	2.9%	13	0.0%	0	1.3%	2	0.0%	0	9.3%	7	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family / friends	1.6%	7	0.0%	0	1.9%	3	0.0%	0	1.3%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
For work / business	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.6%	7	0.0%	0	1.9%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	6	0.0%	0	0.6%	1	5.6%	1	1.3%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		447		0		157		18		75		130		29		10		9		7		5		2		2

Basildon Household Survey for Lambert Smith Hampton

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																										
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																										
Close to home	36.0%	161	0.0%	0	41.4%	65	33.3%	6	30.7%	23	33.1%	43	27.6%	8	40.0%	4	33.3%	3	85.7%	6	60.0%	3	0.0%	0	0.0%	0
Attractive environment / nice place	16.1%	72	0.0%	0	31.8%	50	11.1%	2	4.0%	3	8.5%	11	6.9%	2	20.0%	2	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cafés / restaurants	7.2%	32	0.0%	0	9.6%	15	5.6%	1	4.0%	3	4.6%	6	6.9%	2	10.0%	1	22.2%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Nice atmosphere / friendly people	6.7%	30	0.0%	0	8.9%	14	0.0%	0	4.0%	3	6.2%	8	6.9%	2	10.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Familiar / know where everything is	5.6%	25	0.0%	0	3.8%	6	5.6%	1	9.3%	7	3.1%	4	13.8%	4	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of independent shops	5.1%	23	0.0%	0	6.4%	10	0.0%	0	0.0%	0	3.8%	5	13.8%	4	10.0%	1	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	4.7%	21	0.0%	0	3.8%	6	22.2%	4	5.3%	4	3.1%	4	0.0%	0	10.0%	1	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0
You can get everything you need there	4.5%	20	0.0%	0	3.8%	6	0.0%	0	9.3%	7	0.8%	1	6.9%	2	20.0%	2	0.0%	0	14.3%	1	20.0%	1	0.0%	0	0.0%	0
Good market	4.3%	19	0.0%	0	0.0%	0	5.6%	1	10.7%	8	6.9%	9	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of non-food shops generally	4.3%	19	0.0%	0	4.5%	7	0.0%	0	4.0%	3	5.4%	7	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Feel safe there / good security	3.1%	14	0.0%	0	6.4%	10	0.0%	0	1.3%	1	1.5%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of food stores	3.1%	14	0.0%	0	1.9%	3	0.0%	0	4.0%	3	1.5%	2	10.3%	3	10.0%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	50.0%	1
Parking - it's easy to find a space	3.1%	14	0.0%	0	1.9%	3	5.6%	1	2.7%	2	3.1%	4	3.4%	1	10.0%	1	11.1%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	3.1%	14	0.0%	0	1.9%	3	11.1%	2	1.3%	1	6.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	2.7%	12	0.0%	0	2.5%	4	5.6%	1	4.0%	3	1.5%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Traditional	2.7%	12	0.0%	0	5.1%	8	0.0%	0	2.7%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's free	2.5%	11	0.0%	0	0.6%	1	0.0%	0	10.7%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets / well maintained	2.2%	10	0.0%	0	3.2%	5	11.1%	2	2.7%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	9	0.0%	0	2.5%	4	0.0%	0	2.7%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	1.8%	8	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.8%	8	0.0%	0	1.3%	2	0.0%	0	2.7%	2	0.0%	0	3.4%	1	20.0%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	1.8%	8	0.0%	0	1.3%	2	0.0%	0	4.0%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Shops - good range of 'high street' retailers	1.6%	7	0.0%	0	2.5%	4	0.0%	0	1.3%	1	0.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of supermarkets	1.6%	7	0.0%	0	1.9%	3	0.0%	0	4.0%	3	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / compact / easy to get around	1.3%	6	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	1.3%	6	0.0%	0	1.3%	2	5.6%	1	0.0%	0	0.8%	1	3.4%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre												
Shops - good range of quality shops	1.1%	5	0.0%	0	1.9%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Close to work	0.9%	4	0.0%	0	1.3%	2	5.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Easy to get to by tube / train	0.9%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pedestrianised areas	0.7%	3	0.0%	0	0.6%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.7%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking - it's cheap	0.7%	3	0.0%	0	0.0%	0	5.6%	1	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good transport links	0.4%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - good range of clothes shops	0.4%	2	0.0%	0	0.6%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good disabled access	0.4%	2	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has undercover shopping	0.4%	2	0.0%	0	0.6%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good for a day out / makes a change	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better than Basildon Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good outdoor events / festivals / carnivals	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has nice parks	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a The Range store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a Waitrose store	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	17.0%	76	0.0%	0	7.6%	12	22.2%	4	21.3%	16	26.2%	34	17.2%	5	0.0%	0	11.1%	1	14.3%	1	40.0%	2	50.0%	1	0.0%
(Don't know)	1.3%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.5%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		447		0		157		18		75		130		29		10		9		7		5		2	2

Appendix 10:

Data Tabulations

By Q27 Filtering Nulls

(Weighted)

