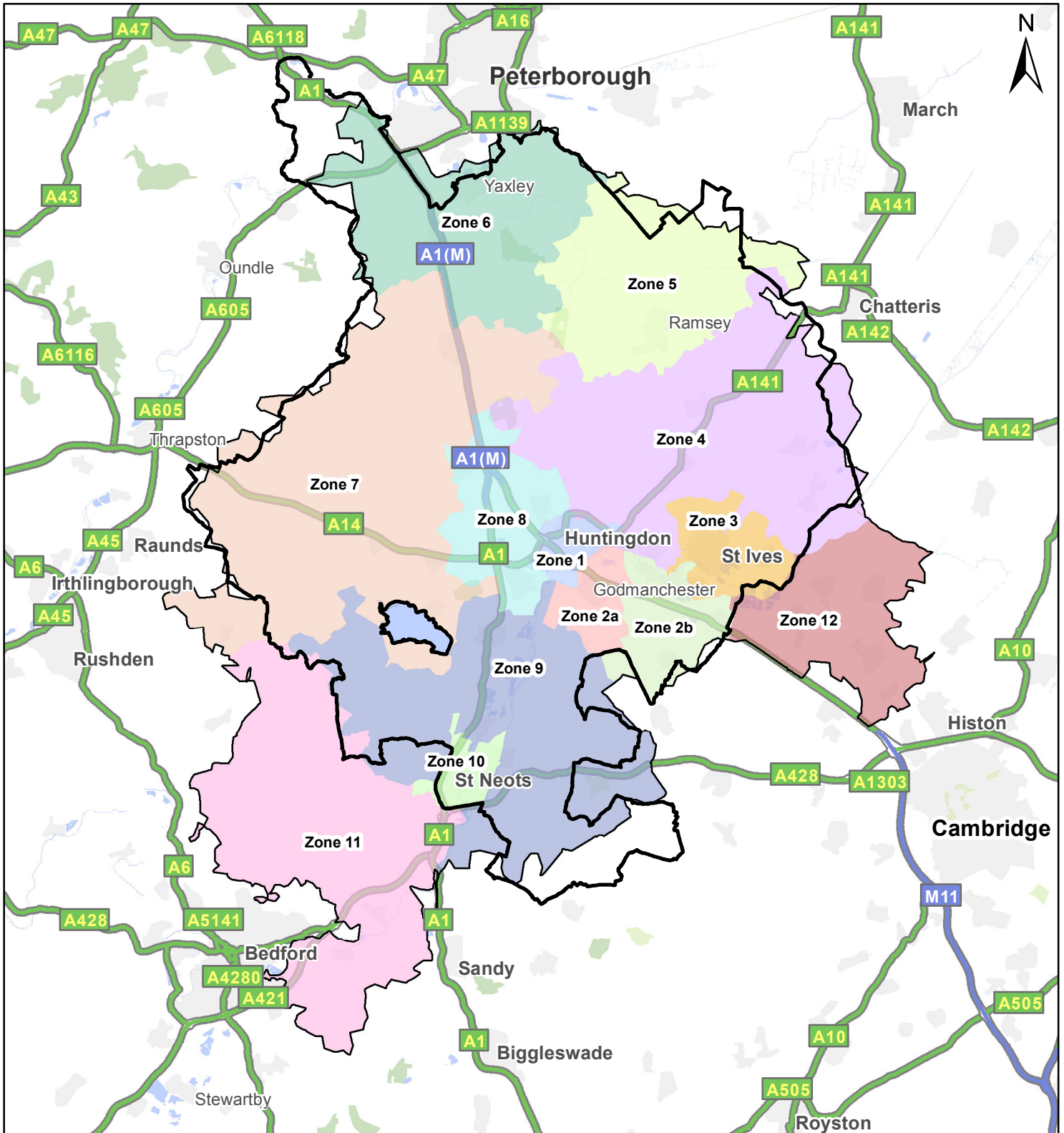


Appendix A | Map of Study Area and Zones

Huntingdonshire Retail and Commercial Leisure Needs Assessment

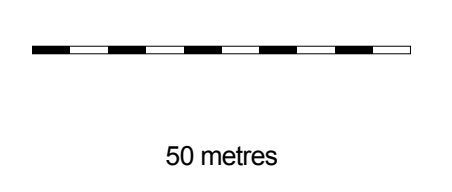
Study Area



Legend

- | | | |
|--|---|--|
| Zone 1 - Huntingdon | Zone 5 - Ramsey | Zone 9 - South Huntingdon |
| Zone 2a - Godmanchester | Zone 6 - South Peterborough | Zone 10 - St Neots |
| Zone 2b - St Ives Fringe | Zone 7 - Sawtry | Zone 11 - North Bedford |
| Zone 3 - St Ives | Zone 8 - West Huntingdon | Zone 12 - North West Cambridge |
| Zone 4 - North East Huntingdon | | |

Appendix B | Experian Goad Plans





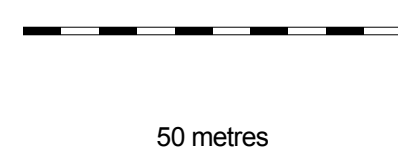
50 metres

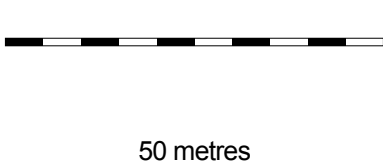
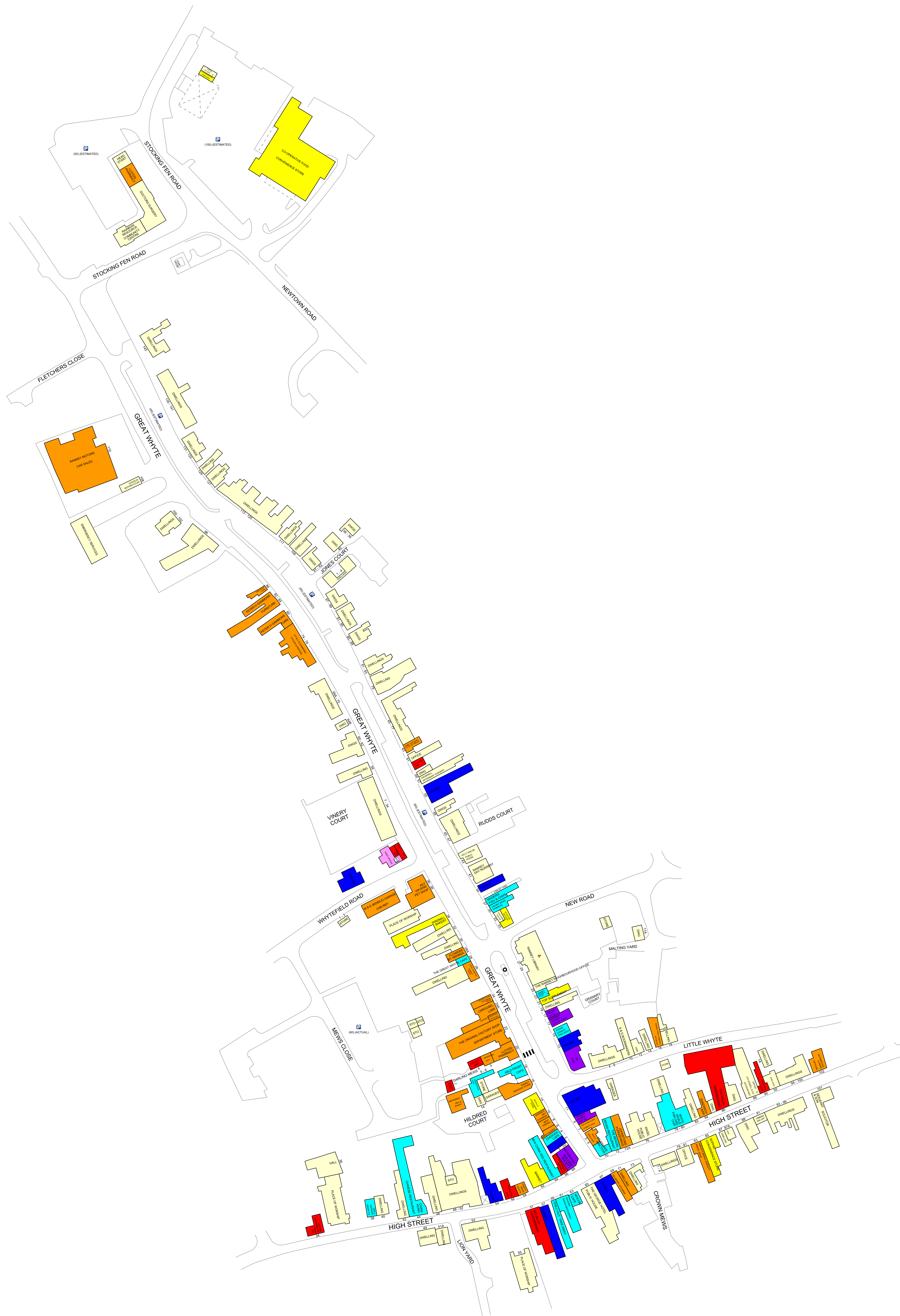
Experian Goad Plan Created: 15/07/2016
Created By: Nexus Planning Ltd



Copyright and confidentiality Experian, 2016. © Crown copyright and database rights 2016. OS 100019885

For more information on our products and services:
www.experian.co.uk/goad | goad.sales@uk.experian.com | 0845 601 6011





Appendix C I Household Survey Results



NEMS market research
22-23 Manor Way
Belasis Hall Technology Park
Billingham
TS23 4HN
Tel 01642 37 33 55
www.nemsmr.co.uk

**Huntingdonshire Household Survey
for
Nexus Planning**

June 2016

Job Ref: 140516

This market research and the design of material used to obtain this survey information have been originated by and belong to NEMS market research, and may not be used or reproduced in whole or part without the company's written consent, or that of the Client.

Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Sampling	3
Weightings	5
Statistical Accuracy	7
Data Tables	8

Appendices:

Data Tabulations -

By Zone – Filtered Nulls & SFT (Weighted)	10-125
By Q28-Q31 by Q27 (Weighted)	127-134

Sample Questionnaire

Map

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in the Huntingdonshire area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities.

1.2 Research Methodology

A total of 1,002 telephone interviews were conducted between Tuesday 7th June 2016 and Tuesday 21st June 2016. 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 13 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	PE29 1, PE29 3, PE29 6, PE29 7	80
2A	PE29 2	75
2B	PE28 9	75
3	PE27 3, PE27 4, PE27 5, PE27 6	81
4	PE28 2, PE28 3	81
5	PE26 1, PE26 2	75
6	PE7 3	80
7	PE28 0, PE28 5	75
8	PE28 4	75
9	PE19 5, PE19 6	75
10	PE19 1, PE19 2, PE19 7, PE19 8	80
11	MK44 2, MK44 3	75
12	CB24 3, CB24 4, CB24 5	75
Total		1,002

1.3.2 Telephone Numbers

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

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.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, 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
25-34	5.51%	53	3.6606
35-44	9.37%	90	2.0002
45-54	27.06%	260	0.7089
55-64	18.83%	181	1.0155
65+	39.23%	377	0.5808
(Refused)	n/a	41	1.0000
Total		1,002	

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	23,071	80	93	1.2864
2A	6,711	75	75	0.4650
2A	6,347	75	65	0.5063
3	20,015	81	88	1.1808
4	18,594	81	82	1.1680
5	11,945	75	68	0.9089
6	16,091	80	73	1.1376
7	14,062	75	87	0.8342
8	8,571	75	65	0.6793
9	14,700	75	76	1.0060
10	29,268	80	92	1.6386
11	10,087	75	64	0.8146
12	14,380	75	75	0.9949
Total	193,842	1,002		

* Source: Census 2011

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 1,002 answers “Yes” to a question, we can be 95% sure that between 46.9% and 53.1% of the population holds the same opinion (i.e. +/- 3.1%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±1.9%
20%	±2.5%
30%	±2.8%
40%	±3.0%
50%	±3.1%

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 – Filtered Nulls & SFT

(Weighted)

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q01 Where did you last undertake your main food and grocery shopping?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Lidl, Stukeley Road, Huntingdon, PE29 6HG	5.1%	48	11.3%	13	3.1%	1	7.3%	2	5.6%	5	7.3%	7	0.9%	1	0.0%	0	8.9%	6	13.7%	6	1.4%	1	4.0%	6	0.0%	0	1.5%	1
Sainsbury's Superstore, St Germain Walk, Huntingdon	6.7%	63	16.8%	19	32.6%	10	12.5%	4	6.5%	6	7.9%	7	0.0%	0	0.0%	0	6.6%	4	17.5%	7	5.1%	4	0.0%	0	1.7%	1	1.5%	1
Tesco Express, Wertheim Way, Stukeley Meadows, Huntingdon	5.3%	50	12.9%	15	4.3%	1	1.9%	1	9.4%	8	16.7%	15	1.1%	1	0.0%	0	6.1%	4	7.4%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Prince's Street, Huntingdon	3.8%	36	8.2%	9	20.6%	6	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.0%	1	6.5%	4	18.2%	8	7.5%	5	0.0%	0	0.0%	0	0.0%	0
Other Stores, Huntingdon Town Centre	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Huntingdon, PE29 3LD	0.0%	0	0.0%	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%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Co-op, Cambridge Road, Godmanchester, PE29 2BT	0.2%	2	0.0%	0	5.2%	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	0.0%	0
Other Stores, Godmanchester Village 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	0.0%	0	0.0%	0
Zone 2B																												
Local Shops, Fenstanton Village 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	0.0%	0	0.0%	0
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
Co-op, Constable Road, St Ives	1.2%	11	0.0%	0	0.0%	0	2.7%	1	8.8%	8	2.8%	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
Tesco Express, Needingworth Road, St Ives, PE27 5LB	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, St Ives	5.6%	53	0.0%	0	0.0%	0	29.3%	9	33.0%	29	12.6%	11	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Other Stores, St Ives Town Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																												
Tesco Extra, Abbots Ripton Road, Sapley	12.0%	113	45.5%	52	15.9%	5	6.8%	2	10.8%	9	13.8%	12	1.7%	1	0.0%	0	22.0%	15	35.1%	15	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Somersham, PE28 3EE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	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
Other Stores, Somersham Village 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	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Local Shops, Old Hurst Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Co-op, Newtown Road, Ramsey	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	9	0.8%	1
Tesco Superstore, Neil Way, Ramsey, PE26 2SB	4.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	63.3%	39
Other Stores, Ramsey Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Local Shops, Bury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Broadway Superstore, Broadway, Yaxley, PE7 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bentley Avenue, Yaxley, PE7 3ZT	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.7%	0
Other Stores, Yaxley Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Co-op, Glatton Road, Sawtry PE28 5UZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other Stores, Sawtry Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kimbolton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Co-op, High Street, Brampton, PE28 4TQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Other Stores, Brampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alconbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Tesco Express, Loves Farm, St Neots, PE19 6SL	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1
Other Stores, Buckden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Great Staughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Co-op, Old Great North	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	3

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Road, Eaton Socon														
Co-op, Tebbutts Road, St Neots	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cedar House, Cambridge Street, St Neots	2.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Tesco Extra, Barford Road, St Neots	12.0%	112	1.5%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Tesco Express, Great North Road, Eaton Socon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Priory Lane, St Neots	2.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Eaton Socon District Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other Stores, St Neots Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Aldi, Howard Road, Eaton Socon, PE19 8EX	2.8%	27	0.0%	0	1.6%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, St Neots, PE19 1BN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Co-op, 12 High Street, Willingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Willingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Longstanton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Aldi, Church Lane, Bedford, MK41 0PW	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Street, Chatteris, PE16 6AZ	1.8%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.1%	5	9.7%	6
Aldi, Whittlesey Road, Peterborough	1.5%	14	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	10
Aldi, Brickburn Close, Hampton Ctr, Peterborough, PE7 8NZ	2.4%	22	0.8%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	14
Aldi, Flaxland, Bretton, Peterborough, PE3 8DF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Asda, Church Street, Biggleswade	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Beehive Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Coldhams Lane, Cambridge, CB1 3ER	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Rivergate Shopping Centre, Viersen Platz, Peterborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Lane, Lower Cambourne, Cambridge CB23 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lurke Street, Bedford, MK40 3HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dartford Road, March, PE15 8AN	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lime Kiln Close, Peterborough, PE3 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newton Road, Rushden, NN10 0PT	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Morrisons, Ampthill Road, Bedford, MK42 9JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Camborne	3.2%	30	0.0%	0	9.8%	3	10.6%	3	6.2%	5	0.8%	1	0.0%	0
Morrisons, Bellona Drive, Stanground, PE2 8GP	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	4.7%	4
Morrisons, Lincoln Road, Werrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Kempston, MK42 8AY	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's Superstore, 110 Oxney Road, Peterborough	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	2.5%	2
Sainsbury's Superstore, Flaxlands Bretton Centre, Bretton, Peterborough, PE3 8DA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Sainsbury's Local, Tavistock Square, Bedford, MK40 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Biddenham Turn, Biddenham, MK40 4GH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	8.6%	81	0.0%	0	2.5%	1	22.9%	7	5.5%	5	18.9%	17	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Tesco Extra, Cardington Road, Bedford	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	10	0.0%	0		
Tesco Extra, Serpentine Green Shopping Centre, Hampton	4.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	29	11.7%	8	2.7%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford	0.6%	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	0.0%	0	12.2%	6	0.0%	0
Tesco Superstore, Hostmoor Avenue, March, PE15 0AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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
Tesco Superstore, Cambridge Road Industrial Estate, Milton, CB24 6AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Werrington Centre, Staniland Way, Peterborough, PE4 6NA	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Sandy SG19 1NX	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	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Express, Brickhill Drive, Bedford, MK41 7QF	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	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
Tesco Express, High Street, Histon, CB24 9JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Potton, SG19 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldington Road, Bedford, MK41 0UE	0.5%	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	0.0%	0	0.0%	0	0.0%	0	9.9%	5	0.0%	0
Waitrose, Fitzroy Street, Cambridge, CB1 1EW	0.2%	2	0.0%	0	0.0%	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	0.0%	0	2.4%	2
Waitrose, East Road, Oundle, PE8 4BZ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Bedford 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	0.0%	0	0.0%	0
Other Stores, Biddenham Village 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	0.0%	0	0.0%	0
Other Stores, Biggleswade 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0
Other Stores, Cambourne Town Centre	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Cambridge City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	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	0.9%	1
Other Stores, Chatteris 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	0.0%	0	0.0%	0
Other Stores, Kempston 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	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Other Stores, March Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Centre														
Other Stores, Milton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Oundle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Peterborough City Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.3%	2
Other Stores, Potton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Rushden Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other Stores, Sandy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Survey Area	1.4%	13	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.9%	1	0.9%	1
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else / only visit one store/location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	938	114	30	30	87	90	61	78	67	43	70	151	49	67
Sample:	935	76	68	70	70	76	74	74	69	71	69	80	72	66

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q01A Which OTHER centre or store, if any, do you visit for your main food shopping?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Lidl, Stukeley Road, Huntingdon, PE29 6HG	5.1%	30	5.8%	3	13.2%	3	6.8%	2	10.8%	6	4.3%	3	6.8%	3	0.0%	0	8.3%	4	10.5%	3	11.0%	4	0.0%	0	0.0%	0	0.0%	
Sainsbury's Superstore, St Germain Walk, Huntingdon	10.3%	61	21.9%	12	32.0%	6	12.1%	3	15.5%	9	14.7%	9	5.2%	2	0.0%	0	13.8%	6	31.7%	10	5.6%	2	0.0%	0	2.4%	1	3.7%	1
Tesco Express, Wertheim Way, Stukeley Meadows, Huntingdon	6.4%	38	14.2%	8	0.0%	0	0.0%	0	13.1%	8	19.3%	12	8.5%	3	7.9%	4	5.9%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Prince's Street, Huntingdon	3.6%	21	16.9%	9	19.7%	4	5.2%	1	0.0%	0	1.1%	1	2.7%	1	2.2%	1	4.1%	2	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Huntingdon Town Centre	1.2%	7	11.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Huntingdon, PE29 3LD	2.5%	15	13.1%	7	8.9%	2	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Co-op, Cambridge Road, Godmanchester, PE29 2BT	0.0%	0	0.0%	0	1.4%	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%	0	0.0%	0
Other Stores, Godmanchester Village 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	0.0%	0	0.0%	0
Zone 2B																												
Local Shops, Fenstanton Village 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	0.0%	0	0.0%	0
Other - Zone 2B	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
Co-op, Constable Road, St Ives	2.1%	12	0.0%	0	0.0%	0	0.0%	0	14.2%	8	7.0%	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
Tesco Express, Needingworth Road, St Ives, PE27 5LB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.2%	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
Waitrose, Station Road, St Ives	5.4%	32	0.0%	0	0.0%	0	27.9%	6	20.5%	12	11.8%	7	2.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	14.9%	5
Other Stores, St Ives Town Centre	0.4%	2	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.1%	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
Other - Zone 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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																												
Tesco Extra, Abbots Ripton Road, Sapley	5.1%	30	11.2%	6	16.4%	3	3.6%	1	9.6%	6	1.3%	1	2.9%	1	0.0%	0	10.9%	5	15.3%	5	5.2%	2	0.0%	0	0.0%	0	3.3%	1
Tesco Express, High Street, Somersham, PE28 3EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Somersham Village 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	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Local Shops, Old Hurst Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5														
Co-op, Newtown Road, Ramsey	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	9	0.0%	0
Tesco Superstore, Neil Way, Ramsey, PE26 2SB	3.1%	18	0.0%	0	0.0%	0	0.0%	0	5.1%	3	34.6%	14	1.2%	1
Other Stores, Ramsey Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Broadway Superstore, Broadway, Yaxley, PE7 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bentley Avenue, Yaxley, PE7 3ZT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
Other Stores, Yaxley Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Other - Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Co-op, Glatton Road, Sawtry PE28 5UZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Other Stores, Sawtry Village Centre	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kimbolton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Co-op, High Street, Brampton, PE28 4TQ	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4
Other Stores, Brampton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Alconbury Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Tesco Express, Loves Farm, St Neots, PE19 6SL	1.1%	6	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Buckden Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops, Great Staughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
Co-op, Old Great North	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Road, Eaton Socon														
Co-op, Tebbutts Road, St Neots	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cedar House, Cambridge Street, St Neots	4.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5
Tesco Extra, Barford Road, St Neots	4.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	2.2%	1
Tesco Express, Great North Road, Eaton Socon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Waitrose, Priory Lane, St Neots	4.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other Stores, Eaton Socon District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other Stores, St Neots Town Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Aldi, Howard Road, Eaton Socon, PE19 8EX	4.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Marks & Spencer, High Street, St Neots, PE19 1BN	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Co-op, 12 High Street, Willingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Willingham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Longstanton Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Aldi, Church Lane, Bedford, MK41 0PW	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Street, Chatteris, PE16 6AZ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3	1.3%	1	0.0%	0
Aldi, Whittlesey Road, Peterborough	1.1%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.9%	1	2.2%	1
Aldi, Brickburn Close, Hampton Ctr, Peterborough, PE7 8NZ	1.3%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.4%	4
Aldi, Flaxland, Bretton, Peterborough, PE3 8DF	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Asda, Church Street, Biggleswade	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Beehive Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Coldhams Lane, Cambridge, CB1 3ER	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Rivergate Shopping Centre, Viersen Platz, Peterborough	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Lane, Lower Cambourne, Cambridge CB23 5DZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lurke Street, Bedford, MK40 3HY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Lidl, Dartford Road, March, PE15 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lime Kiln Close, Peterborough, PE3 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newton Road, Rushden, NN10 0PT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ampthill Road, Bedford, MK42 9JP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Camborne	4.8%	28	5.8%	3	2.8%	1	11.3%	3	3.9%	2	4.9%	3	0.0%	0
Morrisons, Bellona Drive, Stanground, PE2 8GP	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	22.2%	12
Morrisons, Lincoln Road, Werrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's Superstore, Saxon Centre, Kempston, MK42 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 110 Oxney Road, Peterborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1
Sainsbury's Superstore, Flaxlands Bretton Centre, Bretton, Peterborough, PE3 8DA	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	6	2.8%	1
Sainsbury's Local, Tavistock Square, Bedford, MK40 2RR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Biddenham Turn, Biddenham, MK40 4GH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	3.5%	21	0.0%	0	0.0%	0	22.2%	5	3.6%	2	7.0%	4	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Cardington Road, Bedford	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Riverfield Drive, Bedford	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Hostmoor Avenue, March, PE15 0AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Milton, CB24 6AY	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, The Werrington Centre, Staniland Way, Peterborough, PE4 6NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Sandy SG19 1NX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brickhill Drive, Bedford, MK41 7QF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Histon, CB24 9JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Potton, SG19 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldington Road, Bedford, MK41 0UE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Fitzroy Street, Cambridge, CB1 1EW	0.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, East Road, Oundle, PE8 4BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Bedford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Biddenham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Biggleswade Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Cambourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Cambridge City Centre	1.1%	7	0.0%	0	1.7%	0	3.6%	1	0.0%	0	3.8%	2	0.0%	0
Other Stores, Chatteris Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Kempston Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, March Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Centre														
Other Stores, Milton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Oundle Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Peterborough City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other Stores, Potton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Rushden Town Centre	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Stores, Sandy Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Survey Area	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else / only visit one store/location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	591	54	19	23	57	62	40	53	43	31	39	105	34	31
Sample:	587	38	42	50	42	53	48	49	46	49	36	53	45	36

Q02 For your last main food internet / home delivery shopping order, how did you receive your goods?*Those who said 'Internet / delivered' at Q01*

Collection at store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Home delivery	100.0%	63	100.0%	5	100.0%	5	100.0%	3	100.0%	16	100.0%	6	100.0%	1	100.0%	5	100.0%	6	100.0%	2	100.0%	6	0.0%	0	100.0%	2	100.0%	8
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:	63	5	5	3	16	6	1	5	6	2	6	0	2	8														
Sample:	66	4	7	5	11	5	1	6	6	4	6	0	2	9														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q02A Which retailer do you purchase your main food internet / home delivery shopping from?														
<i>Those who said 'Internet / delivered' at Q01</i>														
Asda	11.2%	7 17.7%	1 0.0%	0 38.9%	1 0.0%	0 13.8%	1 100.0%	1 0.0%	0 29.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 26.4%
Iceland	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Morrisons	2.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 13.8%	1 0.0%	0 15.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Ocado	16.7%	11 17.7%	1 34.1%	2 0.0%	0 5.2%	1 13.8%	1 0.0%	0 15.4%	1 29.8%	2 23.7%	0 48.4%	3 0.0%	0 0.0%	0 9.4%
Sainsbury's	10.3%	6 0.0%	0 5.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 22.0%	1 29.8%	2 23.7%	0 23.1%	1 0.0%	0 0.0%	0 22.5%
Tesco	58.5%	37 64.5%	3 60.5%	3 41.4%	1 94.8%	15 58.5%	4 0.0%	0 47.2%	2 10.6%	1 52.6%	1 28.5%	2 0.0%	0 100.0%	2 41.7%
Waitrose	0.8%	1 0.0%	0 0.0%	0 19.7%	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%
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 0.0%
(Don't know / varies)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	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:	63	5	5	3	16	6	1	5	6	2	6	0	2	8
Sample:	66	4	7	5	11	5	1	6	6	4	6	0	2	9

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?														
Accessibility by public transport	0.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Car parking prices	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	2.6%	26	2.2%	3	5.4%	2	0.9%	0	0.8%	1	0.0%	0	4.4%	3
Choice of food goods available	8.4%	85	15.6%	19	2.3%	1	17.7%	6	4.1%	4	7.1%	7	4.2%	3
Choice of shops nearby selling non-food goods	0.6%	6	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Choice of shops selling food goods	0.5%	5	0.8%	1	5.7%	2	1.1%	0	0.0%	0	0.7%	1	0.0%	0
Cleanliness	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	1
Delivery service	3.4%	35	1.4%	2	8.7%	3	3.8%	1	9.8%	10	4.2%	4	0.0%	0
Easy to get to by car	2.1%	21	5.8%	7	1.6%	1	0.9%	0	1.2%	1	0.0%	0	4.4%	3
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good internal layout	0.2%	2	0.0%	0	1.4%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Good service / friendly staff	1.4%	14	3.9%	5	2.1%	1	4.0%	1	0.0%	0	1.4%	1	0.0%	0
Habit / always use it / preference for retailer	6.6%	66	7.1%	8	11.3%	4	1.8%	1	7.6%	8	9.2%	9	7.4%	5
Internet shopping is convenient	1.8%	18	0.8%	1	0.8%	0	5.7%	2	5.0%	5	2.9%	3	1.0%	1
Lower prices	14.5%	145	9.7%	12	17.1%	6	12.7%	4	17.5%	18	9.4%	9	14.0%	9
Loyalty card / points scheme	1.2%	12	0.6%	1	0.0%	0	0.0%	0	4.9%	5	0.7%	1	0.9%	1
Near to home	32.8%	329	35.4%	42	19.7%	7	28.9%	9	25.6%	26	24.3%	23	52.2%	32
Near to work	3.1%	31	2.9%	3	0.8%	0	0.0%	0	3.8%	4	5.3%	5	0.0%	1
Nice shopping environment	0.5%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0
Only one in the area / no other choice	0.9%	9	0.6%	1	0.0%	0	0.9%	0	1.1%	1	0.9%	1	1.7%	1
Provision of leisure facilities nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	7.1%	71	5.9%	7	9.0%	3	8.2%	3	10.3%	11	9.8%	9	0.0%	0
Quality of shops selling food goods	0.3%	3	0.0%	0	0.0%	0	2.4%	1	1.2%	1	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.9%	19	1.4%	2	5.0%	2	0.0%	0	0.0%	0	5.3%	5	2.1%	1
Value for money	2.7%	27	0.8%	1	0.0%	0	1.8%	1	0.0%	0	6.1%	6	2.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of non-food goods	0.2%	2	0.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
available														
Close to family / friends	0.2%	2	0.0%	0	0.0%	0	0.9%	0	0.7%	1	0.0%	0	0.0%	0
Convenient	0.8%	8	0.0%	0	0.0%	0	2.0%	1	4.2%	4	0.9%	1	0.0%	0
Convenient at the time	0.4%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	3.3%	3	1.7%	1
Easy to get a taxi from there	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to walk there	0.5%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Get a free newspaper	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get a lift there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Good disabled parking	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Long opening hours	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
New store so wanted to see what it was like	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Nice café in store	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On school run	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / no reason in particular)	3.1%	31	0.6%	1	0.8%	0	1.8%	1	0.8%	1	2.1%	2	2.4%	1
Weighted base:	1002	119	35	33	103	96	62	83	73	44	76	151	52	74
Sample:	1002	80	75	75	81	81	75	80	75	75	75	80	75	75

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q04 What if anything is the one thing you most dislike about your main food and grocery shopping destination (STORE MENTIONED AT Q01) ?																												
Nothing	67.8%	679	64.5%	77	66.5%	23	68.5%	22	72.1%	75	69.2%	67	60.1%	37	73.2%	61	71.0%	52	66.5%	29	71.8%	55	69.6%	105	60.3%	31	60.7%	45
Change layout too often	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	1.1%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Expensive parking	0.2%	2	0.0%	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	0.8%	1	0.8%	1	0.0%	0	0.0%	0
Difficult to get to	0.5%	5	0.0%	0	0.0%	0	0.9%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	3.7%	37	4.7%	6	0.0%	0	5.1%	2	2.1%	2	3.7%	4	5.5%	3	0.0%	0	3.8%	3	0.0%	0	1.7%	1	8.0%	12	1.8%	1	4.8%	4
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park / lack of parking	2.3%	23	7.6%	9	11.8%	4	1.8%	1	3.1%	3	0.0%	0	0.9%	1	0.0%	0	1.5%	1	2.6%	1	2.3%	2	0.0%	0	2.7%	1	0.0%	0
Lack of public transport	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	5.7%	57	1.4%	2	2.3%	1	6.0%	2	3.5%	4	4.9%	5	11.8%	7	9.8%	8	4.1%	3	5.5%	2	11.1%	8	6.6%	10	9.6%	5	0.0%	0
No petrol station	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	0.5%	5	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Poor quality	2.3%	23	1.3%	1	2.9%	1	2.7%	1	2.3%	2	6.5%	6	6.5%	4	0.0%	0	2.3%	2	0.0%	0	1.7%	1	1.4%	2	3.2%	2	0.9%	1
Preference for retailer	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	0.0%	0	0.8%	1
Staff rude / unhelpful	1.6%	16	0.6%	1	0.0%	0	0.0%	0	4.2%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	1.6%	1	2.3%	2
Too busy	1.7%	17	2.2%	3	1.3%	0	1.1%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	5.0%	4	1.6%	1	0.9%	1	1.1%	2	2.2%	1	5.8%	4
Too far away	1.1%	11	0.0%	0	4.9%	2	2.0%	1	0.7%	1	3.0%	3	2.9%	2	0.8%	1	0.8%	1	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Too small	2.7%	27	5.8%	7	0.8%	0	3.4%	1	3.8%	4	1.9%	2	4.0%	2	1.0%	1	3.0%	2	7.0%	3	2.1%	2	0.0%	0	1.6%	1	2.1%	2
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	0.0%	0
Aisles are sometimes blocked	0.1%	1	0.6%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Annoying in-store music	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	0.0%	0	1.4%	1
Bland store	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Can't pack your bags at the till	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	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Ceilings are too low in the store	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	1.6%	1	0.0%	0
Dislike the retailer	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty shelves	0.5%	5	0.0%	0	3.5%	1	3.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
It stops people shopping in town	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Misleading offers	0.9%	9	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No toilets	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Noisy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Non-food products taking over food product space	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Not enough mobility scooters	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offers halal meat	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online - Can't choose your own products	0.4%	4	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	1.1%	1	1.6%	1
Online - Delivery charge	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online - Don't always have the same products online	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online - Don't take care of	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
the items																										
Online - Missing items / substitutions	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
People that go there	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor phone signal in store	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queues at tills	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurant changed to a coffee shop	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self service checkouts	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The location	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too big	1.6%	16	0.0%	0	2.7%	1	1.6%	1	0.0%	0	0.0%	0	1.8%	1	0.8%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0	14.2%	11
Too cold	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Too many broken trollys	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0
Too much of the packaging is not recyclable	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too quick at the checkout	0.3%	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%	0	5.7%	3	0.0%	0
Trollys need a pound coin	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	1.6%	1	0.0%	0
Untidy	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.1%	21	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.7%	1	0.9%	1	5.9%	5	5.0%	4	1.8%	1	0.0%	0	3.7%	6	1.6%	1
Weighted base:	1002	119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:	1002	80		75		75		81		81		75		80		75		75		75		80		75		75

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Meanscore: [£]														
Q05 How much on average does your household normally spend on main food and grocery shopping in a week?														
£1 - £5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.3%	3	0.0%	0	2.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
£11 - £15	0.4%	4	0.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£16 - £20	1.0%	10	1.1%	1	0.0%	0	1.6%	1	1.3%	1	1.7%	1	0.0%	0
£21 - £25	1.8%	18	4.8%	6	1.3%	0	1.6%	1	1.8%	2	0.0%	0	0.9%	1
£26 - £30	2.6%	26	2.0%	2	9.0%	3	1.8%	1	0.7%	1	2.8%	3	4.5%	3
£31 - £35	1.3%	13	1.1%	1	0.8%	0	0.0%	0	0.7%	1	6.0%	6	1.5%	1
£36 - £40	5.4%	54	1.3%	1	8.0%	3	1.8%	1	2.0%	2	0.7%	1	8.8%	5
£41 - £45	1.2%	12	1.9%	2	0.0%	0	0.9%	0	0.7%	1	0.0%	0	2.3%	1
£46 - £50	8.7%	87	6.5%	8	5.8%	2	6.7%	2	11.6%	12	3.5%	3	4.0%	2
£51 - £60	9.1%	91	5.4%	6	7.7%	3	9.8%	3	9.1%	9	3.1%	3	18.1%	11
£61 - £70	10.5%	105	7.8%	9	12.0%	4	8.7%	3	17.1%	18	20.9%	20	6.8%	4
£71 - £80	10.0%	101	11.3%	13	4.0%	1	11.2%	4	14.8%	15	9.6%	9	12.2%	8
£81 - £90	6.0%	60	2.2%	3	8.0%	3	2.5%	1	3.8%	4	5.8%	6	5.5%	3
£91 - £100	13.6%	137	13.2%	16	7.5%	3	21.6%	7	5.9%	6	23.4%	22	8.8%	5
£101 - £110	1.9%	19	5.1%	6	0.8%	0	1.1%	0	2.3%	2	2.1%	2	1.0%	1
£111 - £120	5.2%	52	8.1%	10	1.4%	0	1.1%	0	1.6%	2	4.9%	5	6.9%	4
£121 - £130	3.6%	36	6.7%	8	0.8%	0	5.3%	2	8.7%	9	2.4%	2	1.9%	1
£131 - £140	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	4.6%	46	8.7%	10	4.0%	1	9.2%	3	3.4%	4	5.4%	5	4.8%	3
£151 - £175	0.8%	8	0.0%	0	1.4%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	1.9%	19	7.3%	9	1.4%	0	2.2%	1	0.0%	0	2.4%	2	0.0%	0
£201 - £225	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
£226 - £250	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.2%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	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)	6.9%	69	3.4%	4	19.8%	7	7.3%	2	8.3%	9	3.5%	3	9.2%	6
(Refused)	2.2%	22	0.8%	1	1.0%	0	3.6%	1	4.2%	4	1.9%	2	1.0%	1
Mean:	82.70	97.02	73.27	90.29	78.77	87.95	73.82	71.92	87.28	87.69	75.61	77.08	80.00	90.37
Weighted base:	1002	119	35	33	103	96	62	83	73	44	76	151	52	74
Sample:	1002	80	75	75	81	81	75	80	75	75	75	80	75	75