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre
Q27 Which of the following town centres is the closest to where you and your household live? [PR]													
<i>Excl. Nulls</i>													
Basildon Town Centre	38.8%	310	100.0%	310	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Billericay Town Centre	15.5%	124	0.0%	0	100.0%	124	0.0%	0	0.0%	0	0.0%	0	0.0%
Laindon Town Centre	6.6%	53	0.0%	0	0.0%	0	100.0%	53	0.0%	0	0.0%	0	0.0%
Pitsea Town Centre	16.2%	130	0.0%	0	0.0%	0	0.0%	0	100.0%	130	0.0%	0	0.0%
Wickford Town Centre	14.8%	118	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	118	0.0%
Other town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brentwood Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	15	0.0%
Upminster Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.0%
Rayleigh Town Centre	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Corringham Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%
Canvey Island Town Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Southend-on-Sea Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Chelmsford City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hadleigh Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Benfleet Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lakeside Shopping Centre (Don't know / not sure)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		799		310		124		53		130		118	
Sample:		799		279		173		36		90		151	
Meanscore: [Number of times per week]													
Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?													
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27</i>													
Daily	3.5%	17	0.0%	0	7.7%	10	0.0%	0	0.4%	1	5.6%	7	0.0%
4-6 days a week	5.2%	26	0.0%	0	5.9%	7	1.2%	1	3.9%	5	6.1%	7	4.6%
2-3 days a week	16.8%	82	0.0%	0	28.4%	35	12.5%	7	10.5%	14	14.2%	17	20.1%
One day a week	22.0%	108	0.0%	0	23.8%	29	3.4%	2	20.8%	27	25.5%	30	34.7%
Every two weeks	9.4%	46	0.0%	0	7.4%	9	11.4%	6	10.3%	13	9.9%	12	6.8%
Monthly	9.6%	47	0.0%	0	9.8%	12	7.5%	4	8.0%	10	3.6%	4	16.5%
Once every two months	7.2%	35	0.0%	0	4.2%	5	8.9%	5	12.5%	16	6.5%	8	6.1%
Three-four times a year	4.6%	22	0.0%	0	1.5%	2	0.0%	0	11.3%	15	2.7%	3	11.2%
Once a year	1.9%	9	0.0%	0	0.0%	0	3.7%	2	1.2%	2	4.7%	6	0.0%
Less often	1.6%	8	0.0%	0	3.5%	4	4.4%	2	0.8%	1	0.0%	0	0.0%
Never	16.9%	83	0.0%	0	6.4%	8	42.2%	22	19.6%	25	19.8%	23	0.0%
(Don't know / varies)	1.4%	7	0.0%	0	1.2%	2	4.9%	3	0.8%	1	1.2%	1	0.0%
Mean:		1.25		0.00		1.88		0.52		0.80		1.40	
Weighted base:		489		0		124		53		130		118	
Sample:		520		0		173		36		90		151	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?																										
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																										
FOOD shopping	24.9%	101	0.0%	0	23.4%	27	36.0%	11	24.5%	26	22.9%	22	26.2%	4	28.1%	2	23.3%	4	54.3%	2	0.0%	0	0.0%	0	53.6%	1
NON-FOOD shopping	13.1%	53	0.0%	0	11.7%	14	7.5%	2	18.9%	20	13.4%	13	2.2%	0	5.5%	0	14.7%	3	18.5%	1	9.9%	1	0.0%	0	0.0%	0
Shopping in general	32.6%	132	0.0%	0	37.7%	44	22.9%	7	34.5%	36	27.8%	26	45.1%	7	17.2%	1	12.3%	2	8.7%	0	66.4%	7	50.0%	1	0.0%	0
Visiting personal services e.g. hair salon, barber, beauty salon etc	1.8%	7	0.0%	0	1.6%	2	0.0%	0	1.0%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	46.3%	1
Visiting financial services e.g. banks, building society etc	4.1%	17	0.0%	0	2.9%	3	4.6%	1	0.0%	0	4.6%	4	15.1%	2	0.0%	0	26.4%	5	18.5%	1	0.0%	0	0.0%	0	0.0%	0
Visit other services e.g. travel agent, estate agent, etc	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit bars / pubs	1.8%	7	0.0%	0	5.5%	6	2.0%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit gambling venues e.g. betting shops, amusement arcade, bingo etc	0.5%	2	0.0%	0	0.0%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cafés, restaurants, and takeaways	5.2%	21	0.0%	0	7.2%	8	0.0%	0	1.5%	2	6.5%	6	6.8%	1	0.0%	0	23.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit leisure entertainment venues e.g. cinemas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit cultural venues e.g. museums / art gallery, theatre, concert hall, music venues etc	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit sports and fitness venues	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit community services e.g. library, doctors, etc.	3.1%	12	0.0%	0	1.8%	2	12.9%	4	3.2%	3	2.5%	2	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit street market	4.3%	18	0.0%	0	2.4%	3	0.0%	0	9.7%	10	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family / friends	2.4%	10	0.0%	0	1.0%	1	0.0%	0	2.2%	2	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	3	0.0%	0	0.0%	0
For work / business	1.2%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For education e.g. school, college, university	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To access public transport services e.g. park and ride, bus stop, bus station, rail station	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
School run	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / go for a walk	1.2%	5	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.9%	8	0.0%	0	1.3%	2	7.5%	2	2.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		406		0	116		30		104		95		15		6		17		4		11		2		2	
Sample:		447		0	157		18		75		130		29		10		9		7		5		2		2	

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre													
Q30 What do you like about (CENTRE MENTIONED AT Q27)? [MR]																										
<i>Not those that said 'Basildon' or '(Don't know / not sure)' at Q27 or 'Never' at Q28</i>																										
Close to home	37.1%	151	0.0%	0	43.8%	51	36.1%	11	32.7%	34	35.8%	34	22.3%	3	28.1%	2	29.5%	5	91.3%	4	66.4%	7	0.0%	0	0.0%	0
Attractive environment / nice place	13.6%	55	0.0%	0	34.1%	39	6.0%	2	1.3%	1	8.0%	8	4.3%	1	17.2%	1	20.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	8.5%	35	0.0%	0	5.3%	6	23.3%	7	8.8%	9	5.8%	5	0.0%	0	13.1%	1	0.0%	0	0.0%	0	56.4%	6	0.0%	0	0.0%	0
Good cafés / restaurants	8.5%	35	0.0%	0	12.6%	15	2.0%	1	4.7%	5	6.4%	6	14.3%	2	18.1%	1	23.3%	4	0.0%	0	0.0%	0	0.0%	0	46.3%	1
Familiar / know where everything is	6.7%	27	0.0%	0	5.2%	6	6.4%	2	11.3%	12	4.3%	4	8.7%	1	31.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice atmosphere / friendly people	5.1%	21	0.0%	0	8.6%	10	0.0%	0	1.5%	2	4.8%	5	11.8%	2	11.7%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0	53.6%	1
Close to friends / relatives	4.9%	20	0.0%	0	2.7%	3	3.6%	1	5.4%	6	6.8%	6	0.0%	0	0.0%	0	14.7%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0
Shops - good range of independent shops	4.4%	18	0.0%	0	5.4%	6	0.0%	0	0.0%	0	4.7%	4	25.0%	4	5.5%	0	12.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	4.4%	18	0.0%	0	0.0%	0	2.0%	1	10.2%	11	4.2%	4	0.0%	0	0.0%	0	14.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet / not too busy	4.2%	17	0.0%	0	2.3%	3	14.0%	4	1.6%	2	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's free	3.8%	16	0.0%	0	0.6%	1	0.0%	0	11.1%	12	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
You can get everything you need there	3.7%	15	0.0%	0	4.0%	5	0.0%	0	5.7%	6	1.0%	1	4.3%	1	17.2%	1	0.0%	0	18.5%	1	9.9%	1	0.0%	0	0.0%	0
Shops - good range of non-food shops generally	3.6%	14	0.0%	0	4.2%	5	0.0%	0	2.7%	3	5.3%	5	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.3%	1
Feel safe there / good security	2.9%	12	0.0%	0	7.2%	8	0.0%	0	1.4%	1	1.5%	1	0.0%	0	11.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's easy to find a space	2.9%	12	0.0%	0	1.4%	2	6.4%	2	1.2%	1	4.6%	4	4.6%	1	5.5%	0	6.1%	1	8.7%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of food stores	2.8%	11	0.0%	0	1.9%	2	0.0%	0	3.7%	4	0.9%	1	15.4%	2	5.5%	0	0.0%	0	18.5%	1	0.0%	0	0.0%	0	53.6%	1
Traditional	2.8%	11	0.0%	0	4.4%	5	0.0%	0	4.6%	5	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	2.7%	11	0.0%	0	1.2%	1	0.0%	0	6.8%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.6%	1
Clean streets / well maintained	2.6%	11	0.0%	0	3.0%	3	6.0%	2	4.7%	5	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	1.9%	8	0.0%	0	1.5%	2	6.4%	2	0.0%	0	0.3%	0	1.7%	0	0.0%	0	20.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of supermarkets	1.9%	8	0.0%	0	1.9%	2	0.0%	0	4.5%	5	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bus	1.9%	8	0.0%	0	1.1%	1	0.0%	0	2.9%	3	0.0%	0	2.2%	0	31.1%	2	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	1.6%	7	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	1.5%	6	0.0%	0	2.8%	3	0.0%	0	1.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / compact / easy to get around	1.4%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	6.1%	1	0.0%	0	23.7%	3	0.0%	0	0.0%	0
Close to work	1.3%	5	0.0%	0	1.6%	2	4.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of	1.2%	5	0.0%	0	1.4%	2	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Basildon Household Survey for Lambert Smith Hampton

Weighted:

April 2023

	Total	Basildon Town Centre	Billericay Town Centre	Laindon Town Centre	Pitsea Town Centre	Wickford Town Centre	Brentwood Town Centre	Upminster Town Centre	Rayleigh Town Centre	Corringham Town Centre	Canvey Island Town Centre	Southend-on- Sea Town Centre	Chelmsford City Centre												
quality shops																									
Shops - good range of 'high street' retailers	1.2%	5	0.0%	0	2.6%	3	0.0%	0	1.0%	1	0.6%	1	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Easy to get to by tube / train	1.0%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	18.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good disabled access	0.9%	4	0.0%	0	1.0%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pedestrianised areas	0.8%	3	0.0%	0	0.4%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has undercover shopping	0.6%	3	0.0%	0	1.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.6%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - good range of clothes shops	0.6%	2	0.0%	0	0.3%	0	6.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a The Range store	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Parking - it's cheap	0.6%	2	0.0%	0	0.0%	0	2.0%	1	1.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good for a day out / makes a change	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better than Basildon Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good transport links	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a M&S store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - has a Waitrose store	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Has nice parks	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good outdoor events / festivals / carnivals	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	16.7%	68	0.0%	0	5.6%	7	28.4%	9	19.5%	20	23.2%	22	17.2%	3	0.0%	0	17.2%	3	8.7%	0	33.6%	4	50.0%	1	0.0%
(Don't know)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	4	1.1%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		406		0	116		30		104		95		15		6		17		4		11		2		2
Sample:		447		0	157		18		75		130		29		10		9		7		5		2		2

Appendix 11:

Sample Questionnaire

Job No. 024A23
Basildon Retail & Leisure Needs Study

Good morning / afternoon / evening, I am from NEMS Market Research and we are conducting a short survey in your area about shopping and leisure activities, on behalf of Basildon Borough Council . The information you provide will help the Council understand how to best to plan for the future of town centres and other places in Basildon. Do you have time to answer some questions please? It will take about five to ten minutes.

QA Are you the person responsible, or jointly responsible for food and non-food shopping in your household?

YES – CONTINUE INTERVIEW.

NO – ASK TO SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE household's SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW.

READ OUT: We now have a few questions about where you do your household's Food shopping. In answering these questions the location may be a store, a town, a specific road or area, or it could be the internet / delivery.

Q01 Where do you normally shop for your household's main-food and grocery shopping needs (i.e. primarily bulk trolley purchases)?
DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.

#Food	Food list	GO TO Q02
500	Other (PLEASE WRITE IN)	GO TO Q02
502	Internet / delivery	GO TO Q05
505	(Don't know / varies)	CLOSE
506	(Don't do this type of shopping)	CLOSE

EXCLUDES THOSE ANSWERING INTERNET / DELIVERY AT Q01

Q02 Why do you choose (RESPONSE MENTIONED AT Q01) for your main food shopping?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

001	Attractive environment / nice place
002	Clean
003	Close to family / friends
004	Close to home
005	Close to work
006	Delivery service
007	Do online / delivery shopping because it's covid safe
008	Easy to get to by bicycle
009	Easy to get to by bus
010	Easy to get to by car
011	Easy to get to by tube / train
012	Familiar / know where everything is
013	Feel covid safe there
014	Friendly / helpful staff
015	Good layout / compact / easy to get around
016	Good NON-FOOD range
017	Good quality FOOD goods available
018	Good range of FOOD goods available
019	Good range of shops / services nearby
020	Habit / always used it
021	Has a cafe
022	Has a petrol station
023	Large store
024	Like to support local shops
025	Long opening hours
026	Low prices / value for money
027	Loyalty scheme / reward points
028	Offers click & collect service
029	Offers scan-as-you-shop service
030	Online shopping is convenient
031	Parking - easy to find a space
032	Parking - is free
033	Parking - prices are low
034	Preference for retailer
035	Safe shopping environment
036	Small / quiet store
037	Staff discount / work there
038	The market (food / farmers market, other markets)
039	You can get everything you need there
500	Other (PLEASE WRITE IN)
505	(Don't know)
509	(No reason in particular)

EXCLUDES THOSE ANSWERING INTERNET / DELIVERY AT Q01

Q03	When you visit (STORE / LOCATION MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities (for example non-food shopping, leisure / entertainment, visiting restaurants, bars, banks, etc.)? DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anywhere else?	
1	Yes - non-food shopping	GO TO Q04
2	Yes - other food shopping	GO TO Q04
3	Yes - bars / pubs	GO TO Q04
4	Yes - bingo	GO TO Q04
5	Yes - cafés	GO TO Q04
6	Yes - cinemas	GO TO Q04
7	Yes - get petrol	GO TO Q04
8	Yes - go to park	GO TO Q04
9	Yes - gyms / health and fitness	GO TO Q04
A	Yes - library	GO TO Q04
B	Yes - markets	GO TO Q04
C	Yes - meeting family	GO TO Q04
D	Yes - meeting friends	GO TO Q04
E	Yes - museums / art gallery	GO TO Q04
F	Yes - other service (e.g. travel agent, estate agent etc.)	GO TO Q04
G	Yes - personal service (e.g. hairdressers, beauty salon etc.)	GO TO Q04
H	Yes - restaurants	GO TO Q04
I	Yes - swimming	GO TO Q04
J	Yes - theatre	GO TO Q04
K	Yes - visiting services such as banks and other financial institutions	GO TO Q04
L	Yes - work	GO TO Q04
M	Yes - other (PLEASE WRITE IN)	GO TO Q04
N	No	GO TO Q05
O	(Don't know)	GO TO Q05