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Meanscore: [Number of visits per week]																												
Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01?)																												
Daily	1.5%	15	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	1	7.1%	11	1.1%	1	0.8%	1		
At least two times a week	9.0%	90	18.5%	22	16.4%	6	9.6%	3	7.3%	8	8.1%	8	8.7%	5	5.3%	4	3.0%	2	10.4%	5	7.1%	5	8.2%	12	9.3%	5	5.8%	4
At least once a week	68.2%	683	55.5%	66	65.5%	23	71.2%	23	68.8%	71	61.1%	59	77.7%	48	70.1%	58	72.2%	52	61.4%	27	77.5%	59	70.8%	107	62.2%	32	76.3%	57
At least once a fortnight	12.3%	123	14.2%	17	8.9%	3	13.6%	4	12.0%	12	19.3%	19	10.1%	6	8.5%	7	17.2%	13	16.5%	7	9.8%	7	7.4%	11	19.3%	10	7.7%	6
At least once a month	5.7%	57	6.2%	7	3.5%	1	4.0%	1	4.1%	4	8.2%	8	1.5%	1	12.3%	10	6.4%	5	8.6%	4	2.7%	2	4.8%	7	5.6%	3	4.5%	3
At least every two months	0.3%	3	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	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
Have only visited once	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.5%	1	1.7%	3	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	23	3.9%	5	4.9%	2	1.6%	1	5.6%	6	2.6%	3	1.0%	1	2.2%	2	1.2%	1	2.0%	1	0.0%	0	0.0%	0	2.5%	1	3.6%	3
Weighted base:	1002	119	35	33	103	96	62	83	73	44	76	151	52	74														
Sample:	1002	80	75	75	81	81	75	80	75	75	75	80	75	75														
Q07 How do you normally travel to (STORE MENTIONED AT Q01?)																												
<i>Not those who said 'Internet / delivered' at Q01</i>																												
Car / van (as driver)	81.4%	764	74.9%	86	77.3%	23	87.5%	26	71.9%	63	82.2%	74	78.3%	48	89.4%	70	91.8%	62	81.5%	35	93.0%	65	80.6%	122	84.4%	42	72.9%	49
Car / van (as passenger)	8.5%	80	11.8%	13	8.5%	3	11.5%	3	12.9%	11	8.8%	8	5.8%	4	5.9%	5	6.7%	5	4.6%	2	3.3%	2	6.8%	10	8.3%	4	14.7%	10
Bus (including the busway or guided bus), minibus or coach	1.9%	18	2.0%	2	5.2%	2	1.0%	0	2.4%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.6%	1	0.8%	1	3.9%	6	1.9%	1	3.2%	2
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.8%	45	10.5%	12	6.6%	2	0.0%	0	6.5%	6	5.5%	5	7.3%	4	1.5%	1	0.0%	0	0.0%	0	2.9%	2	7.9%	12	0.0%	0	1.5%	1
Taxi	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	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%	0	1.2%	1	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	3.0%	28	0.8%	1	1.6%	0	0.0%	0	4.9%	4	3.5%	3	5.3%	3	2.3%	2	1.4%	1	10.5%	4	0.0%	0	0.8%	1	4.3%	2	7.7%	5
Weighted base:	939	114	30	30	87	90	61	78	67	43	70	151	50	67														
Sample:	936	76	68	70	70	76	74	74	69	71	69	80	73	66														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Meanscore: [Time in minutes]																												
Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?																												
<i>Not those who said 'Internet / delivered' at Q01</i>																												
1 - 10 minutes	62.0%	582	85.4%	97	66.8%	20	59.5%	18	57.5%	50	32.0%	29	81.4%	50	68.0%	53	16.6%	11	43.1%	18	64.0%	45	83.9%	127	51.3%	26	56.1%	37
11 - 20 minutes	28.4%	267	6.6%	8	26.0%	8	38.3%	12	32.8%	29	41.4%	37	14.7%	9	29.0%	23	68.1%	46	49.3%	21	30.4%	21	12.1%	18	41.8%	21	22.3%	15
21 - 30 minutes	5.2%	48	6.4%	7	4.1%	1	1.0%	0	2.4%	2	19.0%	17	2.8%	2	0.0%	0	12.1%	8	2.7%	1	1.0%	1	0.6%	1	5.2%	3	7.7%	5
31 - 40 minutes	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.5%	1
41 - 50 minutes	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	0.0%	0	0.9%	1
51 - 60 minutes	0.1%	1	0.0%	0	1.1%	0	1.2%	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
Over an hour	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	0.0%	0	0.0%	0	3.0%	2
(Don't know / can't remember)	2.4%	22	0.8%	1	2.0%	1	0.0%	0	7.3%	6	3.1%	3	0.0%	0	1.5%	1	3.2%	2	1.6%	1	0.0%	0	2.6%	4	1.7%	1	3.8%	3
(Refused)	1.2%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.9%	2	0.8%	1	0.0%	0	4.7%	3
<i>Mean:</i>	<i>11.21</i>		<i>8.66</i>		<i>11.43</i>		<i>12.86</i>		<i>10.84</i>		<i>16.33</i>		<i>8.87</i>		<i>10.20</i>		<i>16.43</i>		<i>12.94</i>		<i>10.50</i>		<i>6.92</i>		<i>12.79</i>		<i>15.07</i>	
Weighted base:	939	114	30	30	87	90	61	78	67	43	70	151	50	67														
Sample:	936	76	68	70	70	76	74	74	69	71	69	80	73	66														
Q09 When do you do your main food shopping?																												
Weekdays during the day	46.2%	463	44.2%	53	51.0%	18	42.4%	14	44.6%	46	45.8%	44	38.1%	24	49.0%	41	52.7%	38	51.0%	23	47.3%	36	44.1%	67	64.5%	34	36.4%	27
Weekdays during the evening	11.0%	110	12.9%	15	12.8%	4	10.1%	3	6.1%	6	14.0%	13	14.1%	9	15.1%	13	14.2%	10	14.6%	6	3.6%	3	8.8%	13	6.3%	3	13.1%	10
Saturday	13.9%	140	14.6%	17	14.0%	5	27.0%	9	24.5%	25	11.0%	11	16.2%	10	8.1%	7	12.1%	9	9.9%	4	17.5%	13	11.8%	18	8.1%	4	9.9%	7
Sunday	5.0%	50	6.5%	8	4.0%	1	0.0%	0	5.0%	5	9.9%	9	3.4%	2	7.9%	7	3.8%	3	3.6%	2	0.9%	1	0.8%	1	4.2%	2	13.0%	10
(Don't know / varies)	23.8%	239	21.8%	26	18.2%	6	20.5%	7	19.8%	20	19.4%	19	28.2%	17	20.0%	17	17.2%	12	21.0%	9	30.6%	23	34.6%	52	17.0%	9	27.6%	21
Weighted base:	1002	119	35	33	103	96	62	83	73	44	76	151	52	74														
Sample:	1002	80	75	75	81	81	75	80	75	75	75	80	75	75														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q10 When you go main food shopping is your trip linked with any other activity?																												
<i>Not those who said 'Internet / delivered' at Q01</i>																												
Yes – non-food shopping	9.5%	89	14.8%	17	9.7%	3	12.6%	4	2.5%	2	6.7%	6	4.9%	3	8.3%	6	13.1%	9	10.8%	5	17.4%	12	9.3%	14	3.8%	2	9.3%	6
Yes – other food shopping	1.9%	18	2.6%	3	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0	5.2%	4	3.8%	3	0.0%	0	3.7%	3	1.1%	2	0.9%	0	2.4%	2
Yes – visiting financial services such as banks, building societies and other financial institutions	1.4%	13	1.3%	1	2.5%	1	1.0%	0	2.2%	2	1.7%	2	6.2%	4	0.8%	1	1.4%	1	2.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Yes – leisure activity	1.8%	17	0.0%	0	2.5%	1	9.4%	3	5.2%	5	0.9%	1	3.4%	2	0.0%	0	2.0%	1	1.9%	1	1.0%	1	0.0%	0	2.1%	1	2.4%	2
Yes – travelling to/from work	5.4%	51	6.6%	8	2.5%	1	3.9%	1	1.0%	1	2.8%	2	2.6%	2	5.0%	4	12.5%	8	4.4%	2	6.3%	4	8.8%	13	3.3%	2	4.7%	3
Yes – travelling to/from school/college/university	0.9%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	6.4%	3	1.0%	1	2.2%	3	1.2%	1	0.0%	0
Yes – getting petrol	0.9%	9	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.9%	1	4.8%	2	0.0%	0	2.2%	3	0.0%	0	2.8%	2
Yes – visiting café / pub / restaurant	2.6%	25	7.4%	8	2.5%	1	4.6%	1	5.8%	5	0.0%	0	0.0%	0	4.2%	3	2.0%	1	0.0%	0	0.8%	1	1.3%	2	2.1%	1	1.1%	1
Yes – visiting family / friends	1.2%	12	0.7%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	1	1.5%	1	4.9%	4	0.9%	1	1.1%	0	1.7%	1	0.0%	0	1.9%	1	0.9%	1
Yes – visiting health service such as doctor, dentist, hospital	0.8%	7	0.0%	0	0.9%	0	3.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	5.2%	4	0.6%	1	0.9%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.7%	7	0.0%	0	3.4%	1	1.2%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	5.4%	3	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	70.3%	660	64.0%	73	74.4%	22	62.0%	19	74.5%	65	84.2%	76	76.5%	47	70.6%	55	61.7%	41	65.2%	28	55.1%	39	73.1%	111	71.5%	36	73.3%	49
(Don't know / varies)	2.5%	23	1.9%	2	1.6%	0	1.0%	0	5.9%	5	0.9%	1	2.8%	2	0.0%	0	1.8%	1	2.1%	1	3.9%	3	1.5%	2	6.8%	3	3.2%	2
Weighted base:	939	114	30	30	87	90	61	78	67	43	70	151	50	67														
Sample:	936	76	68	70	70	76	74	74	69	71	69	80	73	66														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12																
Q11 Where do you do this linked trip?																														
<i>Those who said 'Yes – non-food shopping' or 'Yes – other food shopping' or 'Yes – visiting financial services' at Q10 AND Excl. Nulls & SFT's</i>																														
Zone 1																														
Huntingdon Town Centre	38.5%	45	96.5%	21	79.5%	3	26.8%	1	15.3%	1	18.2%	2	0.0%	0	0.0%	0	65.7%	8	62.1%	4	39.0%	6	0.0%	0	0.0%	0	0.0%	0		
Huntingdon Retail Park, Huntingdon	1.2%	1	3.5%	1	7.4%	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%	0	0.0%	0	0.0%	0	0.0%	0
Stukeley Road Retail Park, Huntingdon	0.6%	1	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																														
St Ives Town Centre	11.9%	14	0.0%	0	0.0%	0	41.1%	2	84.7%	5	81.8%	7	9.5%	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
Zone 5																														
Ramsey Town Centre	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.9%	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
Zone 8																														
Brampton Village Centre	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	21.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	0.0%	0	61.0%	9	89.4%	14	0.0%	0	0.0%	0	0.0%	0
Willingham Village 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	1		
Outside Survey Area																														
Bedford Town Centre	0.9%	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	44.7%	1	0.0%	0		
Cambridge City Centre	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	24.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	6.9%	8	0.0%	0	13.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	1	49.7%	5	10.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Serpentine Green Shopping Centre, Peterborough	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	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%	0	0.0%	0	55.3%	1	0.0%	0		
Bar Hill Village Centre	2.6%	3	0.0%	0	0.0%	0	25.0%	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%	0	47.9%	2		
Cambourne Local Centre	0.9%	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	0.0%	0	24.3%	1		
Oundle Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside	1.9%	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	10.6%	2	0.0%	0	13.9%	1		
Weighted base:	116	21	4	4	5	8	7	11	12	6	15	16	2	4																
Sample:	124	15	10	11	7	9	9	6	15	10	16	8	4	4																

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	63.3%	634	55.3%	66	62.6%	22	54.7%	18	68.8%	71	49.4%	48	68.9%	43	57.0%	47	69.9%	51	78.9%	35	67.4%	51	67.8%	103	49.5%	26	73.1%	54
No	36.7%	368	44.7%	53	37.4%	13	45.3%	15	31.2%	32	50.6%	49	31.1%	19	43.0%	36	30.1%	22	21.1%	9	32.6%	25	32.2%	49	50.5%	26	26.9%	20
Weighted base:	1002	119	35	33	103	96	62	83	73	44	76	151	52	74														
Sample:	1002	80	75	75	81	81	75	80	75	75	75	80	75	75														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q13 Where did you last go to undertake this 'top up' shopping?																												
<i>Those who do top-up shopping at Q12 AND Excl. Nulls & SFT's</i>																												
Zone 1																												
Lidl, Stukeley Road, Huntingdon, PE29 6HG	2.6%	16	12.1%	8	0.0%	0	2.9%	1	1.0%	1	3.2%	2	4.3%	2	1.4%	1	1.2%	1	1.4%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Germain Walk, Huntingdon	3.4%	21	8.3%	5	8.4%	2	1.6%	0	0.0%	0	1.4%	1	4.3%	2	0.0%	0	14.8%	7	5.6%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wertheim Way, Stukeley Meadows, Huntingdon	4.7%	29	30.9%	20	0.0%	0	0.0%	0	3.5%	2	4.2%	2	0.0%	0	0.0%	0	3.4%	2	3.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Prince's Street, Huntingdon	2.6%	16	4.0%	3	11.6%	3	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	7	10.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Huntingdon Town Centre	2.2%	13	15.6%	10	9.1%	2	0.0%	0	1.8%	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
Iceland, High Street, Huntingdon, PE29 3LD	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Co-op, Cambridge Road, Godmanchester, PE29 2BT	2.3%	14	1.1%	1	48.9%	11	10.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Stores, Godmanchester Village Centre	0.7%	4	0.0%	0	19.9%	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	0.0%	0
Zone 2B																												
Local Shops, Fenstanton Village Centre	0.3%	2	0.0%	0	0.0%	0	11.0%	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%	0
Other - Zone 2B	0.6%	3	0.0%	0	0.0%	0	19.4%	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	0.0%	0
Zone 3																												
Co-op, Constable Road, St Ives	3.6%	22	0.0%	0	0.0%	0	3.3%	1	23.3%	16	5.6%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Tesco Express, Needingworth Road, St Ives, PE27 5LB	1.9%	12	0.0%	0	0.0%	0	7.6%	1	15.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, St Ives	5.4%	33	0.0%	0	0.0%	0	19.5%	3	39.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	3
Other Stores, St Ives Town Centre	1.9%	11	0.0%	0	0.0%	0	6.1%	1	6.2%	4	12.0%	6	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	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
Zone 4																												
Tesco Extra, Abbots Ripton Road, Sapley	3.5%	22	21.7%	14	0.0%	0	2.9%	1	3.0%	2	9.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Somersham, PE28 3EE	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Somersham Village 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	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Local Shops, Old Hurst Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	1.4%	9	0.0%	0	0.0%	0	1.6%	0	0.0%	0	17.3%	8	0.0%	0
Zone 5														
Co-op, Newtown Road, Ramsey	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	17.5%	7
Tesco Superstore, Neil Way, Ramsey, PE26 2SB	3.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	41.1%	17
Other Stores, Ramsey Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	4
Local Shops, Bury Village Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	7
Other - Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6														
Broadway Superstore, Broadway, Yaxley, PE7 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bentley Avenue, Yaxley, PE7 3ZT	2.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	9
Other Stores, Yaxley Village Centre	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	9
Other - Zone 6	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	5
Zone 7														
Co-op, Glatton Road, Sawtry PE28 5UZ	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Sawtry Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Local Shops, Kimbolton Village Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Other - Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone 8														
Co-op, High Street, Brampton, PE28 4TQ	2.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Brampton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Local Shops, Alconbury Village Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	6
Zone 9														
Tesco Express, Loves Farm, St Neots, PE19 6SL	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Buckden Village Centre	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Great Staughton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Zone 10														
Co-op, Old Great North	2.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Road, Eaton Socon																										
Co-op, Tebbutts Road, St Neots	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	10.2%	10	2.6%	1	0.0%	0
Lidl, Cedar House, Cambridge Street, St Neots	0.9%	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	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Tesco Extra, Barford Road, St Neots	5.6%	35	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	31.2%	32	0.0%	0	0.0%	0
Tesco Express, Great North Road, Eaton Socon	0.8%	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	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Waitrose, Priory Lane, St Neots	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	18.8%	10	5.9%	6	0.0%	0	0.0%	0
Other Stores, Eaton Socon District Centre	0.4%	3	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Other Stores, St Neots Town Centre	2.7%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	6	10.0%	10	0.0%	0	0.0%	0
Aldi, Howard Road, Eaton Socon, PE19 8EX	0.9%	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	6.7%	3	2.3%	2	0.0%	0	0.0%	0
Marks & Spencer, High Street, St Neots, PE19 1BN	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.7%	2	2.7%	3	0.0%	0	0.0%	0
Other - Zone 10	0.5%	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	3.2%	3	0.0%	0	0.0%	0
Zone 11																										
Other - Zone 11	0.5%	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%	0	14.5%	3	0.0%	0
Zone 12																										
Co-op, 12 High Street, Willingham	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	16
Other Stores, Willingham Village Centre	1.2%	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	2.2%	0	13.4%	7
Local Shops, Longstanton Village Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.1%	8
Other - Zone 12	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Outside Survey Area																										
Aldi, Church Lane, Bedford, MK41 0PW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Aldi, Bridge Street, Chatteris, PE16 6AZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Whittlesey Road, Peterborough	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brickburn Close, Hampton Ctr, Peterborough, PE7 8NZ	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Flaxland, Bretton, Peterborough, PE3 8DF	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Church Street, Biggleswade	0.5%	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%	0	13.6%	3	0.0%	0
Asda, Beehive 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	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Coldhams Lane, Cambridge, CB1 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Rivergate Shopping Centre, Viersen Platz, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Lane, Lower Cambourne, Cambridge CB23 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lurke Street, Bedford, MK40 3HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dartford Road, March, PE15 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lime Kiln Close, Peterborough, PE3 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newton Road, Rushden, NN10 0PT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ampthill Road, Bedford, MK42 9JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Camborne	1.8%	11	0.0%	0	2.2%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bellona Drive, Stanground, PE2 8GP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lincoln Road, Werrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Kempston, MK42 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 110 Oxney Road, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Flaxlands Bretton Centre, Bretton, Peterborough, PE3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Tavistock Square, Bedford, MK40 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Biddenham Turn, Biddenham, MK40 4GH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	1.2%	7	0.0%	0	0.0%	0	4.0%	1	0.0%	0	4.2%	2	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Tesco Extra, Cardington Road, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0		
Tesco Extra, Serpentine Green Shopping Centre, Hampton	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	8	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Riverfield Drive, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Tesco Superstore, Hostmoor Avenue, March, PE15 0AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cambridge Road Industrial Estate, Milton, CB24 6AY	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	0.0%	0	1.1%	1
Tesco Superstore, The Werrington Centre, Staniland Way, Peterborough, PE4 6NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Sandy SG19 1NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Brickhill Drive, Bedford, MK41 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Histon, CB24 9JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Potton, SG19 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Goldington Road, Bedford, MK41 0UE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Waitrose, Fitzroy Street, Cambridge, CB1 1EW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waitrose, East Road, Oundle, PE8 4BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Bedford 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2	0.0%	0
Other Stores, Biddenham Village 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	0.0%	0	0.0%	0
Other Stores, Biggleswade 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	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Other Stores, Cambourne 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	0.0%	0	0.0%	0
Other Stores, Cambridge City Centre	1.2%	7	0.0%	0	0.0%	0	2.0%	0	1.8%	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	10.9%	6
Other Stores, Chatteris 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	0.0%	0	0.0%	0
Other Stores, Kempston 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	0.0%	0	0.0%	0
Other Stores, March Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Centre														
Other Stores, Milton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Oundle Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Peterborough City Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Potton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Rushden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Sandy Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Other - Outside Survey Area	1.2%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else / only visit one store/location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	618	65	22	18	67	48	43	46	49	35	51	103	22	52
Sample:	607	49	47	38	57	44	53	43	43	56	49	47	32	49

Meanscore: [Number of visits per week]**Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?***Those who do top-up shopping at Q12*

Daily	6.0%	38	5.3%	3	6.8%	1	1.6%	0	6.2%	4	6.3%	3	11.9%	5	5.6%	3	10.5%	5	6.2%	2	6.2%	3	1.6%	2	6.8%	2	6.4%	3
At least two times a week	38.3%	243	40.3%	27	52.6%	11	30.0%	5	39.8%	28	43.1%	20	46.6%	20	26.3%	12	29.2%	15	44.5%	16	36.2%	19	49.6%	51	24.6%	6	22.3%	12
At least once a week	37.1%	236	44.1%	29	26.1%	6	51.7%	9	30.7%	22	32.2%	15	18.8%	8	47.1%	22	40.1%	20	25.7%	9	38.7%	20	42.4%	44	40.5%	10	38.4%	21
At least once a fortnight	7.1%	45	2.8%	2	7.7%	2	12.1%	2	7.7%	5	10.5%	5	7.3%	3	4.9%	2	6.4%	3	14.2%	5	4.2%	2	3.2%	3	12.2%	3	12.9%	7
At least once a month	4.2%	27	2.3%	1	1.2%	0	0.0%	0	9.5%	7	5.4%	3	3.4%	1	2.4%	1	9.6%	5	3.1%	1	7.1%	4	0.9%	1	8.2%	2	1.1%	1
At least every two months	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	6.8%	43	5.3%	3	5.6%	1	4.5%	1	6.1%	4	2.5%	1	10.7%	5	12.4%	6	4.2%	2	6.4%	2	7.6%	4	2.3%	2	7.7%	2	17.2%	9
Mean:	1.66		1.67		1.87		1.34		1.64		1.68		2.11		1.56		1.75		1.71		1.65		1.57		1.51		1.55	
Weighted base:	634	66	22	18	71	48	43	47	51	35	51	103	26	54														
Sample:	623	50	47	38	58	44	53	45	45	57	49	47	37	53														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Meanscore: [£]																												
Q15 How much on average does your household normally spend on top up shopping in a week?																												
<i>Those who do top-up shopping at Q12</i>																												
£1 - £5	10.4%	66	11.8%	8	14.3%	3	12.9%	2	7.9%	6	6.0%	3	14.7%	6	22.3%	11	13.5%	7	15.9%	6	2.5%	1	3.0%	3	16.3%	4	11.6%	6
£6 - £10	27.8%	176	31.4%	21	35.3%	8	31.2%	6	26.4%	19	36.0%	17	12.9%	5	23.8%	11	15.9%	8	30.2%	11	31.5%	16	36.0%	37	3.7%	1	31.2%	17
£11 - £15	9.5%	60	9.5%	6	3.4%	1	18.0%	3	5.8%	4	9.2%	4	6.4%	3	3.8%	2	5.4%	3	9.5%	3	9.3%	5	15.0%	15	16.7%	4	11.6%	6
£16 - £20	16.0%	102	15.8%	10	12.0%	3	7.7%	1	23.6%	17	6.7%	3	23.2%	10	9.7%	5	19.3%	10	10.9%	4	14.4%	7	17.5%	18	18.4%	5	16.6%	9
£21 - £25	6.1%	39	7.8%	5	0.0%	0	4.5%	1	5.0%	4	8.1%	4	3.7%	2	3.1%	1	13.3%	7	7.2%	3	11.8%	6	3.9%	4	0.0%	0	5.3%	3
£26 - £30	6.6%	42	10.5%	7	7.3%	2	10.6%	2	3.3%	2	4.9%	2	2.8%	1	8.0%	4	12.9%	7	2.0%	1	9.0%	5	8.4%	9	1.8%	0	1.3%	1
£31 - £35	1.6%	10	1.1%	1	0.0%	0	1.6%	0	1.0%	1	4.9%	2	3.0%	1	1.4%	1	0.0%	0	1.1%	0	1.1%	1	1.1%	1	7.7%	2	0.0%	0
£36 - £40	2.0%	12	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	1	4.3%	2	0.0%	0	1.9%	1	2.0%	1	4.8%	2	1.6%	2	6.3%	2	1.1%	1
£41 - £45	0.9%	5	0.0%	0	1.5%	0	0.0%	0	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.6%	2	0.0%	0	0.0%	0
£46 - £50	3.3%	21	2.8%	2	0.0%	0	0.0%	0	0.0%	0	9.5%	4	10.1%	4	4.5%	2	0.0%	0	1.4%	0	2.8%	1	3.2%	3	2.2%	1	4.5%	2
£51 - £60	1.0%	6	1.1%	1	2.2%	0	2.0%	0	1.2%	1	4.9%	2	0.0%	0	0.0%	0	1.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£176 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £225	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£226 - £250	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
£251 - £275	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£276 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	11.6%	73	4.8%	3	21.1%	5	7.8%	1	19.2%	14	4.6%	2	14.1%	6	20.7%	10	13.1%	7	10.6%	4	7.7%	4	5.5%	6	21.9%	6	13.1%	7
(Refused)	1.6%	10	1.4%	1	2.8%	1	1.6%	0	1.2%	1	2.5%	1	0.0%	0	2.8%	1	2.1%	1	2.5%	1	1.1%	1	0.0%	0	5.0%	1	1.9%	1
Mean:	19.38		16.92		14.29		18.44		19.21		22.16		23.52		14.76		19.26		18.51		20.34		20.51		19.13		20.23	
Weighted base:	634	66	22	18	71	48	43	47	51	35	51	103	26	54														
Sample:	623	50	47	38	58	44	53	45	45	57	49	47	37	53														

Q15A Do you buy food or other produce from a local specialist shop such as a butcher, baker or greengrocer?

Those who do top-up shopping at Q12

Yes	36.0%	228	28.1%	19	37.6%	8	30.4%	5	36.6%	26	55.4%	26	41.4%	18	32.4%	15	23.9%	12	31.8%	11	45.2%	23	30.3%	31	35.9%	9	44.0%	24
No	64.0%	406	71.9%	47	62.4%	14	69.6%	12	63.4%	45	44.6%	21	58.6%	25	67.6%	32	76.1%	39	68.2%	24	54.8%	28	69.7%	72	64.1%	17	56.0%	30
Weighted base:	634	66	22	18	71	48	43	47	51	35	51	103	26	54														
Sample:	623	50	47	38	58	44	53	45	45	57	49	47	37	53														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q15B Where do you normally undertake this local specialist food shopping?														
<i>Those who buy food or other produce from a local specialist shop at Q15A AND Excl. Nulls & SFT's</i>														
Zone 1														
Lidl, Stukeley Road, Huntingdon, PE29 6HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, St Germain Walk, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wertheim Way, Stukeley Meadows, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Prince's Street, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Huntingdon Town Centre	11.1%	25	32.1%	6	24.1%	2	0.0%	0	3.2%	1	45.4%	11	10.8%	2
Iceland, High Street, Huntingdon, PE29 3LD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A														
Co-op, Cambridge Road, Godmanchester, PE29 2BT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Godmanchester Village Centre	3.9%	9	4.9%	1	66.8%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	0
Zone 2B														
Local Shops, Fenstanton Village Centre	4.6%	10	0.0%	0	5.8%	0	49.3%	3	16.6%	4	0.0%	0	0.0%	0
Other - Zone 2B	0.7%	2	0.0%	0	0.0%	0	28.0%	2	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Co-op, Constable Road, St Ives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Needingworth Road, St Ives, PE27 5LB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Station Road, St Ives	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, St Ives Town Centre	8.7%	19	0.0%	0	0.0%	0	10.8%	1	60.0%	16	4.9%	1	0.0%	0
Other - Zone 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Tesco Extra, Abbots Ripton Road, Sapley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Somersham, PE28 3EE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Somersham Village Centre	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Local Shops, Old Hurst Village Centre	1.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.8%	1	10.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	4.7%	10	4.9%	1	0.0%	0	0.0%	0	11.7%	3	21.1%	5	0.0%	0	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0
Zone 5																										
Co-op, Newtown Road, Ramsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey, PE26 2SB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Ramsey Town Centre	6.5%	15	0.0%	0	3.3%	0	0.0%	0	0.0%	0	5.7%	1	71.7%	12	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Bury Village 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	0.0%	0
Other - Zone 5	0.9%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Zone 6																										
Broadway Superstore, Broadway, Yaxley, PE7 3JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Bentley Avenue, Yaxley, PE7 3ZT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Yaxley Village Centre	5.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	77.5%	11	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0
Zone 7																										
Co-op, Glatton Road, Sawtry PE28 5UZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Sawtry Village Centre	0.2%	0	0.0%	0	0.0%	0	6.6%	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
Local Shops, Kimbolton Village Centre	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	4	0.0%	0	0.0%	0	0.0%	0	19.7%	2	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0
Zone 8																										
Co-op, High Street, Brampton, PE28 4TQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Brampton Village Centre	10.5%	23	30.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.4%	2	68.3%	8	8.7%	2	19.3%	6	0.0%	0
Local Shops, Alconbury Village 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	0.0%	0
Zone 9																										
Tesco Express, Loves Farm, St Neots, PE19 6SL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Buckden Village Centre	7.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1	18.5%	2	0.0%	0	55.8%	13	3.7%	1	0.0%	0
Local Shops, Great Staughton Village Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	5.6%	1	0.0%	0	6.9%	1	0.0%	0
Other - Zone 9	1.4%	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	13.1%	3	0.0%	0	0.0%	0	0.0%	0
Zone 10																										
Co-op, Old Great North	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Road, Eaton Socon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tebbutts Road, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Cedar House, Cambridge Street, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Barford Road, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Great North Road, Eaton Socon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Priory Lane, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Eaton Socon District Centre	0.7%	1	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Other Stores, St Neots Town Centre	11.7%	26	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Aldi, Howard Road, Eaton Socon, PE19 8EX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, St Neots, PE19 1BN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	2
Zone 12														
Co-op, 12 High Street, Willingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Willingham Village Centre	4.9%	11	0.0%	0	0.0%	0	5.4%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Longstanton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Aldi, Church Lane, Bedford, MK41 0PW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridge Street, Chatteris, PE16 6AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Whittlesey Road, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brickburn Close, Hampton Ctr, Peterborough, PE7 8NZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Flaxland, Bretton, Peterborough, PE3 8DF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Church Street, Biggleswade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Beehive Centre,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Coldhams Lane, Cambridge, CB1 3ER	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Rivergate Shopping Centre, Viersen Platz, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, School Lane, Lower Cambourne, Cambridge CB23 5DZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lurke Street, Bedford, MK40 3HY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Dartford Road, March, PE15 8AN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lime Kiln Close, Peterborough, PE3 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Newton Road, Rushden, NN10 0PT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ampthill Road, Bedford, MK42 9JP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Broad Street, Camborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bellona Drive, Stanground, PE2 8GP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lincoln Road, Werrington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Fairfield Park, Clapham Road, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bells Brook, Biggleswade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Saxon Centre, Kempston, MK42 8AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, 110 Oxney Road, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Flaxlands Bretton Centre, Bretton, Peterborough, PE3 8DA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Tavistock Square, Bedford, MK40 2RR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Biddenham Turn, Biddenham, MK40 4GH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Tesco Extra, Cardington Road, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Riverfield Drive, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Hostmoor Avenue, March, PE15 0AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Cambridge Road Industrial Estate, Milton, CB24 6AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, The Werrington Centre, Staniland Way, Peterborough, PE4 6NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Superstore, Station Road, Sandy SG19 1NX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Express, Brickhill Drive, Bedford, MK41 7QF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Express, High Street, Histon, CB24 9JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tesco Express, King Street, Potton, SG19 2QT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Waitrose, Goldington Road, Bedford, MK41 0UE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Waitrose, Fitzroy Street, Cambridge, CB1 1EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Waitrose, East Road, Oundle, PE8 4BZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other Stores, Bedford Town Centre	1.5%	3	4.0%	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%	0	0.0%	0	30.9%	3	0.0%	0
Other Stores, Biddenham Village 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	0.0%	0	0.0%	0
Other Stores, Biggleswade 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	0.0%	0	0.0%	0
Other Stores, Cambourne 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	0.0%	0	0.0%	0
Other Stores, Cambridge City Centre	1.6%	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	0.0%	0	0.0%	0	15.2%	4
Other Stores, Chatteris Town Centre	0.4%	1	4.9%	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	0.0%	0
Other Stores, Kempston 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	0.0%	0	0.0%	0
Other Stores, March Town	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1

Huntingdonshire Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Centre														
Other Stores, Milton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Oundle Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Peterborough City Centre	1.8%	4	13.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Potton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Rushden Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Stores, Sandy Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1
Other - Outside Survey Area	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else / only visit one store/location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	223	19	8	5	26	24	17	15	12	11	23	31	8	24
Sample:	211	13	14	13	16	16	25	13	12	17	22	13	12	25

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q16 Where did you last buy clothing or footwear?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon Town Centre	12.1%	93	29.8%	30	39.7%	10	10.3%	3	8.9%	6	19.3%	13	10.4%	6	0.0%	0	13.2%	7	19.0%	6	10.7%	7	2.9%	3	0.0%	0	2.9%	2
Huntingdon Retail Park, Huntingdon	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stukeley Road Retail Park, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester Village Centre	0.1%	1	0.0%	0	2.1%	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
Zone 2B																												
Fenstanton Village 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	0.0%	0	0.0%	0
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
St Ives Town Centre	3.7%	28	0.0%	0	3.8%	1	21.0%	6	18.6%	13	8.9%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Zone 4																												
Somersham Village 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	0.0%	0	0.0%	0
Tesco Extra, Abbots Ripton Road, Sapley	0.3%	3	2.2%	2	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Warboys Village 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	0.0%	0	0.0%	0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																												
Ramsey Town Centre	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley Village 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	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Sawtry Village 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	0.0%	0	0.0%	0
Kimbolton Village 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	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Brampton Village 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	0.0%	0	0.0%	0
Frosts Garden Centre, Buckden Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Zone 9														
Buckden Village Centre	0.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
B&Q, Eaton Socon, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	5.3%	41	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Barford Road, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Over Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Bedford Town Centre	4.2%	32	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Town Centre	1.3%	10	0.0%	0	1.8%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cambridge City Centre	29.6%	229	43.0%	44	18.8%	5	47.7%	13	51.5%	36	42.1%	29	18.4%	10
Ely City Centre	0.7%	5	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
London City Centre	1.5%	12	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.0%	1	0.0%	0
Milton Keynes Town Centre	2.3%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Peterborough City Centre	20.1%	156	16.0%	16	22.1%	6	7.2%	2	12.3%	9	14.8%	10	54.7%	29
Bourges Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brotherhood Retail Park, Peterborough	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cambridge Retail Park, Cambridge	0.4%	3	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.2%	1	0.0%	0
Interchange Retail Park, Kempston, Bedford	6.2%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Serpentine Green Shopping Centre, Peterborough	2.6%	20	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Boulevard Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bar Hill Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Birmingham City Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Cambourne Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Town Centre	0.6%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Ikea, Bletcham Way, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Oundle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	1.0%	8	0.0%	0	0.0%	0	1.9%	1	1.7%	1	6.3%	4	0.0%	0
Other - Outside Others	3.3%	26	1.3%	1	4.9%	1	3.3%	1	3.7%	3	0.0%	0	2.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.4%	11	2.5%	3	3.1%	1	3.3%	1	0.0%	0	0.0%	0	1.7%	1
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	775	101	26	27	70	68	54	70	55	32	63	115	40	54
Sample:	769	68	58	57	55	59	62	66	55	50	59	65	57	58

Meanscore: [Number of visits per month]

Q16A How often do you make shopping trips for clothing or footwear to (LOCATION MENTIONED AT Q16)?
Not those who said 'Internet / delivered' or 'Abroad' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q16

Daily	0.0%	0	0.0%	0	0.0%	0	1.4%	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	
At least two times a week	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
At least once a week	3.1%	24	0.9%	1	1.3%	0	6.5%	2	2.7%	2	1.0%	1	5.6%	3	2.7%	1	2.1%	1	0.9%	1	6.2%	7	0.0%	0	7.3%	4	
At least once a fortnight	5.1%	39	2.8%	3	6.8%	2	4.5%	1	4.6%	3	5.4%	4	7.6%	4	2.9%	2	4.2%	2	2.7%	1	3.5%	2	9.2%	11	10.3%	4	1.3%
At least once a month	31.7%	242	33.9%	34	13.1%	3	25.0%	6	41.2%	29	37.1%	25	27.6%	15	29.3%	20	36.1%	20	36.8%	12	23.4%	14	24.0%	27	35.2%	14	43.3%
At least every two months	14.7%	113	11.9%	12	18.8%	5	11.4%	3	13.9%	10	18.0%	12	18.9%	10	6.2%	4	13.8%	7	17.2%	6	14.9%	9	25.4%	29	6.0%	2	6.3%
At least every 3 months	14.9%	114	16.4%	16	21.3%	5	24.6%	6	10.7%	7	15.0%	10	18.2%	10	13.8%	9	16.5%	9	13.0%	4	16.8%	10	11.4%	13	21.1%	8	7.9%
At least every 6 months	15.0%	115	24.4%	24	6.3%	2	12.3%	3	9.2%	6	16.8%	11	7.9%	4	24.3%	16	9.9%	5	10.6%	3	28.2%	17	8.0%	9	11.5%	4	14.4%
Less often than once every 6 months	5.1%	39	4.7%	5	12.6%	3	3.7%	1	2.2%	2	0.0%	0	6.0%	3	6.7%	4	2.7%	1	10.1%	3	2.6%	2	7.9%	9	5.1%	2	6.6%
Have only visited once	1.4%	11	0.8%	1	1.1%	0	2.3%	1	2.7%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	1	1.2%	0	6.0%	4	0.0%	0	0.0%	0	2.4%
(Don't know / varies)	8.5%	65	4.3%	4	18.7%	5	8.2%	2	12.8%	9	5.6%	4	8.1%	4	14.0%	9	6.9%	4	6.3%	2	3.7%	2	8.0%	9	10.8%	4	10.6%
Mean:	0.82	0.63	0.63	1.23	0.87	0.74	0.90	0.69	1.24	0.72	0.58	0.93	0.76	0.97													
Weighted base:	764	99	26	26	70	68	53	67	54	32	62	115	39	54													
Sample:	755	67	55	55	55	59	61	62	54	50	58	65	56	58													

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?																												
<i>Not those who said 'Internet / delivered' or 'Abroad' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q16</i>																												
Car / van (as driver)	71.1%	544	59.1%	58	67.9%	17	71.1%	18	47.3%	33	72.1%	49	78.2%	41	85.0%	57	85.9%	47	80.0%	26	84.6%	52	69.4%	79	85.8%	34	57.9%	32
Car / van (as passenger)	8.4%	64	11.8%	12	2.1%	1	10.4%	3	7.2%	5	4.2%	3	6.7%	4	7.2%	5	6.5%	4	5.8%	2	1.9%	1	14.4%	16	6.9%	3	13.0%	7
Bus (including the busway or guided bus), minibus or coach	12.7%	97	12.6%	12	8.4%	2	15.4%	4	35.6%	25	22.7%	15	7.7%	4	3.9%	3	7.6%	4	6.0%	2	3.5%	2	7.0%	8	4.8%	2	23.8%	13
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.5%	27	13.9%	14	5.8%	1	0.0%	0	2.0%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	1.9%	1
Taxi	0.2%	1	0.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.0%	15	0.0%	0	7.3%	2	3.1%	1	1.7%	1	1.0%	1	0.0%	0	2.9%	2	0.0%	0	8.2%	3	4.9%	3	2.9%	3	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	1.0%	7	0.9%	1	8.5%	2	0.0%	0	6.2%	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
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.7%	5	0.9%	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	5.1%	3	0.0%	0	1.2%	0	1.3%	1
(Don't know / varies)	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.1%	1
Weighted base:		764		99		26		26		70		68		53		67		54		32		62		115		39		54
Sample:		755		67		55		55		55		59		61		62		54		50		58		65		56		58

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?																												
<i>Not those who said 'Internet / delivered' or 'Abroad' or '(Don't do this type of shopping)' at Q16</i>																												
Yes – food shopping	3.0%	24	3.2%	3	0.0%	0	2.0%	1	2.7%	2	1.0%	1	1.2%	1	2.7%	2	14.6%	8	6.6%	2	3.0%	2	0.0%	0	1.2%	0	3.3%	2
Yes – non-food shopping	6.6%	52	9.7%	10	5.4%	1	2.2%	1	3.9%	3	8.1%	6	4.5%	2	15.7%	11	7.4%	4	11.2%	4	0.0%	0	4.8%	5	3.3%	1	5.7%	3
Yes – visiting financial services such as banks, building societies and other financial institutions	1.5%	12	0.9%	1	3.6%	1	0.0%	0	0.0%	0	1.2%	1	1.7%	1	1.6%	1	0.9%	0	0.0%	0	0.0%	0	2.9%	3	3.3%	1	3.8%	2
Yes – leisure activity	3.9%	30	6.8%	7	1.0%	0	3.4%	1	0.9%	1	9.0%	6	1.7%	1	0.0%	0	0.0%	0	2.1%	1	1.6%	1	8.1%	9	6.8%	3	1.2%	1
Yes – travelling to/from work	1.4%	11	0.0%	0	6.6%	2	2.0%	1	0.9%	1	1.0%	1	0.0%	0	1.6%	1	1.0%	1	2.1%	1	1.6%	1	1.0%	1	2.1%	1	3.7%	2
Yes – travelling to/from school/college/university	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	4.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes – getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	17.6%	138	18.0%	18	5.4%	1	16.3%	4	34.1%	25	7.1%	5	22.1%	12	19.2%	14	11.3%	6	12.1%	4	16.0%	10	18.9%	22	14.6%	6	19.2%	11
Yes – visiting family / friends	3.2%	25	0.9%	1	6.4%	2	5.3%	1	2.5%	2	1.0%	1	0.0%	0	2.3%	2	2.9%	2	1.2%	0	9.1%	6	2.0%	2	4.4%	2	9.3%	5
Yes – visiting health service such as doctor, dentist, hospital	0.3%	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	1.0%	1	2.1%	1	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	0.5%	4	0.0%	0	1.8%	0	0.0%	0	0.0%	0	2.1%	2	1.7%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	58.1%	456	56.7%	57	69.7%	18	66.7%	18	54.9%	41	66.6%	47	57.2%	30	51.6%	37	54.7%	31	59.0%	19	64.1%	41	59.9%	69	59.0%	23	45.8%	26
Window shopping / browsing	0.5%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.3%	1
(Don't know / varies)	2.7%	21	2.1%	2	0.0%	0	2.2%	1	0.0%	0	2.9%	2	8.6%	5	5.3%	4	0.9%	0	1.5%	0	3.7%	2	1.4%	2	2.1%	1	4.5%	3
Weighted base:	785	100	26	26	74	70	53	71	57	32	63	115	40	57														
Sample:	777	68	57	57	56	62	61	67	57	50	60	65	57	60														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q18A Where do you do this linked trip?																										
<i>Those who said 'Yes – food shopping' or 'Yes – non-food shopping' or 'Yes – visiting financial services' at Q18 AND Excl. Nulls & SFT's</i>																										
Zone 1																										
Huntingdon Town Centre	16.7%	14	52.6%	7	54.1%	1	0.0%	0	0.0%	0	10.4%	1	39.7%	2	0.0%	0	13.4%	2	32.4%	2	0.0%	0	0.0%	0	0.0%	0
Huntingdon Retail Park, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stukeley Road Retail Park, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																										
Godmanchester Village 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	0.0%	0
Zone 2B																										
Fenstanton Village 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	0.0%	0
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																										
St Ives Town Centre	3.4%	3	0.0%	0	0.0%	0	0.0%	0	27.8%	1	23.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																										
Somersham Village 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	0.0%	0
Tesco Extra, Abbots Ripton Road, Sapley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warboys Village 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	0.0%	0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0
Zone 5																										
Ramsey Town Centre	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																										
Yaxley Village 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	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0
Zone 7																										
Sawtry Village 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	0.0%	0
Kimbolton Village 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	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0
Zone 8																										
Brampton Village 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	0.0%	0
Frosts Garden Centre, Buckden Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Zone 9														
Buckden Village Centre	0.3%	0	0.0%	0	11.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
B&Q, Eaton Socon, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	10.9%	9	9.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Tesco Extra, Barford Road, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Over Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Bedford Town Centre	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	2
Biggleswade Town Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0
Cambridge City Centre	13.6%	12	0.0%	0	11.5%	0	100.0%	1	47.9%	2	41.2%	3	0.0%	0
Ely City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	20.4%	17	15.0%	2	22.9%	1	0.0%	0	0.0%	0	23.6%	1	37.3%	5
Bourges Retail Park, Peterborough	1.0%	1	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0
Brotherhood Retail Park, Peterborough	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	3	3.9%	0
Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Kempston, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Serpentine Green Shopping Centre, Peterborough	8.3%	7	6.6%	1	0.0%	0	0.0%	0	0.0%	0	41.2%	6	0.0%	0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Boulevard Retail Park, Peterborough	0.9%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bar Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambourne Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Town Centre	4.7%	4	10.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	3
Ikea, Bletcham Way, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Oundle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Viking Way, Bar Hill	3.6%	3	0.0%	0	0.0%	0	0.0%	0	24.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	2
Other - Outside Others	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:	85	14	2	1	5	7	4	14	12	6	2	9	3	7														
Sample:	101	16	7	2	6	8	5	11	14	9	3	6	5	9														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q19 Where did you last buy Books, CDs, DVDs?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon Town Centre	18.8%	40	48.2%	11	86.6%	6	28.0%	2	7.3%	1	37.7%	8	16.1%	2	0.0%	0	17.3%	2	29.7%	4	9.3%	1	0.0%	0	0.0%	0	6.7%	2
Huntingdon Retail Park, Huntingdon	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stukeley Road Retail Park, Huntingdon	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	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester Village 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	0.0%	0	0.0%	0
Zone 2B																												
Fenstanton Village 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	0.0%	0	0.0%	0
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
St Ives Town Centre	6.5%	14	0.0%	0	0.0%	0	27.7%	2	61.7%	6	7.7%	2	0.0%	0	0.0%	0	3.6%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3
Zone 4																												
Somersham Village 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	0.0%	0	0.0%	0
Tesco Extra, Abbots Ripton Road, Sapley	4.4%	9	30.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	2	2.9%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
Warboys Village 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	0.0%	0	0.0%	0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	0.2%	1	0.0%	0	0.0%	0	5.9%	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
Zone 5																												
Ramsey Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	10.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley Village Centre	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Sawtry Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimbolton Village 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	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Brampton Village 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	0.0%	0	0.0%	0
Frosts Garden Centre, Buckden Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Zone 9														
Buckden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
B&Q, Eaton Socon, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	11.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.6%	3
Tesco Extra, Barford Road, St Neots	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Over Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Bedford Town Centre	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1
Biggleswade Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	21.0%	45	4.1%	1	13.4%	1	32.6%	3	23.6%	2	36.9%	8	4.7%	1
Ely City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
London City Centre	0.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	1.9%	4	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	16.9%	36	3.4%	1	0.0%	0	0.0%	0	7.3%	1	7.7%	2	49.8%	7
Bourges Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brotherhood Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Retail Park, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Kempston, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Serpentine Green Shopping Centre, Peterborough	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	8.2%	2
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Boulevard Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bar Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambourne Local Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Hampton Town Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	0.0%	0
Ikea, Bletcham Way, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	6.4%	1