THOSE WHO DO A LINKED TRIP AT Q03

Q04	When you combine your trip with other activities, where do you normally go? DO NOT READ OUT. ONE ANSWER ONLY.	
#NFood	Non Food List	
Q05	In addition to (STORE / LOCATION MENTIONED AT Q01), where else do you regularly use for your main-food shopping? DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.	
#Food	Food list	
Q06	In addition to your main food shopping, where do you normally do most of your household's small scale top-up food shopping (i.e. where you visit regularly (2+ times a week to buy bread, milk, etc., on a day-to-day basis)? DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.	
#Food	Food List (Don't know / varies) (Don't do this type of shopping)	GO TO Q07 GO TO Q09 GO TO Q09
Q07	In addition to (STORE / LOCATION MENTIONED AT Q06), where else do you regularly use for your top-up food shopping? DO NOT READ OUT. ONE ANSWER ONLY. INTERVIEWER - INCLUDE STORES FULL NAME (E.G. TESCO EXTRA, TESCO EXPRESS, ETC) AND ADDRESS.	
#Food	Food List	
Q08	Of all the money you spend on your MAIN <u>AND</u> TOP-UP food shopping, what % share goes on your MAIN food shopping? DO NOT READ OUT. ONE ANSWER ONLY. PLEASE WRITE IN TO THE NEAREST WHOLE %	
X	% (PLEASE WRITE IN)	
Y	(Don't know / varies)	
Z	(Refused)	
Q09	Have you changed or do you intend to change any of your FOOD and/or NON-FOOD shopping habits as a result of cost of living crisis (e.g. rising inflation and rising energy prices)? DO NOT READ OUT. ONE ANSWER ONLY.	
1	Yes	GO TO Q10
2	No	GO TO Q11

Those who have or intend to change food shopping habits due to the cost of living crisis at Q09:

Q10 How have your FOOD and/or NON-FOOD shopping habits changed or are likely to change as a result of the cost of living crisis?
DO NOT READ OUT. CODE UP TO THREE RESPONSES

Food shopping

- 001 Shop more online for food shopping
- 002 Shop less online for food shopping
- 003 Shop more at larger foodstores
- 004 Shop less at larger foodstores
- 005 Shop more at local convenience stores
- 006 Shop less at local convenience stores
- 007 Shop more at discount foodstores such as Aldi and Lidl.
- 008 Shop more at frozen foodstores such as Farmfoods and Iceland
- 009 Shop more at a specific store for food items (PLEASE WRITE IN STORE DETAILS)
- 010 Spend more on discounted food items
- 011 Carry out more bulk food shopping
- 012 Carry out more basket / top-up food shopping
- 013 Used different physical shops for top-up food shopping
- 014 Used different physical shops for main food shopping
- 015 Spend less on non-essential / luxury food items
- 016 Spend less in general on food items

Non-Food shopping

- 017 Shop more online for non-food shopping
- 018 Shop less online for non-food shopping
- 019 Shop more locally for non-food shopping
- 020 Shop more at discount shops for non-food items
- 021 Shop more at a specific store for non-food items (PLEASE WRITE IN STORE DETAILS)
- 022 Spend more on discounted non-food items
- 023 Spend less on non-essential / luxury non-food items
- 024 Spend less in general on non-food items
- 025 Used different physical shops for non-food shopping

Other reasons

- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)

READ OUT: We now have a few questions about where you do your household's Non-Food shopping. In answering these questions the location may be a town centre, a specific road or area, a shopping centre, a retail park, a stand-alone store, or it could be facilities such as the internet, TV shopping or catalogue.

Q11 Where do you do most of your household's shopping for mens, womens, childrens and baby clothing and footwear EXCLUDING sports clothing and sports footwear?
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q12 Where do you normally do most of your household's shopping for recording media for pictures and sound (e.g. records, pre-recorded and unrecorded CDs & DVDs, unexposed films for photographic use, etc.) (Excluding video games)?
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q13 Where do you do most of your household's shopping for DOMESTIC electrical goods including small domestic electrical appliances such as irons, kettles, fans, coffee makers, food mixers and large white goods e.g. fridges, freezers, dishwashers etc?
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q14 Where do you do most of your household's shopping for OTHER electrical goods such as TV's, computers, cameras, kindles, ipads, phones, radios, etc?
DO NOT READ OUT. ONE ANSWER ONLY.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q15 Where do you normally do most of your household's shopping for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationary (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials?
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q16 Where do you normally do most of your household's shopping for games & toys; pets and pet products; hobby items; sport clothing / footwear and equipment; camping goods; bicycles; and musical instruments?
DO NOT READ OUT. ONE ANSWER ONLY.

#NFood Non-Food List

Q17 Where do you normally do most of your household's shopping for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc)?
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q18 Where do you normally do most of your household's shopping for DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q19 Where do you normally do most of your household's shopping on all goods for personal care, including electric appliances (e.g. electric razors, hair dryers, curling tongs, electric toothbrushes), non-electric appliances (e.g. scissors, hand razors, bathroom scales), cosmetics, perfume, toothpaste, aftershave, sun tan lotions, etc.
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q20 Where do you normally do most of your household's shopping for medical goods (e.g. drugs, medicine), other pharmaceutical products (e.g. vitamins, plasters, thermometers, bandages, syringes); and therapeutic appliances / equipment (e.g. spectacles, contact lenses, hearing aids, wheelchairs, etc.).
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

Q21 Where do you normally do most of your household's shopping on all other goods including jewellery & watches; glassware, china, tableware and household utensils; and other personal effects (e.g. travel goods, suitcases, drams, sunglasses):
INTERVIEWER NOTE: PLEASE PROBE FULLY FOR ROAD NAME AND LOCATION IF LOCATED OUT OF CENTRE.

#NFood Non-Food List

READ OUT: We would now like to obtain your views on Basildon Town Centre.

Q22 How often do you or your household visit Basildon Town for shopping, leisure and accessing services?
DO NOT READ OUT. ONE ANSWER ONLY.

1	Daily	GO TO Q23
2	4-6 days a week	GO TO Q23
3	2-3 days a week	GO TO Q23
4	One day a week	GO TO Q23
5	Every two weeks	GO TO Q23
6	Monthly	GO TO Q23
7	Once every two months	GO TO Q23
8	Three-four times a year	GO TO Q23
9	Once a year	GO TO Q23
A	Less often	GO TO Q23
B	Never	GO TO Q25
C	(Don't know / varies)	GO TO Q23

Those who have ever visited Basildon Town Centre at Q22

Q23 What is the main reason for visiting Basildon Town Centre, e.g. what is the main activity you do there?
DO NOT READ OUT. ONE ANSWER ONLY.