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	3.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Others	2.6%	6	4.1%	1	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
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	214	22	7	9	9	22	14	22	13	14	13	30	10	29
Sample:	230	20	17	18	10	16	18	24	15	20	14	16	19	23

Meanscore: [Number of visits per month]**Q19A How often do you make shopping trips for Books, CDs or DVDs to (LOCATION MENTIONED AT Q19)?***Not those who said 'Internet / delivered' or 'Abroad' or 'Don't know / can't remember' or 'Don't do this type of shopping' at Q19*

Daily	0.2%	1	0.0%	0	0.0%	0	5.9%	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
At least two times 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	3.8%	8	9.9%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	1	3.0%	1	7.3%	1	5.7%	1	13.8%	2	0.0%	0	0.0%	0	2.4%	1
At least once a fortnight	6.3%	14	7.4%	2	0.0%	0	3.4%	0	23.6%	2	3.8%	1	0.0%	0	0.0%	0	23.0%	3	0.0%	0	8.2%	1	0.0%	0	7.9%	1
At least once a month	24.2%	52	20.0%	4	18.7%	1	10.8%	1	20.2%	2	9.3%	2	15.2%	2	16.1%	4	16.2%	2	14.8%	2	53.7%	7	35.3%	10	14.6%	2
At least every two months	14.5%	31	14.0%	3	16.1%	1	5.9%	1	25.3%	2	15.6%	3	20.9%	3	3.0%	1	22.6%	3	3.5%	0	4.7%	1	30.7%	9	9.0%	1
At least every 3 months	14.1%	30	7.4%	2	22.3%	2	28.4%	2	0.0%	0	3.1%	1	20.0%	3	33.3%	7	0.0%	0	35.7%	5	4.7%	1	15.0%	4	23.6%	2
At least every 6 months	11.9%	25	12.6%	3	0.0%	0	11.8%	1	23.6%	2	10.8%	2	20.0%	3	13.4%	3	13.7%	2	21.2%	3	10.4%	1	7.9%	2	12.4%	1
Less often than once every 6 months	14.5%	31	24.5%	5	25.9%	2	30.5%	3	7.3%	1	53.5%	12	3.9%	1	8.2%	2	7.3%	1	5.0%	1	0.0%	0	3.9%	1	22.5%	2
Have only visited once	2.1%	5	4.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	3.0%	1	0.0%	0	4.9%	1	0.0%	0	3.2%	1	0.0%	0
(Don't know / varies)	8.3%	18	0.0%	0	16.9%	1	3.4%	0	0.0%	0	0.0%	0	11.5%	2	20.0%	4	10.0%	1	9.2%	1	4.7%	1	3.9%	1	10.0%	1
Mean:	0.82	0.93	0.43	1.82	0.86	0.35	0.79	0.56	1.18	0.64	1.38	0.62	0.52	1.04												
Weighted base:	214	22	7	9	9	22	14	22	13	14	13	30	10	29												
Sample:	230	20	17	18	10	16	18	24	15	20	14	16	19	23												

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q20 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon Town Centre	12.3%	59	32.6%	20	20.5%	3	22.0%	4	12.4%	5	12.1%	6	2.6%	1	0.0%	0	28.4%	11	26.0%	6	5.2%	1	2.3%	2	0.0%	0	0.0%	0
Huntingdon Retail Park, Huntingdon	3.9%	19	8.0%	5	7.5%	1	0.0%	0	7.4%	3	8.4%	4	0.0%	0	0.0%	0	0.0%	0	13.1%	3	2.9%	1	0.0%	0	0.0%	0	6.2%	2
Stukeley Road Retail Park, Huntingdon	13.0%	62	23.6%	14	18.6%	2	1.6%	0	12.2%	5	11.1%	5	4.8%	1	5.6%	2	19.4%	8	22.3%	5	26.0%	6	8.1%	8	0.0%	0	13.4%	4
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester Village 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	0.0%	0	0.0%	0
Zone 2B																												
Fenstanton Village Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 2B	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
St Ives Town Centre	3.7%	18	0.0%	0	0.0%	0	15.6%	3	26.8%	11	5.0%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 4																												
Somersham Village 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	0.0%	0	0.0%	0
Tesco Extra, Abbots Ripton Road, Sapley	2.1%	10	7.7%	5	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warboys Village 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	0.0%	0	0.0%	0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.3%	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	1.8%	2	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																												
Ramsey Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	19.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley Village 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	0.0%	0	0.0%	0
Other - Zone 6	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Sawtry Village 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	0.0%	0	0.0%	0
Kimbolton Village 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	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Brampton Village Centre	0.4%	2	2.2%	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	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Buckden Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Zone 9														
Buckden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
B&Q, Eaton Socon, St Neots	0.2%	1	0.0%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
St Neots Town Centre	11.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.6%	0
Tesco Extra, Barford Road, St Neots	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Over Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Bedford Town Centre	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.7%	8
Biggleswade Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	16.7%	80	6.2%	4	18.5%	2	51.4%	10	30.6%	13	34.8%	16	5.9%	1
Ely City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Milton Keynes Town Centre	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7
Peterborough City Centre	15.8%	75	18.1%	11	28.6%	4	2.8%	1	2.0%	1	10.4%	5	41.4%	10
Bourges Retail Park, Peterborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brotherhood Retail Park, Peterborough	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3	1.2%	0
Cambridge Retail Park, Cambridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.6%	1
Interchange Retail Park, Kempston, Bedford	3.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Serpentine Green Shopping Centre, Peterborough	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	2.0%	1
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Boulevard Retail Park, Peterborough	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	16.6%	7
Bar Hill Village Centre	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.3%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	2.8%	1
Cambourne Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Bletcham Way, Milton Keynes	2.5%	12	0.0%	0	0.0%	0	0.0%	0	2.9%	1	11.8%	6	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Oundle Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Others	1.5%	7	1.5%	1	3.7%	0	1.6%	0	0.0%	0	1.5%	1	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
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	477	60	13	19	41	47	25	41	40	24	25	93	18	32
Sample:	483	41	33	40	30	42	31	37	42	41	34	48	28	36

Meanscore: [Number of visits per month]

Q20A How often do you make shopping trips for small household goods to (LOCATION MENTIONED AT Q20)?

Not those who said 'Internet / delivered' or 'Abroad' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q20

Daily	0.1%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.4%	6	4.3%	3	5.2%	1	2.8%	1	0.0%	0	0.0%	0	1.6%	1
At least once a fortnight	2.7%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.5%	2	7.6%	2
At least once a month	7.8%	37	3.7%	2	18.6%	2	10.6%	2	14.8%	6	5.4%	3	10.3%	2
At least every two months	9.9%	47	6.8%	4	5.9%	1	3.5%	1	15.9%	7	6.9%	3	10.2%	2
At least every 3 months	21.5%	102	16.6%	10	14.9%	2	15.9%	3	41.6%	17	20.5%	10	20.7%	5
At least every 6 months	22.1%	105	25.3%	15	11.6%	1	25.5%	5	5.7%	2	24.6%	11	7.1%	2
Less often than once every 6 months	18.9%	90	25.9%	15	27.0%	3	26.9%	5	15.3%	6	22.0%	10	13.0%	3
Have only visited once	2.8%	13	14.9%	9	0.0%	0	2.8%	1	1.7%	1	0.0%	0	2.2%	1
(Don't know / varies)	12.8%	61	2.5%	1	16.9%	2	10.2%	2	2.9%	1	17.0%	8	28.9%	7
Mean:	0.45	0.45	0.62	0.94	0.44	0.35	0.57	0.39	0.41	0.46	0.46	0.42	0.34	0.45
Weighted base:	475	60	13	19	41	47	24	41	40	24	25	93	18	31
Sample:	479	41	33	40	30	42	30	37	42	41	34	48	27	34

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q21 Where did you last buy goods such as toys, games, bicycles and recreational goods?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon Town Centre	22.1%	67	37.7%	20	82.2%	10	36.4%	4	10.5%	3	52.3%	14	4.3%	1	0.0%	0	36.5%	7	27.0%	3	25.3%	5	0.0%	0	0.0%	0	0.0%	0
Huntingdon Retail Park, Huntingdon	3.3%	10	9.1%	5	0.0%	0	5.6%	1	5.2%	2	0.0%	0	14.7%	2	0.0%	0	2.9%	1	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stukeley Road Retail Park, Huntingdon	5.0%	15	17.7%	9	2.7%	0	4.9%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	26.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester Village 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	0.0%	0	0.0%	0
Zone 2B																												
Fenstanton Village 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	0.0%	0	0.0%	0
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
St Ives Town Centre	2.7%	8	0.0%	0	0.0%	0	5.6%	1	19.9%	6	2.5%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Zone 4																												
Somersham Village 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	0.0%	0	0.0%	0
Tesco Extra, Abbots Ripton Road, Sapley	2.0%	6	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	15.1%	3	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Warboys Village 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	0.0%	0	0.0%	0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																												
Ramsey Town Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley Village Centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Sawtry Village Centre	0.1%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimbolton Village 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	0.0%	0	0.0%	0
Other - Zone 7	0.2%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Brampton Village 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	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Buckden Road, Brampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Zone 9														
Buckden Village Centre	0.2%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
B&Q, Eaton Socon, St Neots	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	2
St Neots Town Centre	11.1%	34	0.0%	0	3.9%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Tesco Extra, Barford Road, St Neots	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Over Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Bedford Town Centre	3.2%	10	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Town Centre	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1
Cambridge City Centre	15.8%	48	4.9%	3	5.0%	1	24.8%	3	34.2%	10	25.8%	7	4.3%	1
Ely City Centre	0.7%	2	0.0%	0	0.0%	0	2.8%	0	2.3%	1	2.5%	1	0.0%	0
London City Centre	1.3%	4	1.7%	1	0.0%	0	0.0%	0	10.4%	3	0.0%	0	0.0%	0
Milton Keynes Town Centre	1.3%	4	1.7%	1	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	8.2%	25	3.1%	2	0.0%	0	7.7%	1	0.0%	0	2.5%	1	40.3%	5
Bourges Retail Park, Peterborough	2.4%	7	11.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Brotherhood Retail Park, Peterborough	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	2
Cambridge Retail Park, Cambridge	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0
Interchange Retail Park, Kempston, Bedford	5.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Serpentine Green Shopping Centre, Peterborough	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	6	2.9%	1
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
The Boulevard Retail Park, Peterborough	1.7%	5	8.9%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0
Bar Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambourne Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Bletcham Way, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	0.7%	2	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Others	1.5%	5	1.4%	1	0.0%	0	6.2%	1	0.0%	0	0.0%	0	10.5%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	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
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	304	53	12	11	29	28	12	21	20	12	19	45	17	26
Sample:	269	27	23	27	21	17	12	17	18	18	20	25	23	21

Meanscore: [Number of visits per month]**Q21 How often do you make shopping trips for toys, games, bicycles and recreational goods to (LOCATION MENTIONED AT Q21)?***Not those who said 'Internet / delivered' or 'Abroad' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q21*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.1%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.7%	8	0.0%	0	5.5%	1	6.2%	1	2.3%	1	0.0%	0	0.0%	1
At least once a fortnight	2.7%	8	0.0%	0	0.0%	0	0.0%	0	5.2%	2	2.5%	1	0.0%	0
At least once a month	18.2%	55	18.0%	10	2.7%	0	11.7%	1	14.8%	4	23.4%	6	7.4%	1
At least every two months	12.1%	37	12.0%	6	15.5%	2	16.6%	2	18.8%	6	18.5%	5	0.0%	0
At least every 3 months	14.0%	42	19.4%	10	12.8%	2	4.9%	1	21.3%	6	17.1%	5	4.3%	1
At least every 6 months	18.6%	56	33.7%	18	5.5%	1	15.3%	2	29.5%	9	6.0%	2	49.4%	6
Less often than once every 6 months	21.8%	66	15.4%	8	25.9%	3	35.8%	4	8.1%	2	11.5%	3	23.3%	3
Have only visited once	4.3%	13	1.4%	1	11.7%	1	0.0%	0	0.0%	0	15.5%	4	5.2%	1
(Don't know / varies)	5.5%	17	0.0%	0	20.3%	2	6.2%	1	0.0%	0	5.5%	2	10.4%	1
<i>Mean:</i>	<i>0.57</i>	<i>0.39</i>	<i>0.59</i>	<i>0.85</i>	<i>0.57</i>	<i>0.57</i>	<i>0.25</i>	<i>0.26</i>	<i>0.83</i>	<i>0.29</i>	<i>0.56</i>	<i>0.79</i>	<i>0.82</i>	<i>0.58</i>
Weighted base:	303	53	12	11	29	28	12	21	20	12	19	45	17	25
Sample:	268	27	23	27	21	17	12	17	18	18	20	25	23	20

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12																		
Q22 Where did you last buy chemist goods (including health and beauty products)?																																
<i>Excl. Nulls & SFT's</i>																																
Zone 1																																
Huntingdon Town Centre	20.1%	173	71.0%	69	47.2%	16	6.9%	2	3.0%	2	30.6%	25	10.9%	6	0.0%	0	50.9%	29	34.0%	14	16.0%	11	0.0%	0	0.0%	0	1.5%	1				
Huntingdon Retail Park, Huntingdon	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stukeley Road Retail Park, Huntingdon	0.2%	2	0.9%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wickes, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 2A																																
Godmanchester Village Centre	2.1%	18	0.0%	0	50.4%	17	3.8%	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	0.0%	0		
Zone 2B																																
Fenstanton Village Centre	0.4%	4	0.0%	0	0.0%	0	12.5%	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	0.0%	0		
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 3																																
St Ives Town Centre	14.1%	122	0.0%	0	0.0%	0	52.6%	15	87.8%	69	33.1%	27	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	10				
Zone 4																																
Somersham Village Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Abbots Ripton Road, Sapley	3.6%	31	19.6%	19	1.0%	0	0.0%	0	6.4%	5	0.0%	0	1.0%	1	0.0%	0	6.3%	4	5.2%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Warboys Village Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	1.8%	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		
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 5																																
Ramsey Town Centre	3.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	51.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Superstore, Neil Way, Ramsey	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	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		
Zone 6																																
Yaxley Village Centre	3.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - Zone 6	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 7																																
Sawtry Village Centre	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	12	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kimbolton Village 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	1.0%	1	1.7%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0		
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 8																																
Brampton Village Centre	2.1%	18	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.3%	17	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Frosts Garden Centre, Buckden Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - Zone 8	0.3%	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	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Zone 9														
Buckden Village Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
B&Q, Eaton Socon, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	20.6%	177	0.0%	0	1.4%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Extra, Barford Road, St Neots	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Zone 12														
Over Village Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willingham Village Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Bedford Town Centre	3.1%	27	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Biggleswade Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	3.6%	31	5.6%	5	0.0%	0	8.7%	3	1.9%	2	3.7%	3	0.0%	0
Ely City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
London City Centre	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.3%	1	0.0%	0
Milton Keynes Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	5.8%	50	0.9%	1	0.0%	0	0.0%	0	0.8%	1	16.7%	9	43.7%	34
Bourges Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brotherhood Retail Park, Peterborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cambridge Retail Park, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Interchange Retail Park, Kempston, Bedford	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6
Serpentine Green Shopping Centre, Peterborough	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	6	2.8%	2
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Boulevard Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bar Hill Village Centre	0.4%	4	0.0%	0	0.0%	0	3.8%	1	0.0%	0	1.8%	2	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambourne Local Centre	0.3%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Hampton Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0
Ikea, Bletcham Way, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	2.8%	24	0.0%	0	0.0%	0	6.0%	2	0.0%	0	6.9%	6	0.0%	0
Other - Outside Others	1.8%	16	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.0%	1	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.5%	1
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	862	97	33	29	79	82	51	78	57	40	66	142	43	65
Sample:	863	70	70	67	62	64	63	74	60	65	68	74	61	65

Meanscore: [Number of visits per month]**Q22A How often do you make shopping trips for chemist goods (including health and beauty products) to (LOCATION MENTIONED AT Q22)?***Not those who said 'Internet / delivered' or 'Abroad' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q22*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	5	1.9%	2	0.0%	0	1.0%	0	0.0%	0	2.5%	2	0.0%	0
At least once a week	14.9%	128	17.8%	17	13.2%	4	13.7%	4	10.9%	9	16.3%	13	21.2%	11
At least once a fortnight	11.6%	100	3.4%	3	18.2%	6	11.0%	3	12.0%	10	13.7%	11	10.0%	5
At least once a month	44.5%	382	52.1%	51	38.5%	13	33.1%	10	59.6%	47	41.7%	34	34.6%	18
At least every two months	7.5%	65	11.8%	12	4.7%	2	6.3%	2	8.4%	7	4.8%	4	1.8%	1
At least every 3 months	6.0%	52	3.4%	3	3.4%	1	21.3%	6	0.9%	1	8.4%	7	6.1%	3
At least every 6 months	3.1%	27	2.1%	2	0.0%	0	2.8%	1	0.0%	0	1.8%	2	6.1%	3
Less often than once every 6 months	1.0%	9	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	10.7%	92	7.5%	7	16.1%	5	10.7%	3	8.3%	7	10.9%	9	19.2%	10
<i>Mean:</i>	<i>1.55</i>	<i>1.65</i>	<i>1.57</i>	<i>1.44</i>	<i>1.44</i>	<i>1.79</i>	<i>1.77</i>	<i>1.34</i>	<i>1.73</i>	<i>1.14</i>	<i>1.54</i>	<i>1.64</i>	<i>1.44</i>	<i>1.27</i>
Weighted base:	858	97	33	29	79	82	51	77	57	40	66	142	43	63
Sample:	860	70	70	67	62	64	62	73	60	65	68	74	61	64

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q23 Where did you last buy electrical items, such as televisions, washing machines and computers?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon Town Centre	13.0%	61	46.6%	24	46.5%	8	9.4%	2	19.6%	8	14.3%	9	1.8%	1	0.0%	0	8.9%	2	35.3%	7	13.0%	2	0.0%	0	0.0%	0	0.0%	0
Huntingdon Retail Park, Huntingdon	3.9%	18	13.3%	7	20.7%	3	11.6%	2	0.0%	0	1.1%	1	4.8%	1	0.0%	0	0.0%	0	9.9%	2	8.7%	1	0.0%	0	0.0%	0	2.5%	1
Stukeley Road Retail Park, Huntingdon	4.8%	22	17.6%	9	6.9%	1	2.1%	0	3.7%	2	12.9%	8	0.0%	0	0.0%	0	5.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester Village 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	0.0%	0	0.0%	0
Zone 2B																												
Fenstanton Village 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	0.0%	0	0.0%	0
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
St Ives Town Centre	4.8%	23	0.0%	0	0.0%	0	5.2%	1	20.9%	9	15.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4
Zone 4																												
Somersham Village 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	0.0%	0	0.0%	0
Tesco Extra, Abbots Ripton Road, Sapley	2.7%	13	11.7%	6	2.9%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	3	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warboys Village 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	0.0%	0	0.0%	0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																												
Ramsey Town Centre	3.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	54.0%	16	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley Village 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Sawtry Village 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	0.0%	0	0.0%	0
Kimbolton Village 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	8.4%	2	0.0%	0	4.3%	1	0.0%	0	4.8%	1	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Brampton Village 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	0.0%	0	0.0%	0
Frosts Garden Centre, Buckden Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Zone 9														
Buckden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
B&Q, Eaton Socon, St Neots	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	1
St Neots Town Centre	11.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	5
Tesco Extra, Barford Road, St Neots	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Over Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Bedford Town Centre	3.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Biggleswade Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cambridge City Centre	16.1%	76	1.8%	1	6.5%	1	53.8%	9	25.9%	11	19.5%	12	0.0%	0
Ely City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.8%	4	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	7.0%	2
Peterborough City Centre	14.6%	69	7.2%	4	16.6%	3	6.5%	1	12.2%	5	23.3%	14	28.0%	8
Bourges Retail Park, Peterborough	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6
Brotherhood Retail Park, Peterborough	2.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	12
Cambridge Retail Park, Cambridge	3.1%	15	0.0%	0	0.0%	0	0.0%	0	9.9%	4	6.5%	4	6.1%	2
Interchange Retail Park, Kempston, Bedford	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Serpentine Green Shopping Centre, Peterborough	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	6.0%	3
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Boulevard Retail Park, Peterborough	1.5%	7	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	7.7%	4
Bar Hill Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Birmingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cambourne Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	13.3%	3
Ikea, Bletcham Way, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	1.7%	8	0.0%	0	0.0%	0	9.8%	2	2.0%	1	1.3%	1	0.0%	0
Other - Outside Others	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	470	51	17	17	41	62	30	51	23	19	14	85	22	40
Sample:	478	37	38	36	34	42	36	54	29	34	20	44	35	39

Meanscore: [Number of visits per month]

Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (LOCATION MENTIONED AT Q23)?

Not those who said 'Internet / delivered' or 'Abroad' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q23

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
At least once a fortnight	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	2.0%	9	5.0%	3	6.8%	1	0.0%	0	0.0%	0	6.9%	4	4.9%	1
At least every two months	3.2%	15	0.0%	0	5.6%	1	0.0%	0	10.6%	4	5.1%	3	6.1%	2
At least every 3 months	1.7%	8	1.5%	1	5.3%	1	9.9%	2	0.0%	0	0.0%	0	3.8%	2
At least every 6 months	17.7%	83	3.6%	2	3.6%	1	20.6%	4	12.4%	5	13.9%	9	16.1%	5
Less often than once every 6 months	55.1%	259	56.7%	29	52.3%	9	49.1%	8	55.3%	23	70.3%	43	43.6%	13
Have only visited once	8.9%	42	23.5%	12	8.5%	1	16.6%	3	12.1%	5	1.3%	1	0.0%	0
(Don't know / varies)	10.2%	48	9.7%	5	17.9%	3	3.8%	1	9.6%	4	1.3%	1	29.3%	9
<i>Mean:</i>	<i>0.21</i>	<i>0.18</i>	<i>0.23</i>	<i>0.15</i>	<i>0.17</i>	<i>0.24</i>	<i>0.22</i>	<i>0.18</i>	<i>0.94</i>	<i>0.14</i>	<i>0.11</i>	<i>0.17</i>	<i>0.13</i>	<i>0.14</i>
Weighted base:	470	51	17	17	41	62	30	51	23	19	14	85	22	40
Sample:	478	37	38	36	34	42	36	54	29	34	20	44	35	39

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q24 Where did you last buy DIY or gardening goods?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon Town Centre	15.6%	115	20.6%	20	30.1%	8	30.5%	8	21.1%	13	47.4%	37	22.3%	9	1.1%	1	19.7%	10	17.0%	5	1.4%	1	0.0%	0	0.0%	0	3.7%	2
Huntingdon Retail Park, Huntingdon	19.3%	142	35.6%	35	39.2%	10	42.6%	11	30.5%	19	10.2%	8	43.9%	18	1.1%	1	26.3%	14	46.1%	15	7.0%	4	0.0%	0	0.0%	0	16.3%	8
Stukeley Road Retail Park, Huntingdon	11.9%	87	28.8%	29	10.9%	3	10.7%	3	9.3%	6	24.1%	19	3.6%	1	0.0%	0	12.0%	6	27.4%	9	13.4%	7	0.0%	0	0.0%	0	9.8%	5
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	1.3%	9	4.8%	5	7.6%	2	2.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.6%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Peters Road, Huntingdon	1.2%	9	0.0%	0	3.6%	1	0.0%	0	1.3%	1	4.5%	4	1.3%	1	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester Village 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	0.0%	0	0.0%	0
Zone 2B																												
Fenstanton Village 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	0.0%	0	0.0%	0
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
St Ives Town Centre	3.3%	24	0.0%	0	1.0%	0	8.4%	2	18.3%	11	7.2%	6	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Zone 4																												
Somersham Village Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.9%	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
Tesco Extra, Abbots Ripton Road, Sapley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warboys Village 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	0.0%	0	0.0%	0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	1.4%	11	6.3%	6	0.0%	0	0.0%	0	4.9%	3	0.9%	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
Other - Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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
Zone 5																												
Ramsey Town Centre	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Sawtry 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimbolton Village 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	0.0%	0	0.0%	0
Other - Zone 7	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Brampton Village Centre	0.9%	7	1.3%	1	5.7%	1	2.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Frosts Garden Centre, Buckden Road, Brampton	0.5%	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	2.5%	1	0.0%	0	0.0%	0	8.2%	3	0.0%	0
Other - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Zone 9																												
Buckden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Zone 10																												
B&Q, Eaton Socon, St Neots	21.9%	161	0.0%	0	1.8%	0	0.0%	0	10.7%	7	0.0%	0	1.3%	1	5.0%	3	12.4%	7	4.3%	1	63.7%	33	87.2%	102	21.0%	8	0.0%	0
St Neots Town Centre	2.4%	18	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	11.4%	13	3.9%	1	1.4%	1
Tesco Extra, Barford Road, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	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	2.3%	1	0.0%	0
Zone 11																												
Other - Zone 11	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	1.4%	2	2.6%	1	0.0%	0		
Zone 12																												
Over Village 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4
Willingham Village 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	0.0%	0	0.0%	0
Other - Zone 12	0.3%	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	0.0%	0	0.0%	0	4.3%	2
Outside Survey Area																												
Bedford 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	0.9%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Biggleswade 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	1.6%	1	0.0%	0
Cambridge City Centre	1.7%	13	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	0.0%	0	0.0%	0	15.3%	8
Ely City 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	0.0%	0	1.2%	1
London City 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	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.6%	4	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough City Centre	3.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	36.3%	23	6.4%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourges Retail Park, Peterborough	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brotherhood Retail Park, Peterborough	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Retail Park, Cambridge	2.2%	16	0.0%	0	0.0%	0	1.4%	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	31.4%	16
Interchange Retail Park, Kempston, Bedford	0.7%	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	0.0%	0	0.0%	0	0.0%	0	13.6%	5	0.0%	0
Serpentine Green Shopping Centre, Peterborough	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	26.6%	10	0.0%	0
The Boulevard Retail Park, Peterborough	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	27.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bar Hill Village 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	0.0%	0	0.0%	0
Birmingham City 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	0.0%	0	0.0%	0
Cambourne Local 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	0.0%	0	2.0%	1
Hampton 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	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Bletcham Way, Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	4.2%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle Town Centre	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Others	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	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
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	734	99	26	25	62	79	40	63	53	32	51	117	36	50
Sample:	728	63	54	61	53	63	51	59	58	51	50	63	53	49

Meanscore: [Number of visits per month]

Q24 How often do you make shopping trips for DIY or gardening goods to (LOCATION MENTIONED AT Q24)?

Not those who said 'Internet / delivered' or 'Abroad' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q24

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.2%	9	0.0%	0	1.3%	0	0.0%	0	5.1%	3	1.0%	1	4.5%	2
At least once a week	6.1%	45	3.0%	3	4.6%	1	9.2%	2	2.2%	1	2.6%	2	0.0%	0
At least once a fortnight	6.4%	47	1.7%	2	7.0%	2	6.3%	2	4.4%	3	12.2%	10	10.0%	4
At least once a month	14.9%	110	12.1%	12	15.4%	4	15.4%	4	13.1%	8	8.9%	7	14.9%	6
At least every two months	13.9%	102	11.1%	11	8.8%	2	21.2%	5	17.3%	11	16.1%	13	14.9%	6
At least every 3 months	15.4%	113	15.0%	15	13.3%	3	15.8%	4	16.9%	10	14.8%	12	10.2%	4
At least every 6 months	17.0%	125	19.6%	19	15.3%	4	15.3%	4	23.3%	15	18.5%	15	27.8%	11
Less often than once every 6 months	11.0%	81	24.8%	25	11.5%	3	11.0%	3	3.8%	2	10.9%	9	6.2%	3
Have only visited once	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
(Don't know / varies)	13.4%	98	12.8%	13	22.8%	6	5.8%	1	13.9%	9	13.4%	11	11.3%	5
<i>Mean:</i>	<i>0.91</i>	<i>0.50</i>	<i>0.92</i>	<i>0.90</i>	<i>1.05</i>	<i>0.81</i>	<i>0.99</i>	<i>1.00</i>	<i>0.64</i>	<i>0.82</i>	<i>0.73</i>	<i>1.29</i>	<i>1.04</i>	<i>0.98</i>
Weighted base:	734	99	26	25	62	79	40	63	53	32	51	117	36	50
Sample:	728	63	54	61	53	63	51	59	58	51	50	63	53	49

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q25 Where did you last buy furniture, carpets and floor coverings?																												
<i>Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon Town Centre	10.1%	49	23.7%	12	33.9%	5	19.8%	3	8.1%	3	16.6%	9	9.0%	3	0.0%	0	11.0%	3	21.4%	5	6.5%	2	1.4%	1	0.0%	0	6.7%	3
Huntingdon Retail Park, Huntingdon	4.4%	21	9.9%	5	1.8%	0	15.7%	3	10.9%	5	0.0%	0	7.4%	2	0.0%	0	0.0%	0	22.4%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Stukeley Road Retail Park, Huntingdon	7.9%	39	16.9%	9	4.4%	1	1.7%	0	15.1%	6	8.2%	4	5.5%	2	0.0%	0	21.9%	6	18.4%	4	2.4%	1	1.1%	1	0.0%	0	10.5%	4
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, St Peters Road, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester Village 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	0.0%	0	0.0%	0
Zone 2B																												
Fenstanton Village Centre	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 2B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
St Ives Town Centre	11.3%	55	16.1%	8	9.4%	1	20.3%	3	32.7%	14	30.9%	16	1.6%	1	0.0%	0	1.7%	0	10.8%	2	8.2%	2	7.1%	6	0.0%	0	1.4%	1
Zone 4																												
Somersham Village 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	0.0%	0	0.0%	0
Tesco Extra, Abbots Ripton Road, Sapley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warboys Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																												
Ramsey Town Centre	3.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	39.0%	13	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Neil Way, Ramsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley Village Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Sawtry Village 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	0.0%	0	1.4%	1
Kimbolton Village 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	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Brampton Village 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	0.0%	0	0.0%	0
Frosts Garden Centre, Buckden Road, Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Zone 9														
Buckden Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
B&Q, Eaton Socon, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Neots Town Centre	8.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	39.1%	10
Tesco Extra, Barford Road, St Neots	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Other - Zone 11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Over Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Bedford Town Centre	4.0%	20	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Biggleswade Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	8.9%	43	0.0%	0	4.9%	1	22.8%	4	11.9%	5	10.8%	6	0.0%	0
Ely City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
London City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes Town Centre	4.0%	20	9.1%	5	11.3%	2	5.6%	1	0.0%	0	0.0%	0	2.4%	1
Peterborough City Centre	11.2%	55	5.4%	3	20.5%	3	5.2%	1	13.6%	6	8.7%	5	24.1%	8
Bourges Retail Park, Peterborough	2.6%	13	10.8%	6	0.0%	0	0.0%	0	2.0%	1	1.3%	1	1.9%	1
Brotherhood Retail Park, Peterborough	1.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Cambridge Retail Park, Cambridge	2.2%	11	0.0%	0	0.0%	0	5.2%	1	2.0%	1	3.2%	2	0.0%	0
Interchange Retail Park, Kempston, Bedford	3.6%	17	3.2%	2	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Serpentine Green Shopping Centre, Peterborough	1.1%	5	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3
St Johns Retail Park (including Homebase), Rope Walk, Bedford	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Boulevard Retail Park, Peterborough	3.6%	17	1.4%	1	1.8%	0	0.0%	0	0.0%	0	7.4%	2	25.1%	12
Bar Hill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambourne Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Bletcham Way, Milton Keynes	4.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Maskew Avenue Retail Park, Peterborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Viking Way, Bar Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Others	2.9%	14	0.0%	0	7.1%	1	1.7%	0	0.0%	0	3.9%	2	1.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	487	52	15	17	42	52	33	49	29	23	24	85	26	40
Sample:	500	37	36	37	33	46	41	44	32	38	31	50	33	42

Meanscore: [Number of visits per month]

Q25A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?

Not those who said 'Internet / delivered' or 'Abroad' or '(Don't know / can't remember)' or '(Don't do this type of shopping)' at Q25

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	1.9%	9	1.8%	1	0.0%	0	0.0%	0	10.3%	4	1.3%	1	0.0%	0
At least every two months	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.9%	1
At least every 3 months	3.5%	17	5.0%	3	3.1%	0	10.9%	2	2.0%	1	12.7%	7	0.0%	0
At least every 6 months	7.6%	37	6.4%	3	5.3%	1	3.0%	1	0.0%	0	7.4%	4	12.0%	4
Less often than once every 6 months	66.7%	324	40.7%	21	71.1%	11	55.1%	9	70.7%	30	72.8%	38	64.7%	21
Have only visited once	11.8%	57	32.1%	17	10.6%	2	25.0%	4	13.7%	6	1.3%	1	7.9%	3
(Don't know / varies)	8.2%	40	14.0%	7	9.9%	1	6.0%	1	3.3%	1	2.9%	2	13.4%	4
<i>Mean:</i>	<i>0.14</i>	<i>0.16</i>	<i>0.12</i>	<i>0.14</i>	<i>0.22</i>	<i>0.15</i>	<i>0.13</i>	<i>0.14</i>	<i>0.18</i>	<i>0.13</i>	<i>0.15</i>	<i>0.11</i>	<i>0.13</i>	<i>0.12</i>
Weighted base:	487	52	15	17	42	52	33	49	29	23	24	85	26	40
Sample:	500	37	36	37	33	46	41	44	32	38	31	50	33	42

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q26 Do you ever visit any of the following centres? [MR/PR]																												
Huntingdon	59.9%	600	94.0%	112	95.5%	33	60.0%	20	68.2%	71	70.4%	68	67.7%	42	28.8%	24	73.5%	53	86.3%	38	52.9%	40	40.3%	61	20.1%	10	38.0%	28
St Neots	39.6%	397	23.1%	28	35.0%	12	21.6%	7	15.3%	16	12.0%	12	10.5%	7	8.0%	7	54.9%	40	55.2%	24	78.2%	59	94.4%	143	62.7%	33	13.6%	10
St Ives	40.6%	407	41.2%	49	43.9%	15	84.5%	28	88.7%	92	70.6%	68	39.8%	25	11.1%	9	25.3%	18	45.9%	20	17.9%	14	5.1%	8	9.4%	5	76.1%	57
Ramsey	11.6%	116	6.0%	7	12.1%	4	4.9%	2	4.1%	4	25.0%	24	88.2%	54	14.3%	12	6.2%	5	6.3%	3	0.8%	1	0.0%	0	1.6%	1	0.0%	0
(Don't visit any of these centres)	14.1%	141	3.4%	4	0.8%	0	11.3%	4	2.5%	3	11.0%	11	2.3%	1	66.3%	55	14.9%	11	9.1%	4	10.8%	8	5.6%	8	37.3%	19	17.1%	13
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75
Q27 Which centre do you visit the most? [PR]																												
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																												
Huntingdon	37.5%	323	92.2%	106	92.6%	32	14.4%	4	14.1%	14	34.4%	29	15.1%	9	63.5%	18	73.4%	45	88.6%	36	20.5%	14	4.2%	6	0.0%	0	14.2%	9
St Neots	28.1%	242	1.4%	2	3.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	24.7%	15	5.6%	2	74.0%	50	95.8%	137	100.0%	33	1.1%	1
St Ives	27.1%	233	6.4%	7	3.7%	1	85.6%	25	85.2%	86	59.7%	51	4.3%	3	5.2%	1	1.0%	1	5.8%	2	5.4%	4	0.0%	0	0.0%	0	84.6%	52
Ramsey	7.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	80.6%	49	31.2%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		861		115		34		29		101		86		60		28		62		40		68		143		33		62
Sample:		843		76		74		68		78		69		73		21		64		67		67		75		49		62
Meanscore: [Number of visits per month]																												
Q28 How often do you visit (CENTRE MENTIONED AT Q27)?																												
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																												
Daily	8.0%	69	4.5%	5	4.6%	2	0.0%	0	12.7%	13	5.1%	4	28.8%	17	0.0%	0	0.0%	0	2.9%	1	5.4%	4	15.3%	22	1.8%	1	0.0%	0
At least two times a week	23.0%	198	26.2%	30	39.6%	14	30.2%	9	29.9%	30	15.5%	13	40.2%	24	2.4%	1	23.1%	14	11.1%	4	22.7%	15	24.5%	35	3.2%	1	10.6%	7
At least once a week	32.0%	276	28.6%	33	43.7%	15	38.5%	11	38.2%	39	35.0%	30	14.1%	9	27.2%	8	21.6%	13	39.5%	16	40.4%	27	38.8%	55	13.7%	4	24.7%	15
At least once a fortnight	15.1%	130	18.1%	21	4.3%	1	23.1%	7	8.4%	8	21.2%	18	3.9%	2	0.0%	0	17.6%	11	26.8%	11	15.1%	10	15.2%	22	20.1%	7	18.7%	12
At least once a month	10.9%	93	14.8%	17	3.9%	1	4.0%	1	8.1%	8	14.0%	12	5.8%	4	7.6%	2	16.8%	10	14.1%	6	5.5%	4	4.2%	6	27.8%	9	21.3%	13
At least every two months	2.6%	22	0.6%	1	0.0%	0	1.2%	0	0.0%	0	1.0%	1	4.7%	3	8.2%	2	1.7%	1	1.0%	0	1.5%	1	1.1%	2	14.7%	5	10.2%	6
At least every 3 months	3.7%	32	3.0%	3	1.4%	0	0.0%	0	1.2%	1	5.0%	4	0.0%	0	14.6%	4	6.6%	4	2.7%	1	9.3%	6	0.8%	1	0.0%	0	9.5%	6
At least every 6 months	1.8%	15	1.6%	2	1.7%	1	1.2%	0	0.0%	0	1.0%	1	0.0%	0	20.1%	6	2.2%	1	0.0%	0	0.0%	0	0.0%	0	9.4%	3	2.6%	2
Less often than once every 6 months	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.9%	1	15.7%	4	2.7%	2	1.0%	0	0.0%	0	0.0%	0	6.8%	2	0.9%	1
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	1.8%	15	2.6%	3	0.8%	0	1.7%	1	0.7%	1	2.3%	2	1.5%	1	4.1%	1	7.7%	5	1.0%	0	0.0%	0	0.0%	0	2.5%	1	1.6%	1
Mean:		5.57		4.97		6.21		4.55		7.27		4.55		11.02		1.56		3.54		3.90		5.13		7.53		2.06		2.55
Weighted base:		861		115		34		29		101		86		60		28		62		40		68		143		33		62
Sample:		843		76		74		68		78		69		73		21		64		67		67		75		49		62

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?																												
<i>Not those who said 'Don't visit any of these centres' at Q26</i>																												
Car / van (as driver)	68.6%	590	60.5%	70	52.2%	18	83.6%	24	48.4%	49	86.5%	74	61.9%	37	92.9%	26	96.3%	60	88.1%	35	84.3%	57	48.6%	70	84.9%	28	69.1%	43
Car / van (as passenger)	5.5%	47	4.7%	5	6.7%	2	4.5%	1	7.5%	8	7.1%	6	3.3%	2	7.1%	2	2.2%	1	8.0%	3	1.7%	1	6.7%	10	8.0%	3	4.7%	3
Bus (including the busway or guided bus), minibus or coach	4.6%	39	2.7%	3	7.0%	2	8.4%	2	6.1%	6	3.7%	3	1.8%	1	0.0%	0	1.6%	1	2.0%	1	2.4%	2	3.0%	4	2.9%	1	20.0%	12
Motorcycle, scooter or moped	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	0.8%	1	0.0%	0	0.0%	0
Walk	17.2%	148	25.3%	29	21.0%	7	1.2%	0	30.8%	31	2.7%	2	26.5%	16	0.0%	0	0.0%	0	1.0%	0	10.8%	7	37.5%	54	0.0%	0	0.9%	1
Taxi	0.3%	3	1.8%	2	1.6%	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%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.0%	17	2.7%	3	10.7%	4	2.2%	1	7.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.2%	2
Mobility scooter / disability vehicle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canal boat	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	2.5%	1	0.0%	0
(Don't know / varies)	1.4%	12	2.2%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	1.0%	0	0.9%	1	2.3%	3	0.0%	0	2.1%	1
Weighted base:		861		115		34		29		101		86		60		28		62		40		68		143		33		62
Sample:		843		76		74		68		78		69		73		21		64		67		67		75		49		62