1	FOOD shopping
2	NON-FOOD shopping
3	Shopping in general
4	Visiting personal services e.g. hair salon, barber, beauty salon etc
5	Visiting financial services e.g. banks, building society etc
6	Visit other services e.g. travel agent, estate agent, etc
7	Visit bars / pubs
8	Visit gambling venues e.g. betting shops, amusement arcade, bingo etc
9	Visit cafés, restaurants, and takeaways
A	Visit leisure entertainment venues e.g. cinemas
B	Visit cultural venues e.g. museums/ art gallery, theatre, concert hall, music venues etc
C	Visit sports and fitness venues
D	Visit community services e.g. library, doctors, etc.
E	Visit street market
F	To meet family/ friends
G	For work / business
H	For education e.g. school, college, university
I	To access public transport services e.g. park and ride, bus stop, bus station, rail station
J	Other (PLEASE WRITE IN)
K	(Don't know)

Those who have ever visited Basildon Town Centre at Q22

Q24

What do you like about Basildon Town Centre?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 Attractive environment / nice place
- 002 Clean streets / well maintained
- 003 Close to friends / relatives
- 004 Close to home
- 005 Close to work
- 006 Easy to get to by bicycle
- 007 Easy to get to by bus
- 008 Easy to get to by car
- 009 Easy to get to by tube / train
- 010 Familiar / know where everything is
- 011 Feel safe there / good security
- 012 Good cafés / restaurants
- 013 Good disabled access
- 014 Good for a day out / makes a change
- 015 Good for financial services (e.g. banks / building societies)
- 016 Good layout / compact / easy to get around
- 017 Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 018 Good market
- 019 Good outdoor events / festivals / carnivals
- 020 Good pubs / bars
- 021 Good range of other services (e.g. library, hairdresser, vets etc.)
- 022 Has undercover shopping
- 023 Nice atmosphere / friendly people
- 024 Parking - it's cheap
- 025 Parking - it's easy to find a space
- 026 Parking - it's free
- 027 Pedestrianised areas
- 028 Quiet / not too busy
- 029 Shops - good opening hours / open on Sundays
- 030 Shops - good range of affordable shops
- 031 Shops - good range of clothes shops
- 032 Shops - good range of food stores
- 033 Shops - good range of 'high street' retailers
- 034 Shops - good range of independent shops
- 035 Shops - good range of non-food shops generally
- 036 Shops - good range of quality shops
- 037 Shops - good range of supermarkets
- 038 Traditional
- 039 You can get everything you need there
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (Nothing)

Q25

What could be improved about Basildon Town Centre that would make you visit more often during the DAY time?

DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 Better access by bicycle
- 002 Better access by bus
- 003 Better access by car
- 004 Better access by tube / train
- 005 Better disabled access
- 006 Better layout / shops closer together
- 007 Better lighting
- 008 Better market
- 009 Better security / safety
- 010 Cleaner streets / better maintained
- 011 Improve the nightlife
- 012 Less betting shops
- 013 Less charity shops
- 014 Less cheap shops
- 015 Less empty shops
- 016 Less takeaways
- 017 Less traffic congestion
- 018 Make it more attractive / nicer environment
- 019 More / better cafés / restaurants
- 020 More / better financial services (e.g. banks / building societies)
- 021 More / better flower displays / greenery
- 022 More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 023 More / better public toilets
- 024 More / better pubs / bars
- 025 More / better range of other services (e.g. library, hairdresser, vets etc.)
- 026 More / better seating areas
- 027 More pedestrianised areas
- 028 More road crossings
- 029 More undercover shopping
- 030 Nicer atmosphere / friendlier people
- 031 Parking - make it cheaper
- 032 Parking - make it free
- 033 Parking - make more spaces available
- 034 Quieter / less busy
- 035 Shops - longer opening hours / more open on Sundays
- 036 Shops - more / better clothes shops
- 037 Shops - more / better food shops
- 038 Shops - more / better range of non-food shops generally
- 039 Shops - more / better range of supermarkets
- 040 Shops - more affordable shops
- 041 Shops - more high quality shops
- 042 Shops - more 'high street' retailers
- 043 Shops - more independent shops
- 044 Update / refurbish the shopping area
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (Nothing)

Q26 What could be improved about Basildon Town Centre that would make you visit more often during the EVENING time?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- 001 An evening food market
- 002 Better access for cycling
- 003 Better public transport in the evening
- 004 Cheaper parking
- 005 Cheaper prices in cafes / restaurants
- 006 Free parking in general
- 007 Free parking in the evening
- 008 Later opening restaurants
- 009 Later opening shops
- 010 Less traffic congestion / improved access
- 011 More / better police presence / CCTV
- 012 More / better quality cafes and restaurants
- 013 More / better quality pubs and bars
- 014 More branded / chain cafes and restaurants
- 015 More cafes and restaurants in general
- 016 More cafes and restaurants suitable for children
- 017 More evening leisure facilities - a new cinema
- 018 More evening leisure facilities - outdoor events
- 019 More evening leisure facilities - theatre
- 020 More evening leisure facilities for children
- 021 More evening leisure facilities for older age groups
- 022 More evening leisure facilities in general
- 023 More independent cafes and restaurants
- 024 More taxis available
- 025 More/ better late night venues (e.g. night club)
- 026 Safer environment at night
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 506 (Don't do this activity)
- 509 (Nothing)

Q27 Which of the following town centres is the closest to where you and your household live?
READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------------------|------------------|
| 1 | Basildon | GO TO Q31 |
| 2 | Billericay (pronounced BILLA-RICKY) | GO TO Q28 |
| 3 | Laindon (pronounced LANE-DON) | GO TO Q28 |
| 4 | Pitsea | GO TO Q28 |
| 5 | Wickford | GO TO Q28 |
| 6 | Other (PLEASE WRITE IN) | GO TO Q28 |
| 7 | (Don't know / uncertain) | GO TO Q31 |

Those who specified a closest local centre at Q27; excludes those answering Basildon

Q28 How often do you or your household visit (CENTRE MENTIONED AT Q27) for shopping, leisure and accessing services?
DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q29 |
| 2 | 4-6 days a week | GO TO Q29 |
| 3 | 2-3 days a week | GO TO Q29 |
| 4 | One day a week | GO TO Q29 |
| 5 | Every two weeks | GO TO Q29 |
| 6 | Monthly | GO TO Q29 |
| 7 | Once every two months | GO TO Q29 |
| 8 | Three-four times a year | GO TO Q29 |
| 9 | Once a year | GO TO Q29 |
| A | Less often | GO TO Q29 |
| B | Never | GO TO Q31 |
| C | (Don't know / varies) | GO TO Q29 |

Those who specified a closest local centre at Q27; excludes those answering Basildon OR who said 'Never' at Q28