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q30 What is the main reason you choose to visit (CENTRE MENTIONED AT Q27) over other centres?																												
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																												
Choice and range of shops	14.6%	126	15.6%	18	27.6%	10	21.9%	6	14.5%	15	14.0%	12	14.7%	9	21.4%	6	11.4%	7	25.6%	10	9.4%	6	10.9%	16	11.1%	4	12.3%	8
Strength of supermarket provision	1.9%	17	0.0%	0	5.0%	2	0.0%	0	0.7%	1	2.4%	2	2.6%	2	4.1%	1	0.0%	0	2.4%	1	9.8%	7	1.3%	2	0.0%	0	0.0%	0
Choice of leisure facilities (restaurants, pubs etc)	4.2%	36	1.9%	2	0.8%	0	1.2%	0	0.8%	1	8.7%	7	5.6%	3	21.4%	6	0.0%	0	1.0%	0	11.2%	8	0.0%	0	5.0%	2	9.6%	6
Choice of services (hairdressers, banks etc)	6.3%	54	16.0%	18	1.4%	0	4.2%	1	0.7%	1	5.7%	5	0.0%	0	9.4%	3	6.1%	4	14.1%	6	5.1%	3	1.5%	2	2.9%	1	16.5%	10
Environmental quality of centre	4.7%	41	1.8%	2	7.1%	2	8.5%	2	0.7%	1	0.8%	1	3.9%	2	12.2%	3	1.0%	1	1.2%	0	1.7%	1	8.1%	12	25.9%	8	7.2%	4
Close to home	44.5%	383	47.0%	54	38.8%	13	51.6%	15	66.6%	67	48.9%	42	51.2%	31	0.0%	0	26.6%	16	42.2%	17	31.9%	22	58.0%	83	22.0%	7	25.0%	15
Close to work	5.1%	44	3.0%	3	2.7%	1	0.0%	0	2.3%	2	7.8%	7	9.9%	6	2.4%	1	11.9%	7	2.9%	1	0.0%	0	5.4%	8	0.0%	0	12.6%	8
Easily accessible by public transport	0.3%	3	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	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Convenient car parking	1.8%	16	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	8.7%	5	2.9%	1	1.5%	1	2.3%	3	3.2%	1	0.0%	0
Free car parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	0.0%	0
Close to family / friends	2.5%	22	1.4%	2	0.8%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	12.2%	3	7.3%	4	1.7%	1	6.5%	4	0.0%	0	2.5%	1	8.5%	5
Compact layout	0.8%	7	0.0%	0	4.9%	2	2.0%	1	0.7%	1	1.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.7%	2	0.0%	0
Convenient to the school run	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	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	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	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.6%	5	0.0%	0	0.8%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.8%	1	0.0%	0	0.9%	1
Friendly staff in the stores	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	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	0.9%	1
Good market	2.3%	20	7.5%	9	0.0%	0	3.5%	1	3.0%	3	2.7%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	4.5%	3
Has a garden centre	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Aldi store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Bonmarche store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Boots store	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	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Like the Dorothy Perkins store	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Lidl store	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	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Like the Marks & Spencer store	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Waitrose store	0.2%	2	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like the Wilko store	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	0.0%	0	1.1%	1
Like to support local shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent shops (Nothing in particular)	0.9%	7	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	0	1.0%	1	1.2%	0	0.9%	1	0.0%	0	13.4%	4	0.0%	0
	7.8%	67	4.3%	5	8.5%	3	3.0%	1	7.3%	7	3.3%	3	7.8%	5	12.2%	3	20.6%	13	4.9%	2	9.3%	6	11.7%	17	4.0%	1	0.9%	1
Weighted base:	861		115	34	29	101	86	60	28	62	40	68	143	33	62													
Sample:	843		76	74	68	78	69	73	21	64	67	67	75	49	62													

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?																												
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>																												
1st Mention																												
Increased general choice and range of shops	24.8%	213	37.8%	44	25.7%	9	19.6%	6	19.0%	19	24.2%	21	16.8%	10	10.6%	3	26.6%	16	24.6%	10	16.8%	11	35.7%	51	6.4%	2	18.2%	11
Improved food shops within the town centre	1.7%	14	0.0%	0	0.0%	0	2.5%	1	0.0%	0	9.2%	8	5.5%	3	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.1%	2	1.4%	0	0.0%	0
Improved non-food shops within the town centre	1.5%	13	0.0%	0	1.0%	0	1.0%	0	0.0%	0	0.8%	1	0.0%	0	4.1%	1	1.7%	1	0.0%	0	3.0%	2	5.4%	8	0.0%	0	0.0%	0
Improved leisure facilities	0.2%	2	0.0%	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	0.0%	0	5.1%	2	0.0%	0
Improved quality of shops	2.2%	19	1.9%	2	1.9%	1	0.0%	0	2.4%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	6.3%	3	3.0%	2	3.9%	6	0.0%	0	1.6%	1
More parking	2.5%	21	0.0%	0	3.1%	1	3.8%	1	5.0%	5	1.8%	2	6.2%	4	0.0%	0	5.7%	3	2.4%	1	4.0%	3	0.0%	0	1.4%	0	2.1%	1
Cheaper parking	2.7%	23	2.2%	3	1.0%	0	6.5%	2	3.5%	4	4.9%	4	1.1%	1	0.0%	0	1.6%	1	2.9%	1	4.1%	3	2.8%	4	1.8%	1	0.9%	1
Improved street cleaning	0.3%	3	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	1.1%	2	0.0%	0	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Better environment	1.1%	9	1.8%	2	5.4%	2	1.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	2.2%	1	2.6%	2	0.0%	0	1.4%	0	0.0%	0
Better security	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	3	2.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos store	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better car park layout	0.5%	5	4.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better control of on-street parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Better 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	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	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	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Better pavements	0.1%	1	0.0%	0	0.0%	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	0.0%	0	1.1%	1
Better traffic system / less congestion	2.2%	19	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.9%	1	4.9%	3	6.2%	9	5.7%	2	0.0%	0
Better use of the market square	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	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Bigger Waitrose	0.1%	0	0.0%	0	1.4%	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%	0	0.0%	0
Child friendly restaurants	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costo store	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access for cars	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	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.4%	4	1.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Finish the roadworks	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.5%	4	0.0%	0	1.4%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Greengrocers	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV-type store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve / regenerate the Falcon pub	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	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Improve the quality of the roads	0.3%	2	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	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Less charity shops	0.7%	6	2.7%	3	0.0%	0	1.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.3%	3	0.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.5%	1	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Less estate agents	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	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
Less pubs	0.1%	1	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	0.0%	0
Less rude people	0.5%	5	4.1%	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	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.2%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better art / craft shops	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better banking services	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better book shops	0.6%	6	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0	1.4%	0	0.0%	0
More / better cafes/coffee shops	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better children's clothing stores	0.6%	5	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
More / better clothes stores generally	2.0%	17	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	2.7%	2	8.9%	4	0.0%	0	3.1%	4	0.0%	0
More / better cycle paths	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better department stores	0.5%	5	2.1%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	1.1%	1	0.0%	0	1.4%	0	0.0%	0
More / better DIY stores	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better ladies clothing stores	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better mens clothing stores	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrian areas	0.4%	4	0.0%	0	4.9%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	0.1%	1	0.0%	0	0.0%	0	1.0%	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	0.0%	0
More / better shoe shops	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More bike shelters	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	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
More compact shopping area	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More control of parking specifically blue badge parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	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
More disabled parking	0.2%	2	0.6%	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	0.0%	0	0.0%	0	0.0%	0
More independent shops	2.3%	20	7.1%	8	2.2%	1	0.0%	0	1.2%	1	1.8%	2	2.1%	1	0.0%	0	0.0%	0	1.2%	0	2.4%	2	2.6%	4	2.5%	1
More outdoor seating areas for cafes and restaurants	0.1%	1	0.0%	0	0.0%	0	1.2%	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
More parking for large vehicles	0.4%	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	0.0%	0	5.9%	4
More seating	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More security management on evenings	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	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
More toilets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paint netball lines on the pitch at the leisure centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark store	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Re-develop the area near	0.1%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Sainsbury's																												
Road bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Shopping mall	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Soft play areas for children	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Starbucks coffee shop	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stop building new houses	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	0.8%	1	0.0%	0	0.0%	0		
Weatherspoons pub	0.1%	1	0.0%	0	1.4%	0	0.0%	0	0.7%	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		
(Nothing / Nothing else)	32.5%	280	18.2%	21	13.2%	5	21.3%	6	34.3%	35	26.6%	23	44.4%	27	70.4%	20	32.8%	20	27.6%	11	34.2%	23	23.9%	34	51.4%	17	63.2%	39
(Don't know)	8.2%	70	7.0%	8	26.3%	9	30.3%	9	13.2%	13	2.7%	2	0.9%	1	0.0%	0	13.5%	8	10.0%	4	5.6%	4	4.5%	6	17.3%	6	0.0%	0
Weighted base:	861		115		34		29		101		86		60		28		62		40		68		143		33		62	
Sample:	843		76		74		68		78		69		73		21		64		67		67		75		49		62	

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12																
2nd Mention																														
Increased general choice and range of shops	5.5%	47	10.0%	12	12.1%	4	3.8%	1	4.3%	4	4.5%	4	1.1%	1	4.1%	1	1.0%	1	4.3%	2	7.2%	5	9.3%	13	0.0%	0	0.0%	0		
Improved food shops within the town centre	1.5%	13	0.6%	1	0.0%	0	1.8%	1	0.8%	1	9.2%	8	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		
Discount foodstores within the town centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	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		
Improved non-food shops within the town centre	4.0%	34	11.9%	14	2.7%	1	7.0%	2	0.8%	1	7.8%	7	0.0%	0	2.4%	1	2.3%	1	6.6%	3	0.9%	1	3.4%	5	0.0%	0	0.0%	0		
Improved leisure facilities	0.4%	4	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1		
Improved quality of shops	3.8%	33	1.9%	2	16.1%	6	5.3%	2	0.7%	1	2.4%	2	0.0%	0	0.0%	0	5.0%	3	5.5%	2	0.0%	0	9.5%	14	5.0%	2	0.9%	1		
More parking	0.9%	8	0.6%	1	1.0%	0	0.0%	0	0.8%	1	0.8%	1	2.8%	2	0.0%	0	0.0%	0	3.4%	1	1.1%	1	0.8%	1	0.0%	0	0.0%	0		
Cheaper parking	0.6%	6	0.6%	1	1.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	3.0%	2	0.8%	1	0.0%	0	0.0%	0		
Improved street cleaning	0.1%	1	0.0%	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	0.0%	0	1.4%	0	0.0%	0		
Better environment	0.2%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Better security	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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		
Longer opening hours	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
An historical attraction	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better disabled access	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better pavements	0.1%	1	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	0.0%	0	0.0%	0		
Better traffic system / less congestion	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bigger Waitrose	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	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0		
Cheaper prices	0.5%	5	4.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Child friendly restaurants	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	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		
Control the pigeons	0.1%	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	0.0%	0		
Easier access for cars	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	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Easier access for pedestrians	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Finish the roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Free parking	0.5%	4	0.0%	0	1.0%	0	1.0%	0	3.5%	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		
Greengrocers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	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		
Less card shops	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0		
Less charity shops	0.2%	2	0.0%	0	0.0%	0	1.8%	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	1.8%	1	0.0%	0		
Less empty shops	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	0.0%	0	1.1%	1		
Less hairdressers	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	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		
Less parked cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Less pedestrianisation	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0		
Lower business rates	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	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	0.0%	0		
Marks & Spencer store	0.2%	2	0.0%	0	2.2%	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	0.0%	0	0.0%	0	0.9%	1		
More / better book shops	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	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
More / better cafes/coffee shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		
More / better children's clothing stores	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
More / better clothes stores generally	0.6%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.2%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0		

Huntingdonshire Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
More / better cycle paths	0.5%	5	0.0%	0	0.8%	0	0.0%	0	4.3%	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		
More / better department stores	0.5%	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	1.2%	0	0.9%	1	2.3%	3	0.0%	0	0.0%	0
More / better electrical goods shops	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	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better ladies clothing stores	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
More / better mens clothing stores	0.1%	1	0.6%	1	0.0%	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	0.0%	0	0.0%	0	0.0%	0
More / better pedestrian areas	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	1.2%	2	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	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	2.5%	1	0.0%	0	0.0%	0
More / better shoe shops	0.2%	2	0.6%	1	0.0%	0	3.5%	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%	0
More / better toy shops	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	2.3%	3	0.0%	0	0.0%	0	0.0%	0
More disabled parking	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.3%	12	5.2%	6	1.4%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1	0.0%	0	1.0%	1	1.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
More larger people clothing shops	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Next store	0.2%	2	0.0%	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	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Primark store	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	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Remove the ring-road as it ruins the atmosphere	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail park	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Return Colemans	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop building new houses	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop cyclists riding in the pedestrian area	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop cyclists using the one-way systems	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	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
(Nothing / Nothing else)	57.9%	498	38.1%	44	22.3%	8	47.5%	14	56.3%	57	45.1%	39	90.4%	55	69.3%	19	65.4%	40	48.8%	20	64.7%	44	53.7%	77	79.2%	26	91.9%	57
(Don't know)	14.5%	125	18.6%	21	32.8%	11	27.4%	8	16.9%	17	16.2%	14	0.9%	1	24.2%	7	13.5%	8	13.4%	5	16.0%	11	11.8%	17	8.6%	3	2.3%	1
Weighted base:		861		115		34		29		101		86		60		28		62		40		68		143		33		62
Sample:		843		76		74		68		78		69		73		21		64		67		67		75		49		62

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
3rd Mention																												
Increased general choice and range of shops	1.9%	16	0.6%	1	4.1%	1	2.8%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.9%	1	0.9%	1	5.4%	8	1.8%	1	0.0%	0
Improved food shops within the town centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.7%	1	0.0%	0	1.6%	1
Discount foodstores within the town centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.5%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.8%	1	0.0%	0
Improved leisure facilities	0.2%	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	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.9%	16	2.4%	3	11.1%	4	7.3%	2	0.0%	0	0.0%	0	1.1%	1	2.4%	1	2.3%	1	2.9%	1	0.0%	0	2.4%	3	0.0%	0	0.0%	0
More parking	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.0%	1	3.4%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Cheaper parking	0.5%	4	0.0%	0	1.4%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	3.4%	1	1.1%	1	0.8%	1	0.0%	0	0.0%	0
Increased public transport	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	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Better environment	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	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better control of on-street parking	0.1%	1	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	0.0%	0	0.0%	0
Better traffic system / less congestion	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Easier access for pedestrians	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Finish the building work	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	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	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	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	1.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Less estate agents	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less opticians	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.4%	3	2.2%	3	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	0.0%	0	0.0%	0	0.0%	0
Make better use of the river as an attraction	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Markets open longer	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	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better art / craft shops	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better book shops	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafes/coffee shops	0.2%	2	1.1%	1	1.4%	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%	0	0.0%	0
More / better clothes stores generally	0.3%	3	0.8%	1	0.0%	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	0.0%	0	4.0%	1	0.0%	0
More / better department stores	0.9%	7	5.2%	6	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More / better ladies clothing stores	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better mens clothing stores	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	0.1%	1	0.0%	0	0.8%	0	3.5%	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%	0
More / better shoe shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better toy shops	0.1%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More blue badge parking	0.1%	1	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	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12		
More independent shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
More outdoor seating areas for cafes and restaurants	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More social activities in the centre	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	66.3%	571	53.9%	62	38.5%	13	36.7%	11	64.7%	65	60.7%	52	95.7%	58	73.4%	21
(Don't know)	22.8%	197	25.5%	29	37.5%	13	44.7%	13	28.6%	29	34.2%	29	0.9%	1	24.2%	7
Weighted base:	861	115	34	29	101	86	60	28	62	40	68	143	33	62		
Sample:	843	76	74	68	78	69	73	21	64	67	67	75	49	62		

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Any mention																												
Increased general choice and range of shops	32.1%	277	48.5%	56	41.9%	14	26.1%	8	25.9%	26	28.7%	25	17.9%	11	14.7%	4	28.3%	18	31.8%	13	24.8%	17	50.4%	72	8.2%	3	18.2%	11
Improved food shops within the town centre	3.7%	32	0.6%	1	0.0%	0	4.2%	1	0.8%	1	20.7%	18	5.5%	3	0.0%	0	3.5%	2	2.7%	1	0.0%	0	2.5%	4	1.4%	0	1.6%	1
Discount foodstores within the town centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.8%	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
Improved non-food shops within the town centre	6.1%	52	13.8%	16	3.7%	1	8.0%	2	0.8%	1	8.6%	7	0.0%	0	6.5%	2	5.4%	3	6.6%	3	4.9%	3	8.9%	13	1.8%	1	0.0%	0
Improved leisure facilities	0.8%	7	0.8%	1	2.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	1	0.0%	0	5.1%	2	1.6%	1
Improved quality of shops	7.9%	68	6.3%	7	29.2%	10	12.5%	4	3.1%	3	2.4%	2	5.0%	3	2.4%	1	7.3%	5	14.7%	6	3.0%	2	15.8%	23	5.0%	2	2.6%	2
More parking	4.1%	35	0.6%	1	4.1%	1	3.8%	1	5.8%	6	2.6%	2	10.6%	6	0.0%	0	6.6%	4	9.1%	4	5.1%	3	3.1%	4	1.4%	0	2.1%	1
Cheaper parking	3.9%	33	2.9%	3	3.3%	1	7.5%	2	4.3%	4	4.9%	4	1.1%	1	0.0%	0	3.1%	2	6.3%	3	8.1%	5	4.4%	6	1.8%	1	0.9%	1
Improved street cleaning	0.4%	4	0.0%	0	1.0%	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	1.1%	2	1.4%	0	0.0%	0
Increased public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Better environment	1.4%	12	2.6%	3	6.2%	2	1.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1	4.3%	2	2.6%	2	0.0%	0	1.4%	0	1.1%	1
Better security	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Longer opening hours	0.4%	3	2.2%	3	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	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
An historical attraction	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos store	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better car park layout	0.5%	5	4.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better control of on-street parking	0.2%	2	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%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	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	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market	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	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Better pavements	0.2%	2	0.0%	0	0.0%	0	1.0%	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	1.1%	1
Better traffic system / less congestion	2.3%	20	0.6%	1	1.0%	0	0.0%	0	0.8%	1	0.0%	0	3.3%	2	0.0%	0	0.8%	0	2.9%	1	4.9%	3	6.2%	9	5.7%	2	0.0%	0
Better use of the market square	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	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Bigger Waitrose	0.1%	1	0.0%	0	1.4%	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	1.4%	0	0.0%	0
Cheaper prices	0.5%	5	4.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Child friendly restaurants	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	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
Control the pigeons	0.1%	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	0.0%	0
Costo store	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier access for cars	0.3%	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	1.2%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Easier access for pedestrians	0.1%	1	0.0%	0	0.8%	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	0.0%	0	0.0%	0
Finish the building work	0.5%	5	1.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Finish the roadworks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	1.0%	8	0.0%	0	2.3%	1	1.0%	0	4.3%	4	0.8%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Greengrocers	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	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	0.0%	0
HMV-type store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve / regenerate the Falcon pub	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	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Improve the quality of the	0.3%	2	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	0.0%	0	1.2%	2	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
roads														
Less card shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.1%	9	3.4%	4	0.0%	0	3.5%	1	0.0%	0	1.4%	1	0.0%	0
Less empty shops	0.5%	4	0.6%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.7%	1
Less estate agents	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.7%	1	0.0%	0	0.0%	0
Less hairdressers	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
Less opticians	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less parked cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less pedestrianisation	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pubs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Less rude people	0.5%	5	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.6%	5	2.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.8%	0
Make better use of the river as an attraction	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Markets open longer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Marks & Spencer store	0.6%	5	1.4%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better art / craft shops	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
More / better banking services	0.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better book shops	1.0%	9	0.0%	0	0.0%	0	1.0%	0	2.3%	2	0.0%	0	1.4%	0
More / better cafes/coffee shops	0.4%	4	1.8%	2	1.4%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better children's clothing stores	0.9%	7	0.0%	0	2.7%	1	0.0%	0	2.3%	2	1.0%	1	0.0%	0
More / better clothes stores generally	2.9%	25	3.2%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1
More / better cycle paths	0.6%	6	0.0%	0	0.8%	0	0.0%	0	4.3%	4	0.0%	0	1.5%	1
More / better department stores	1.9%	16	7.3%	8	1.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
More / better DIY stores	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0
More / better electrical goods shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better ladies clothing stores	0.3%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better mens clothing stores	0.5%	5	0.6%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pedestrian areas	0.6%	5	0.0%	0	4.9%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0
More / better restaurants	0.3%	3	0.0%	0	0.8%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
More / better shoe shops	1.0%	8	0.6%	1	0.0%	0	3.5%	1	3.9%	4	0.0%	0	2.4%	1
More / better toy shops	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More bike shelters	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0
More blue badge parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More compact shopping area	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
More control of parking specifically blue badge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q32 Why don't you visit these centres? [MR]																												
<i>Those who said '(Don't visit any of these centres)' at Q26</i>																												
Lack of choice and range of non-food shops	15.4%	22	0.0%	0	0.0%	0	9.7%	0	0.0%	0	18.9%	2	0.0%	0	3.3%	2	40.4%	4	17.2%	1	57.6%	5	80.5%	7	0.0%	0	7.9%	1
Lack of choice and range of food shops	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	1	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	7.9%	1
Choice of leisure facilities (cinema, gym, pubs etc)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	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
Choice of services (hairdressers, banks 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	0.0%	0
Environmental quality of centre	0.2%	0	0.0%	0	0.0%	0	7.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far away from home	27.5%	39	0.0%	0	0.0%	0	40.9%	2	0.0%	0	25.4%	3	0.0%	0	36.0%	20	9.9%	1	0.0%	0	54.4%	4	0.0%	0	37.5%	7	15.6%	2
Too far away from work	3.4%	5	0.0%	0	0.0%	0	13.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	2	0.0%	0	24.5%	2	0.0%	0	0.0%	0	0.0%	0
Not accessible by public transport	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1
Inconveniently located car parking	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	1
Expensive car parking	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	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	0.0%	0
Can't drive	2.2%	3	22.6%	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	0.0%	0	0.0%	0	0.0%	0	7.9%	1
Disabled / mobility issues	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0	0.0%	0	29.4%	1	0.0%	0	0.0%	0	4.3%	1	9.1%	1
Don't like people	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%	0	0.0%	0	4.3%	1	0.0%	0
Don't like shopping	0.4%	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	0.0%	0	4.5%	1
I'm too busy	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%	0	0.0%	0	4.3%	1	0.0%	0
Prefer shopping online	0.4%	1	0.0%	0	0.0%	0	13.8%	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
Prefer undercover shopping	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing, no reason to visit	39.3%	56	77.4%	3	100.0%	0	13.8%	1	100.0%	3	18.9%	2	100.0%	1	52.1%	29	5.4%	1	36.5%	1	12.4%	1	19.5%	2	47.3%	9	23.6%	3
(Don't know)	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	1.2%	1	7.8%	1	16.9%	1	0.0%	0	0.0%	0	0.0%	0	15.6%	2
Weighted base:	141	4		0		4		3		11		1		55		11		4		8		8		8		19		13
Sample:	159	4		1		7		3		12		2		59		11		8		8		5		26		13		13

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q32A Have you visited any of the following markets in the last 2 months? [MR/PR]																												
Huntingdon, street market	9.6%	96	28.7%	34	26.3%	9	1.8%	1	7.8%	8	6.4%	6	8.9%	5	2.2%	2	14.2%	10	24.3%	11	3.8%	3	0.0%	0	1.1%	1	8.2%	6
Huntingdon, farmers market	6.1%	61	24.3%	29	18.4%	6	0.9%	0	2.9%	3	5.6%	5	4.5%	3	1.4%	1	4.1%	3	14.4%	6	3.1%	2	0.0%	0	1.1%	1	0.9%	1
St Ives, street market	16.3%	163	14.7%	18	10.4%	4	46.1%	15	58.3%	60	24.9%	24	14.2%	9	3.6%	3	0.7%	0	6.9%	3	3.8%	3	2.2%	3	1.6%	1	27.5%	20
St Ives, farmers market	11.0%	110	12.3%	15	4.8%	2	16.5%	5	48.3%	50	22.5%	22	3.0%	2	0.8%	1	0.8%	1	3.5%	2	1.5%	1	2.8%	4	0.0%	0	9.5%	7
St Neots, street market	9.8%	98	3.4%	4	3.3%	1	4.0%	1	0.7%	1	4.5%	4	0.0%	0	1.4%	1	4.8%	3	9.0%	4	21.6%	16	36.0%	54	12.6%	7	0.8%	1
St Neots, farmers market	6.2%	62	2.2%	3	1.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	3.7%	2	5.7%	4	32.8%	50	2.2%	1	0.0%	0
Ramsey, street market	1.4%	14	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	19.2%	12	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other specialist / visiting international market (WRITE IN NAME OF MARKET AND LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourn Market, Bourn Airport, Cambridge	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely Farmers Market (Don't visit any of these markets)	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	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12															
Q32X Which market do you visit the most? [PR]																													
<i>Not those who said '(Don't visit any of these markets)' at Q32A</i>																													
Huntingdon, street market	16.8%	69	48.1%	26	67.5%	9	0.0%	0	5.7%	4	3.6%	2	12.9%	3	18.1%	2	49.3%	10	39.9%	7	10.6%	2	0.0%	0	0.0%	0	15.2%	4	
Huntingdon, farmers market	6.7%	28	24.8%	14	11.0%	1	0.0%	0	0.0%	0	3.6%	2	4.3%	1	0.0%	0	10.8%	2	28.9%	5	10.7%	2	0.0%	0	7.3%	1	0.0%	0	
St Ives, street market	31.2%	128	10.8%	6	17.3%	2	75.1%	14	71.7%	55	44.9%	19	36.9%	8	23.0%	2	0.0%	0	8.8%	2	10.7%	2	0.0%	0	0.0%	0	65.8%	19	
St Ives, farmers market	11.1%	46	14.9%	8	0.0%	0	14.8%	3	21.8%	17	32.9%	14	0.0%	0	6.6%	1	3.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	7.6%	2	
St Neots, street market	17.8%	73	1.4%	1	4.2%	1	0.0%	0	0.9%	1	10.3%	4	0.0%	0	0.0%	0	9.1%	2	19.7%	4	60.1%	13	54.1%	43	68.1%	5	0.0%	0	
St Neots, farmers market	9.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	0.0%	0	8.0%	2	44.6%	35	14.5%	1	0.0%	0	
Ramsey, street market	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	10	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Any other specialist / visiting international market (WRITE IN NAME OF MARKET AND LOCATION)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bourn Market, Bourn Airport, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ely Farmers Market	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	0.0%	0	2.0%	1	
Bridge Street Market, Peterborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bury Street Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	
Cambridge Street Market	1.6%	7	0.0%	0	0.0%	0	10.2%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	1	15.3%	3	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Louth Street Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham Street Market	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oundle Street Market	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Over Village Market	0.5%	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	0.0%	0	0.0%	0	0.0%	0	6.9%
Wells Farmers Market	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willington Farmers Market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1	0.0%	0	
Weighted base:	411		55	13	18	76	42	21	10	20	18	22	79	8	29														
Sample:	393		38	28	45	57	36	26	11	17	31	26	36	13	29														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q32B When you visit (MARKET MENTIONED AT Q32X), do you link this trip with another activity?																												
<i>Not those who said 'Don't visit any of these markets' at Q32A</i>																												
Non-food shopping	26.4%	108	26.0%	14	33.1%	4	21.3%	4	23.4%	18	28.2%	12	11.6%	2	31.1%	3	11.5%	2	16.8%	3	20.6%	4	42.9%	34	7.3%	1	22.1%	6
Food shopping	9.0%	37	7.8%	4	4.7%	1	20.9%	4	2.5%	2	10.0%	4	6.1%	1	0.0%	0	15.0%	3	19.7%	4	2.7%	1	11.9%	9	11.9%	1	11.6%	3
Yes – visiting financial services such as banks, building societies and other financial institutions	4.6%	19	6.1%	3	3.7%	0	0.0%	0	3.4%	3	6.4%	3	2.5%	1	0.0%	0	5.4%	1	9.2%	2	6.6%	1	3.9%	3	7.3%	1	5.5%	2
Leisure activity	3.0%	12	0.0%	0	0.0%	0	1.6%	0	2.0%	2	6.8%	3	4.3%	1	0.0%	0	0.0%	0	6.5%	1	16.9%	4	0.0%	0	10.4%	1	3.5%	1
Travelling to/from work	2.7%	11	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	15.3%	3	2.7%	0	0.0%	0	1.2%	1	0.0%	0	17.6%	5
Travelling to/from school/college/university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Getting petrol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting café / pub / restaurant	6.0%	25	16.4%	9	5.8%	1	5.6%	1	1.1%	1	3.6%	2	4.3%	1	6.6%	1	0.0%	0	0.0%	0	10.7%	2	6.2%	5	0.0%	0	10.0%	3
Visiting family/friends	2.1%	9	0.0%	0	0.0%	0	15.7%	3	0.0%	0	2.8%	1	0.0%	0	21.2%	2	0.0%	0	6.1%	1	3.3%	1	0.0%	0	0.0%	0	2.5%	1
Visiting health service such as doctor, dentist, hospital	0.9%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	3.0%	1	2.2%	0	2.7%	1	0.0%	0	7.3%	1	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	8.3%	1	2.7%	1	0.0%	0	0.0%	0	2.0%	1
Other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	41.1%	169	38.0%	21	52.7%	7	30.5%	6	62.0%	47	40.7%	17	52.8%	11	41.1%	4	41.5%	8	28.5%	5	25.9%	6	31.8%	25	56.0%	4	25.0%	7
Window shopping / browsing	0.9%	4	1.4%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	9	1.4%	1	0.0%	0	0.0%	0	5.7%	4	0.0%	0	12.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Weighted base:		411		55		13		18		76		42		21		10		20		18		22		79		8		29
Sample:		393		38		28		45		57		36		26		11		17		31		26		36		13		29

Q32C Where do you do this linked trip?*Those who said 'Non-food shopping' or 'Food shopping' or 'Yes – visiting financial services' at Q32B*

Huntingdon town centre	29.7%	49	89.0%	20	94.9%	5	0.0%	0	0.0%	0	11.7%	2	21.5%	1	37.1%	1	84.8%	5	86.8%	7	42.3%	3	0.0%	0	0.0%	0	41.4%	5
Ramsey town centre	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.3%	2	25.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Ives town centre	34.5%	57	11.0%	2	5.1%	0	100.0%	8	100.0%	22	82.0%	15	21.2%	1	37.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	0	53.5%	6
St Neots town centre	32.4%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	1	4.8%	0	57.8%	4	100.0%	46	77.5%	2	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	0.0%	0
Brampton 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	8.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ely city 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1
(Don't know / varies)	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	15.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		164		22		5		8		22		19		4		3		6		8		6		46		2		11
Sample:		158		19		10		21		17		16		6		3		9		14		8		21		4		10

Huntingdonshire Household Survey for Nexus Planning

Weighted:

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q33 What, if any, methods of electronic home shopping do you use (i.e. internet or TV shopping)? [MR]																												
Yes, Internet	70.9%	710	72.9%	87	70.6%	24	60.5%	20	78.8%	82	78.9%	76	68.8%	42	55.4%	46	72.6%	53	68.0%	30	62.8%	48	79.3%	120	59.8%	31	68.6%	51
Yes, Portable internet shopping (through mobile phone)	25.9%	260	23.0%	27	16.7%	6	25.3%	8	30.7%	32	23.7%	23	8.4%	5	19.8%	16	32.9%	24	19.5%	9	39.3%	30	26.8%	41	29.6%	15	31.6%	23
Yes, TV Shopping	1.6%	16	1.1%	1	1.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	1.4%	1	5.3%	4	0.0%	0	0.0%	0	1.1%	2	3.3%	2	2.5%	2
No	22.5%	226	21.0%	25	28.4%	10	34.9%	11	15.0%	16	15.8%	15	27.2%	17	37.2%	31	17.8%	13	25.9%	11	21.3%	16	15.8%	24	34.8%	18	24.2%	18
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q34 Which goods or services do you currently purchase via electronic (home/mobile) shopping? [MR]																												
<i>Not those who said 'No' to carrying out electronic home shopping at Q33</i>																												
Baby items	1.4%	11	0.0%	0	1.3%	0	2.4%	1	4.9%	4	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0		
Banking / finance	5.1%	39	6.9%	7	8.3%	2	1.7%	0	4.9%	4	1.5%	1	6.1%	3	1.5%	1	1.0%	1	6.8%	2	20.0%	12	0.9%	1	0.0%	0	9.6%	5
Beauty / health products	7.0%	54	8.6%	8	1.9%	0	16.4%	4	11.5%	10	5.2%	4	10.1%	5	1.5%	1	7.4%	4	9.2%	3	2.9%	2	4.4%	6	11.7%	4	6.6%	4
Books	46.3%	359	56.9%	54	40.4%	10	47.7%	10	42.0%	37	46.8%	38	42.1%	19	52.1%	27	49.0%	29	55.4%	18	52.3%	31	38.8%	49	61.5%	21	27.9%	16
CDs, DVDs, Vinyl (physical products)	38.6%	300	39.4%	37	26.8%	7	41.3%	9	43.9%	39	34.9%	28	29.8%	13	28.3%	15	43.6%	26	47.7%	16	60.4%	36	36.6%	47	54.3%	18	16.2%	9
Clothes / shoes	49.5%	385	35.1%	33	55.3%	14	34.4%	7	54.9%	48	59.0%	48	42.1%	19	39.1%	20	52.3%	31	51.9%	17	66.4%	40	42.9%	55	59.3%	20	57.7%	33
Computer / printer accessories	2.8%	22	9.1%	9	0.0%	0	1.4%	0	2.7%	2	1.0%	1	7.3%	3	2.2%	1	0.0%	0	4.8%	2	0.0%	0	0.9%	1	2.4%	1	2.8%	2
Console / PC games	4.6%	36	7.4%	7	15.0%	4	1.7%	0	0.0%	0	1.0%	1	9.6%	4	1.5%	1	8.7%	5	4.1%	1	7.9%	5	6.0%	8	0.0%	0	0.0%	0
Craft / hobby items	4.8%	37	5.1%	5	7.5%	2	1.7%	0	2.9%	3	1.7%	1	10.8%	5	0.0%	0	7.4%	4	4.8%	2	6.5%	4	4.7%	6	7.3%	2	5.8%	3
DIY goods	6.2%	48	1.9%	2	7.0%	2	11.9%	3	2.3%	2	6.2%	5	11.6%	5	7.9%	4	13.8%	8	5.6%	2	5.5%	3	4.4%	6	8.0%	3	7.4%	4
Downloadable content e.g. Music / Movies / TV / Games / Apps	10.1%	79	26.3%	25	10.9%	3	16.8%	4	8.1%	7	1.0%	1	6.1%	3	0.0%	0	13.7%	8	2.7%	1	9.7%	6	14.3%	18	4.9%	2	3.5%	2
Food / groceries	14.0%	109	9.7%	9	25.0%	6	8.9%	2	11.9%	10	18.9%	15	15.0%	7	6.6%	3	11.8%	7	21.8%	7	20.4%	12	7.0%	9	7.2%	2	32.1%	18
Furniture / Carpets	7.2%	56	11.0%	10	3.7%	1	1.7%	0	0.0%	0	4.6%	4	6.1%	3	4.4%	2	7.0%	4	14.8%	5	11.9%	7	5.5%	7	11.4%	4	14.4%	8
Garden items	4.6%	36	6.8%	6	1.3%	0	0.0%	0	4.0%	4	3.7%	3	8.2%	4	9.2%	5	3.2%	2	5.3%	2	8.5%	5	2.1%	3	0.0%	0	4.3%	2
Gifts	11.4%	88	18.4%	17	9.3%	2	9.5%	2	11.2%	10	14.3%	12	17.9%	8	12.8%	7	6.4%	4	9.8%	3	14.6%	9	5.3%	7	2.4%	1	12.6%	7
Holiday and / or Travel/Event Tickets	6.8%	53	6.0%	6	4.3%	1	3.1%	1	8.4%	7	1.9%	2	3.5%	2	7.2%	4	6.6%	4	8.0%	3	20.8%	12	5.0%	6	1.7%	1	10.1%	6
Jewellery	1.5%	11	0.0%	0	0.0%	0	2.4%	1	1.7%	2	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	7	0.0%	0	1.8%	1
Major electrical items	17.3%	134	26.4%	25	23.2%	6	26.8%	6	23.1%	20	13.9%	11	12.8%	6	2.8%	1	23.7%	14	18.9%	6	21.0%	13	5.0%	6	32.1%	11	15.4%	9
Mobile phone accessories	0.8%	6	1.4%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Pet products	2.2%	17	0.8%	1	0.0%	0	1.4%	0	3.6%	3	1.0%	1	0.0%	0	0.0%	0	1.4%	1	4.1%	1	4.3%	3	3.5%	4	0.0%	0	4.6%	3
Small electrical items	22.2%	173	28.5%	27	16.3%	4	24.8%	5	28.9%	25	31.2%	25	5.8%	3	21.8%	11	24.9%	15	14.5%	5	13.8%	8	15.1%	19	43.6%	15	17.9%	10
Small household goods	8.3%	64	11.1%	10	1.3%	0	1.7%	0	10.4%	9	6.7%	5	0.0%	0	5.0%	3	13.5%	8	11.1%	4	15.3%	9	2.7%	3	13.4%	5	12.6%	7
Sports goods	3.6%	28	3.3%	3	7.9%	2	4.1%	1	1.0%	1	4.6%	4	3.5%	2	5.3%	3	10.4%	6	1.5%	0	3.4%	2	2.6%	3	1.7%	1	1.3%	1
Toys	12.2%	95	10.1%	10	7.8%	2	0.0%	0	19.0%	17	9.5%	8	2.6%	1	15.6%	8	18.7%	11	17.9%	6	9.4%	6	11.4%	14	10.5%	4	15.6%	9
Vehicle parts	2.8%	22	3.7%	3	11.7%	3	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.2%	3	2.7%	1	0.0%	0	7.3%	9	0.0%	0	0.0%	0
Vehicles	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	0.0%	0
(Don't know / refused)	4.7%	36	0.0%	0	1.9%	0	4.8%	1	1.7%	2	5.4%	4	6.9%	3	4.7%	2	1.6%	1	2.1%	1	0.0%	0	15.1%	19	1.4%	0	3.3%	2
Weighted base:		777		94		25		21		88		81		45		52		60		33		60		127		34		56
Sample:		684		55		48		41		60		62		49		45		58		53		56		60		43		54

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q35 What, if anything, would make you do more internet/electronic shopping in the next 3/5 years? [MR/PR]																												
<i>Not those who said 'No' to carrying out electronic home shopping at Q33</i>																												
Improved broadband	13.5%	105	9.2%	9	3.7%	1	15.3%	3	20.9%	18	21.4%	17	2.9%	1	0.0%	0	25.7%	15	8.3%	3	18.9%	11	8.0%	10	33.6%	11	6.9%	4
More / nearer click and collect services	14.4%	112	14.6%	14	12.5%	3	6.1%	1	19.1%	17	21.4%	17	1.4%	1	0.0%	0	27.8%	17	11.6%	4	17.4%	10	10.8%	14	5.8%	2	21.9%	12
Increased local collection points	14.2%	110	16.3%	15	7.0%	2	6.4%	1	23.3%	20	20.3%	16	3.5%	2	5.9%	3	19.9%	12	20.1%	7	21.0%	13	8.0%	10	1.7%	1	14.4%	8
Anything else?	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free delivery	2.2%	17	1.0%	1	0.0%	0	12.8%	3	4.1%	4	1.0%	1	6.1%	3	5.7%	3	0.8%	0	2.1%	1	1.2%	1	0.0%	0	1.7%	1	1.3%	1
Better customer service	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better delivery service	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better ways to store your delivery safely	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it became easier to do	0.5%	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	2.1%	1	0.0%	0	2.6%	3	0.0%	0	0.0%	0
If it becomes harder for me to get about	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was easier to check websites are 100% secure	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was easier to return goods	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was easier/quicker to pay online	0.2%	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	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
If the cost of fuel increased	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If there became less choice of shops locally	0.5%	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	1.2%	1	2.2%	3	0.0%	0	0.0%	0
If there were more things to buy online	0.0%	0	0.0%	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%	0
If you could choose supermarket delivery time slots for everything	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	0.0%	0	1.8%	1
Lower online prices	0.8%	6	0.0%	0	0.0%	0	1.7%	0	0.8%	1	0.0%	0	6.9%	3	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.9%	1	1.4%	0	0.0%	0
(None)	69.4%	539	74.4%	70	81.0%	20	62.5%	13	58.2%	51	63.0%	51	74.5%	34	83.7%	44	55.4%	33	67.4%	22	65.2%	39	80.9%	103	61.9%	21	66.5%	37
Weighted base:		777		94		25		21		88		81		45		52		60		33		60		127		34		56
Sample:		684		55		48		41		60		62		49		45		58		53		56		60		43		54

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q35A For your last electronic (home or mobile) non-food shopping order, how did you receive your goods?																												
<i>Not those who said 'No' to carrying out electronic home shopping at Q33</i>																												
Collection at store	7.2%	56	13.7%	13	1.9%	0	6.5%	1	2.7%	2	6.7%	5	3.5%	2	3.8%	2	6.2%	4	5.9%	2	2.2%	1	14.2%	18	3.1%	1	6.6%	4
Home delivery	86.6%	672	77.4%	73	96.8%	24	93.5%	20	87.4%	77	86.9%	70	95.1%	43	94.7%	49	79.8%	48	90.8%	30	88.8%	53	82.3%	105	90.0%	31	88.9%	50
Delivery to place of work	1.9%	15	2.9%	3	1.3%	0	0.0%	0	0.0%	0	1.0%	1	1.4%	1	0.0%	0	7.9%	5	0.0%	0	6.2%	4	1.3%	2	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	2.2%	17	6.0%	6	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	1.5%	1	5.1%	3	0.0%	0	0.0%	0	0.9%	1	2.4%	1	2.3%	1
Collection at other location	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered to a friends / family home	0.6%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Delivered to a Post Office (Don't know / varies)	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	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		777		94		25		21		88		81		45		52		60		33		60		127		34		56
Sample:		684		55		48		41		60		62		49		45		58		53		56		60		43		54

Q36 Which of these leisure activities do you participate in? [MR/PR]