Q29 What is the main reason for visiting (CENTRE MENTIONED AT Q27), e.g. what is the main activity you do there?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 FOOD shopping
- 2 NON-FOOD shopping
- 3 Shopping in general
- 4 Visiting personal services e.g. hair salon, barber, beauty salon etc
- 5 Visiting financial services e.g. banks, building society etc
- 6 Visit other services e.g. travel agent, estate agent, etc
- 7 Visit bars / pubs
- 8 Visit gambling venues e.g. betting shops, amusement arcade, bingo etc
- 9 Visit cafes, restaurants, and takeaways
- A Visit leisure entertainment venues e.g. cinemas
- B Visit cultural venues e.g. museums/ art gallery, theatre, concert hall, music venues etc
- C Visit sports and fitness venues
- D Visit community services e.g. library, doctors, etc.
- E Visit street market
- F To meet family/ friends
- G For work / business
- H For education e.g. school, college, university
- I To access public transport services e.g. park and ride, bus stop, bus station, rail station
- J Other (PLEASE WRITE IN)
- K (Don't know)

Those who specified a closest local centre at Q27; excludes those answering Basildon OR who said 'Never' at Q28

Q30 What do you like about (CENTRE MENTIONED AT Q27)?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 Attractive environment / nice place
- 002 Clean streets / well maintained
- 003 Close to friends / relatives
- 004 Close to home
- 005 Close to work
- 006 Easy to get to by bicycle
- 007 Easy to get to by bus
- 008 Easy to get to by car
- 009 Easy to get to by tube / train
- 010 Familiar / know where everything is
- 011 Feel safe there / good security
- 012 Good cafés / restaurants
- 013 Good disabled access
- 014 Good for a day out / makes a change
- 015 Good for financial services (e.g. banks / building societies)
- 016 Good layout / compact / easy to get around
- 017 Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 018 Good market
- 019 Good outdoor events / festivals / carnivals
- 020 Good pubs / bars
- 021 Good range of other services (e.g. library, hairdresser, vets etc.)
- 022 Has undercover shopping
- 023 Nice atmosphere / friendly people
- 024 Parking - it's cheap
- 025 Parking - it's easy to find a space
- 026 Parking - it's free
- 027 Pedestrianised areas
- 028 Quiet / not too busy
- 029 Shops - good opening hours / open on Sundays
- 030 Shops - good range of affordable shops
- 031 Shops - good range of clothes shops
- 032 Shops - good range of food stores
- 033 Shops - good range of 'high street' retailers
- 034 Shops - good range of independent shops
- 035 Shops - good range of non-food shops generally
- 036 Shops - good range of quality shops
- 037 Shops - good range of supermarkets
- 038 Traditional
- 039 You can get everything you need there
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (Nothing)

Q31 How often do you or your household visit retail parks in Basildon? These would be the Mayflower Retail Park and the Pippis Retail Park.
DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|-----------|
| 1 | Daily | GO TO Q32 |
| 2 | 4-6 days a week | GO TO Q32 |
| 3 | 2-3 days a week | GO TO Q32 |
| 4 | One day a week | GO TO Q32 |
| 5 | Every two weeks | GO TO Q32 |
| 6 | Monthly | GO TO Q32 |
| 7 | Once every two months | GO TO Q32 |
| 8 | Three-four times a year | GO TO Q32 |
| 9 | Once a year | GO TO Q32 |
| A | Less often | GO TO Q32 |
| B | Never | GO TO Q35 |
| C | (Don't know / varies) | GO TO Q32 |

Not those that said 'Never' at Q31

Q32 What is the main reason for visiting Mayflower Retail Park or Pippis Retail Park?
DO NOT READ OUT. ONE ANSWER ONLY. NOTE WE WANT WHAT THEY DO THERE NOT WHY THEY GO THERE.

- Mayflower Retail Park stores**
- 001 Visit Home Bargains store (Mayflower Retail Park)
- 002 Visit Lidl foodstore (Mayflower Retail Park)
- 003 Visit Marks & Spencer store (Mayflower Retail Park)
- 004 Visit Next Home store (Mayflower Retail Park)
- 005 Visit Tesco foodstore (Mayflower Retail Park)
- 006 Visit TK Maxx store (Mayflower Retail Park)
- 007 Visit other Mayflower Retail Park store (PLEASE WRITE IN STORE NAME)
- Pippis Hill Retail Park stores**
- 008 Visit Argos store (Pippis Hill Retail Park)
- 009 Visit Asda store (Pippis Hill Retail Park)
- 010 Visit B&Q store (Pippis Hill Retail Park)
- 011 Visit Pets at Home store (Pippis Hill Retail Park)
- 012 Visit Poundstretcher store (Pippis Hill Retail Park)
- 013 Visit other Pippis Hill Retail Park store (PLEASE WRITE IN STORE NAME)
- Activities**
- 014 Fashion and footwear shopping
- 015 Furniture and fitted furniture shopping
- 016 DIY / garden furniture shopping
- 017 Flooring and carpets shopping
- 018 NON-FOOD shopping in general
- 019 FOOD shopping in general
- 020 ALL Shopping in general
- 021 Visiting personal services e.g. hair salon, barber, beauty salon etc
- 022 Visit petrol filling station
- 023 Visit other services e.g. travel agent, shoe repair etc
- 024 Visit cafés and restaurants e.g. Nandos
- 025 Visit coffee shop e.g. Costa
- 026 Visit drive-thru restaurant e.g. KFC, McDonald's etc.
- 027 To meet family / friends
- 028 For work / business
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)

Not those that said 'Never' at Q31

Q33 What do you like about Mayflower Retail Park or Pippis Retail Park, e.g. why do you go there?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY

- 001 Attractive environment / nice place
- 002 Clean streets / well maintained
- 003 Close to friends / relatives
- 004 Close to home
- 005 Close to work
- 006 Easy to get to by bicycle
- 007 Easy to get to by bus
- 008 Easy to get to by car
- 009 Easy to get to by tube / train
- 010 Familiar / know where everything is
- 011 Feel safe there / good security
- 012 Good cafés / restaurants
- 013 Good disabled access
- 014 Good for a day out / makes a change
- 015 Good for financial services (e.g. banks / building societies)
- 016 Good layout / compact / easy to get around
- 017 Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)
- 018 Good market
- 019 Good outdoor events / festivals / carnivals
- 020 Good pubs / bars
- 021 Good range of other services (e.g. library, hairdresser, vets etc.)
- 022 Has undercover shopping
- 023 Nice atmosphere / friendly people
- 024 Parking - it's cheap
- 025 Parking - it's easy to find a space
- 026 Parking - it's free
- 027 Pedestrianised areas
- 028 Quiet / not too busy
- 029 Shops - good opening hours / open on Sundays
- 030 Shops - good range of affordable shops
- 031 Shops - good range of clothes shops
- 032 Shops - good range of food stores
- 033 Shops - good range of 'high street' retailers
- 034 Shops - good range of independent shops
- 035 Shops - good range of non-food shops generally
- 036 Shops - good range of quality shops
- 037 Shops - good range of supermarkets
- 038 Traditional
- 039 You can get everything you need there
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (Nothing)

Not those that said 'Never' at Q31

Q34 Now thinking about reasons you may have to choose Mayflower or Pippis Retail Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit those retail parks instead of Basildon Town Centre?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY. NOTE WE WANT WHY THEY GO THERE NOT WHAT THEY DO THERE.