Outdoor sports (e.g. jogging, 11-a-side football etc)	18.7%	187	15.8%	19	15.6%	5	13.8%	5	14.6%	15	13.5%	13	13.9%	9	21.9%	18	28.2%	20	22.6%	10	23.5%	18	20.0%	30	13.5%	7	23.8%	18
Indoor sports or health and fitness activity	22.7%	227	25.1%	30	16.7%	6	13.8%	5	24.5%	25	15.1%	15	24.8%	15	25.7%	21	15.1%	11	22.2%	10	30.5%	23	21.3%	32	22.3%	12	30.5%	23
Cinema	50.0%	501	38.7%	46	51.5%	18	42.9%	14	45.4%	47	44.4%	43	31.1%	19	29.8%	25	56.3%	41	52.7%	23	61.3%	47	70.2%	106	49.7%	26	62.1%	46
Restaurant	68.7%	688	53.9%	64	44.1%	15	79.2%	26	66.0%	68	60.4%	58	53.1%	33	70.4%	59	71.3%	52	73.9%	33	78.5%	60	79.4%	120	77.2%	40	80.7%	60
Pub / Bars	45.4%	455	31.2%	37	33.8%	12	39.9%	13	45.2%	47	48.9%	47	27.8%	17	48.8%	41	56.0%	41	37.8%	17	50.0%	38	52.6%	80	40.8%	21	60.9%	45
Nightclub	5.7%	57	0.8%	1	0.0%	0	0.0%	0	6.5%	7	8.9%	9	0.0%	0	1.0%	1	16.9%	12	0.9%	0	5.8%	4	6.8%	10	1.6%	1	15.6%	12
Social Club	5.8%	58	3.9%	5	0.0%	0	3.6%	1	5.0%	5	1.2%	1	0.0%	0	5.3%	4	13.9%	10	11.2%	5	9.6%	7	6.1%	9	1.6%	1	12.4%	9
Ten Pin Bowling	14.6%	147	8.8%	10	5.8%	2	5.6%	2	10.8%	11	9.9%	9	8.4%	5	9.6%	8	21.5%	16	16.9%	7	15.2%	12	31.4%	47	2.7%	1	20.2%	15
Bingo	4.5%	45	1.9%	2	2.1%	1	4.2%	1	6.5%	7	1.7%	2	0.0%	0	6.3%	5	5.6%	4	4.6%	2	9.0%	7	8.3%	13	1.6%	1	0.9%	1
Theatre / concert hall	36.4%	364	33.7%	40	24.3%	8	32.8%	11	25.5%	26	29.3%	28	26.9%	17	42.3%	35	36.8%	27	45.6%	20	44.4%	34	39.5%	60	41.8%	22	48.9%	36
Museum / Art Galleries	25.5%	255	20.7%	25	21.4%	7	26.1%	9	18.3%	19	16.4%	16	14.8%	9	28.5%	24	27.0%	20	39.2%	17	25.7%	20	30.6%	46	26.7%	14	40.9%	30
Running / Cycling / outdoor activities	26.6%	266	33.6%	40	15.9%	6	18.2%	6	24.3%	25	18.6%	18	18.7%	12	13.0%	11	30.1%	22	32.1%	14	42.3%	32	27.5%	42	20.9%	11	38.6%	29
(None mentioned)	14.0%	140	18.9%	23	17.0%	6	12.9%	4	11.6%	12	24.5%	24	21.2%	13	11.1%	9	8.2%	6	15.5%	7	5.1%	4	11.9%	18	15.1%	8	9.6%	7
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q37 Which centre/facility did you last visit for indoor sports or health and fitness activity?														
<i>Those who said 'Indoor sports or health and fitness activity' at Q36 AND Excl. Nulls & SFT's</i>														
Zone 1														
Hinchinbrooke Leisurerealm, Brampton Road, Huntingdon, PE29 3BN	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness, Tower Fields Leisure Park, Huntingdon, PE29 7EG	3.5%	7	22.0%	6	0.0%	0	7.3%	0	0.0%	0	8.1%	1	0.0%	0
Huntingdon Marriott Hotel,	3.9%	8	14.2%	4	22.0%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Hinchingbrooke Business Park, Kingfisher Way, Huntingdon	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Leisure, St Peters Road, Huntingdon	2.4%	5	10.8%	3	6.0%	0	0.0%	0	0.0%	0	5.7%	1	4.2%	1
Sports Direct Fitness, Tower Field, Huntingdon	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Zone 2A														
Godmanchester	0.6%	1	0.0%	0	8.6%	0	8.9%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2B														
Hemingford Grey	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	0.0%	0
Zone 3														
Optimum Gym, 3 Market Hill, St Ives, PE27 5AL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
St Ivo Leisure Centre, Westwood Road, St Ives, PE27 6WU	9.7%	21	0.0%	0	0.0%	0	7.3%	0	71.3%	16	16.0%	2	0.0%	0
St Ives	2.7%	6	0.0%	0	0.0%	0	38.0%	2	6.0%	1	19.5%	3	0.0%	0
One Leisure, Westwood Road, St Ives	1.7%	4	0.0%	0	0.0%	0	12.8%	1	13.9%	3	0.0%	0	0.0%	0
Other - Zone 3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4														
Pidley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somersham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warboys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	1.6%	3	0.0%	0	0.0%	0	12.8%	1	0.0%	0	16.0%	2	4.2%	1
Zone 5														
Ramsey Leisure Centre, Abbey Road, Ramsey, PE26 1DP	3.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.8%	7	0.0%	0
Ramsey	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	1	26.2%	4
One Leisure, Abbey Road, Ramsey	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2
Zone 6														
Jubilee Health Club,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Peterborough Road, Peterborough, PE7 3BY														
Yaxley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7														
Sawtry Leisure Centre, Green End Road, Sawtry, PE28 5UY	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kimbolton	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sawtry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8														
Alconbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9														
Buckden	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10														
St Neots Leisure Centre, Barford Road, Eynesbury, St Neots, PE19 2SA	4.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Neots	6.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Leisure, Barford Road, Saint Neots	2.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11														
Harpers, Great North Road, Wyboston, Bedford, MK44 3AL - ZONE 11	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 11	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12														
Willingham	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 12	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Alpine Health Club, Martin Avenue, March, PE15 0AY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barn Health & Leisure, Oakington Road, Girton, Cambridge, CB3 0QH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Best Bodies Gym, Mallard Road, Peterborough, PE3 8YN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bodyworks Gym, 39 Ivatt Way, Peterborough, PE3 7PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bourn Health and Fitness,	0.5%	1	0.0%	0	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Toft Road, Bourn, Cambridge, CB23 2TT	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bunyan Sports Centre, Mile Road, Bedford, MK42 9TS	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cherry Hilton Village Centre, Colville Road, Cambridge, CB1 9EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comberton Leisure, West Street, Comberton, Cambridge, CB23 7DU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cottenham Sport Centre, High Street, Cottenham, Cambridge, CB24 8UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crofts Corner Playcentre, Essendyke, Bretton, Peterborough, PE3 8JD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd Leisure Club, Coldham's Lane, Cambridge, CB1 3LH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dragons Health Club, 81-83 Kimbolton Road, Bedford, MK41 9DL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DSD Leisure, 119 Barkers Lane, Bedford, MK41 9RR	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Energie Fitness Club, Earlam House, Northminster, Peterborough, PE1 1FH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fengate Health & Fitness Centre, Fengate, Peterborough, PE1 5XB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit Together, Unit 4d Dunton Lane, Biggleswade, SG18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Aspects Leisure Centre, Newnham Avenue, Bedford, MK41 9LW	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Lime Kiln Close, Peterborough, PE3 9TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness Workshop, Station Road, Gamlingay, Sandy, SG19 3HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
George Campbell Leisure Centre, City Road, March, PE15 9LT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Huntingdon Leisure Centre, St Peter's Road, Huntingdon, PE29 7DA	13.4%	29	50.3%	14	63.5%	4	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	24.8%	3	22.7%	2	0.0%	0	0.0%	0	0.0%	0	27.2%	6
Impington Sports Centre, New Road, Impington, Cambridge, CB24 9LX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jack Hunt Swimming Pool, Ledbury Road, Peterborough, PE3 9PN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelsey Kerridge Sports Centre, Queen Anne Terrace, Cambridge, CB1 1NA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kids World, 9 Kingsway, Bedford, MK42 9BJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LA Fitness Ltd, 34 Clifton Way, Cambridge, CB1 7SS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Leisure, Nene Park, Ham Lane, Orton Waterville, Peterborough, PE2 5UU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Laserforce Recreation Centre, 23 Brook Street, Peterborough, PE1 1TU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Living Well, Papyrus Road, Peterborough, PE4 5HW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Leisure Centre, Station Road, Whittlesey, Peterborough, PE7 1UA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mepal Outdoor Centre, Chatteris Road, Mepal, Ely, CB6 2AZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neale Wade Sports Centre, Wimblington Road, March, PE15 9PX	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nene Centre, Cedar Drive, Thrapston, Kettering, NN14 4JY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Octavias Health Club, 6 High Street, Higham Ferrers, Rushden, NN10 8BN	1.8%	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	10.6%	3	5.0%	1	0.0%	0	0.0%	0
Peterborough Sports and Leisure Club, 651 Lincoln Road, Peterborough, PE1 3HA	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Planet Ice, Mallard Road, Peterborough, PE3 8YN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quasar, 12a Fenlake Road Industrial Estate, Fenlake Road, Bedford, MK42 0HB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rascals The Fun Factory, Unit 2, West Street, Stamford, PE9 2PR	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revolution Health & Fitness, 24a Science Park, Milton Road, Cambridge, CB4 0FN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandy Sports Centre, Engayne Avenue, Sandy, SG19 1BL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Saxon Leisure Centre, Saxon Drive, Biggleswade, SG18 8SU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sharnbrook Sports Centre, Odell Road, Sharnbrook, Bedford, MK44 1JL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spirit Health & Fitness, Holiday Inn, Bridge Road, Impington, Cambridge, CB24 9PH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Leisure Centre, Drift Road, Stamford, PE9 1XA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fitness Station, 363 Dogsthorpe Road, Peterborough, PE1 3RE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fitness Zone, Wentworth Street, Peterborough, PE1 1DH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ultra Bodies Gym, 24 Broadway, Peterborough, PE1 1RS	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Werrington Sports and Recreation Centre, Staniland Way, Peterborough, PE4 6JT	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	1.8%	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	33.7%	4	0.0%	0
Biggleswade	0.8%	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	5.4%	2	0.0%	0	0.0%	0
Cambridge	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%	0	0.0%	0	6.2%	1
Ely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Hampton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	6	0.0%	0
Sandy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittlesey	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Other - Outside	9.7%	21	2.7%	1	0.0%	0	0.0%	0	0.0%	0	39.3%	8	15.4%	2
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	216	27	6	4	23	15	15	20	10	10	23	31	12	21
Sample:	194	16	10	10	16	13	16	18	12	16	19	16	16	16

Meanscore: [Number of visits per month]

Q38 How often do you visit (FACILITY MENTIONED AT Q37)?

Those who said 'Indoor sports or health and fitness activity' at Q36

Daily	2.1%	5	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	4.2%	1	3.1%	1	0.0%	0	4.9%	0	0.0%	0	3.0%	1	4.1%	0	3.1%	1
At least two times a week	44.3%	101	59.6%	18	50.4%	3	43.6%	2	37.1%	9	41.3%	6	50.0%	8	49.4%	11	42.4%	5	29.7%	3	49.3%	11	60.0%	19	22.3%	3	15.2%	3
At least once a week	32.3%	73	31.7%	9	28.9%	2	7.9%	0	50.3%	13	20.7%	3	35.6%	5	36.8%	8	38.0%	4	33.8%	3	28.4%	7	21.1%	7	32.0%	4	36.2%	8
At least once a fortnight	5.0%	11	0.0%	0	0.0%	0	0.0%	0	9.3%	2	8.1%	1	5.9%	1	3.1%	1	19.6%	2	0.0%	0	8.7%	2	5.2%	2	4.1%	0	0.0%	0
At least once a month	4.9%	11	4.4%	1	4.7%	0	19.3%	1	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	13.8%	1	9.2%	2	0.0%	0	0.0%	0	19.2%	4
At least every two months	3.4%	8	4.4%	1	0.0%	0	17.8%	1	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0	13.8%	1	0.0%	0	3.6%	1	0.0%	0	8.8%	2
At least every 3 months	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	2	0.0%	0	3.8%	1	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	2.7%	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	3.6%	1	25.6%	3	8.8%	2
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
	3.5%	8	0.0%	0	16.1%	1	11.3%	1	0.0%	0	0.0%	0	4.2%	1	3.8%	1	0.0%	0	0.0%	0	4.4%	1	3.6%	1	7.0%	1	8.8%	2
<i>Mean:</i>	5.73	6.10	6.24	4.61	5.96	4.44	6.84	6.49	5.31	5.12	5.59	6.72	4.74	4.02														
Weighted base:	227	30	6	5	25	15	15	21	11	10	23	32	12	23														
Sample:	203	17	11	11	17	13	16	19	13	16	20	17	16	17														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q39 Which cinema did you last visit?																												
<i>Those who said 'Cinema' at Q36 AND Excl. Nulls & SFT's</i>																												
Zone 1																												
Cineworld, Tower Fields Leisure Park, Huntingdon, PE29 7EG	53.5%	267	86.9%	40	90.2%	16	76.9%	11	77.6%	36	78.6%	33	89.1%	17	19.1%	5	81.1%	33	94.8%	21	35.4%	17	7.2%	8	9.5%	2	60.4%	28
Zone 2B																												
Other - Zone 2B	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																												
Cineworld, Rowley Arts Centre, Huntingdon Street, St Neots, PE19 1BH	31.2%	155	11.1%	5	0.0%	0	4.2%	1	0.0%	0	9.5%	4	0.0%	0	7.9%	2	12.3%	5	2.1%	0	62.1%	29	92.8%	98	37.7%	10	2.2%	1
Zone 11																												
Other - Zone 11	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	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Outside Survey Area																												
Cambridge Arts Picture House, 38-39 St. Andrews Street, Cambridge, CB2 3AR	0.9%	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	1.3%	1	0.0%	0	1.8%	0	7.2%	3
Cineworld, Aspects Leisure Park, Newnham Avenue, Bedford, MK41 9LW	2.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.1%	13	0.0%	0
Showcase, Boon Gate, Mallory Road, Peterborough PE1 5AU	4.9%	24	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	2	73.0%	18	6.5%	3	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Light Cinema, Cambridge Leisure Park, Clifton Way, Cambridge, CB1 7DY	2.5%	12	0.0%	0	0.0%	0	0.0%	0	10.7%	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	15.9%	7
Vue, 105 Grafton Centre, Cambridge, CB1 1PS	3.3%	17	0.0%	0	5.3%	1	16.8%	2	11.8%	6	10.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	6.5%	3
Other - Outside	1.0%	5	0.0%	0	4.6%	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	0.0%	0	0.0%	0	7.9%	4
Others																												
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	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:	498		46		18		14		47		42		19		25		40		23		47		106		26		46	
Sample:	427		32		30		28		30		32		23		21		37		34		42		52		30		36	

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Meanscore: [Number of visits per month]														
Q40 How often do you visit (FACILITY MENTIONED AT Q39)?														
<i>Those who said 'Cinema' at Q36</i>														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
At least once a week	3.9%	20	2.0%	1	1.8%	0	3.6%	1	1.5%	1	3.4%	1	0.0%	0
At least once a fortnight	7.3%	36	17.4%	8	2.6%	0	6.2%	1	16.0%	8	0.0%	0	7.5%	3
At least once a month	19.7%	99	11.6%	5	20.0%	4	9.3%	1	9.0%	4	16.8%	7	20.9%	4
At least every two months	22.4%	112	22.5%	10	31.0%	6	45.1%	6	33.0%	16	33.1%	14	19.6%	4
At least every 3 months	22.5%	113	17.5%	8	16.5%	3	7.8%	1	17.4%	8	22.3%	10	45.3%	9
At least every 6 months	13.8%	69	27.4%	13	7.1%	1	20.2%	3	14.5%	7	11.0%	5	7.5%	1
Less often than once every 6 months	6.5%	32	1.6%	1	0.0%	0	2.1%	0	8.6%	4	4.8%	2	3.4%	1
Have only visited once	0.4%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
(Don't know / varies)	3.3%	17	0.0%	0	14.1%	3	5.7%	1	0.0%	0	10.0%	4	0.0%	0
<i>Mean:</i>	<i>0.77</i>	<i>0.76</i>	<i>0.69</i>	<i>0.69</i>	<i>0.72</i>	<i>0.56</i>	<i>0.60</i>	<i>0.46</i>	<i>0.62</i>	<i>0.60</i>	<i>0.98</i>	<i>1.01</i>	<i>0.48</i>	<i>0.86</i>
Weighted base:	501	46	18	14	47	43	19	25	41	23	47	106	26	46
Sample:	431	32	31	28	30	33	23	21	38	35	42	52	30	36

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q41 Where did you last go to visit a restaurant?																												
<i>Those who said 'Restaurant' at Q36 AND Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon	13.4%	89	35.2%	23	57.7%	8	8.2%	2	7.8%	5	18.3%	10	20.6%	7	0.0%	0	17.2%	9	37.4%	11	13.5%	8	1.0%	1	1.5%	1	9.5%	5
Tower Field Leisure Park, Huntingdon, PE29 7EG	3.8%	25	13.6%	9	1.9%	0	5.6%	1	3.6%	2	13.2%	7	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
Hartford	0.7%	5	4.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.6%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester	1.1%	8	2.0%	1	18.6%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.0%	0	4.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2B																												
Hemingford Grey	0.4%	2	1.4%	1	0.0%	0	6.1%	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
Other - Zone 2B	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3																												
St Ives	8.9%	59	4.6%	3	7.7%	1	23.9%	6	44.9%	29	19.7%	11	2.8%	1	1.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	6
Other - Zone 3	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	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	0.0%	0
Zone 4																												
Pidley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somersham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.3%	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
Warboys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																												
Ramsey	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	7	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 6	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Kimbolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sawtry	0.4%	2	2.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spaldwick	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Other - Zone 7	0.3%	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	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Alconbury	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton	2.0%	13	0.0%	0	3.3%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	15.2%	4	7.5%	4	1.4%	2	0.0%	0	0.0%	0
Zone 9																												
Buckden	0.3%	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	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	0.3%	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	2.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Zone 10																												
St Neots	19.0%	126	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.6%	0	40.0%	23	79.4%	95	14.4%	6	0.0%	0
Other - Zone 10	0.1%	1	0.0%	0	0.0%	0	1.2%	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	1.2%	0	0.0%	0
Zone 11																												
Other - Zone 11	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	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Zone 12																												
Willingham	0.3%	2	0.0%	0	0.0%	0	1.2%	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	3.7%	2
Over	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Other - Zone 12 Outside Survey Area	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1												
Bedford	3.8%	25	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	4	2.7%	3	43.3%	16	0.0%	0								
Biggleswade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Cambridge	15.0%	100	16.2%	10	4.7%	1	13.7%	3	26.7%	17	19.4%	11	0.0%	0	4.5%	3	12.3%	6	10.7%	3	14.7%	8	6.8%	8	7.8%	3	46.7%	25
Ely	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton	1.6%	11	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.5%	1	0.0%	0	12.1%	7	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.0%	7	0.0%	0	0.0%	0	5.6%	1	0.0%	0	1.5%	1	0.0%	0	2.0%	1	1.0%	0	5.3%	2	1.3%	1	0.0%	0	2.2%	1	0.0%	0
Milton Keynes	0.9%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.0%	1	5.5%	2	0.0%	0	0.0%	0
Oundle	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Peterborough	7.3%	49	8.5%	5	0.0%	0	4.1%	1	1.1%	1	0.0%	0	12.3%	4	47.4%	27	14.6%	7	3.3%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Sandy	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	2.2%	1	0.0%	0	0.0%	0
Stamford	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	7.4%	4	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittlesey	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Bedford, MK41 9LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Leisure Park, Clifton Road, Cambridge, CB1 7DY	0.7%	4	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	0.0%	0	6.7%	4
Tallington Lakes Leisure Park Barholm Rd, Stamford, PE9 4RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Others	9.6%	64	6.3%	4	6.2%	1	25.9%	6	9.4%	6	9.5%	5	14.7%	5	7.4%	4	11.8%	6	14.7%	4	2.8%	2	6.4%	8	13.9%	5	12.5%	7
Other (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:	665		64		14		25		65		57		33		58		50		29		57		120		38		54	
Sample:	633		47		35		54		48		46		36		51		53		45		55		60		52		51	

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Meanscore: [Number of visits per month]														
Q42 How often do you visit (FACILITY MENTIONED AT Q41)?														
<i>Those who said 'Restaurant' at Q36</i>														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.7%	12	1.4%	1	1.8%	0	3.1%	1	2.2%	2	0.0%	0	2.0%	1
At least once a week	10.5%	72	6.0%	4	13.1%	2	5.0%	1	16.8%	11	13.2%	8	9.1%	3
At least once a fortnight	13.8%	95	7.2%	5	28.2%	4	13.5%	4	11.2%	8	19.1%	11	12.9%	4
At least once a month	33.1%	228	40.1%	26	22.0%	3	21.6%	6	34.8%	24	29.7%	17	22.7%	7
At least every two months	15.2%	105	9.0%	6	11.8%	2	9.8%	3	21.9%	15	10.1%	6	17.6%	6
At least every 3 months	10.2%	70	22.8%	15	7.9%	1	12.3%	3	5.5%	4	9.5%	6	11.1%	4
At least every 6 months	6.5%	45	6.3%	4	4.8%	1	19.5%	5	1.0%	1	4.6%	3	2.0%	1
Less often than once every 6 months	2.1%	14	3.4%	2	2.2%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Have only visited once	2.7%	18	3.7%	2	2.2%	0	7.1%	2	1.0%	1	6.6%	4	10.8%	4
(Don't know / varies)	4.2%	29	0.0%	0	6.1%	1	8.1%	2	3.5%	2	7.2%	4	11.9%	4
<i>Mean:</i>	<i>1.38</i>	<i>1.07</i>	<i>1.68</i>	<i>1.25</i>	<i>1.62</i>	<i>1.50</i>	<i>1.47</i>	<i>1.39</i>	<i>1.47</i>	<i>1.34</i>	<i>1.43</i>	<i>1.47</i>	<i>1.38</i>	<i>0.99</i>
Weighted base:	688	64	15	26	68	58	33	59	52	33	60	120	40	60
Sample:	660	47	38	56	50	48	36	52	54	50	58	60	55	56

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q43 Where did you last go to visit pubs, bars, nightclubs or social clubs?																												
<i>Those who said 'Pub / Bars' or 'Nightclub' or 'Social Club' at Q36 AND Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon	8.9%	41	81.5%	31	14.3%	2	6.1%	1	1.6%	1	1.9%	1	3.9%	1	0.0%	0	1.2%	0	15.1%	3	2.9%	1	0.0%	0	0.0%	0	2.2%	1
Tower Field Leisure Park, Huntingdon, PE29 7EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartford	0.4%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester	1.4%	7	0.0%	0	58.3%	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	0.0%	0
Zone 2B																												
Hemingford Grey	0.9%	4	3.4%	1	0.0%	0	15.9%	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	1.6%	1
Other - Zone 2B	0.6%	3	0.0%	0	0.0%	0	21.4%	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	0.0%	0
Zone 3																												
St Ives	11.5%	52	2.0%	1	0.0%	0	23.5%	3	65.4%	35	19.3%	8	11.0%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	6.1%	3
Other - Zone 3	0.8%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																												
Pidley	0.2%	1	0.0%	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	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Somersham	1.4%	7	0.0%	0	2.4%	0	0.0%	0	0.0%	0	13.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Warboys	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	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
Other - Zone 4	1.5%	7	2.4%	1	0.0%	0	2.2%	0	0.0%	0	11.9%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5																												
Ramsey	1.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley	2.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	11	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 6	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	3.2%	1	12.8%	5	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Kimbolton	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Sawtry	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spaldwick	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	6	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 7	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	5	2.4%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Zone 8																												
Alconbury	1.0%	5	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	18.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton	1.7%	8	2.4%	1	2.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	34.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																												
Buckden	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0	23.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	1.2%	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	14.6%	5	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Zone 10																												
St Neots	17.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.9%	12	84.8%	69	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	1.0%	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	5.5%	4	0.0%	0	0.0%	0	0.0%	0
Zone 11																												
Other - Zone 11	0.8%	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	18.3%	4	0.0%	0	0.0%	0
Zone 12																												
Willingham	1.0%	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	0.0%	0	0.0%	0	9.8%	4
Over	0.8%	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	0.0%	0	0.0%	0	7.9%	4

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Other - Zone 12 Outside Survey Area	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	6												
Bedford	1.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	5	0.0%	0												
Biggleswade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Cambridge	10.3%	47	0.0%	0	5.9%	1	0.0%	0	17.5%	9	15.2%	7	14.9%	3	35.8%	16												
Ely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
London	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0												
Milton Keynes	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0												
Oundle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Peterborough	5.6%	26	0.0%	0	8.3%	1	0.0%	0	0.0%	0	46.6%	20	9.5%	4	2.4%	0												
Sandy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1												
Stamford	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0												
Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Whittlesey	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.9%	0												
Aspects Leisure Park, Bedford, MK41 9LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Cambridge Leisure Park, Clifton Road, Cambridge, CB1 7DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Tallington Lakes Leisure Park Barholm Rd, Stamford, PE9 4RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Other - Outside Others	10.1%	46	6.3%	2	8.4%	1	23.2%	3	8.3%	4	25.7%	11	11.0%	2	5.8%	2	4.4%	2	4.1%	1	2.9%	1	1.4%	1	25.3%	5	22.6%	10
Other (Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:	457	38	11	13	53	44	17	43	41	17	35	81	20	45														
Sample:	403	27	29	30	34	33	17	39	38	23	32	36	26	39														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q45 Where did you last go for ten-pin bowling?																												
<i>Those who said 'Ten Pin Bowling' at Q36 AND Excl. Nulls & SFT's</i>																												
Zone 3																												
One Leisure Centre, Westwood Road, St Ives	14.4%	20	33.2%	3	0.0%	0	55.6%	1	100.0%	7	65.5%	4	0.0%	0	0.0%	0	0.0%	0	29.9%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Zone 4																												
Other - Zone 4	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	2	15.1%	1	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																												
Eat'N'Bowl, Huntingdon Road, St Neots, PE19 1AA	52.7%	72	58.1%	6	53.5%	1	16.1%	0	0.0%	0	10.7%	1	15.1%	1	0.0%	0	39.6%	6	60.9%	5	82.5%	10	89.3%	41	100.0%	1	0.0%	0
Outside Survey Area																												
AMF Bowling, Sturrock Way, Bretton, Peterborough, PE3 8YF	8.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	1	88.8%	6	21.3%	3	9.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Superbowl, New Road, Peterborough, PE1 1FJ	5.1%	7	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	1	33.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittlesey Indoor Bowls Complex, Station Road, Whittlesey, PE7 2HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Cambridge Leisure Park, Cambridge, CB1 7DY	12.0%	16	0.0%	0	46.5%	1	28.2%	1	0.0%	0	0.0%	0	42.5%	2	0.0%	0	0.0%	0	0.0%	0	17.5%	2	0.0%	0	0.0%	0	74.3%	11
Other - Outside	5.0%	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	10.7%	5	0.0%	0	12.4%	2
Others																												
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	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:	136	10	2	2	7	6	4	7	16	7	12	46	1	15														
Sample:	97	9	4	3	4	8	5	6	13	8	6	17	2	12														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Meanscore: [Number of visits per month]														
Q46 How often do you visit (FACILITY MENTIONED AT Q45)?														
<i>Those who said 'Ten Pin Bowling' at Q36</i>														
Daily	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	7.8%	11	0.0%	0	0.0%	0	0.0%	0	38.7%	4	0.0%	0	10.1%	1
At least every 3 months	16.9%	25	0.0%	0	0.0%	0	0.0%	0	24.6%	2	29.9%	2	14.4%	1
At least every 6 months	49.3%	72	84.2%	9	37.1%	1	100.0%	2	38.7%	4	42.0%	4	57.6%	3
Less often than once every 6 months	15.4%	23	15.8%	2	16.5%	0	0.0%	0	7.5%	1	15.9%	2	12.4%	1
Have only visited once (Don't know / varies)	2.3%	3	0.0%	0	46.5%	1	0.0%	0	15.0%	2	8.7%	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
<i>Mean:</i>	<i>1.27</i>	<i>0.18</i>	<i>0.17</i>	<i>0.20</i>	<i>0.33</i>	<i>0.38</i>	<i>0.22</i>	<i>0.23</i>	<i>0.24</i>	<i>0.30</i>	<i>0.21</i>	<i>3.35</i>	<i>0.26</i>	<i>0.21</i>
Weighted base:	147	10	2	2	11	9	5	8	16	7	12	47	1	15
Sample:	103	9	4	3	5	10	6	7	13	8	6	18	2	12

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q47 Where did you last go to play bingo?														
<i>Those who said 'Bingo' at Q36 AND Excl. Nulls & SFT's</i>														
Zone 1														
Other - Zone 1	0.7%	0	0.0%	0	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3														
Other - Zone 3	9.1%	4	0.0%	0	0.0%	0	73.9%	1	17.8%	1	50.0%	1	0.0%	0
Zone 9														
Other - Zone 9	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Survey Area														
Flutters Bingo Club, Station Road, Biggleswade, SG18 8AH	11.8%	5	0.0%	0	0.0%	0	0.0%	0	17.8%	1	0.0%	0	0.0%	0
Club 2000 Bingo, Aspects Leisure Centre, Newnham Avenue, Bedford, MK41 9LN	11.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flutters Bingo Club, College Street, Rushden, NN10 0NW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala, Westfield Road, Peterborough, PE3 9TA	33.1%	14	0.0%	0	0.0%	0	26.2%	0	64.3%	4	50.0%	1	0.0%	0
Mecca, London Road, Bedford, MK42 0NX	12.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside	19.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	1
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	41	0	0	1	7	2	0	5	3	2	7	13	1	1
Sample:	25	0	1	2	3	2	0	3	3	2	4	3	1	1

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Meanscore: [Number of visits per month]														
Q48 How often do you visit (FACILITY MENTIONED AT Q47)?														
<i>Those who said 'Bingo' at Q36</i>														
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.4%	2	0.0%	0	36.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	39.0%	18	41.1%	1	0.0%	0	26.2%	0	64.3%	4	50.0%	1	0.0%	0
At least every two months	12.2%	5	0.0%	0	0.0%	0	0.0%	0	35.7%	2	50.0%	1	0.0%	0
At least every 3 months	16.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every 6 months	22.2%	10	0.0%	0	0.0%	0	73.9%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	3.9%	2	58.9%	1	63.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>0.86</i>	<i>1.00</i>	<i>4.00</i>	<i>0.41</i>	<i>0.82</i>	<i>0.75</i>	<i>0.00</i>	<i>1.08</i>	<i>1.08</i>	<i>0.30</i>	<i>1.19</i>	<i>0.61</i>	<i>1.00</i>	<i>1.00</i>
Weighted base:	45	2	1	1	7	2	0	5	4	2	7	13	1	1
Sample:	30	2	2	2	3	2	0	3	5	2	4	3	1	1

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q49 Where did you last go for art/cultural activities, e.g. theatres / galleries / museums, concerts?																											
<i>Those who said 'Theatre / concert hall' or 'Museum / Art Galleries' at Q36 AND Excl. Nulls & SFT's</i>																											
Zone 1																											
Cromwell Museum, Grammar School Walk, Huntingdon, PE29 3LF	0.4%	2	1.6%	1	0.0%	0	2.7%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Huntingdon	1.7%	7	13.5%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2A																											
Godmanchester	0.1%	0	0.0%	0	2.7%	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%	0	0.0%
Zone 2B																											
Hemingford Grey	0.3%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3																											
Norris Museum, The Broadway, St. Ives, PE27 5BX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	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%
St Ives	1.2%	5	0.0%	0	0.0%	0	0.0%	0	10.0%	3	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Other - Zone 3	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4																											
Pidley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somersham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Warboys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5																											
Ramsey Rural Museum, The Woodyard , Ramsey, PE26 2XD	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ramsey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6																											
Yaxley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7																											
Kimbolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sawtry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8																											
Alconbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9																											
Buckden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 10																											
St Neots Museum, The Old Court, St Neots, PE19 1AE	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%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
St Neots	0.5%	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	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 12																											
Willingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 12	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	0.0%	0	1.4%
Outside Survey Area																											
Bedford Corn Exchange,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Harpur Street, Bedford, MK40 1LE																												
Bedford Theatre, 1 Lurke Street, Bedford, MK40 3TN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0												
Cambridge Arts Theatre 6 St Edward's Passage, Cambridge, CB2 3PJ	11.0%	44	5.6%	3	13.3%	1	35.4%	4	17.9%	5	8.6%	3	6.0%	1	4.6%	2	2.7%	1	15.1%	3	16.2%	5	4.1%	3	2.0%	0	31.6%	13
Cambridge Corn Exchange, 3 Parsons Court, Wheeler Street, Cambridge, CB2 3QB	3.4%	14	0.0%	0	0.0%	0	0.0%	0	7.8%	2	11.9%	4	15.4%	2	0.0%	0	1.9%	1	8.6%	2	4.3%	1	0.0%	0	0.0%	0	3.5%	1
Hoiopolloi Theatre, Gwydir Street, Cambridge, CB1 2LJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Key Theatre, Embankment Road, Peterborough, PE1 1EF	3.2%	13	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	3	12.9%	5	10.7%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Mumford Theatre, East Road, Cambridge, CB1 1PT	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	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0
Stahl Theatre, West Street, Oundle, Peterborough, PE8 4EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Arts Centre, 27 St Mary's Street, Stamford, P9 2DL	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford Corn Exchange Theatre, Broad Street, Stamford, PE9 1PX	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Cresset, Rightwell, Bretton Centre, Peterborough, PE3 8DX	1.1%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	5.7%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Museum Of Technology, The Old Pumping Station, Cheddars Lane, Cambridge, CB5 8LD	1.2%	5	10.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre for Computing History, Rene Court, Coldhams Road, Cambridge, CB1 3EW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial War Museum, Duxford, CB22 4QR	0.2%	1	0.0%	0	4.7%	0	3.3%	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	0.0%	0
Museum of Archaeology and Anthropology, University	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Of Cambridge, Downing Street, Cambridge CB2 3DZ														
Museum of Cambridge, Castle Street, Cambridge, CB3 0AQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museum of Zoology, University Of Cambridge, Downing Street, Cambridge, CB2 3EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle Museum, Mill Road, Oundle, Peterborough, PE8 4BW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston and District Museum & Art Gallery, 5 Lower King Street, Royston, SG8 5AL	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgwick Museum Of Earth Sciences, University Of Cambridge, Downing Street, Cambridge, CB2 3EQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fitzwilliam Museum, Trumpington Street, Cambridge CB2 1RB	6.2%	25	8.1%	4	21.5%	2	4.8%	1	10.0%	3	11.9%	4	0.0%	0
Thorney Heritage Museum, The Tank Yard, Station Road, Thorney, PE6 0QE	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedford	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	4.9%	20	2.0%	1	7.9%	1	6.1%	1	0.0%	0	5.6%	2	0.0%	0
Ely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	41.7%	165	40.6%	19	39.8%	4	36.7%	4	36.4%	11	46.5%	14	45.6%	7
Milton Keynes	6.6%	26	2.9%	1	0.0%	0	0.0%	0	9.5%	3	2.8%	1	0.0%	0
Oundle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough	2.6%	10	0.0%	0	4.7%	0	0.0%	0	0.0%	0	3.4%	1	17.5%	7
Sandy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Stevenage	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittlesey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.9%	3	3.6%	2	0.0%	0	2.7%	0	0.0%	0	2.8%	1	0.0%	0
Other - Outside	8.9%	35	8.5%	4	5.4%	1	5.5%	1	0.0%	0	0.0%	0	7.6%	1
Others														
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	396	46	10	11	30	30	15	40	31	21	33	64	24	40
Sample:	393	30	24	24	25	26	23	35	32	35	39	30	31	39

Meanscore: [Number of visits per month]

Q50 How often do you visit (FACILITY MENTIONED AT Q49)?

Those who said 'Theatre / concert hall' or 'Museum / Art Galleries' at Q36

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	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
At least two times a week	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1		
At least once a week	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.2%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
At least once a fortnight	1.1%	5	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	4.9%	2	2.2%	0	1.6%	1	1.6%	1	2.3%	1	0.0%	0	0.0%	0		
At least once a month	6.5%	27	0.0%	0	4.6%	0	2.7%	0	11.7%	4	2.7%	1	0.0%	0	15.7%	6	1.7%	1	12.8%	3	7.1%	3	8.3%	6	5.6%	1	6.0%	3
At least every two months	7.8%	33	15.3%	7	21.6%	2	12.6%	1	6.4%	2	13.8%	4	8.1%	1	2.9%	1	3.5%	1	0.0%	0	3.5%	1	6.9%	5	13.9%	4	5.0%	2
At least every 3 months	17.1%	72	16.2%	8	19.5%	2	12.6%	1	30.2%	10	10.8%	3	25.8%	5	19.0%	8	13.1%	4	30.9%	7	13.1%	5	12.2%	9	9.8%	2	20.7%	9
At least every 6 months	33.3%	140	28.6%	14	17.5%	2	34.1%	4	21.3%	7	39.8%	12	6.6%	1	37.0%	15	40.5%	14	21.3%	5	42.2%	15	40.3%	29	35.8%	9	33.7%	15
Less often than once every 6 months	21.8%	92	33.7%	16	34.2%	4	30.0%	3	18.1%	6	26.3%	8	39.1%	7	14.6%	6	30.8%	11	23.2%	5	11.5%	4	17.6%	13	23.3%	6	9.9%	4
Have only visited once (Don't know / varies)	5.8%	24	6.2%	3	0.0%	0	2.7%	0	7.4%	2	0.0%	0	6.6%	1	6.3%	2	0.0%	0	7.3%	2	9.2%	3	4.6%	3	3.3%	1	13.7%	6
	5.9%	25	0.0%	0	2.6%	0	2.7%	0	4.8%	2	6.5%	2	13.9%	2	4.6%	2	4.2%	1	0.0%	0	8.4%	3	8.5%	6	6.1%	2	9.6%	4
<i>Mean:</i>	<i>0.35</i>	<i>0.23</i>	<i>0.29</i>	<i>0.30</i>	<i>0.34</i>	<i>0.25</i>	<i>0.21</i>	<i>0.36</i>	<i>0.35</i>	<i>0.45</i>	<i>0.58</i>	<i>0.33</i>	<i>0.33</i>	<i>0.43</i>														
Weighted base:	421	47	10	11	32	31	18	40	34	21	37	71	25	43														
Sample:	419	32	25	25	27	27	26	35	35	35	40	35	34	43														

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
Q51 Where did you last visit for running / cycling / outdoor activities?																												
<i>Those who said 'Running / Cycling / outdoor activities' at Q36 AND Excl. Nulls & SFT's</i>																												
Zone 1																												
Huntingdon	22.8%	57	93.0%	36	26.9%	1	10.9%	1	2.9%	1	46.2%	8	0.0%	0	13.6%	1	2.9%	1	26.3%	4	13.5%	4	0.0%	0	0.0%	0	0.0%	0
Tower Field Leisure Park, Huntingdon, PE29 7EG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A																												
Godmanchester	1.5%	4	0.0%	0	68.2%	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	0.0%	0
Zone 2B																												
Hemingford Grey	0.5%	1	0.0%	0	0.0%	0	20.6%	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%	0
Other - Zone 2B	0.3%	1	0.0%	0	0.0%	0	12.0%	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%	0	0.0%	0
Zone 3																												
St Ives	9.7%	24	0.0%	0	4.9%	0	41.9%	3	79.1%	19	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Other - Zone 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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4																												
Pidley	0.4%	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	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Somersham	0.3%	1	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%	0	0.0%	0	0.0%	0
Warboys	0.3%	1	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%	0	0.0%	0	0.0%	0
Other - Zone 4	1.8%	5	0.0%	0	0.0%	0	8.6%	1	0.0%	0	22.3%	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
Zone 5																												
Ramsey	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 5	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6																												
Yaxley	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7																												
Kimbolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sawtry	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grafham	4.7%	12	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	5	0.0%	0	16.3%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Spaldwick	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 7	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	26.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8																												
Alconbury	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brampton	2.2%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																												
Buckden	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9	1.0%	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	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10																												
St Neots	15.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	6	79.2%	32	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11																												
Other - Zone 11	1.4%	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	0.0%	0	33.7%	3	0.0%	0	0.0%	0
Zone 12																												
Willingham	2.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	5
Over	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.3%	8

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12		
Other - Zone 12 Outside Survey Area	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	3
Bedford	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.4%	5	0.0%	0
Biggleswade	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	8.4%	21	0.0%	0	0.0%	0	18.0%	4	0.0%	0	0.0%	0	0.0%	6	0.0%	10
Ely	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grantham	2.0%	5	2.3%	1	0.0%	0	0.0%	0	13.0%	2	0.0%	0	4.2%	1	5.7%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kettering	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oundle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peterborough	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	3	8.3%	2	0.0%	0
Sandy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stamford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittlesey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspects Leisure Park, Bedford, MK41 9LN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge Leisure Park, Clifton Road, Cambridge, CB1 7DY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tallington Lakes Leisure Park Barholm Rd, Stamford, PE9 4RJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Outside Others	2.0%	5	0.0%	0	0.0%	0	6.0%	0	0.0%	0	25.1%	2	0.0%	0	2.9%	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
(Don't know / can't remember)	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:	248	39	6	6	24	18	9	8	20	14	27	40	10	26		
Sample:	211	28	12	12	12	12	13	8	18	20	20	15	15	26		