- 001 Cleaner
- 002 Closer to home
- 003 Closer to work
- 004 Closer to friends / relatives
- 005 Easier to get around / more compact / better layout
- 006 Easier to get to by bike
- 007 Easier to get to by bus
- 008 Easier to get to by car
- 009 Easier to park
- 010 More parking spaces
- 011 Free parking
- 012 Better facilities in general
- 013 More / better FOOD stores
- 014 More / better NON-FOOD stores
- 015 More / better high street brands/ retail multiples
- 016 More / better furniture retailers
- 017 More / better DIY retailers
- 018 More / better cafes and restaurants
- 019 More / better drive through restaurants
- 020 More safe / secure
- 021 More pedestrian friendly
- 022 Less traffic
- 023 Nicer environment
- 024 Later opening hours
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (No reasons / wouldn't visit these retail parks instead of Basildon Town Centre)

Q35 How often do you or your household visit Festival Leisure Park?
DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-------------------------|------------------|
| 1 | Daily | GO TO Q36 |
| 2 | 4-6 days a week | GO TO Q36 |
| 3 | 2-3 days a week | GO TO Q36 |
| 4 | One day a week | GO TO Q36 |
| 5 | Every two weeks | GO TO Q36 |
| 6 | Monthly | GO TO Q36 |
| 7 | Once every two months | GO TO Q36 |
| 8 | Three-four times a year | GO TO Q36 |
| 9 | Once a year | GO TO Q36 |
| A | Less often | GO TO Q36 |
| B | Never | GO TO Q38 |
| C | (Don't know / varies) | GO TO Q36 |

Not those that said 'Never' at Q35

- Q36** **What is the main reason for visiting Festival Leisure Park?**
DO NOT READ OUT. ONE ANSWER ONLY. NOTE WE WANT **WHAT** THEY DO THERE NOT **WHY** THEY GO THERE.
- 001 Visit ten-pin bowling (Hollywood Bowl)
 - 002 Visit cinema (Cineworld)
 - 003 Visit adventure golf (Mr Mulligans)
 - 004 Visit coffee shops (e.g. Starbucks etc.)
 - 005 Visit for children's parties / soft play (Legends Birthday Parties, 360 Play)
 - 006 Visit ice cream parlour (e.g. Sprinkles Gelato)
 - 007 Visit leisure centres / gyms (e.g. David Lloyd, Better Gym etc.)
 - 008 Visit restaurants or cafes (e.g. Nandos, Wagamama, TGI Fridays etc.)
 - 009 Visit bars
 - 010 Visit nightclub
 - 011 Visit hotels
 - 012 For childcare / kindergarten
 - 500 Other (PLEASE WRITE IN)
 - 505 (Don't know)

Not those that said 'Never' at Q35

- Q37** **Now thinking about reasons you may have to choose Festival Leisure Park instead of Basildon Town Centre - What would be the main reasons you'd choose to visit Festival Leisure Park instead of Basildon Town Centre?**
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY. NOTE WE WANT **WHY** THEY GO THERE NOT **WHAT** THEY DO THERE.

- 001 Cleaner
- 002 Closer to home
- 003 Closer to work
- 004 Closer to friends / relatives
- 005 Easier to get around / more compact / better layout
- 006 Easier to get to by bike
- 007 Easier to get to by bus
- 008 Easier to get to by car
- 009 Easier to park
- 010 More parking spaces
- 011 Free parking
- 012 Better facilities in general
- 013 Better cinema
- 014 More / better gym / fitness facilities
- 015 More / better attractions for children (e.g. soft play / party centres)
- 016 Has a ten-pin bowling venue
- 017 Has an indoor adventure golf facility (e.g. Mr Mulligans)
- 018 More / better cafes / restaurants
- 019 More / better drive-thru restaurants
- 020 More safe / secure
- 021 More pedestrian friendly
- 022 Less traffic
- 023 Nicer environment
- 024 Later opening hours
- 500 Other (PLEASE WRITE IN)
- 505 (Don't know)
- 509 (No reasons / wouldn't visit Festival Leisure Park instead of Basildon Town Centre)

- Q38** **How often do you or your household visit the following leisure attractions?**
READ OUT. ONE ANSWER PER ATTRACTION.

More than once a week | Once a week | Once a fortnight | Once a month | Once every two months | Once every six months | Once a year | Less often than once a year | Don't do | (Don't know / varies)

- 1 Bingo / casino / bookmaker
- 2 Cinema
- 3 Gym / health club / sports facility
- 4 Theatre / concert / music venue
- 5 Museum / gallery or place of historical / cultural interest
- 6 Pub / bar / nightclub
- 7 Restaurant / café
- 8 Family entertainment (e.g. tenpin bowling, skating rink)

ASKED TO THOSE WHO VISIT BINGO / CASINO / BOOKMAKER AT LEAST ONCE A YEAR

- Q39** **Where do you or members of your household normally go to play bingo or visit casinos or bookmakers?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#BinGam Bingo List

ASKED TO THOSE WHO VISIT THE CINEMA AT LEAST ONCE A YEAR

- Q40** **Which cinema do you or members of your household normally visit?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Cinema Cinema List

ASKED TO THOSE WHO VISIT A GYM / HEALTHCLUB AT LEAST ONCE A YEAR

- Q41** **Where do you or members of your household normally go to use a gym / healthclub / sports facility?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Health Gyms, Health Clubs & Leisure Centres List

ASKED TO THOSE WHO VISIT THE THEATRE / CONCERT / LIVE MUSIC AT LEAST ONCE A YEAR

- Q42** **Where do you or members of your household normally go to visit the theatre, watch a concert or watch live music?**
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Theatr Theatre & Concert / Music List

ASKED TO THOSE WHO VISIT A MUSEUM OR GALLERY AT LEAST ONCE A YEAR
Q43 Where do you or members of your household normally go to visit a museum, gallery, or other place of historical / cultural interest?
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Cultur Cultural List

ASKED TO THOSE WHO VISIT A PUB / CLUB AT LEAST ONCE A YEAR
Q44 Where do you or members of your household normally go to visit pubs / bars / nightclubs?
DO NOT READ OUT. ONE ANSWER ONLY.

#Social Social List

ASKED TO THOSE WHO VISIT A CAFÉ / RESTAURANT AT LEAST ONCE A YEAR
Q45 Where do you or members of your household normally go for eating out (e.g. cafes and restaurants)?
DO NOT READ OUT. ONE ANSWER ONLY.