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
Meanscore: [Number of visits per month]															
Q52 How often do you visit (FACILITY MENTIONED AT Q51)?															
<i>Those who said 'Running / Cycling / outdoor activities' at Q36</i>															
Daily	14.0%	37 12.0%	5 13.4%	1 16.9%	1 37.4%	9 17.7%	3 25.9%	3 7.5%	1 4.9%	1 3.4%	0 3.6%	1 14.4%	6 29.1%	3 9.0%	3
At least two times a week	31.6%	84 40.8%	16 13.4%	1 51.6%	3 20.5%	5 4.6%	1 13.6%	2 18.2%	2 52.4%	11 51.4%	7 27.4%	9 48.7%	20 11.9%	1 18.3%	5
At least once a week	24.0%	64 17.4%	7 28.8%	2 10.9%	1 26.6%	7 50.8%	9 16.7%	2 50.0%	5 17.1%	4 32.0%	5 18.8%	6 10.7%	4 14.0%	2 39.0%	11
At least once a fortnight	9.7%	26 11.0%	4 8.6%	0 6.0%	0 0.0%	0 4.6%	1 21.3%	2 0.0%	0 15.2%	3 5.5%	1 12.5%	4 17.2%	7 5.3%	1 4.9%	1
At least once a month	10.6%	28 14.2%	6 4.9%	0 6.0%	0 0.0%	0 4.6%	1 0.0%	0 7.5%	1 0.0%	0 4.9%	1 29.5%	9 2.8%	1 20.2%	2 23.2%	7
At least every two months	1.4%	4 0.0%	0 0.0%	0 0.0%	0 3.3%	1 4.6%	1 0.0%	0 10.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 7.6%	1 0.0%	0
At least every 3 months	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.0%	1
At least every 6 months	2.2%	6 2.3%	1 0.0%	0 0.0%	0 0.0%	0 13.0%	2 9.1%	1 0.0%	0 0.0%	0 0.0%	0 1.8%	1 0.0%	0 0.0%	0 3.5%	1
Less often than once every 6 months	0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Have only visited once (Don't know / varies)	0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 7.6%	1 0.0%	0
Weighted base:	266	40	6	6	25	18	12	11	22	14	32	42	11	29	
Sample:	228	29	12	12	13	12	16	10	19	21	24	16	16	28	
Q53 How do you normally travel when visiting leisure destinations?															
<i>Not those who said '(None mentioned)' or only mentioned 'Outdoor sports' at Q36</i>															
Car / van (as driver)	63.6%	429 53.4%	42 54.1%	13 69.5%	17 58.6%	45 70.5%	42 57.5%	23 68.1%	38 81.1%	37 53.8%	15 68.1%	37 66.6%	69 71.2%	26 52.7%	26
Car / van (as passenger)	9.4%	63 15.2%	12 14.2%	3 13.2%	3 10.9%	8 11.9%	7 3.6%	1 8.8%	5 3.4%	2 14.0%	4 4.0%	2 6.2%	6 8.3%	3 12.2%	6
Bus, minibus or coach	3.8%	26 1.0%	1 2.3%	1 0.0%	0 12.1%	9 1.1%	1 1.3%	1 6.2%	3 1.0%	0 2.9%	1 5.4%	3 0.0%	0 1.3%	0 12.3%	6
Motorecycle, scooter or moped	0.2%	1 0.0%	0 0.0%	0 1.2%	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%	0 0.0%	0
Walk	10.1%	68 18.2%	14 17.5%	4 6.1%	1 11.2%	9 7.0%	4 16.8%	7 4.1%	2 4.4%	2 5.7%	2 2.4%	1 15.4%	16 4.1%	2 8.1%	4
Taxi	0.4%	3 1.0%	1 0.0%	0 0.0%	0 2.5%	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
Train	3.7%	25 2.3%	2 4.8%	1 0.0%	0 0.0%	0 1.4%	1 3.6%	1 5.3%	3 7.5%	3 2.9%	1 11.5%	6 4.3%	4 0.0%	0 4.0%	2
Metro	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bicycle	2.2%	15 5.6%	4 0.0%	0 1.5%	0 1.6%	1 0.0%	0 3.2%	1 0.0%	0 2.6%	1 2.5%	1 0.0%	0 3.2%	3 1.6%	1 4.0%	2
Mobility scooter / disability vehicle	0.1%	1 0.0%	0 1.2%	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%	0 1.2%	1
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 0.0%	0
Horse Box	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 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Park & Ride (Don't know / varies)	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 1.4%	0 0.0%	0 0.0%	0 1.3%	0 0.0%	0
Weighted base:	675	78	23	24	76	60	40	56	46	27	54	103	37	49	
Sample:	682	55	50	51	55	54	46	56	51	46	56	55	53	54	

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12																
Q54 Which leisure facilities would you like to see more of in the area? [MR]																														
Bars / pubs	2.0%	20	1.4%	2	0.0%	0	0.0%	0	0.8%	1	4.4%	4	10.4%	6	1.6%	1	0.0%	0	5.6%	2	0.9%	1	0.8%	1	2.5%	1	0.0%	0		
Better shopping facilities	0.9%	9	2.2%	3	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.2%	2	1.8%	1	0.9%	0	0.0%	0	0.8%	1	0.9%	0	0.0%	0
Bowling alley	1.5%	15	2.9%	3	5.0%	2	1.6%	1	0.0%	0	3.7%	4	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.6%	3		
Cinema	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	4	4.4%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.8%	1		
Concert hall / venue	0.4%	4	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cycle paths / area	0.9%	9	0.0%	0	0.8%	0	2.5%	1	0.7%	1	2.1%	2	4.0%	2	0.8%	1	2.0%	1	0.9%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0		
Dance facilities	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0		
Extreme sports	0.2%	2	0.0%	0	0.0%	0	4.2%	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	0.0%	0	0.0%	0		
Health and fitness (Gym)	1.6%	16	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.4%	2	5.0%	3	1.4%	1	0.0%	0	1.1%	0	5.6%	4	0.0%	0	1.6%	1	3.7%	3		
Hotels	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ice rink	1.2%	12	5.0%	6	0.0%	0	0.0%	0	4.2%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1		
Karting	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Leisure centre	1.6%	16	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.3%	4	4.1%	3	1.6%	1	0.8%	1	0.0%	0	1.6%	1	3.6%	3		
More children facilities / activities	3.7%	37	8.3%	10	7.6%	3	4.0%	1	1.3%	1	1.2%	1	3.4%	2	3.0%	2	2.3%	2	4.2%	2	8.7%	7	3.1%	5	2.7%	1	0.0%	0		
More sports facilities (football pitches, tennis courts)	2.7%	27	4.7%	6	6.6%	2	1.8%	1	0.8%	1	7.4%	7	3.1%	2	2.7%	2	2.0%	1	2.0%	1	1.7%	1	0.0%	0	1.6%	1	2.7%	2		
Museum / art galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Skateboarding	0.2%	2	1.1%	1	0.0%	0	1.1%	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		
Outdoor play areas / park facilities	2.2%	22	2.2%	3	9.7%	3	4.0%	1	0.0%	0	0.9%	1	1.0%	1	0.0%	0	7.7%	6	0.0%	0	3.4%	3	1.5%	2	5.9%	3	0.0%	0		
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Restaurants	1.1%	11	0.8%	1	1.0%	0	0.9%	0	0.8%	1	0.9%	1	3.6%	2	0.8%	1	0.8%	1	0.0%	0	1.9%	1	0.8%	1	3.2%	2	0.0%	0		
Swimming pool	8.0%	81	10.5%	12	5.4%	2	2.7%	1	3.8%	4	7.5%	7	2.1%	1	12.4%	10	12.9%	9	9.4%	4	8.1%	6	5.6%	8	2.0%	1	18.1%	13		
Theatre	1.0%	10	0.6%	1	1.4%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.8%	1	1.6%	1	1.1%	0	4.2%	3	0.0%	0	2.0%	1	0.8%	1		
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	0.0%	0		
Activities for children with special needs	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	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Archery club	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better access by public transport to leisure facilities	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0		
Better leisure facilities/activities for the disabled	0.3%	3	0.0%	0	2.1%	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	0.8%	1	0.0%	0	0.0%	0		
Bingo hall	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bmx track	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	0.0%	0	0.0%	0	2.7%	2		
Boating pool for model boats	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0		
Cafes / coffee shops	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0		
Cheaper gyms / leisure facilities	1.2%	12	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	4.2%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	4.9%	4		
Cheaper theatre tickets	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	0.0%	0	0.8%	1		
Community events such as book club	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Drag Racing track	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horse riding lessons / facilities	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.6%	2	4.4%	4	0.0%	0
Library	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Longer opening times for swimming pool	0.1%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle paths	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More classical music venues	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities / activities for older people	0.3%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
More facilities / activities for young people	0.4%	4	1.9%	2	0.0%	0	0.9%	0	0.0%	0	0.9%	1	0.0%	0
More moorings for boats	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mountain bike tracks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Mum and babies sessions at the leisure centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Pilates classes at night	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Private swimming sessions for women	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish the One Leisure Centre Huntingdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Rowing facilities	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Snowdome	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Splash park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Tennis court	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The heat experience suite at the One Leisure Centre St Ives needs fixing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Theme park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Upgrade the marina to have a swimming pool and gym	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(None)	63.9%	641	62.3%	74	58.4%	20	79.6%	26	74.2%	77	57.8%	56	46.8%	29
(Don't know)	7.3%	73	3.9%	5	6.1%	2	0.9%	0	8.4%	9	3.1%	3	16.0%	10
Weighted base:	1002	119	35	33	103	96	62	83	73	44	76	151	52	74
Sample:	1002	80	75	75	81	81	75	80	75	75	75	80	75	75
GEN Gender of respondent.														
Male	34.6%	346	30.6%	37	40.6%	14	34.9%	11	43.0%	44	29.5%	28	35.8%	22
Female	65.4%	656	69.4%	83	59.4%	21	65.1%	21	57.0%	59	70.5%	68	64.2%	40
Weighted base:	1002	119	35	33	103	96	62	83	73	44	76	151	52	74
Sample:	1002	80	75	75	81	81	75	80	75	75	75	80	75	75

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12														
AGE Could I ask, how old are you?																												
18 – 24 years	8.6%	86	3.9%	5	9.8%	3	11.3%	4	4.2%	4	17.8%	17	0.0%	0	5.0%	4	21.0%	15	5.6%	2	4.8%	4	15.9%	24	0.0%	0	4.9%	4
25 – 34 years	11.9%	119	27.6%	33	14.7%	5	0.0%	0	25.1%	26	4.4%	4	5.4%	3	5.0%	4	4.2%	3	0.0%	0	14.5%	11	7.9%	12	11.4%	6	14.7%	11
35 – 44 years	19.0%	190	19.4%	23	8.0%	3	12.3%	4	18.3%	19	17.0%	16	20.6%	13	13.7%	11	27.5%	20	18.4%	8	21.2%	16	26.0%	39	6.3%	3	18.7%	14
45 – 54 years	19.0%	191	19.1%	23	14.3%	5	17.5%	6	12.9%	13	23.3%	22	26.1%	16	12.6%	10	15.5%	11	19.6%	9	19.7%	15	26.1%	39	13.3%	7	18.0%	13
55 – 64 years	17.3%	173	13.1%	16	21.8%	8	23.5%	8	12.7%	13	13.6%	13	19.4%	12	37.5%	31	14.0%	10	21.8%	10	14.8%	11	9.9%	15	28.6%	15	16.3%	12
65+ years	20.4%	204	15.7%	19	23.4%	8	32.3%	11	24.5%	25	19.1%	18	19.7%	12	26.2%	22	16.7%	12	28.5%	13	22.3%	17	8.8%	13	32.7%	17	23.3%	17
(Refused)	3.8%	38	1.1%	1	8.0%	3	3.1%	1	2.3%	2	4.9%	5	8.8%	5	0.0%	0	1.1%	1	6.1%	3	2.6%	2	5.4%	8	7.8%	4	4.0%	3
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75
ADU How many adults, including yourself, live in your household (16 years and above)?																												
One	14.8%	148	14.7%	18	20.4%	7	8.7%	3	16.1%	17	10.2%	10	12.9%	8	16.9%	14	11.4%	8	20.0%	9	21.5%	16	15.7%	24	12.2%	6	11.5%	9
Two	51.2%	513	45.6%	54	39.8%	14	57.5%	19	50.7%	52	47.4%	46	49.0%	30	60.4%	50	55.6%	40	44.0%	19	54.8%	42	49.2%	74	62.7%	33	52.0%	39
Three	17.6%	176	26.5%	32	22.7%	8	18.7%	6	18.0%	19	19.0%	18	17.9%	11	11.6%	10	16.8%	12	16.9%	7	8.9%	7	14.4%	22	8.1%	4	27.4%	20
Four or more	13.1%	131	11.4%	14	9.0%	3	10.0%	3	12.3%	13	21.5%	21	11.3%	7	11.2%	9	16.2%	12	14.6%	6	12.2%	9	15.3%	23	9.1%	5	7.9%	6
(Refused)	3.4%	34	1.8%	2	8.0%	3	5.1%	2	2.9%	3	1.9%	2	8.8%	5	0.0%	0	0.0%	0	4.6%	2	2.6%	2	5.4%	8	7.8%	4	1.3%	1
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75
CHI How many children aged under 16 years old are there living in your household?																												
None	64.7%	648	48.9%	58	64.8%	22	72.3%	24	66.8%	69	65.5%	63	63.8%	39	82.8%	69	72.5%	53	67.2%	30	63.3%	48	56.7%	86	73.2%	38	65.8%	49
One	11.3%	113	12.9%	15	9.5%	3	9.0%	3	12.0%	12	14.1%	14	6.3%	4	9.6%	8	5.2%	4	6.5%	3	16.7%	13	12.3%	19	7.9%	4	15.6%	12
Two	15.2%	152	26.3%	31	5.2%	2	12.5%	4	7.7%	8	11.6%	11	15.8%	10	6.9%	6	16.9%	12	12.5%	6	14.7%	11	25.5%	39	11.1%	6	9.0%	7
Three	3.1%	31	3.9%	5	7.6%	3	1.1%	0	6.5%	7	3.6%	4	0.0%	0	0.0%	0	5.4%	4	3.1%	1	2.6%	2	0.0%	0	0.0%	0	7.6%	6
Four or more	2.2%	23	6.1%	7	4.9%	2	0.0%	0	4.2%	4	3.3%	3	5.4%	3	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.5%	36	1.8%	2	8.0%	3	5.1%	2	2.9%	3	1.9%	2	8.8%	5	0.8%	1	0.0%	0	4.6%	2	2.6%	2	5.4%	8	7.8%	4	2.1%	2
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75
CAR How many cars does your household own or have the use of?																												
None	5.3%	53	14.0%	17	5.6%	2	1.8%	1	5.1%	5	1.4%	1	7.5%	5	5.4%	4	0.0%	0	6.9%	3	3.4%	3	6.3%	9	2.7%	1	2.3%	2
One	33.2%	333	42.7%	51	39.9%	14	18.8%	6	34.7%	36	19.1%	18	24.8%	15	33.3%	28	31.2%	23	31.5%	14	36.3%	28	37.3%	56	33.1%	17	36.3%	27
Two	36.6%	367	27.2%	32	31.8%	11	54.6%	18	32.1%	33	45.3%	44	38.6%	24	44.5%	37	40.1%	29	37.3%	17	41.4%	31	30.7%	46	36.8%	19	33.8%	25
Three or more	20.6%	206	14.3%	17	14.7%	5	19.8%	6	25.2%	26	32.3%	31	20.3%	13	16.1%	13	28.8%	21	19.6%	9	16.3%	12	15.5%	24	19.6%	10	25.5%	19
(Refused)	4.3%	43	1.8%	2	8.0%	3	5.1%	2	2.9%	3	1.9%	2	8.8%	5	0.8%	1	0.0%	0	4.6%	2	2.6%	2	10.1%	15	7.8%	4	2.1%	2
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12																
EMP Is the chief wage earner in full-time or part-time employment?																														
Working full time	58.9%	590	57.2%	68	39.6%	14	49.1%	16	60.6%	63	57.6%	55	66.2%	41	49.6%	41	71.5%	52	53.4%	24	57.2%	43	67.7%	103	35.1%	18	70.0%	52		
Working part time	10.2%	102	13.9%	17	18.9%	7	11.1%	4	5.8%	6	15.2%	15	5.7%	4	7.9%	7	5.0%	4	5.3%	2	7.8%	6	15.4%	23	14.5%	8	2.9%	2		
Retired on State Pension ONLY	9.2%	92	8.0%	10	12.5%	4	13.2%	4	8.6%	9	10.3%	10	6.6%	4	13.1%	11	14.5%	11	13.1%	6	6.9%	5	4.4%	7	12.7%	7	7.0%	5		
Retired NOT on State Pension ONLY	13.4%	134	8.3%	10	11.9%	4	16.6%	5	15.1%	16	13.2%	13	10.9%	7	23.4%	19	7.5%	5	17.8%	8	21.5%	16	4.4%	7	25.6%	13	14.6%	11		
Student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed	1.3%	13	5.0%	6	3.3%	1	1.6%	1	0.8%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0
Housewife / husband	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	1.4%	14	4.7%	6	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Disabled / long-term sick	0.9%	9	1.1%	1	1.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.8%	2	0.7%	0	2.4%	1	1.3%	1	0.0%	0	0.9%	0	0.8%	1	0.0%	0
Other (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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.6%	46	1.8%	2	8.0%	3	8.4%	3	2.9%	3	1.9%	2	10.5%	7	3.2%	3	0.8%	1	7.9%	4	2.6%	2	6.2%	9	9.6%	5	4.8%	4	0.0%	4
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74		
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75		
HOM Do you own your own home?																														
Yes	76.4%	766	64.6%	77	61.1%	21	85.6%	28	71.6%	74	68.4%	66	79.6%	49	86.2%	72	80.4%	58	89.4%	40	82.6%	63	75.9%	115	83.4%	43	80.2%	60		
No	18.2%	182	32.5%	39	30.8%	11	8.2%	3	25.4%	26	23.8%	23	11.6%	7	11.6%	10	16.5%	12	6.0%	3	14.7%	11	14.0%	21	8.8%	5	16.4%	12		
(Refused)	5.4%	54	2.9%	4	8.0%	3	6.2%	2	2.9%	3	7.8%	7	8.8%	5	2.2%	2	3.1%	2	4.6%	2	2.6%	2	10.1%	15	7.8%	4	3.5%	3		
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74		
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75		
ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?																														
White	94.5%	947	94.5%	113	90.6%	31	93.4%	31	96.2%	100	92.2%	89	91.2%	56	99.2%	83	99.3%	72	93.2%	41	97.4%	74	90.9%	138	91.3%	48	97.1%	72		
Indian	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.3%	3	2.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.5%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	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
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.3%	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%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.3%	43	3.4%	4	8.0%	3	5.1%	2	3.8%	4	3.3%	3	8.8%	5	0.8%	1	0.7%	0	4.6%	2	2.6%	2	7.0%	11	8.7%	5	2.9%	2		
Weighted base:		1002		119		35		33		103		96		62		83		73		44		76		151		52		74		
Sample:		1002		80		75		75		81		81		75		80		75		75		75		80		75		75		

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12		
PC Postcode Sector																
CB243	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	15
CB244	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	15
CB245	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.0%	44
MK442	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.8%	19	0.0%	0
MK443	3.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.2%	33	0.0%	0
PE191	2.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	30	0.0%	0
PE192	5.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.3%	58	0.0%	0
PE195	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.8%	41	0.0%	0	0.0%	0
PE196	3.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.2%	35	0.0%	0	0.0%	0
PE197	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	23	0.0%	0
PE198	4.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	41	0.0%	0
PE261	3.2%	32	0.0%	0	0.0%	0	0.0%	0	52.1%	32	0.0%	0	0.0%	0	0.0%	0
PE262	3.0%	30	0.0%	0	0.0%	0	0.0%	0	47.9%	30	0.0%	0	0.0%	0	0.0%	0
PE273	1.9%	19	0.0%	0	0.0%	0	18.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE274	1.8%	18	0.0%	0	0.0%	0	17.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE275	3.0%	30	0.0%	0	0.0%	0	28.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE276	3.6%	36	0.0%	0	0.0%	0	34.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE280	3.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.2%	37	0.0%	0	0.0%	0
PE282	4.2%	42	0.0%	0	0.0%	0	0.0%	0	43.4%	42	0.0%	0	0.0%	0	0.0%	0
PE283	5.4%	54	0.0%	0	0.0%	0	0.0%	0	56.6%	54	0.0%	0	0.0%	0	0.0%	0
PE284	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	44	0.0%	0
PE285	3.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.8%	36	0.0%	0	0.0%	0
PE289	3.3%	33	0.0%	0	100.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE291	5.8%	58	48.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE292	3.5%	35	0.0%	0	100.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE293	0.9%	9	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE296	4.1%	41	34.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE297	1.1%	11	9.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PE7 3	8.3%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0
Weighted base:	1002		119	35	33	103	96	62	83	73	44	76	151	52	74	
Sample:	1002		80	75	75	81	81	75	80	75	75	75	80	75	75	

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Zone 1	Zone 2A	Zone 2B	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
QUOTA Zone														
Zone 1	11.9%	119	100.0%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2A	3.5%	35	0.0%	0	100.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2B	3.3%	33	0.0%	0	0.0%	0	100.0%	33	0.0%	0	0.0%	0	0.0%	0
Zone 3	10.3%	103	0.0%	0	0.0%	0	0.0%	0	100.0%	103	0.0%	0	0.0%	0
Zone 4	9.6%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	96	0.0%	0
Zone 5	6.2%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	62	0.0%	0
Zone 6	8.3%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	83
Zone 7	7.3%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 8	4.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	7.6%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	15.1%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	5.2%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	7.4%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		119		35		33		103		96		62
Sample:		1002		80		75		75		81		81		75

Appendix 2:

By Q28-Q31 by Q27 (Weighted)

	Total	Huntingdon	St Neots	St Ives	Ramsey
--	-------	------------	----------	---------	--------

Meanscore: [Number of visits per month]**Q28 How often do you visit (CENTRE MENTIONED AT Q27)?***Not those who said '(Don't visit any of these centres)' at Q26*

Daily	8.0%	69	2.6%	8	11.1%	27	6.9%	16	27.2%	17
At least two times a week	23.0%	198	19.7%	64	22.8%	55	23.2%	54	39.6%	25
At least once a week	32.0%	276	31.3%	101	35.7%	86	31.1%	73	25.0%	16
At least once a fortnight	15.1%	130	17.0%	55	14.9%	36	15.8%	37	3.2%	2
At least once a month	10.9%	93	15.4%	50	6.1%	15	11.9%	28	2.3%	1
At least every two months	2.6%	22	2.1%	7	3.4%	8	3.1%	7	0.0%	0
At least every 3 months	3.7%	32	5.0%	16	2.4%	6	4.3%	10	0.0%	0
At least every 6 months	1.8%	15	2.4%	8	2.1%	5	1.0%	2	0.0%	0
Less often than once every 6 months	1.2%	11	1.8%	6	0.9%	2	0.8%	2	1.3%	1
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	15	2.6%	8	0.7%	2	1.9%	4	1.4%	1
<i>Mean:</i>		5.57		4.09		6.34		5.34		10.94
Weighted base:		861		323		242		233		63
Sample:		843		326		201		248		68

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?*Not those who said '(Don't visit any of these centres)' at Q26*

Car / van (as driver)	68.6%	590	71.2%	230	66.6%	161	67.8%	158	65.8%	41
Car / van (as passenger)	5.5%	47	9.1%	29	2.9%	7	3.6%	8	4.5%	3
Bus (including the busway or guided bus), minibus or coach	4.6%	39	3.4%	11	2.8%	7	9.3%	22	0.0%	0
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Walk	17.2%	148	12.4%	40	24.4%	59	14.4%	34	24.3%	15
Taxi	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	2.0%	17	2.1%	7	0.2%	1	4.2%	10	0.0%	0
Mobility scooter / disability vehicle	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canal boat	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	12	1.0%	3	1.6%	4	0.7%	2	4.6%	3
Weighted base:		861		323		242		233		63
Sample:		843		326		201		248		68

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Huntingdon	St Neots	St Ives	Ramsey					
Q30 What is the main reason you choose to visit (CENTRE MENTIONED AT Q27) over other centres?										
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>										
Choice and range of shops	14.6%	126	19.1%	62	11.7%	28	12.0%	28	12.7%	8
Strength of supermarket provision	1.9%	17	2.6%	8	2.8%	7	0.0%	0	2.5%	2
Choice of leisure facilities (restaurants, pubs etc)	4.2%	36	2.8%	9	1.9%	5	6.8%	16	10.5%	7
Choice of services (hairdressers, banks etc)	6.3%	54	9.6%	31	3.1%	7	6.4%	15	1.3%	1
Environmental quality of centre	4.7%	41	4.5%	14	6.1%	15	4.7%	11	1.0%	1
Close to home	44.5%	383	40.9%	132	45.4%	110	47.7%	111	47.3%	30
Close to work	5.1%	44	3.4%	11	4.8%	12	6.2%	14	11.0%	7
Easily accessible by public transport	0.3%	3	0.0%	0	0.4%	1	0.7%	2	0.0%	0
Convenient car parking	1.8%	16	2.6%	8	2.7%	7	0.4%	1	0.0%	0
Free car parking	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	2.5%	22	1.1%	3	3.8%	9	3.1%	7	3.1%	2
Compact layout	0.8%	7	0.9%	3	0.6%	2	0.9%	2	0.8%	1
Convenient to the school run	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Easy to get to by car	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	0.6%	5	0.7%	2	0.8%	2	0.4%	1	0.0%	0
Friendly staff in the stores	0.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Good market	2.3%	20	2.5%	8	0.7%	2	4.5%	10	0.0%	0
Has a garden centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Like the Aldi store	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Like the Bonmarche store	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Like the Boots store	0.2%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Like the Dorothy Perkins store	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Like the Lidl store	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Like the Marks & Spencer store	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Like the Waitrose store	0.2%	2	0.5%	2	0.0%	0	0.2%	0	0.0%	0
Like the Wilko store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Like to support local shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Range of independent shops	0.9%	7	0.1%	0	2.3%	6	0.2%	1	1.4%	1
(Nothing in particular)	7.8%	67	7.6%	25	10.6%	26	5.1%	12	7.4%	5
Weighted base:		861		323		242		233		63
Sample:		843		326		201		248		68

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Huntingdon	St Neots	St Ives	Ramsey					
Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?										
<i>Not those who said '(Don't visit any of these centres)' at Q26</i>										
1st Mention										
Increased general choice and range of shops	24.8%	213	28.4%	92	26.0%	63	20.2%	47	18.1%	11
Improved food shops within the town centre	1.7%	14	0.2%	0	0.9%	2	2.7%	6	9.0%	6
Improved non-food shops within the town centre	1.5%	13	0.8%	3	4.0%	10	0.1%	0	1.1%	1
Improved leisure facilities	0.2%	2	0.1%	0	0.7%	2	0.0%	0	0.0%	0
Improved quality of shops	2.2%	19	2.5%	8	2.6%	6	0.9%	2	3.7%	2
More parking	2.5%	21	4.0%	13	1.5%	4	1.1%	2	3.9%	2
Cheaper parking	2.7%	23	1.6%	5	3.3%	8	4.4%	10	0.0%	0
Improved street cleaning	0.3%	3	0.4%	1	0.7%	2	0.0%	0	0.0%	0
Increased public transport	0.2%	1	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Better environment	1.1%	9	1.8%	6	0.8%	2	0.1%	0	1.4%	1
Better security	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Aldi store	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Argos store	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Better car park layout	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Better control of on-street parking	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Better disabled access	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Better market	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Better pavements	0.1%	1	0.0%	0	0.3%	1	0.1%	0	0.0%	0
Better traffic system / less congestion	2.2%	19	0.6%	2	5.8%	14	0.4%	1	3.1%	2
Better use of the market square	0.4%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Bigger Waitrose	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Child friendly restaurants	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Costo store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Easier access for cars	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.4%	4	1.0%	3	0.2%	1	0.0%	0	0.0%	0
Finish the roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Free parking	0.5%	4	0.1%	0	0.9%	2	0.6%	2	0.0%	0
Greengrocers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
HMV-type store	0.1%	1	0.2%	0	0.0%	0	0.3%	1	0.0%	0
Improve / regenerate the Falcon pub	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Improve the quality of the roads	0.3%	2	0.2%	0	0.7%	2	0.0%	0	0.0%	0
Less charity shops	0.7%	6	1.1%	4	0.3%	1	0.7%	2	0.0%	0
Less empty shops	0.3%	3	0.2%	1	0.7%	2	0.2%	0	0.0%	0
Less estate agents	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Less pubs	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Less rude people	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Marks & Spencer store	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
More / better art / craft shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More / better banking services	0.1%	1	0.0%	0	0.0%	0	0.1%	0	1.5%	1
More / better book shops	0.6%	6	0.6%	2	1.3%	3	0.1%	0	0.0%	0
More / better cafes/coffee shops	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More / better children's clothing stores	0.6%	5	0.3%	1	1.4%	3	0.4%	1	0.0%	0
More / better clothes stores generally	2.0%	17	2.3%	7	1.8%	4	1.9%	4	1.0%	1
More / better cycle paths	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More / better department stores	0.5%	5	0.7%	2	0.8%	2	0.2%	1	0.0%	0
More / better DIY stores	0.5%	4	1.3%	4	0.0%	0	0.0%	0	0.0%	0
More / better ladies clothing stores	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
More / better mens clothing stores	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
More / better pedestrian areas	0.4%	4	0.5%	2	0.5%	1	0.3%	1	0.0%	0
More / better restaurants	0.1%	1	0.1%	0	0.0%	0	0.1%	0	0.0%	0
More / better shoe shops	0.7%	6	0.0%	0	0.5%	1	1.7%	4	1.5%	1

Column %ges.

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Huntingdon		St Neots		St Ives		Ramsey		
More bike shelters	0.5%	4	0.0%	0	0.0%	0	1.9%	4	0.0%	0
More compact shopping area	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0
More control of parking specifically blue badge parking	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
More disabled parking	0.2%	2	0.2%	1	0.0%	0	0.0%	0	1.4%	1
More independent shops	2.3%	20	2.9%	9	2.6%	6	1.4%	3	2.1%	1
More outdoor seating areas for cafes and restaurants	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More parking for large vehicles	0.4%	4	0.0%	0	0.0%	0	1.6%	4	0.0%	0
More seating	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More security management on evenings	0.5%	4	0.0%	0	0.0%	0	1.9%	4	0.0%	0
More toilets	0.3%	3	0.2%	1	0.0%	0	0.9%	2	0.0%	0
Next store	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Paint netball lines on the pitch at the leisure centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Primark store	0.5%	4	1.3%	4	0.0%	0	0.0%	0	0.0%	0
Re-develop the area near Sainsbury's	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Road bridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Shopping mall	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Soft play areas for children	0.5%	4	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Starbucks coffee shop	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Stop building new houses	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Weatherspoons pub	0.1%	1	0.1%	0	0.0%	0	0.3%	1	0.0%	0
(Nothing / Nothing else)	32.5%	280	29.0%	93	29.9%	72	38.7%	90	38.4%	24
(Don't know)	8.2%	70	8.0%	26	8.0%	19	10.5%	24	0.8%	1
Weighted base:		861		323		242		233		63
Sample:		843		326		201		248		68

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Huntingdon	St Neots	St Ives	Ramsey					
2nd Mention										
Increased general choice and range of shops	5.5%	47	6.2%	20	7.2%	17	3.0%	7	4.7%	3
Improved food shops within the town centre	1.5%	13	1.4%	4	0.4%	1	3.1%	7	0.0%	0
Discount foodstores within the town centre	0.1%	1	0.2%	0	0.0%	0	0.3%	1	0.0%	0
Improved non-food shops within the town centre	4.0%	34	7.5%	24	2.3%	5	1.7%	4	1.0%	1
Improved leisure facilities	0.4%	4	0.6%	2	0.3%	1	0.4%	1	0.0%	0
Improved quality of shops	3.8%	33	4.4%	14	6.3%	15	1.6%	4	0.0%	0
More parking	0.9%	8	0.8%	2	0.8%	2	0.6%	2	2.7%	2
Cheaper parking	0.6%	6	0.5%	2	1.3%	3	0.4%	1	0.0%	0
Improved street cleaning	0.1%	1	0.1%	0	0.2%	0	0.0%	0	0.0%	0
Better environment	0.2%	2	0.4%	1	0.0%	0	0.3%	1	0.0%	0
Better security	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
An historical attraction	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Better pavements	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Better traffic system / less congestion	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Bigger Waitrose	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Child friendly restaurants	0.5%	4	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Control the pigeons	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Easier access for cars	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Easier access for pedestrians	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Finish the roadworks	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Free parking	0.5%	4	0.1%	0	0.0%	0	1.6%	4	0.0%	0
Greengrocers	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Less card shops	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.2%	2	0.0%	0	0.6%	2	0.2%	1	0.0%	0
Less empty shops	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Less hairdressers	0.5%	4	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Less parked cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Less pedestrianisation	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.3%	2	0.0%	0	0.4%	1	0.5%	1	0.0%	0
Marks & Spencer store	0.2%	2	0.5%	2	0.0%	0	0.2%	1	0.0%	0
More / better book shops	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
More / better cafes/coffee shops	0.1%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0
More / better children's clothing stores	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
More / better clothes stores generally	0.6%	5	0.9%	3	1.0%	2	0.0%	0	0.0%	0
More / better cycle paths	0.5%	5	0.1%	0	0.0%	0	1.9%	4	0.0%	0
More / better department stores	0.5%	4	0.1%	0	1.6%	4	0.0%	0	0.0%	0
More / better electrical goods shops	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More / better ladies clothing stores	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More / better mens clothing stores	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More / better pedestrian areas	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
More / better restaurants	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
More / better shoe shops	0.2%	2	0.2%	1	0.0%	0	0.4%	1	0.0%	0
More / better toy shops	0.4%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
More disabled parking	0.2%	2	0.5%	2	0.2%	0	0.0%	0	0.0%	0
More independent shops	1.3%	12	2.8%	9	0.2%	1	0.5%	1	1.5%	1
More larger people clothing shops	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
More seating	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Next store	0.2%	2	0.1%	0	0.7%	2	0.0%	0	0.0%	0
Primark store	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Remove the ring-road as it ruins the atmosphere	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Retail park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Return Colemans	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Stop building new houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Column %ges.

Huntingdonshire Household Survey

for Nexus Planning

Weighted:

June 2016

	Total	Huntingdon		St Neots		St Ives		Ramsey		
Stop cyclists riding in the pedestrian area	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Stop cyclists using the one-way systems	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
TK Maxx	0.5%	4	1.3%	4	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	57.9%	498	49.2%	159	59.4%	144	63.5%	148	75.5%	48
(Don't know)	14.5%	125	16.3%	53	13.6%	33	13.8%	32	11.4%	7
Weighted base:		861		323		242		233		63
Sample:		843		326		201		248		68
3rd Mention										
Increased general choice and range of shops	1.9%	16	1.0%	3	4.0%	10	1.5%	4	0.0%	0
Improved food shops within the town centre	0.6%	5	0.7%	2	0.4%	1	0.8%	2	0.0%	0
Discount foodstores within the town centre	0.5%	4	0.9%	3	0.0%	0	0.5%	1	0.0%	0
Improved non-food shops within the town centre	0.5%	4	1.0%	3	0.5%	1	0.0%	0	0.0%	0
Improved leisure facilities	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.9%	16	3.0%	10	1.4%	3	0.8%	2	2.1%	1
More parking	0.7%	6	0.6%	2	1.4%	3	0.0%	0	1.5%	1
Cheaper parking	0.5%	4	0.7%	2	0.8%	2	0.1%	0	0.0%	0
Increased public transport	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Better environment	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Better control of on-street parking	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Better traffic system / less congestion	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Easier access for pedestrians	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less empty shops	0.1%	1	0.1%	0	0.2%	0	0.0%	0	0.0%	0
Less estate agents	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Less opticians	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Lower business rates	0.4%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
Make better use of the river as an attraction	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0
Markets open longer	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
More / better art / craft shops	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More / better book shops	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
More / better cafes/coffee shops	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
More / better clothes stores generally	0.3%	3	0.4%	1	0.5%	1	0.0%	0	0.0%	0
More / better department stores	0.9%	7	2.1%	7	0.2%	1	0.0%	0	0.0%	0
More / better ladies clothing stores	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More / better mens clothing stores	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	0.1%	1	0.1%	0	0.0%	0	0.4%	1	0.0%	0
More / better shoe shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
More / better toy shops	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More blue badge parking	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More independent shops	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
More outdoor seating areas for cafes and restaurants	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
More seating	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
More social activities in the centre	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Next store	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing else)	66.3%	571	61.7%	199	66.3%	160	67.6%	158	85.3%	54
(Don't know)	22.8%	197	22.2%	72	23.9%	58	26.0%	61	10.4%	7
Weighted base:		861		323		242		233		63
Sample:		843		326		201		248		68

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Huntingdon		St Neots		St Ives		Ramsey		
Any mention										
Increased general choice and range of shops	32.1%	277	35.6%	115	37.2%	90	24.6%	58	22.8%	14
Improved food shops within the town centre	3.7%	32	2.2%	7	1.7%	4	6.5%	15	9.0%	6
Discount foodstores within the town centre	0.6%	5	1.0%	3	0.0%	0	0.8%	2	0.0%	0
Improved non-food shops within the town centre	6.1%	52	9.3%	30	6.8%	17	1.9%	4	2.1%	1
Improved leisure facilities	0.8%	7	1.1%	3	1.0%	2	0.4%	1	0.0%	0
Improved quality of shops	7.9%	68	9.8%	32	10.3%	25	3.3%	8	5.8%	4
More parking	4.1%	35	5.3%	17	3.7%	9	1.7%	4	8.1%	5
Cheaper parking	3.9%	33	2.8%	9	5.4%	13	4.9%	11	0.0%	0
Improved street cleaning	0.4%	4	0.5%	2	0.9%	2	0.0%	0	0.0%	0
Increased public transport	0.2%	2	0.2%	1	0.2%	0	0.4%	1	0.0%	0
Better environment	1.4%	12	2.4%	8	0.8%	2	0.4%	1	1.4%	1
Better security	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.4%	3	0.8%	3	0.2%	0	0.0%	0	0.0%	0
Aldi store	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
An historical attraction	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Argos store	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0
Better car park layout	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Better control of on-street parking	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
Better disabled access	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Better market	0.2%	2	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Better pavements	0.2%	2	0.0%	0	0.3%	1	0.5%	1	0.0%	0
Better traffic system / less congestion	2.3%	20	0.8%	3	5.8%	14	0.4%	1	3.1%	2
Better use of the market square	0.4%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0
Bigger Waitrose	0.1%	1	0.1%	0	0.2%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Child friendly restaurants	0.8%	7	0.0%	0	0.0%	0	2.8%	7	0.0%	0
Control the pigeons	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Costo store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Easier access for cars	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Easier access for pedestrians	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Finish the building work	0.5%	5	1.3%	4	0.2%	1	0.0%	0	0.0%	0
Finish the roadworks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Free parking	1.0%	8	0.2%	1	0.9%	2	2.3%	5	0.0%	0
Greengrocers	0.2%	2	0.0%	0	0.0%	0	0.3%	1	1.5%	1
HMV-type store	0.1%	1	0.2%	0	0.0%	0	0.3%	1	0.0%	0
Improve / regenerate the Falcon pub	0.2%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Improve the quality of the roads	0.3%	2	0.2%	0	0.7%	2	0.0%	0	0.0%	0
Less card shops	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	1.1%	9	1.5%	5	0.9%	2	0.9%	2	0.0%	0
Less empty shops	0.5%	4	0.4%	1	0.9%	2	0.5%	1	0.0%	0
Less estate agents	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Less hairdressers	0.5%	4	0.0%	0	0.0%	0	1.9%	4	0.0%	0
Less opticians	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Less parked cars	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Less pedestrianisation	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Less pubs	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Less rude people	0.5%	5	1.5%	5	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Lower business rates	0.6%	5	0.9%	3	0.4%	1	0.5%	1	0.0%	0
Make better use of the river as an attraction	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0
Markets open longer	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.6%	5	1.3%	4	0.0%	0	0.2%	1	0.0%	0
More / better art / craft shops	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.5%	1
More / better banking services	0.1%	1	0.0%	0	0.0%	0	0.1%	0	1.5%	1
More / better book shops	1.0%	9	0.6%	2	1.6%	4	1.1%	3	0.0%	0
More / better cafes/coffee shops	0.4%	4	1.0%	3	0.0%	0	0.3%	1	0.0%	0
More / better children's clothing stores	0.9%	7	0.3%	1	1.4%	3	1.4%	3	0.0%	0
More / better clothes stores generally	2.9%	25	3.6%	12	3.3%	8	1.9%	4	1.0%	1

Column %ges.