#Social Social List

ASKED TO THOSE WHO VISIT FAMILY ENTERTAINMENT FACILITIES AT LEAST ONCE A YEAR
Q46 Where do you or members of your household normally go for family entertainment (e.g. tenpin bowling, skating rink)?
DO NOT READ OUT. ONE ANSWER ONLY.
IF OTHER OR RESPONDENTS STATES A PARTICULAR FACILITY, PLEASE SPECIFY THE FACILITY NAME, RETAIL PARK / LEISURE PARK, ROAD NAME AND AREA

#Family Family Entertainment List

Q47 What improvements could be made to Basildon Borough's leisure offer that would make you visit / partake in leisure activities more often?
DO NOT READ OUT. CODE UP TO THREE RESPONSES ONLY.

- 001 Art galleries
- 002 Bingo venues
- 003 Bowling alley / centre (ten-pin)
- 004 Cafes - more / better cafes in general
- 005 Cafes - more pavements cafes
- 006 Casino
- 007 Cheaper prices
- 008 Cinema - art house cinema
- 009 Cinema - multi-screen cinema
- 010 Climbing centres
- 011 Comedy clubs
- 012 Concert hall / venue
- 013 Crown green bowling
- 014 Dance facilities
- 015 Extreme sports
- 016 Food / farmers markets
- 017 Hotels
- 018 Ice rink
- 019 Improved access by foot
- 020 Improved public transport
- 021 Improved security / CCTV
- 022 Improved street furniture
- 023 Improvements in the built environment (make it look more attractive)
- 024 Indoor soft play areas
- 025 Indoor trampoline parks
- 026 Karting
- 027 Leisure / sports centre
- 028 Leisure facilities / activities for families
- 029 Leisure facilities / activities for teenagers
- 030 Leisure facilities / activities for the elderly
- 031 Leisure facilities / activities for young children
- 032 Live music venues
- 033 More / better car parking
- 034 More / better cultural facilities
- 035 More / better cycle paths
- 036 More / better disabled access
- 037 More / better health clubs / gyms
- 038 More / better parks / green spaces
- 039 More / better policing
- 040 More / better public toilets
- 041 More / better pubs / bars
- 042 More / better restaurants
- 043 More / better seating
- 044 More / better signposting and information
- 045 More local sports & recreation facilities (football pitches, tennis courts etc)
- 046 More nightclubs
- 047 More street cleaning
- 048 Museums
- 049 Outdoor festivals / events
- 050 Outdoor gyms
- 051 Skateboarding
- 052 Street carnivals
- 053 Swimming pool - indoor
- 054 Swimming pool - outdoor
- 055 Theatre
- 00 Other (PLEASE WRITE IN)
- 05 (Don't know)
- 09 (Nothing)

GEN Gender of respondent:
DO NOT READ OUT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

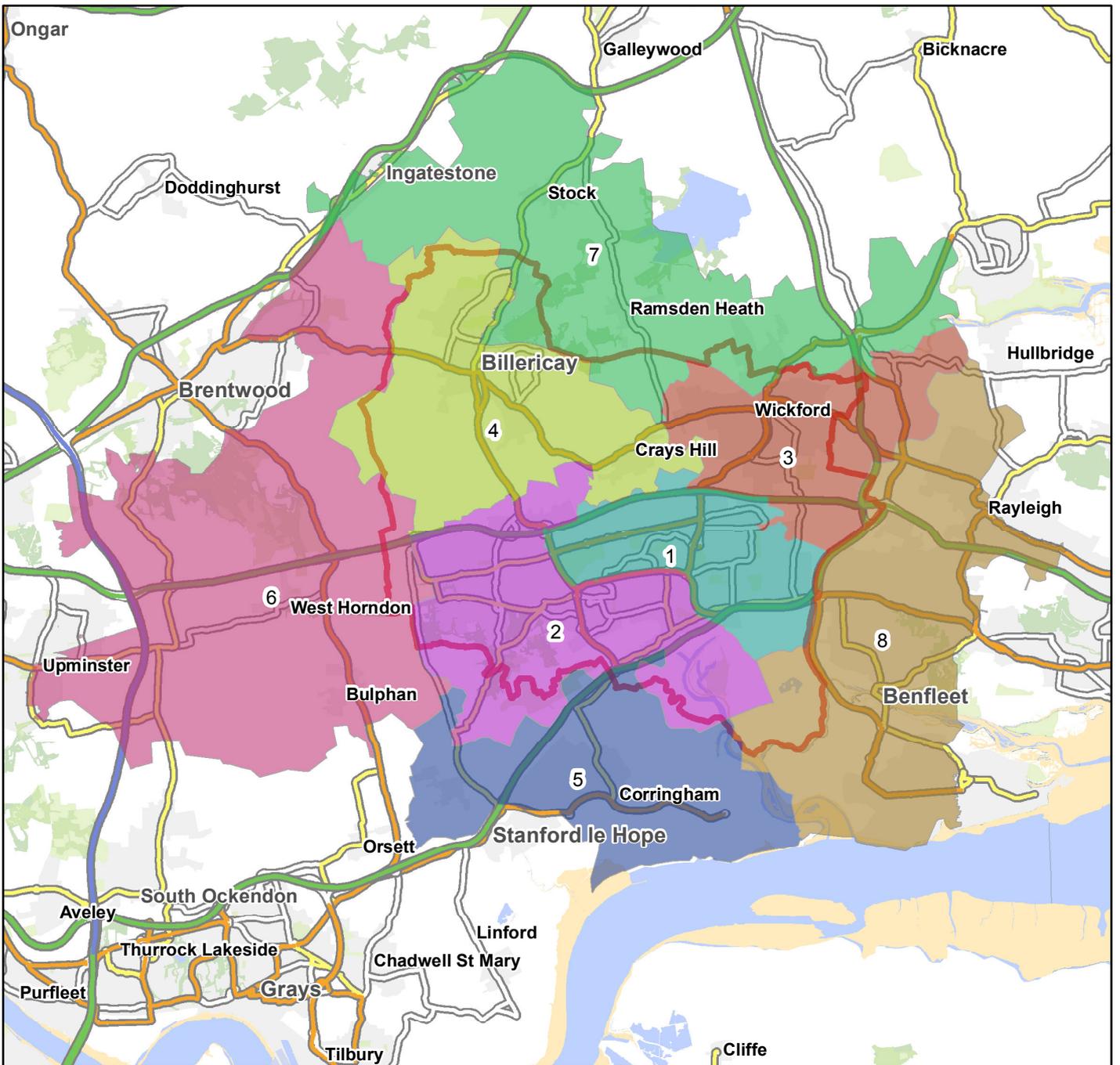
AGE Can I ask how old you are please?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65+
- 7 (Refused)

Thank & close.

Appendix 12:

Map



Basildon Retail and Leisure Study Proposed Study Area

Study Zones