Huntingdonshire Household Survey for Nexus Planning

Weighted:

June 2016

	Total	Huntingdon	St Neots	St Ives	Ramsey					
More / better cycle paths	0.6%	6	0.1%	0	0.0%	0	1.9%	4	1.5%	1
More / better department stores	1.9%	16	2.9%	9	2.6%	6	0.2%	1	0.0%	0
More / better DIY stores	0.5%	4	1.3%	4	0.0%	0	0.0%	0	0.0%	0
More / better electrical goods shops	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More / better ladies clothing stores	0.3%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0
More / better mens clothing stores	0.5%	5	1.4%	5	0.0%	0	0.0%	0	0.0%	0
More / better pedestrian areas	0.6%	5	0.5%	2	1.2%	3	0.3%	1	0.0%	0
More / better restaurants	0.3%	3	0.2%	1	0.3%	1	0.6%	1	0.0%	0
More / better shoe shops	1.0%	8	0.2%	1	0.5%	1	2.1%	5	2.3%	1
More / better toy shops	0.4%	4	0.1%	0	1.4%	3	0.0%	0	0.0%	0
More bike shelters	0.5%	4	0.0%	0	0.0%	0	1.9%	4	0.0%	0
More blue badge parking	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More compact shopping area	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0
More control of parking specifically blue badge parking	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
More disabled parking	0.4%	4	0.7%	2	0.2%	0	0.0%	0	1.4%	1
More independent shops	3.8%	32	5.7%	18	3.1%	7	1.9%	4	3.6%	2
More larger people clothing shops	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
More outdoor seating areas for cafes and restaurants	0.2%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0
More parking for large vehicles	0.4%	4	0.0%	0	0.0%	0	1.6%	4	0.0%	0
More seating	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0
More security management on evenings	0.5%	4	0.0%	0	0.0%	0	1.9%	4	0.0%	0
More social activities in the centre	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.4%	4	0.5%	2	0.0%	0	0.9%	2	0.0%	0
Next store	0.5%	4	0.8%	3	0.7%	2	0.0%	0	0.0%	0
Paint netball lines on the pitch at the leisure centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Primark store	0.6%	5	1.3%	4	0.5%	1	0.0%	0	0.0%	0
Re-develop the area near Sainsbury's	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Remove the ring-road as it ruins the atmosphere	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Retail park	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Return Colemans	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0
Road bridge	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0
Shopping mall	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Soft play areas for children	0.5%	4	0.0%	0	0.0%	0	1.8%	4	0.0%	0
Starbucks coffee shop	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Stop building new houses	0.2%	2	0.0%	0	0.5%	1	0.0%	0	1.5%	1
Stop cyclists riding in the pedestrian area	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Stop cyclists using the one-way systems	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
TK Maxx	0.5%	4	1.3%	4	0.0%	0	0.0%	0	0.0%	0
Weatherspoons pub	0.1%	1	0.1%	0	0.0%	0	0.3%	1	0.0%	0
Weighted base:	861	323	242	233	63					
Sample:	843	326	201	248	68					

Q27 Which centre do you visit the most? [PR]*Not those who said '(Don't visit any of these centres)' at Q26*

Huntingdon	37.5%	323	100.0%	323	0.0%	0	0.0%	0	0.0%	0
St Neots	28.1%	242	0.0%	0	100.0%	242	0.0%	0	0.0%	0
St Ives	27.1%	233	0.0%	0	0.0%	0	100.0%	233	0.0%	0
Ramsey	7.3%	63	0.0%	0	0.0%	0	0.0%	0	100.0%	63
Weighted base:	861	323	242	233	63					
Sample:	843	326	201	248	68					

Appendix 3:

Sample Questionnaire

Job No. 140516
Huntingdonshire Retail and Commercial Leisure Needs Assessment Household Survey

Good morning / afternoon / evening, I am from NEMS market research, an independent market research company, and we are conducting a short survey on behalf of Huntingdonshire District Council about shopping and leisure habits. Do you have time to answer some questions please? It will take about 6-7 minutes

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

Yes
No

IF 'YES' – CONTINUE INTERVIEW.
IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE FOOD SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 Where did you last undertake your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List
091 (Don't know / can't remember)
092 (Don't do this type of shopping)

GO TO CLOSE
GO TO CLOSE

Q01A Which OTHER centre or store, if any, do you visit for your main food shopping?

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MORE THAN OTHERS, EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK FOR THE ONE THEY LAST USED (EXCLUDING THE STORE/LOCATION THEY MENTIONED AT Q01).

#Convenience Convenience List
093 (Nowhere else / only visit one store/location)

ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01

Q02 For your last main food internet / home delivery shopping order, how did you receive your goods?

DO NOT READ OUT. ONE ANSWER ONLY.

1 Collection at store
2 Home delivery
3 Delivery to place of work
4 Collection at click and collect hub (non-store location)
5 Collection at other location (PLEASE WRITE IN)
6 (Don't know / varies)

ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01

Q02A Which retailer do you purchase your main food internet / home delivery shopping from?

DO NOT READ OUT. ONE ANSWER ONLY.

1 Asda
2 Iceland
3 Morrisons
4 Ocado
5 Sainsbury's
6 Tesco
7 Waitrose
8 Other (PLEASE WRITE IN)
9 (Don't know / varies)

Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

DO NOT READ OUT. ONE ANSWER ONLY

1 Accessibility by public transport
2 Car parking prices
3 Car parking provision
4 Choice of food goods available
5 Choice of shops nearby selling non-food goods
6 Choice of shops selling food goods
7 Cleanliness
8 Delivery service
9 Easy to get to by car
A Entertainment / events
B Good internal layout
C Good service / friendly staff
D Habit / always use it / preference for retailer
E Internet shopping is convenient
F Lower prices
G Loyalty card / points scheme
H Near to home
I Near to work
J Nice shopping environment
K Only one in the area / no other choice
L Provision of leisure facilities nearby
M Provision of services nearby, such as banks and other financial services
N Public information, signposts and public facilities
O Quality of food goods available
P Quality of shops selling food goods
Q Safety (during the day)
R Safety (during the evening / night time)
S Staff discount / work there
T Value for money
U Other (PLEASE WRITE IN)
V (Don't know / no reason in particular)

Q04 What if anything is the one thing you most dislike about your main food and grocery shopping destination (STORE MENTIONED AT Q01) ?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Nothing
- 2 Change layout too often
- 3 Expensive parking
- 4 Difficult to get to
- 5 Expensive
- 6 Lack of cycle parking
- 7 Difficult to park/Lack of parking
- 8 Lack of public transport
- 9 Limited range of goods
- A No petrol station
- B Poor internal layout
- C Poor quality
- D Preference for retailer
- E Staff rude / unhelpful
- F Too busy
- G Too far away
- H Too small
- I Other (PLEASE WRITE IN)
- J (Don't know)

Q05 How much on average does your household normally spend on main food and grocery shopping in a week?

DO NOT PROMPT. ONE ANSWER ONLY.

- X (PLEASE WRITE IN TO THE NEAREST £)
- Y (Don't know / varies)
- Z (Refused)

Q06 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 Less often
- 8 Have only visited once
- 9 (Don't know / varies)

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01

Q07 How do you normally travel to (STORE MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus (including the busway or guided bus), minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01

Q08 How long did your last journey to (STORE MENTIONED AT Q01) take?

DO NOT PROMPT. ONE ANSWER ONLY.

- X Amount of time taken to nearest whole minute (PLEASE WRITE IN)
- Y (Don't know / can't remember)
- Z (Refused)

Q09 When do you do your main food shopping?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Weekdays during the day
- 2 Weekdays during the evening
- 3 Saturday
- 4 Sunday
- 5 (Don't know / varies)

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" AT Q01

Q10

When you go main food shopping is your trip linked with any other activity?

DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - ASK FOR THEIR MAIN ACTIVITY

- | | | |
|---|--|-----------|
| 1 | Yes – non-food shopping | GO TO Q11 |
| 2 | Yes – other food shopping | GO TO Q11 |
| 3 | Yes – visiting financial services such as banks, building societies and other financial institutions | GO TO Q11 |
| 4 | Yes – leisure activity | GO TO Q12 |
| 5 | Yes – travelling to/from work | GO TO Q12 |
| 6 | Yes – travelling to/from school/college/university | GO TO Q12 |
| 7 | Yes – getting petrol | GO TO Q12 |
| 8 | Yes – visiting café / pub / restaurant | GO TO Q12 |
| 9 | Yes – visiting family / friends | GO TO Q12 |
| A | Yes – visiting health service such as doctor, dentist, hospital | GO TO Q12 |
| B | Yes – visiting other service such as laundrette, hairdresser, recycling | GO TO Q12 |
| C | Yes – other activity (PLEASE WRITE IN) | GO TO Q12 |
| D | No activity | GO TO Q12 |
| E | (Don't know / varies) | GO TO Q12 |

ASK THOSE WHO SAID YES TO: "NON-FOOD", "OTHER FOOD" OR "FINANCIAL INSTITUTIONS" AT Q10 OTHERS GO TO Q12

Q11

Where do you do this linked trip?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

Q12

Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-----|-----------|
| 1 | Yes | GO TO Q13 |
| 2 | No | GO TO Q16 |

ASKED TO THOSE WHO DO TOP UP SHOPPING AT Q12

Q13

Where did you last go to undertake this 'top up' shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List

ASKED TO THOSE WHO DO TOP UP SHOPPING AT Q12

Q14

How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | |
|---|---------------------------|
| 1 | Daily |
| 2 | At least two times a week |
| 3 | At least once a week |
| 4 | At least once a fortnight |
| 5 | At least once a month |
| 6 | At least every two months |
| 7 | Less often |
| 8 | Have only visited once |
| 9 | (Don't know / varies) |

ASKED TO THOSE WHO DO TOP UP SHOPPING AT Q12

Q15

How much on average does your household normally spend on top up shopping in a week?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | |
|---|------------------------------------|
| X | (PLEASE WRITE IN TO THE NEAREST £) |
| Y | (Don't know / varies) |
| Z | (Refused) |

Q15A

Do you buy food or other produce from a local specialist shop such as a butcher, baker or greengrocer?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-----|------------|
| 1 | Yes | GO TO Q15B |
| 2 | No | GO TO Q16 |

Q15B

Where do you normally undertake this local specialist food shopping?

DO NOT READ OUT. ONE ANSWER ONLY.

#Convenience Convenience List (just the LOCAL SHOPS SECTION)

READ OUT: We now have a few questions about where you go for non-food shopping. In answering these questions the location may be a town centre, a retail park, or a free standing store, or could be facilities such as the Internet, TV / interactive shopping or use of a home catalogue.

Q16

Where did you last buy clothing or footwear?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q16

Q16A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q16)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q16

Q17 How do you normally travel to (LOCATION MENTIONED AT Q16)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus (including the busway or guided bus), minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T DO THIS TYPE OF SHOPPING) AT Q16

Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?
DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - ASK FOR THEIR MAIN ACTIVITY

- 1 Yes – food shopping GO TO Q18A
- 2 Yes – non-food shopping GO TO Q18A
- 3 Yes – visiting financial services such as banks, building societies and other financial institutions GO TO Q18A
- 4 Yes – leisure activity GO TO Q19
- 5 Yes – travelling to/from work GO TO Q19
- 6 Yes – travelling to/from school/college/university GO TO Q19
- 7 Yes – getting petrol GO TO Q19
- 8 Yes – visiting café / pub / restaurant GO TO Q19
- 9 Yes – visiting family / friends GO TO Q19
- A Yes – visiting health service such as doctor, dentist, hospital GO TO Q19
- B Yes – visiting other service such as laundrette, hairdresser, recycling GO TO Q19
- C Yes – other activity (PLEASE WRITE IN) GO TO Q19
- D No GO TO Q19
- E (Don't know / varies) GO TO Q19

ASK THOSE WHO SAID YES TO: "NON-FOOD", "OTHER FOOD" OR "FINANCIAL INSTITUTIONS" AT Q18 OTHERS GO TO Q19

Q18A Where do you do this linked trip?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

Q19 Where did you last buy Books, CDs, DVDs?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q19

Q19A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q19)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q20 Where did you last buy small household goods such as home furnishings, jewellery, glass and china items?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q20

Q20A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q20)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q21 Where did you last buy goods such as toys, games, bicycles and recreational goods?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q21

Q21A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q21)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q22 Where did you last buy chemist goods (including health and beauty products)?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q22

Q22A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q22)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q23 Where did you last buy electrical items, such as televisions, washing machines and computers?
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q23

Q23A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q23)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q24 **Where did you last buy DIY or gardening goods?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q24

Q24A **How often do you make shopping trips for DIY or gardening goods to (DESTINATION MENTIONED AT Q24)?**
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q25 **Where did you last buy furniture, carpets and floor coverings?**
DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

#Comparison Comparison List

NOT ASKED TO THOSE WHO SAID "INTERNET / DELIVERY" OR "ABROAD" OR (DON'T KNOW / CAN'T REMEMBER) OR (DON'T DO THIS TYPE OF SHOPPING) AT Q25

Q25A **How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q25)?**

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q26 **Do you ever visit any of the following centres?**
READ OUT. CAN BE MULTICODED.

- 1 Huntingdon
- 2 St Neots
- 3 St Ives
- 4 Ramsey
- 5 Don't visit any of these centres

GO TO Q32

LIST POPULATED BY LOCATION ANSWERS GIVEN AT Q26 (IF MORE THAN ONE LOCATION STATED)

Q27 **Which centre do you visit the most?**
READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY VISIT MORE THAN THE OTHERS, EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK FOR THE ONE THEY LAST VISITED.

- 1 Huntingdon
- 2 St Neots
- 3 St Ives
- 4 Ramsey

Q28 **How often do you visit (CENTRE MENTIONED AT Q27)?**
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q29 How do you usually travel to (CENTRE MENTIONED AT Q27) (main part of journey)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus (including the busway or guided bus), minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Q30 What is the main reason you choose to visit (CENTRE MENTIONED AT Q27) over other centres?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Choice and range of shops
- 2 Strength of supermarket provision
- 3 Choice of leisure facilities (restaurants, pubs etc)
- 4 Choice of services (hairdressers, banks etc)
- 5 Environmental quality of centre
- 6 Close to home
- 7 Close to work
- 8 Easily accessible by public transport
- 9 Convenient car parking
- A Free car parking
- B Other (PLEASE WRITE IN)
- C (Nothing in particular)

Q31 Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q27) more often?
DO NOT PROMPT. CODE FIRST 3 MENTIONS

1st Mention|2nd Mention|3rd Mention

- 1 Increased general choice and range of shops
- 2 Improved food shops within the town centre
- 3 Discount foodstores within the town centre
- 4 Improved non-food shops within the town centre
- 5 Improved leisure facilities
- 6 Improved quality of shops
- 7 More parking
- 8 Cheaper parking
- 9 Improved street cleaning
- A Increased public transport
- B Cheaper public transport
- C Better environment
- D Better security
- E Longer opening hours
- F Other (PLEASE WRITE IN)
- G (Nothing / Nothing else)
- H (Don't know)

ASK THOSE WHO DON'T VISIT ANY CENTRES AT Q26

Q32 Why don't you visit these centres?
DO NOT READ OUT. CAN BE MULTICODED

- 1 Lack of choice and range of non-food shops
- 2 Lack of choice and range of food shops
- 3 Choice of leisure facilities (cinema, gym, pubs etc)
- 4 Choice of services (hairdressers, banks etc)
- 5 Environmental quality of centre
- 6 Too far away from home
- 7 Too far away from work
- 8 Not accessible by public transport
- 9 Inconveniently located car parking
- A Expensive car parking
- B Other (PLEASE WRITE IN)
- C Nothing, no reason to visit
- D (Don't know)

Q32A Have you visited any of the following markets in the last 2 months?
READ OUT. ALLOW MULTIPLE ANSWERS.

- 1 Huntingdon, street market
- 2 Huntingdon, farmers market
- 3 St Ives, street market
- 4 St Ives, farmers market
- 5 St Neots, street market
- 6 St Neots, farmers market
- 7 Ramsey, street market
- 8 Any other specialist / visiting international market (PLEASE WRITE IN)
- 9 Don't visit any of these markets

GO TO Q33

LIST POPULATED BY MARKETS STATED AT Q32A (IF MORE THAN ONE MARKET STATED)

Q32X

Which market do you visit the most?

READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY VISIT MORE THAN THE OTHERS, EVEN IF SLIGHTLY. IF THEY STILL SAY VARIES ASK FOR THE ONE THEY LAST VISITED.

- 1 Huntingdon, street market
- 2 Huntingdon, farmers market
- 3 St Ives, street market
- 4 St Ives, farmers market
- 5 St Neots, street market
- 6 St Neots, farmers market
- 7 Ramsey, street market
- 8 Any other specialist / visiting international market (PLEASE WRITE IN)

NOT ASKED TO THOSE WHO DON'T VISIT ANY OF THE MARKETS AT Q32A

Q32B

When you visit (MARKET MENTIONED AT Q32X), do you link this trip with another activity?

DO NOT PROMPT. ONE ANSWER ONLY. IF RESPONDENT STATES MORE THAN ONE ANSWER - ASK FOR THEIR MAIN ACTIVITY

- 1 Non-food shopping GO TO Q32C
- 2 Food shopping GO TO Q32C
- 3 Yes – visiting financial services such as banks, building societies and other financial institutions GO TO Q32C
- 4 Leisure activity GO TO Q33
- 5 Travelling to/from work GO TO Q33
- 6 Travelling to/from school/college/university GO TO Q33
- 7 Getting petrol GO TO Q33
- 8 Visiting café / pub / restaurant GO TO Q33
- 9 Visiting family/friends GO TO Q33
- A Visiting health service such as doctor, dentist, hospital GO TO Q33
- B Visiting other service such as laundrette, hairdresser, recycling GO TO Q33
- C Other activity (PLEASE WRITE IN) GO TO Q33
- D No activity GO TO Q33
- E (Don't know / varies) GO TO Q33

ASK THOSE WHO SAID YES TO: "NON-FOOD", "FOOD" OR "FINANCIAL INSTITUTIONS" AT Q32B OTHERS GO TO Q33

Q32C

Where do you do this linked trip?

DO NOT PROMPT. ONE ANSWER ONLY. IF IN STORE IN A SUPERMARKET WRITE IN NAME OF SUPERMARKET AND TOWN.

- 001 Huntingdon town centre
- 002 Ramsey town centre
- 003 St Ives town centre
- 004 St Neots town centre
- 005 Other (PLEASE WRITE IN)
- 006 (Don't know / varies)

Q33

What, if any, methods of electronic home shopping do you use (i.e. internet or TV shopping)?

DO NOT READ OUT. CAN BE MULTICODED

- 1 Yes, Internet GO TO Q34
- 2 Yes, Portable internet shopping (through mobile phone) GO TO Q34
- 3 Yes, TV Shopping GO TO Q34
- 4 No GO TO Q36

ASKED TO THOSE WHO USE ELECTRONIC HOME SHOPPING AT Q33

Q34

Which goods or services do you currently purchase via electronic (home/mobile) shopping?

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Baby items
- 2 Banking / finance
- 3 Beauty / health products
- 4 Books
- 5 CDs, DVDs, Vinyl (physical products)
- 6 Clothes / shoes
- 7 Computer / printer accessories
- 8 Console / PC games
- 9 Craft / hobby items
- A DIY goods
- B Downloadable content e.g. Music / Movies / TV / Games / Apps
- C Food / groceries
- D Furniture / Carpets
- E Garden items
- F Gifts
- G Holiday and / or Travel/Event Tickets
- H Jewellery
- I Major electrical items
- J Mobile phone accessories
- K Pet products
- L Small electrical items
- M Small household goods
- N Sports goods
- O Toys
- P Vehicle parts
- Q Vehicles
- R Other (PLEASE WRITE IN)

ASKED TO THOSE WHO USE ELECTRONIC HOME SHOPPING AT Q33

Q35 What, if anything, would make you do more internet/electronic shopping in the next 3/5 years?
READ OUT. ALLOW MULTIPLE ANSWERS.

- 1 Improved broadband
- 2 More / nearer click and collect services
- 3 Increased local collection points
- 4 Other (PLEASE WRITE IN)
- 5 (None)

ASKED TO THOSE WHO USE ELECTRONIC HOME SHOPPING AT Q33

Q35A For your last electronic (home or mobile) non-food shopping order, how did you receive your goods?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Collection at store
- 2 Home delivery
- 3 Delivery to place of work
- 4 Collection at click and collect hub (non-store location)
- 5 Collection at other location (PLEASE WRITE IN)
- 6 (Don't know / varies)

Q36 Which of these leisure activities do you participate in?
READ OUT. CAN BE MULTICODED.

- 1 Outdoor sports (.e.g. jogging, 11-a-side football etc) GO TO Q54
- 2 Indoor sports or health and fitness activity GO TO Q37
- 3 Cinema GO TO Q39
- 4 Restaurant GO TO Q41
- 5 Pub / Bars GO TO Q43
- 6 Nightclub GO TO Q43
- 7 Social Club GO TO Q43
- 8 Ten Pin Bowling GO TO Q45
- 9 Bingo GO TO Q47
- A Theatre / concert hall GO TO Q49
- B Museum / Art Galleries GO TO Q49
- C Running / Cycling / outdoor activities GO TO Q51
- D (None mentioned) GO TO Q54

ASKED TO THOSE WHO PARTICIPATE IN HEALTH AND FITNESS OR LEISURE CENTRE ACTIVITIES AT Q36

Q37 Which centre/facility did you last visit for indoor sports or health and fitness activity?
DO NOT PROMPT. ONE ANSWER ONLY.

#Health Health List

Q38 How often do you visit (FACILITY MENTIONED AT Q37)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

ASKED TO THOSE WHO GO TO THE CINEMA AT Q36

Q39 Which cinema did you last visit?
DO NOT PROMPT. ONE ANSWER ONLY.

#Cinema Cinema List

Q40 How often do you visit (FACILITY MENTIONED AT Q39)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

ASKED TO THOSE WHO GO TO RESTAURANTS AT Q36

Q41 Where did you last go to visit a restaurant?
DO NOT PROMPT. ONE ANSWER ONLY. NOTE WE DON'T NEED THE SPECIFIC VENUE NAME - JUST WHERE IT WAS

#Social Social List

Q42 How often do you visit (FACILITY MENTIONED AT Q41)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

ASKED TO THOSE WHO GO TO PUB/BARS, NIGHTCLUBS OR A SOCIAL CLUB AT Q36

Q43 Where did you last go to visit pubs, bars, nightclubs or social clubs?
DO NOT PROMPT. ONE ANSWER ONLY. NOTE WE DON'T NEED THE SPECIFIC VENUE NAME - JUST WHERE IT WAS

#Social Social List

Q44 How often do you visit (FACILITY MENTIONED AT Q43)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

ASKED TO THOSE WHO GO TEN PIN BOWLING AT Q36

Q45 Where did you last go for ten-pin bowling?
DO NOT PROMPT. ONE ANSWER ONLY.

#Bowling Bowling List

Q46 How often do you visit (FACILITY MENTIONED AT Q45)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

ASKED TO THOSE WHO GO TO BINGO AT Q36

Q47 Where did you last go to play bingo?
DO NOT PROMPT. ONE ANSWER ONLY.

#Bingo Bingo List

Q48 How often do you visit (FACILITY MENTIONED AT Q47)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

ASKED TO THOSE WHO VISIT THEATRE/CONCERT HALL; MUSEUM/ART GALLERIES AT Q36

Q49 Where did you last go for art/cultural activities, e.g. theatres / galleries / museums, concerts?
DO NOT PROMPT. ONE ANSWER ONLY.

#Culture Social List

Q50 How often do you visit (FACILITY MENTIONED AT Q49)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

ASKED TO THOSE WHO DO RUNNING/CYCLING/OUTDOOR ACTIVITIES AT Q36

Q51 Where did you last visit for running / cycling / outdoor activities?
DO NOT PROMPT. ONE ANSWER ONLY. NOTE WE DON'T NEED THE SPECIFIC VENUE NAME - JUST WHERE IT WAS

#Social Social List

Q52 How often do you visit (FACILITY MENTIONED AT Q51)?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Q53 How do you normally travel when visiting leisure destinations?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Q54 Which leisure facilities would you like to see more of in the area?
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Bars / pubs
- 2 Better shopping facilities
- 3 Bowling alley
- 4 Cinema
- 5 Concert hall / venue
- 6 Cycle paths / area
- 7 Dance facilities
- 8 Extreme sports
- 9 Health and fitness (Gym)
- A Hotels
- B Ice rink
- C Karting
- D Leisure centre
- E More children facilities / activities
- F More sports facilities (football pitches, tennis courts)
- G Museum / art galleries
- H Skateboarding
- I Outdoor play areas / park facilities
- J Paintballing
- K Restaurants
- L Swimming pool
- M Theatre
- N Other (PLEASE WRITE IN)
- O (None)
- P (Don't know)

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

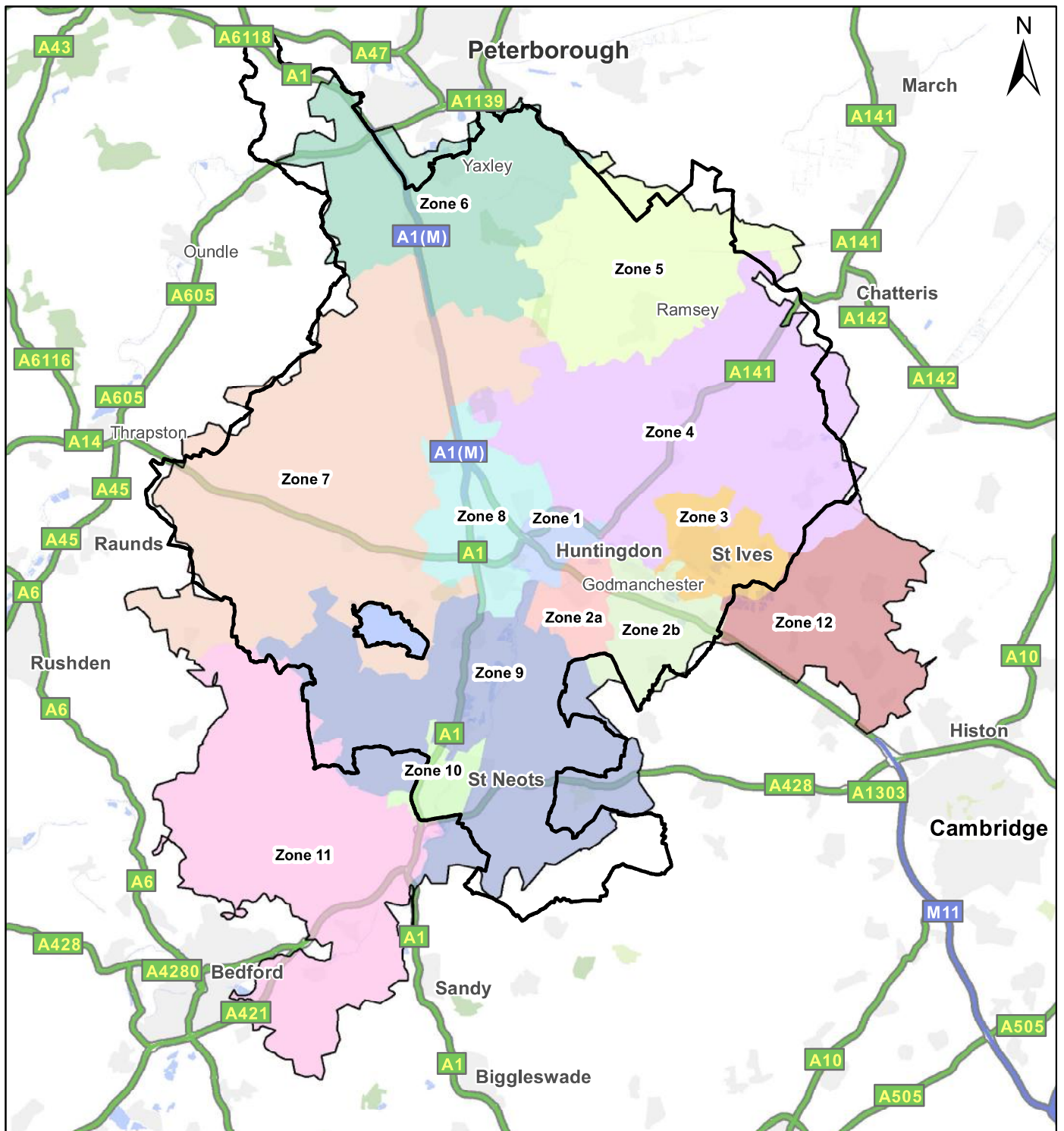
- 1 Male
- 2 Female

Appendix 4:

Map

Huntingdonshire Retail and Commercial Leisure Needs Assessment

Study Area



Legend

- | | | |
|---|---|--|
| Zone 1 - Huntingdon Town Centre | Zone 5 - Ramsey | Zone 9 - South Huntingdon |
| Zone 2a - Godmanchester | Zone 6 - South Peterborough | Zone 10 - St Neots |
| Zone 2b - St Ives Fringe | Zone 7 - Sawtry | Zone 11 - North Bedford |
| Zone 3 - St Ives | Zone 8 - West Huntingdon | Zone 12 - North West Cambridge |
| Zone 4 - North East Huntingdon | | |

Appendix D | Statistical Tables

Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£) <i>Convenience</i>						
	2016	2021	2026	2031	2036	2014 <i>inc SFT</i>	2014	2016	2021	2026	2031	2036
1 Huntingdon	24,200	27,280	27,510	27,140	28,450	1,957	1,908	1,896	1,882	1,877	1,873	1,870
2a Godmanchester	6,810	8,470	8,500	8,430	8,600	2,065	2,013	2,001	1,986	1,981	1,977	1,974
2b St Ives Fringe	10,020	10,520	10,460	10,550	10,330	2,320	2,262	2,248	2,231	2,226	2,220	2,217
3 St Ives	23,360	24,050	23,630	23,600	24,140	2,150	2,096	2,083	2,068	2,063	2,058	2,055
4 North East Huntingdon	15,930	17,360	20,150	22,920	24,450	2,180	2,126	2,113	2,097	2,092	2,087	2,084
5 Ramsey	8,720	9,120	9,000	9,040	9,070	2,112	2,060	2,047	2,032	2,027	2,022	2,019
6 South Peterborough	16,980	16,870	16,540	16,440	15,880	2,080	2,028	2,016	2,001	1,996	1,991	1,989
7 Sawtry	10,300	10,540	10,430	10,470	10,190	2,313	2,256	2,242	2,225	2,220	2,214	2,211
8 West Huntingdon	11,960	16,160	20,530	23,040	23,080	2,067	2,016	2,003	1,988	1,984	1,979	1,976
9 South Huntingdon	15,320	15,340	15,240	15,360	14,940	2,218	2,163	2,149	2,133	2,128	2,123	2,120
10 St Neots	34,100	37,990	40,340	41,270	40,990	2,052	2,000	1,988	1,973	1,969	1,964	1,961
Total HDC	177,700	193,700	202,330	208,260	210,120							
11 North Bedford	10,517	10,983	11,438	11,840	12,169	2,475	2,413	2,398	2,380	2,374	2,369	2,365
12 North West Cambridge	15,883	16,863	17,738	18,406	19,043	2,171	2,117	2,104	2,088	2,083	2,078	2,076
Total Study Area	204,100	221,546	231,506	238,506	241,332							

Notes:

a. Zones based on the following post code sectors

- 1 | PE29 (1, 3, 6 & 7)
- 2a | PE29 2
- 2b | PE28 9
- 3 | PE27 (3, 4, 5 & 6)
- 4 | PE28 (2 & 3)
- 5 | PE26 (1 & 2)
- 6 | PE7 3
- 7 | PE20 (0 & 5)
- 8 | PE28 4
- 9 | PE19 (5 & 6)
- 10 | PE19 (1, 2, 7 & 8)
- 11 | MK44 (2 & 3)
- 12 | CB24 (3, 4 & 5)

b. Per capita expenditure derived from Experian MMG3 data (2016 report)

c. Population derived from Cambridgeshire County Council Population Forecasts (Research Group, February 2015) and Experian MMG3 data (2016 report)

d. No published population growth rates available for Zones 11 & 12 for years post 2034, so growth is assumed to be in line with Experian MMG3 trend levels

e. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13

f. No published expenditure growth rates available for year 2036, so growth assumed to remain constant over this period at 2035 levels

g. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13

2014 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)					Growth (£m)			
	Convenience					Convenience			
	2016	2021	2026	2031	2036	2016-2021	2016-2026	2016-2031	2016-2036
1	45.9	51.3	51.6	50.8	53.2	5.5	5.8	4.9	7.3
2a	13.6	16.8	16.8	16.7	17.0	3.2	3.2	3.0	3.3
2b	22.5	23.5	23.3	23.4	22.9	0.9	0.8	0.9	0.4
3	48.7	49.7	48.7	48.6	49.6	1.1	0.1	-0.1	0.9
4	33.7	36.4	42.2	47.8	51.0	2.7	8.5	14.2	17.3
5	17.8	18.5	18.2	18.3	18.3	0.7	0.4	0.4	0.5
6	34.2	33.8	33.0	32.7	31.6	-0.5	-1.2	-1.5	-2.7
7	23.1	23.5	23.2	23.2	22.5	0.4	0.1	0.1	-0.6
8	24.0	32.1	40.7	45.6	45.6	8.2	16.8	21.6	21.6
9	32.9	32.7	32.4	32.6	31.7	-0.2	-0.5	-0.3	-1.3
10	67.8	75.0	79.4	81.0	80.4	7.2	11.6	13.3	12.6
Total HDC	364.2	393.3	409.6	420.8	423.7	29.1	45.4	56.6	59.5
11	25.2	26.1	27.2	28.0	28.8	0.9	1.9	2.8	3.6
12	33.4	35.2	37.0	38.3	39.5	1.8	3.5	4.8	6.1
Total Study Area	422.9	454.7	473.8	487.1	492.1	31.8	50.9	64.2	69.2

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Convenience (2016)		
	Main	Top-up	Total
1	39.1	6.8	45.9
2a	11.4	2.2	13.6
2b	18.7	3.8	22.5
3	39.1	9.5	48.7
4	26.9	6.8	33.7
5	13.5	4.3	17.8
6	28.4	5.8	34.2
7	18.9	4.2	23.1
8	19.8	4.2	24.0
9	25.9	7.0	32.9
10	53.5	14.2	67.8
Total HDC	295.3	68.9	364.2
11	20.4	4.9	25.2
12	27.3	6.1	33.4
Total Study Area	343.0	79.9	422.9

Notes:

a. Zones based on the following post code sectors

1 | PE29 (1, 3, 6 & 7)

2a | PE29 2

2b | PE28 9

3 | PE27 (3, 4, 5 & 6)

4 | PE28 (2 & 3)

5 | PE26 (1 & 2)

6 | PE7 3

7 | PE20 (0 & 5)

8 | PE28 4

9 | PE19 (5 & 6)

10 | PE19 (1, 2, 7 & 8)

11 | MK44 (2 & 3)

12 | CB24 (3, 4 & 5)

b. Per capita expenditure derived from Experian MMG3 data (2016 report)

c. Population derived from Cambridgeshire County Council Population Forecasts (Research Group, February 2015) and Experian MMG3 data (2016 report)

d. No published population growth rates available for Zones 11 & 12 for years post 2034, so growth is assumed to be in line with Experian MMG3 trend levels

e. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13

f. No published expenditure growth rates available for year 2036, so growth assumed to remain constant over this period at 2035 levels

g. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13

h. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

i. Ratio of main food shopping to top-up food shopping per zone derived directly from questions 5 & 15, NEMS Household Survey (June 2016)

2014 Prices

Table 5: Convenience goods performance assessment

Destination	Gross Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (A) (sq m)	Sales Density (B) (£ per sq m)	Benchmark Turnover (AxB) (£m)	Survey Turnover (£m)	Inflow Allowance (%)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)
Study Area									
Zone 1 Huntingdon									
Town Centre									
Iceland, High Street, Huntingdon	-	476	462	7,615	3.5	0.3	0.0	0.3	-3.2
Sainsbury's Superstore, St Germain Walk, Huntingdon	-	2,559	1,848	12,684	23.4	26.3	0.0	26.3	2.9
Waitrose, Prince's Street, Huntingdon	-	1,402	1,152	13,080	15.1	14.9	0.0	14.9	-0.2
Local Stores, Huntingdon Town Centre	-	-	-	-	1.5	1.5	0.0	1.5	0.0
Out-of-Centre									
Lidl, Stukeley Road, Huntingdon	-	1,286	1,029	3,522	3.6	19.6	0.0	19.6	16.0
Tesco Express, Wertheim Way, Stukeley Meadows, Huntingdon	245	148	141	12,099	1.7	20.8	0.0	20.8	19.1
Other - Zone 1	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Sub Total					49.0	83.5		83.5	34.5
Zone 2a Godmanchester									
Co-op, Cambridge Road, Godmanchester	408	230	201	8,146	1.6	2.3	0.0	2.3	0.7
Local Stores, Godmanchester Village Centre	-	-	-	-	0.4	0.4	0.0	0.4	0.0
Sub Total					2.1	2.7		2.7	0.7
Zone 2b St Ives Fringe									
Local Stores, Fenstanton Village Centre	-	-	-	-	0.4	0.4	0.0	0.4	0.0
Other - Zone 2b	-	-	-	-	0.7	0.7	0.0	0.7	0.0
Sub Total					1.2	1.2		1.2	0.0
Zone 3 St Ives									
Town Centre									
Waitrose, Station Road, St Ives	-	1,342	1,103	13,080	14.4	28.0	0.0	28.0	13.6
Local Stores, St Ives Town Centre	-	-	-	-	2.0	2.0	0.0	2.0	0.0
Out-of-Centre									
Co-op, Constable Road, St Ives	2,601	1,356	1,184	8,146	9.6	7.8	0.0	7.8	-1.9
Tesco Express, Needingworth Road, St Ives	340	238	226	12,099	2.7	2.4	0.0	2.4	-0.4
Other - Zone 3	-	-	-	-	0.4	0.4	0.0	0.4	0.0
Sub Total					29.2	40.5		40.5	11.3
Zone 4 North East Huntingdon									
Tesco Express, High Street, Somersham	-	134	127	12,099	1.5	2.3	0.0	2.3	-1.0
Local Stores, Somersham Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Local Stores, Old Hurst Village Centre	-	-	-	-	0.0	0.0	0.0	0.0	1.0
Tesco Extra, Abbots Ripton Road, Sapley	9,407	4,852	3,154	12,099	38.2	43.3	0.0	43.3	5.1
Other - Zone 4	-	-	-	-	1.2	1.2	0.0	1.2	0.0
Sub Total					41.0	47.0		47.0	5.1
Zone 5 Ramsey									
Town Centre									
Local Stores, Ramsey Town Centre	-	-	-	-	0.6	0.6	0.0	0.6	0.0
Edge-of-Centre									
Co-op, Newtown Road, Ramsey	-	1,579	1,379	8,146	11.2	3.4	0.0	3.4	-7.9
Out-of-Centre									
Tesco Superstore, Neil Way, Ramsey	3,610	2,316	1,969	12,099	23.8	11.8	0.0	11.8	-12.1
Local Stores, Bury Village Centre	-	-	-	-	0.7	0.7	0.0	0.7	0.0
Other - Zone 5	-	-	-	-	0.2	0.2	0.0	0.2	0.0
Sub Total					36.5	16.6		16.6	-19.9
Zone 6 South Peterborough									
Broadway Superstore, Broadway, Yaxley	-	-	-	-	0.0	0.0	0.0	0.0	0.0
Co-op, Bentley Avenue, Yaxley	-	1,115	973	8,146	7.9	4.2	0.0	4.2	-3.8
Local Stores, Yaxley Village Centre	-	-	-	-	1.2	1.2	0.0	1.2	0.0
Other - Zone 6	-	-	-	-	0.6	0.6	0.0	0.6	0.0
Sub Total					9.8	6.0		6.0	-3.8
Zone 7 Sawtry									
Co-op, Glatton Road, Sawtry	510	317	277	8,146	2.3	1.4	0.0	1.4	-0.9
Other Stores, Sawtry Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Local Stores, Kimbolton Village Centre	-	-	-	-	1.1	1.1	0.0	1.1	0.0
Other - Zone 7	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Sub Total					3.5	2.6		2.6	-0.9
Zone 8 West Huntingdon									
Co-op, High Street, Brampton	-	145	127	8,146	1.0	2.3	0.0	2.3	1.3
Local Stores, Brampton Village Centre	-	-	-	-	0.0	0.0	0.0	0.0	0.0
Local Stores, Alconbury Village Centre	-	-	-	-	0.7	0.7	0.0	0.7	0.0
Sub Total					1.8	3.1		3.1	1.3
Zone 9 South Huntingdon									
Tesco Express, Loves Farm, St Neots	375	263	249	12,099	3.0	1.3	0.0	1.3	-1.7
Local Stores, Buckden Village Centre	-	-	-	-	1.0	1.0	0.0	1.0	0.0
Local Stores, Great Staughton Village Centre	-	-	-	-	0.0	0.0	0.0	0.0	0.0
Other - Zone 9	-	-	-	-	0.3	0.3	0.0	0.3	0.0
Sub Total					4.3	2.6		2.6	-1.7
Zone 10 St Neots									
Town Centre									
Co-op, Tebbutts Road, St Neots	-	1,152	1,006	8,146	8.2	5.3	0.0	5.3	-2.9
Lidl, Cedar House, Cambridge Street, St Neots	1,415	991	792	3,522	2.8	8.9	0.0	8.9	6.1
Marks & Spencer, High Street, St Neots	-	604	576	11,578	6.7	1.2	0.0	1.2	-5.4
Waitrose, Priory Lane, St Neots	-	1,254	1,031	13,080	13.5	11.9	0.0	11.9	-1.6
Local Stores, St Neots	-	-	-	-	2.5	2.5	0.0	2.5	0.0
Out-of-Centre									
Aldi, Howard Road, Eaton Socon	1,743	1,254	1,003	11,748	11.8	11.0	0.0	11.0	-0.7
Co-op, Old Great North Road, Eaton Socon	1,672	920	127	8,146	1.0	3.5	0.0	3.5	2.4
Tesco Extra, Barford Road, St Neots	8,448	5,154	3,350	12,099	40.5	44.6	0.0	44.6	4.1
Tesco Express, Great North Road, Eaton Socon	358	254	241	12,099	2.9	0.7	0.0	0.7	-2.2
Local Stores, Eaton Socon	-	-	-	-	1.5	1.5	0.0	1.5	0.0
Other - Zone 10	-	-	-	-	0.5	0.5	0.0	0.5	0.0
Sub Total					91.8	91.6		91.6	-0.2
Sub Total within Study Area					270.1	297.3		297.3	26.5

Notes:

- Gross floorspace derived from IGD database, Huntingdonshire District Council records or Nexus Planning Assessment
- Net floorspace derived from IGD database or Huntingdonshire District Council records where available, or based on Nexus Planning professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)
- Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers 2014 with the exception of large food superstores (i.e. over 4,000 sq.m net sales area) which are assumed to have approximately 60:40 split in favour of convenience goods and local foodstore which are assumed to have 95% of net sales dedicated to convenience. Aldi and Lidl are assumed to have 80% of net sales dedicated to convenience goods, which correlates with our experience elsewhere
- Sales densities relate to the monetary turnover of each square metre of net sales area and are derived for all retailers except Lidl and Aldi from Verdict UK Food & Grocery Retailers 2014, and for Lidl and Aldi from Mintel Retail Rankings 2015.
- It has been assumed that all unnamed and local convenience stores within a centre (including B&M, Bargain Booze, Budgens, Costco) are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)
- Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

Huntingdonshire Retail and Commercial Leisure Needs Assessment
Nexus Planning

Table 6a: Estimated 'capacity' for new convenience goods facilities in Huntingdonshire District

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	270.1	297.3	0.0	27.2
2021	268.7	319.7	0.0	50.9
2026	268.5	333.1	0.0	64.6
2031	268.5	342.5	0.0	74.0
2036	268.5	346.0	0.0	77.5
Study Area Market Share (%)		70.3		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)
2. Assumes constant market share claimed by Huntingdonshire District facilities at 70.3% from Study Area (allows for no inflow)
2014 Prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Huntingdonshire District

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2016	27.2	2,100	2,600
2021	50.9	3,900	5,000
2026	64.6	5,000	6,300
2031	74.0	5,700	7,200
2036	77.5	6,000	7,600

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,327/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)
2014 Prices

Table 6c: Extant convenience goods commitments in Huntingdonshire District

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Zone 1 Huntingdon						
Sainsburys foodstore Land Between St Johns Street & George Street, Huntingdon, PE29 3BS	10/01750/FUL	Demolition of existing buildings and the phased development of a New Foodstore (Class A1) and Petrol Filling station (phase 1) and provision of a new street comprising up to nine units (Class A1-A3), 28 residential units and office floorspace (phase 2) together with associated car parking and access	3,587	12,684	45.50	Unlikely to proceed
Chequers Court Site, Huntingdon, PE29 3LG	14/00883/S73	The demolition of 20-24 Chequers Court and 31-54 Chequers Court, comprising 2 retail units with offices above, 5 ground floor and basement retail units, together with 2 floors of vacant offices above. The buildings will be replaced by the construction of a new supermarket, 7 retail units, a restaurant/cafe and 2 kiosks	589	11,578	6.82	Marks & Spencer Simply Food Unit Under construction
		Regeneration of the site through construction of a foodstore with associated landscaping and car parking	1,037	5,000	5.18	Under construction
Aldi foodstore Edison Bell Way, Huntingdon, PE29 3HG	15/02000/FUL	Regeneration of the site through construction of a foodstore with associated landscaping and car parking	1,003	11,748	11.78	Under construction
Zone 2a Godmanchester						
Land North West Of Bearscroft Farm, Bearscroft Lane, Godmanchester, PE29 2LQ	16/00833/REM	Reserved matters submission for the approval of a local centre of an area of 0.3 hectares falling within use classes A1,A2,A3, and A5 and/or D1 in the alternative (with the combined net retail sales area for A1,A2,A3, and A5 uses not to exceed 600M2)	306	5,000	1.53	Granted
Zone 3 St Ives						
Morrisons foodstore Land West of Five Acres Farm Harrison Way, St Ives, PE27 4ND	13/01918/FUL	Erection of a building for use as a supermarket (within Class A1), along with related access, servicing, parking, petrol filling station and landscaping	2,304	13,388	30.85	Unlikely to proceed
Zone 8 West Huntingdon						
Alconbury Airfield, Ermine Street, Little Stukeley, PE28 4WX	12/01158/OUT	Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks.	2,112	5,000	10.56	Granted
Northern Part Of Site, Brampton Park, Buckden Road, Brampton, PE28 4	15/00643/OUT	Phased residential development comprising: (Outline): erection of 63 new dwellings 15 dwellings for over-55s 70-bed care home formal & informal open spaces 566sqm of flexible A1/A2/A3 retail space, and 505sqm of B1 office space (Full); demolition of existing buildings, access roads, associated foul & surface water drainage infrastructure [AMENDED DESCRIPTION]	151	5,000	0.75	Granted
Zone 10 St Neots						
Lidl foodstore Land At And Including 21 To 35 Great North Road, Eaton Socon, PE19 8EN	15/01752/FUL	Erection of an A1 foodstore and associated access, parking and servicing arrangements	992	3,522	3.49	Granted
Aldi foodstore and B&M 1, Howard Road, Eaton Socon, PE19 8ET	14/01811/FUL	Demolition of existing building and erection of retail/commercial development with parking, landscaping and associated works	1,463	11,748	17.19	Granted
Total			12,081		116.47	

1. Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.
2. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.
3. Convenience floorspace in Alconbury Airfield is assumed to be 80% net sales area.
2014 Prices

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Huntingdonshire District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	27.2	116.5	-89.2	-6,900	-8,700
2021	50.9	115.9	-64.9	-5,000	-6,300
2026	64.6	115.8	-51.1	-4,000	-5,000
2031	74.0	115.8	-41.8	-3,200	-4,100
2036	77.5	115.8	-38.3	-3,000	-3,700

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6e: Likely convenience goods commitments in Huntingdonshire District

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Zone 1 Huntingdon						
Chequers Court Site, Huntingdon, PE29 3LG	1400883S73	The demolition of 20-24 Chequers Court and 31-54 Chequers Court, comprising 2 retail units with offices above, 5 ground floor and basement retail units, together with 2 floors of vacant offices above. The buildings will be replaced by the construction of a new supermarket, 7 retail units, a restaurant/cafe and 2 kiosks	589	11,578	6.82	Marks & Spencer Simply Food Unit Under construction
		Regeneration of the site through construction of a foodstore with associated landscaping and car parking	1,037	5,000	5.18	Under construction
Aldi foodstore Edison Bell Way, Huntingdon, PE29 3HG	15/02000/FUL	Regeneration of the site through construction of a foodstore with associated landscaping and car parking	1,003	11,748	11.78	Under construction
Zone 2a Godmanchester						
Land North West Of Bearscroft Farm, Bearscroft Lane, Godmanchester, PE29 2LQ	16/00833/REM	Reserved matters submission for the approval of a local centre of an area of 0.3 hectares falling within use classes A1,A2,A3, and A5 and/or D1 in the alternative (with the combined net retail sales area for A1,A2,A3, and A5	306	5,000	1.53	Granted
Zone 8 West Huntingdon						
Alconbury Airfield, Ermine Street, Little Stukeley, PE28 4WX	12/01158/OUT	Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks.	2,112	5,000	10.56	Granted
Northern Part Of Site, Brampton Park, Buckden Road, Brampton, PE28 4	15/00643/OUT	Phased residential development comprising: (Outline): erection of 63 new dwellings 15 dwellings for over-55s 70-bed care home formal & informal open spaces 566sqm of flexible A1/A2/A3 retail space, and 505sqm of B1 office space (Full): demolition of existing buildings, access roads, associated foul & surface water drainage infrastructure [AMENDED DESCRIPTION]	151	5,000	0.75	Granted
Zone 10 St Neots						
Lidl foodstore Land At And Including 21 To 35 Great North Road, Eaton Socon, PE19 8EN	15/01752/FUL	Erection of an A1 foodstore and associated access, parking and servicing arrangements	992	3,522	3.49	Granted
Aldi foodstore 1, Howard Road, Eaton Socon, PE19 8ET	14/01811/FUL	Demolition of existing building and erection of retail/commercial development with parking, landscaping and associated works	1,003	11,748	11.79	Granted
Total			7,193		51.92	

1. Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.
2. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.
3. Convenience floorspace in Alconbury Airfield is assumed to be 80% net sales area.

2014 Prices

Table 6f: Likely net quantitative capacity for additional convenience goods floorspace in Huntingdonshire District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	27.2	51.9	-24.7	-1,900	-2,400
2021	50.9	51.7	-0.7	-100	-100
2026	64.6	51.6	13.0	1,000	1,300
2031	74.0	51.6	22.4	1,700	2,200
2036	77.5	51.6	25.9	2,000	2,500

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6g: Estimated 'capacity' for new convenience goods facilities in Huntingdon

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	79.8	86.1	0.0	6.2
2021	79.4	125.2	0.0	45.8
2026	79.4	130.5	0.0	51.1
2031	79.4	134.2	0.0	54.8
2036	79.4	135.5	0.0	56.2
Study Area Market Share (%)		27.5		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2. Assumes constant market share claimed by Huntingdon facilities at 27.5% from Study Area (allows for no inflow)

3. Huntingdon's available expenditure incorporates Zone 1 (Huntingdon) and Zone 8 (West Huntingdon), so as to account for the Strategic Expansion Location at Alconbury Weald which will look to Huntingdon Town Centre to meet its main retail needs. In addition, 65% of the available expenditure from Zone 4 (North East Huntingdonshire) has been incorporated to account for the increase in population of the Strategic Expansion Location at Wyton-on-the-Hill, which will be partly served by Huntingdon Town Centre in line with current market shares from Zone 4.

2014 Prices

Table 6h: Gross quantitative capacity for additional convenience goods floorspace in Huntingdon

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2016	6.2	500	600
2021	45.8	3,500	4,500
2026	51.1	4,000	5,000
2031	54.8	4,200	5,300
2036	56.2	4,300	5,500

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,327/sq m.

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6i: Extant convenience goods commitments in Huntingdon

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Zone 1 Huntingdon						
Sainsburys foodstore Land Between St Johns Street & George Street, Huntingdon, PE29 3BS	1001750/FUL	Demolition of existing buildings and the phased development of a New Foodstore (Class A1) and Petrol Filling station (phase 1) and provision of a new street comprising up to nine units (Class A1-A3), 28 residential units and office floorspace (phase 2) together with associated car parking and access	3,587	12,684	45.50	Unlikely to proceed
Chequers Court Site, Huntingdon, PE29 3LG	1400883S73	The demolition of 20-24 Chequers Court and 31-54 Chequers Court, comprising 2 retail units with offices above, 5 ground floor and basement retail units, together with 2 floors of vacant offices above. The buildings will be replaced by the construction of a new supermarket, 7 retail units, a restaurant/cafe and 2 kiosks	589	11,578	6.82	Marks & Spencer Simply Food Unit Under construction
			1,037	5,000	5.18	Under construction
Aldi foodstore Edison Bell Way, Huntingdon, PE29 3HG	15/02000/FUL	Regeneration of the site through construction of a foodstore with associated landscaping and car parking	1,003	11,748	11.78	Granted
Zone 8 West Huntingdon						
Alconbury Airfield, Ermine Street, Little Stukeley, PE28 4WX	12/01158/OUT	Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks.	2,112	5,000	10.56	Granted
Northern Part Of Site, Brampton Park, Buckden Road, Brampton, PE28 4	15/00643/OUT	Phased residential development comprising: (Outline): erection of 63 new dwellings 15 dwellings for over-55s 70-bed care home formal & informal open spaces 566sqm of flexible A1/A2/A3 retail space, and 505sqm of B1 office space (Full): demolition of existing buildings, access roads, associated foul & surface water drainage infrastructure [AMENDED DESCRIPTION]	151	5,000	0.75	Granted
Total			8,479		80.60	

1. Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 6j: Net quantitative capacity for additional convenience goods floorspace in Huntingdon

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	6.2	80.6	-74.4	-5,700	-7,200
2021	45.8	80.2	-34.4	-2,700	-3,400
2026	51.1	80.1	-29.0	-2,200	-2,800
2031	54.8	80.1	-25.3	-2,000	-2,500
2036	56.2	80.1	-24.0	-1,900	-2,300

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6k: Likely convenience goods commitments in Huntingdonshire District

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Zone 1 Huntingdon						
Chequers Court Site, Huntingdon, PE29 3LG	1400883S73	The demolition of 20-24 Chequers Court and 31-54 Chequers Court, comprising 2 retail units with offices above, 5 ground floor and basement retail units, together with 2 floors of vacant offices above. The buildings will be replaced by the construction of a new supermarket, 7 retail units, a restaurant/cafe and 2 kiosks	589	11,578	6.82	Marks & Spencer Simply Food Unit Under construction
		Regeneration of the site through construction of a foodstore with associated landscaping and car parking	1,037	5,000	5.18	Under construction
Aldi foodstore Edison Bell Way, Huntingdon, PE29 3HG	15/02000/FUL	Regeneration of the site through construction of a foodstore with associated landscaping and car parking	1,003	11,748	11.78	Granted
Zone 8 West Huntingdon						
Alconbury Airfield, Ermine Street, Little Stukeley, PE28 4WX	12/01158/OUT	Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks.	2,112	5,000	10.56	Granted
Northern Part Of Site, Brampton Park, Buckden Road, Brampton, PE28 4	15/00643/OUT	Phased residential development comprising: (Outline): erection of 63 new dwellings 15 dwellings for over-55s 70-bed care home formal & informal open spaces 566sqm of flexible A1/A2/A3 retail space, and 505sqm of B1 office space (Full): demolition of existing buildings, access roads, associated foul & surface water drainage infrastructure [AMENDED DESCRIPTION]	151	5,000	0.75	Granted
Total			4,892		35.11	

- Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.
- Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.
- Convenience floorspace in Alconbury Airfield is assumed to be 80% net sales area.

2014 Prices

Table 6l: Likely net quantitative capacity for additional convenience goods floorspace in Huntingdon

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	6.2	35.1	-28.9	-2,200	-2,800
2021	45.8	34.9	10.9	800	1,100
2026	51.1	34.9	16.2	1,300	1,600
2031	54.8	34.9	19.9	1,500	1,900
2036	56.2	34.9	21.3	1,600	2,100

- Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014
- 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.
- Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6w: Estimated 'capacity' for new convenience goods facilities in St Neots

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	91.8	91.6	0.0	-0.2
2021	91.3	98.5	0.0	7.2
2026	91.2	102.6	0.0	11.4
2031	91.2	105.5	0.0	14.3
2036	91.2	106.6	0.0	15.4
Study Area Market Share (%)		21.7		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2. Assumes constant market share claimed by St Neots at 21.7% from Study Area (allows for no inflow)

3. St Neots' available expenditure incorporates Zone 10 (St Neots) which includes the increase in population of the Strategic Expansion Location at St Neots East which will be primarily served by St Neots Town Centre.

2014 Prices

Table 6x: Gross quantitative capacity for additional convenience goods floorspace in St Neots

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2016	-0.2	0	0
2021	7.2	600	700
2026	11.4	900	1,100
2031	14.3	1,100	1,400
2036	15.4	1,200	1,500

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,327/sq m.

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6y: Extant convenience goods commitments in St Neots

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Zone 10 St Neots						
Lidl foodstore Land At And Including 21 To 35 Great North Road, Eaton Socon, PE19 8EN	15/01752/FUL	Erection of an A1 foodstore and associated access, parking and servicing arrangements	992	3,522	3.49	Granted
Aldi foodstore 1, Howard Road, Eaton Socon, PE19 8ET	14/01811/FUL	Demolition of existing building and erection of retail/commercial development with parking, landscaping and associated works	1,003	11,748	11.79	Granted
Total			1,995		15.28	

1. Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 6z: Net quantitative capacity for additional convenience goods floorspace in St Neots

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	-0.2	15.3	-15.5	-1,200	-1,500
2021	7.2	15.2	-8.0	-600	-800
2026	11.4	15.2	-3.8	-300	-400
2031	14.3	15.2	-0.9	-100	-100
2036	15.4	15.2	0.2	0	0

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6m: Estimated 'capacity' for new convenience goods facilities in St Ives

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	43.7	57.0	0.0	13.4
2021	43.4	61.3	0.0	17.9
2026	43.4	63.9	0.0	20.5
2031	43.4	65.7	0.0	22.3
2036	43.4	66.4	0.0	23.0
Study Area Market Share (%)		13.5		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2. Assumes constant market share claimed by St Ives facilities at 13.5% from Study Area (allows for no inflow)

3. St Ives' available expenditure incorporates Zone 3 (St Ives) and 35% of the available expenditure from Zone 4 (North East Huntingdonshire), so as to account for the increase in population of the Strategic Expansion Location at Wyton-on-the-Hill which will be partly served by St Ives Town Centre in line with current market shares from Zone 4.

2014 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in St Ives

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2016	13.4	1,000	1,300
2021	17.9	1,400	1,700
2026	20.5	1,600	2,000
2031	22.3	1,700	2,200
2036	23.0	1,800	2,200

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,327/sq m.

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6o: Extant convenience goods commitments in St Ives

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Zone 3 St Ives						
Morrisons foodstore Land West of Five Acres Farm Harrison Way, St Ives, PE27 4ND	1301918FUL	Erection of a building for use as a supermarket (within Class A1), along with related access, servicing, parking, petrol filling station and landscaping	2,304	13,388	30.85	Unlikely to proceed
Total			2,304		30.85	

1. Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in St Ives

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	13.4	30.8	-17.5	-1,300	-1,700
2021	17.9	30.7	-12.8	-1,000	-1,200
2026	20.5	30.7	-10.1	-800	-1,000
2031	22.3	30.7	-8.3	-600	-800
2036	23.0	30.7	-7.7	-600	-700

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6q: Likely convenience goods commitments in St Ives

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
-	-	-	-	-	-	-
Total						

1. Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.
2. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 6r: Likely net quantitative capacity for additional convenience goods floorspace in St Ives

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	13.4	0.0	13.4	1,000	1,300
2021	17.9	0.0	17.9	1,400	1,700
2026	20.5	0.0	20.5	1,600	2,000
2031	22.3	0.0	22.3	1,700	2,200
2036	23.0	0.0	23.0	1,800	2,200

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6s: Estimated 'capacity' for new convenience goods facilities in Ramsey

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	36.5	16.6	0.0	-19.9
2021	36.4	17.9	0.0	-18.5
2026	36.3	18.6	0.0	-17.7
2031	36.3	19.2	0.0	-17.2
2036	36.3	19.4	0.0	-17.0
Study Area Market Share (%)		3.9		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2. Assumes constant market share claimed by Ramsey facilities at 3.9% from Study Area (allows for no inflow)

2014 Prices

Table 6t: Gross quantitative capacity for additional convenience goods floorspace in Ramsey

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2016	-19.9	-1,500	-1,900
2021	-18.5	-1,400	-1,800
2026	-17.7	-1,400	-1,700
2031	-17.2	-1,300	-1,700
2036	-17.0	-1,300	-1,700

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,327/sq m.

3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6u: Extant convenience goods commitments in Ramsey

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
-	-	-	-	-	-	-
Total						

1. Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 6v: Net quantitative capacity for additional convenience goods floorspace in Ramsey

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	-19.9	0.0	-19.9	-1,500	-1,900
2021	-18.5	0.0	-18.5	-1,400	-1,800
2026	-17.7	0.0	-17.7	-1,400	-1,700
2031	-17.2	0.0	-17.2	-1,300	-1,700
2036	-17.0	0.0	-17.0	-1,300	-1,700

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014

2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.

3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6aa: Estimated 'capacity' for new convenience goods facilities in other rural and local shopping centres

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	18.3	15.6	0.0	-2.7
2021	18.2	16.7	0.0	-1.4
2026	18.2	17.4	0.0	-0.7
2031	18.2	17.9	0.0	-0.2
2036	18.2	18.1	0.0	0.0
Study Area Market Share (%)		3.7		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)
2. Assumes constant market share claimed by other rural and local shopping centre facilities at 3.7% from Study Area (allows for no inflow)

2014 Prices

Table 6ab: Gross quantitative capacity for additional convenience goods floorspace in other rural and local shopping centres

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2016	-2.7	-200	-300
2021	-1.4	-100	-100
2026	-0.7	-100	-100
2031	-0.2	0	0
2036	0.0	0	0

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £10,327/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Table 6ac: Extant convenience goods commitments in other rural and local shopping centres

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Zone 2a Godmanchester						
Land North West Of Bearscroft Farm, Bearscroft Lane, Godmanchester, PE29 2LQ	16/00833/REM	Reserved matters submission for the approval of a local centre of an area of 0.3 hectares falling within use classes A1,A2,A3, and A5 and/or D1 in the alternative (with the combined net retail sales area for A1,A2,A3, and A5 uses not to exceed 600M2)	306	5,000	1.53	Granted
Total			306		1.53	

1. Sales density assumed to be £5,000 based on Nexus Planning judgement where the occupier has not been referenced within the application.
2. Convenience floorspace is assumed to be 1/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 6ad: Net quantitative capacity for additional convenience goods floorspace in other rural and local shopping centres

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	-2.7	1.5	-4.2	-300	-400
2021	-1.4	1.5	-3.0	-200	-300
2026	-0.7	1.5	-2.2	-200	-200
2031	-0.2	1.5	-1.7	-100	-200
2036	0.0	1.5	-1.6	-100	-200

1. Average sales density assumed to be £13,018 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907/sq m.
3. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)
4. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 13 (October 2015)

2014 Prices

Huntingdonshire Retail and Commercial Leisure Needs Assessment
Neura Planning

Table 7a: Population and comparison goods expenditure per capita

Zone	Population				
	2016	2021	2026	2031	2036
1	24,200	27,280	27,510	27,140	28,450
2a	8,810	8,470	8,500	8,430	8,800
2b	10,020	10,520	10,460	10,550	10,330
3	23,360	24,050	23,630	23,600	24,140
4	15,930	17,360	20,150	22,920	24,450
5	8,720	9,120	9,000	9,040	9,070
6	16,380	16,370	16,540	16,440	15,880
7	10,300	10,540	10,430	10,470	10,190
8	11,960	16,160	20,530	23,040	23,080
9	15,320	15,340	15,240	15,360	14,940
10	34,100	37,990	40,340	41,270	40,990
Total HDC	177,700	193,700	202,330	208,260	210,120
11	10,517	10,963	11,438	11,840	12,169
12	15,863	16,863	17,738	18,406	19,043
Total Study Area	204,100	221,546	231,506	238,506	241,332

Table 7b: Population and comparison goods expenditure

Zone	Comparison goods expenditure per capita (£) 2016 with SIT											Comparison goods expenditure per capita (£) 2016											Comparison goods expenditure per capita (£) 2021											Comparison goods expenditure per capita (£) 2026											Comparison goods expenditure per capita (£) 2031											Comparison goods expenditure per capita (£) 2036										
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total												
1	725	177	562	414	93	455	150	271	2,847	635	155	493	363	82	399	131	237	2,494	714	174	554	407	92	448	148	266	2,803	834	203	647	476	107	524	172	311	3,274	987	241	766	564	127	620	204	369	3,878	1,152	281	893	658	148	723	238	430	4,524												
2a	825	204	671	451	125	569	180	319	3,344	723	178	588	395	109	499	158	280	2,929	812	201	660	444	123	561	177	314	3,292	949	234	771	519	143	655	207	367	3,846	1,124	277	914	614	170	776	245	435	4,555	1,311	324	1,066	717	198	905	286	507	5,313												
2b	989	242	792	495	153	616	253	408	3,947	866	212	693	434	134	539	222	357	3,458	973	238	779	487	151	606	249	402	3,886	1,137	278	910	569	176	708	291	469	4,540	1,347	330	1,078	674	208	839	345	596	5,377	1,671	385	1,258	787	243	978	403	648	6,272												
3	843	207	683	454	127	556	195	347	3,413	738	181	599	398	111	487	171	304	2,889	830	204	673	447	125	548	192	341	3,359	969	238	786	522	146	640	225	399	3,925	1,148	282	931	618	173	768	296	472	4,648	1,339	329	1,086	721	202	884	310	551	5,422												
4	876	212	705	459	136	537	220	360	3,505	767	185	618	402	120	471	192	316	3,071	862	208	694	451	134	529	216	355	3,451	1,008	243	811	527	157	618	253	414	4,031	1,193	288	961	625	186	732	299	491	4,774	1,392	336	1,121	729	217	854	349	573	5,569												
5	779	199	626	427	110	460	193	319	3,114	682	174	549	374	96	403	169	279	2,728	767	196	617	420	108	453	190	314	3,065	896	229	720	491	126	529	222	367	3,581	1,061	271	853	582	150	627	263	434	4,241	1,238	316	995	679	175	731	307	507	4,947												
6	802	195	648	439	133	503	187	316	3,223	703	171	568	385	116	441	164	276	2,823	790	192	638	432	131	495	184	311	3,173	923	224	746	505	153	579	215	363	3,707	1,093	266	863	598	181	665	254	430	4,390	1,275	310	1,030	697	211	800	297	501	5,121												
7	891	233	746	476	155	524	246	394	3,665	780	204	654	417	136	459	215	345	3,210	877	230	735	468	153	515	242	388	3,607	1,025	268	858	547	176	602	282	454	4,215	1,213	318	1,016	648	211	713	334	537	4,992	1,415	371	1,186	756	247	832	390	627	5,823												
8	879	203	698	444	138	547	206	341	3,456	770	178	612	389	121	479	180	299	3,027	868	200	687	437	136	538	203	335	3,402	1,011	234	803	511	158	629	237	392	3,975	1,198	277	951	605	188	745	281	464	4,707	1,397	323	1,109	705	219	869	327	541	5,491												
9	936	217	743	483	150	600	222	382	3,732	820	180	651	423	131	526	194	335	3,269	921	214	731	476	147	591	219	376	3,674	1,076	259	854	555	172	690	295	439	4,292	1,274	296	1,012	658	204	817	302	520	5,083	1,487	345	1,180	767	238	953	353	607	5,930												
10	736	191	591	430	115	498	173	306	3,040	644	168	518	377	101	436	152	268	2,663	724	188	582	423	114	490	170	301	2,893	846	220	680	466	133	572	199	352	3,497	1,002	281	805	586	157	678	236	417	4,141	1,169	304	940	683	183	791	275	466	4,831												
11	969	257	819	515	177	585	271	436	4,030	849	225	717	451	155	512	237	382	3,530	954	253	806	507	174	576	267	429	3,967	1,115	296	942	592	204	673	311	502	4,635	1,320	350	1,116	701	241	797	369	594	5,489	1,540	409	1,301	818	281	929	430	693	6,403												
12	961	222	760	487	151	598	222	359	3,760	842	194	686	427	132	524	195	314	3,294	946	218	748	480	149	589	219	353	3,701	1,105	255	874	560	174	688	256	413	4,324	1,309	302	1,035	664	206	814	303	489	5,122	1,527	353	1,207	774	240	950	353	570	5,974												

Notes:

a. Zones based on the following post code sectors

1 | PE29 (1, 3, 6 & 7)

2a | PE29 2

2b | PE29 9

3 | PE27 (3, 4, 5 & 6)

4 | PE28 (2 & 3)

5 | PE28 (1 & 2)

6 | PE7 3

7 | PE20 (0 & 5)

8 | PE28 4

9 | PE19 (5 & 8)

10 | PE18 (1, 2, 7 & 8)

11 | MK44 (2 & 3)

12 | CB24 (3, 4 & 5)

b. Per capita expenditure derived from Experian MMG3 data (2016 report)

c. Population derived from Cambridgeshire County Council Population Forecasts (Research Group, February 2015) and Experian MMG3 data (2016 report)

d. No published population growth rates available for Zones 11 & 12 for years post 2034, so growth is assumed to be in line with Experian MMG3 trend levels

e. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13

f. No published expenditure growth rates available for year 2036, so growth assumed to remain constant over this period at 2035 levels

g. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13

2014 Prices

Huntingdonshire Retail and Commercial Leisure Needs Assessment
Nexus Planning

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)										Comparison goods expenditure (£m)										Comparison goods expenditure (£m)										Comparison goods expenditure (£m)										Comparison goods growth (£m)													
	2016										2021										2026										2031										2036													
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		2016-2021	2016-2026	2016-2031	2016-2036
1	15.4	3.7	11.9	8.8	2.0	9.7	3.2	5.7	60.4	19.5	4.7	15.1	11.1	2.5	12.2	4.0	7.3	76.5	22.9	5.6	17.8	13.1	2.9	14.4	4.7	8.6	90.1	26.8	6.5	20.8	15.3	3.4	16.8	5.5	10.0	105.2	32.8	8.0	25.4	18.7	4.2	20.6	6.8	12.2	128.7	16.1	29.7	44.9	68.3					
2a	4.9	1.2	4.0	2.7	0.7	3.4	1.1	1.9	19.9	6.9	1.7	5.6	3.8	1.0	4.7	1.5	2.7	27.9	8.1	2.0	6.6	4.4	1.2	5.6	1.8	3.1	32.7	9.5	2.3	7.7	5.2	1.4	6.5	2.1	3.7	38.4	11.3	2.8	9.2	6.2	1.7	7.8	2.5	4.4	45.7	7.9	12.7	18.4	25.7					
2b	8.7	2.1	6.9	4.3	1.3	5.4	2.2	3.6	34.6	10.2	2.5	8.2	5.1	1.6	6.4	2.6	4.2	40.9	11.9	2.9	9.5	6.0	1.8	7.4	3.0	4.9	47.5	14.2	3.5	11.4	7.1	2.2	8.8	3.6	5.9	56.7	16.2	4.0	13.0	8.1	2.5	10.1	4.2	6.7	64.8	6.2	12.8	22.1	30.1					
3	17.2	4.2	14.0	9.3	2.6	11.4	4.0	7.1	69.8	20.0	4.9	16.2	10.7	3.0	13.2	4.6	8.2	80.8	22.9	5.6	18.6	12.3	3.5	15.1	5.3	9.4	92.7	27.1	6.6	22.0	14.6	4.1	17.9	6.3	11.1	109.7	32.3	7.9	26.2	17.4	4.9	21.3	7.5	13.3	130.9	11.0	22.9	39.9	61.1					
4	12.2	3.0	9.8	6.4	1.9	7.5	3.1	5.0	48.9	15.0	3.6	12.1	7.8	2.3	9.2	3.8	6.2	59.9	20.3	4.9	16.3	10.6	3.2	12.4	5.1	8.4	81.2	27.4	6.6	22.0	14.3	4.3	16.8	6.9	11.3	109.4	34.0	8.2	27.4	17.8	5.3	20.9	8.5	14.0	136.2	11.0	32.3	60.5	87.3					
5	6.0	1.5	4.8	3.3	0.8	3.5	1.5	2.4	23.8	7.0	1.8	5.6	3.8	1.0	4.1	1.7	2.9	28.0	8.1	2.1	6.5	4.4	1.1	4.8	2.0	3.3	32.2	9.6	2.4	7.7	5.3	1.4	5.7	2.4	3.9	38.3	11.2	2.9	9.0	6.2	1.6	6.6	2.8	4.6	44.9	4.2	8.4	14.6	21.1					
6	11.9	2.9	9.6	6.5	2.0	7.5	2.8	4.7	47.9	13.3	3.2	10.8	7.3	2.2	8.4	3.1	5.2	53.5	15.3	3.7	12.3	8.4	2.5	9.6	3.6	6.0	61.3	18.0	4.4	14.5	9.8	3.0	11.3	4.2	7.1	72.2	20.2	4.9	16.4	11.1	3.3	12.7	4.7	8.0	81.3	5.6	13.4	24.2	33.4					
7	8.0	2.1	6.7	4.3	1.4	4.7	2.2	3.6	33.1	9.2	2.4	7.7	4.9	1.6	5.4	2.5	4.1	38.0	10.7	2.8	9.0	5.7	1.9	6.3	2.9	4.7	44.0	12.7	3.3	10.6	6.8	2.2	7.5	3.5	5.6	52.3	14.4	3.8	12.1	7.7	2.5	8.5	4.0	6.4	59.3	5.0	10.9	19.2	26.3					
8	9.2	2.1	7.3	4.7	1.4	5.7	2.2	3.6	36.2	14.0	3.2	11.1	7.1	2.2	8.7	3.3	5.4	55.0	20.8	4.8	16.5	10.5	3.3	12.9	4.9	8.0	81.6	27.6	6.4	21.9	13.9	4.3	17.2	6.5	10.7	108.5	32.3	7.4	25.6	16.3	5.0	20.1	7.6	12.5	126.7	18.8	45.4	72.3	90.5					
9	12.6	2.9	10.0	6.5	2.0	8.1	3.0	5.1	50.1	14.1	3.3	11.2	7.3	2.3	9.1	3.4	5.8	56.4	16.4	3.8	13.0	8.5	2.6	10.5	3.9	6.7	65.4	19.6	4.5	15.5	10.1	3.1	12.6	4.6	8.0	78.1	22.2	5.2	17.6	11.5	3.5	14.2	5.3	9.1	88.6	6.3	15.3	28.0	38.5					
10	22.0	5.7	17.7	12.8	3.4	14.9	5.2	9.1	90.8	27.5	7.2	22.1	16.1	4.3	18.6	6.5	11.4	113.7	34.1	8.9	27.4	19.9	5.3	23.1	8.0	14.2	141.1	41.4	10.8	33.2	24.2	6.5	28.0	9.7	17.2	170.9	47.9	12.5	38.5	28.0	7.5	32.4	11.3	19.9	198.0	22.9	50.2	80.1	107.2					
Total HDC	128.1	31.0	102.8	69.6	19.7	81.7	30.3	51.9	515.6	155.7	38.6	125.7	85.1	24.0	100.0	37.0	63.4	630.5	191.4	47.1	153.5	103.8	29.4	122.1	45.2	77.3	769.8	233.7	57.4	187.4	126.6	35.9	149.0	55.3	94.4	939.7	274.9	67.5	220.4	148.6	42.2	175.2	65.0	111.0	1,105.1	114.9	254.2	424.1	589.5					
11	8.9	2.4	7.5	4.7	1.6	5.4	2.5	4.0	37.1	10.5	2.8	8.9	5.6	1.9	6.3	2.9	4.7	43.6	12.8	3.4	10.8	6.8	2.3	7.7	3.6	5.7	53.0	15.6	4.1	13.2	8.3	2.9	9.4	4.4	7.0	65.0	18.7	5.0	15.8	10.0	3.4	11.3	5.2	8.4	77.9	6.4	15.9	27.9	40.8					
12	13.4	3.1	10.6	6.8	2.1	8.3	3.1	5.0	52.3	15.9	3.7	12.6	8.1	2.5	9.9	3.7	6.0	62.4	19.6	4.5	15.5	9.9	3.1	12.2	4.5	7.3	76.7	24.1	5.6	19.1	12.2	3.8	15.0	5.6	9.0	94.3	29.1	6.7	23.0	14.7	4.6	18.1	6.7	10.9	113.8	10.1	24.4	42.0	61.5					
Total Study Area	150.4	37.0	120.9	81.1	23.4	95.4	35.9	60.9	605.0	183.1	45.0	147.2	98.7	28.5	116.2	43.6	74.0	736.4	223.8	55.0	179.8	120.5	34.8	142.0	53.3	90.4	899.5	273.4	67.1	219.7	147.1	42.5	173.4	65.2	110.5	1,099.0	322.7	79.2	259.2	173.6	50.2	204.6	77.0	130.3	1,296.8	131.4	294.5	493.9	691.8					

Notes:
a. Zones based on the following post code sectors
1 | PE29 (1, 3, 6 & 7)
2a | PE29 2
2b | PE28 9
3 | PE27 (3, 4, 5 & 6)
4 | PE26 (2 & 3)
5 | PE26 (1 & 2)
6 | PE7 3
7 | PE20 (0 & 5)
8 | PE24
9 | PE19 (5 & 6)
10 | PE19 (1, 2, 7 & 8)
11 | MK44 (2 & 3)
12 | CB24 (3, 4 & 5)
b. Per capita expenditure derived from Experian MMG3 data (2016 report)
c. Population derived from Cambridgeshire County Council Population Forecasts (Research Group, February 2015) and Experian MMG3 data (2016 report)
d. No published population growth rates available for Zones 11 & 12 for years post 2034, so growth is assumed to be in line with Experian MMG3 trend levels
e. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 13
f. No published expenditure growth rates available for year 2036, so growth assumed to remain constant over this period at 2035 levels
g. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 13

2014 Prices

Table 9: Clothing & footwear shopping patterns

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)	Clothing (%)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	12.1	29.8	39.7	10.3	8.9	19.3	10.4	0.0	13.2	19.0	10.7	2.9	0.0	2.9
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stukeley Road Retail Park, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.1	29.8	39.7	11.4	8.9	19.3	10.4	0.0	13.2	19.0	10.7	2.9	0.0	2.9
Zone 2a Godmanchester														
Godmanchester Village Centre	0.1	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village 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
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	3.7	0.0	3.8	21.0	18.6	8.9	1.7	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Sub Total	3.7	0.0	3.8	21.0	18.6	8.9	1.7	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	0.3	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.3	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village 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
Other - Zone 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village 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
Kimbolton Village 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
Other - Zone 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village 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
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village Centre	0.1	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	5.3	1.3	0.0	0.0	0.0	1.0	0.0	0.9	0.0	0.0	17.3	20.2	11.5	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.3	1.3	0.0	0.0	0.0	1.0	0.0	0.9	0.0	0.0	17.3	20.2	11.5	0.0
Sub Total Huntingdonshire District	22.1	33.3	48.4	32.4	27.5	29.2	19.3	0.9	13.2	20.2	27.9	23.1	11.5	6.1
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Study Area	22.1	33.3	48.4	32.4	27.5	29.2	19.3	0.9	13.2	20.2	27.9	23.1	11.5	6.1

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2a Clothing (%)	Zone 2b Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	20.1	16.0	22.1	7.2	12.3	14.8	54.7	53.3	39.9	35.5	14.3	2.3	3.5	0.0
Bourges Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	1.5	0.0	0.0	0.0	0.0	1.2	0.0	13.1	1.8	2.7	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	2.6	0.0	0.0	0.0	3.4	0.0	0.0	18.2	3.0	9.9	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.2	0.7	0.0	0.0	0.0	0.0	1.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Sub Total	24.4	16.8	22.1	7.2	15.7	16.0	55.7	84.7	45.8	48.1	14.3	2.3	3.5	0.0
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	29.6	43.0	18.8	47.7	51.5	42.1	18.4	0.9	24.7	16.3	18.6	16.5	7.1	74.8
Cambridge Retail Park, Cambridge	0.4	0.0	0.0	1.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Sub Total	30.0	43.0	18.8	48.8	51.5	43.4	18.4	0.9	24.7	16.3	18.6	16.5	7.1	78.5
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	4.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	7.3	12.8	25.4	0.0
Interchange Retail Park, Kempston, Bedford	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.9	24.3	25.3	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sub Total	10.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	23.2	38.1	50.8	0.0
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes Town Centre	2.3	0.9	0.0	0.0	0.0	0.0	1.7	0.0	0.0	5.4	1.6	7.8	10.0	0.0
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.3	0.9	0.0	0.0	0.0	0.0	1.7	0.0	0.0	5.4	1.6	7.8	10.0	0.0
<i>Outside Study Area, Other</i>														
Biggleswade Town Centre	1.3	0.0	1.8	0.0	0.0	1.2	0.0	0.0	0.0	0.0	1.1	3.9	9.8	0.0
Ely City Centre	0.7	0.0	1.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8
London City Centre	1.5	0.0	0.0	3.0	0.0	1.0	0.0	0.0	0.0	5.8	5.9	4.3	0.0	0.0
Bar Hill Village Centre	0.2	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Birmingham City Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	2.1	0.0
Cambourne Local 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
Hampton Town Centre	0.6	1.5	0.0	0.0	0.0	0.0	1.2	0.0	4.6	0.0	0.0	0.0	0.0	0.0
Oundle 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
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	1.0	0.0	0.0	1.9	1.7	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Abroad	1.4	2.5	3.1	3.3	0.0	0.0	1.7	4.5	1.5	0.0	1.6	0.0	2.0	0.0
Other	3.3	1.3	4.9	3.3	3.7	0.0	2.0	4.5	5.2	4.2	5.8	3.9	3.2	3.2
Sub Total	10.7	5.3	10.8	11.6	5.4	11.4	4.9	13.4	12.4	10.0	14.4	12.1	17.2	15.4
Sub Total outside Study Area	77.9	66.7	51.6	67.6	72.5	70.8	80.7	99.1	86.8	79.8	72.1	76.9	88.5	93.9
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 10: Clothing & footwear expenditure

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)	Clothing (£m)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	17.1	4.6	2.0	0.9	1.5	2.4	0.6	0.0	1.1	1.7	1.3	0.6	0.0	0.4
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stukeley Road Retail Park, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	17.2	4.6	2.0	1.0	1.5	2.4	0.6	0.0	1.1	1.7	1.3	0.6	0.0	0.4
Zone 2a Godmanchester														
Godmanchester Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village 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
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	6.8	0.0	0.2	1.8	3.2	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Sub Total	6.8	0.0	0.2	1.8	3.2	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village 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
Other - Zone 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village 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
Kimbolton Village 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
Other - Zone 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village 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
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	8.1	0.2	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	2.2	4.4	1.0	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.1	0.2	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	2.2	4.4	1.0	0.0
Sub Total Huntingdonshire District	33.3	5.1	2.4	2.8	4.7	3.6	1.1	0.1	1.1	1.9	3.5	5.1	1.0	0.8
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Study Area	33.3	5.1	2.4	2.8	4.7	3.6	1.1	0.1	1.1	1.9	3.5	5.1	1.0	0.8

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2a Clothing (£m)	Zone 2b Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	26.8	2.5	1.1	0.6	2.1	1.8	3.3	6.4	3.2	3.3	1.8	0.5	0.3	0.0
Bourges Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	2.1	0.0	0.0	0.0	0.0	0.1	0.0	1.6	0.1	0.2	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	3.9	0.0	0.0	0.0	0.6	0.0	0.0	2.2	0.2	0.9	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	33.1	2.6	1.1	0.6	2.7	2.0	3.3	10.1	3.7	4.4	1.8	0.5	0.3	0.0
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	47.0	6.6	0.9	4.1	8.9	5.2	1.1	0.1	2.0	1.5	2.3	3.6	0.6	10.0
Cambridge Retail Park, Cambridge	0.7	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Sub Total	47.7	6.6	0.9	4.2	8.9	5.3	1.1	0.1	2.0	1.5	2.3	3.6	0.6	10.5
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	6.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.9	2.8	2.3	0.0
Interchange Retail Park, Kempston, Bedford	9.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	5.3	2.3	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Sub Total	16.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	2.9	8.4	4.5	0.0
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes Town Centre	3.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.5	0.2	1.7	0.9	0.0
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.5	0.2	1.7	0.9	0.0
<i>Outside Study Area, Other</i>														
Biggleswade Town Centre	2.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.9	0.9	0.0
Ely City Centre	1.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
London City Centre	2.6	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.5	0.7	0.9	0.0	0.0
Bar Hill Village Centre	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Birmingham City Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.2	0.0
Cambourne Local 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
Hampton Town Centre	0.7	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Oundle 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
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	1.7	0.0	0.0	0.2	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Abroad	2.0	0.4	0.2	0.3	0.0	0.0	0.1	0.5	0.1	0.0	0.2	0.0	0.2	0.0
Other	5.1	0.2	0.2	0.3	0.6	0.0	0.1	0.5	0.4	0.4	0.7	0.9	0.3	0.4
Sub Total	16.5	0.8	0.5	1.0	0.9	1.4	0.3	1.6	1.0	0.9	1.8	2.7	1.5	2.1
Sub Total outside Study Area	117.2	10.2	2.5	5.9	12.5	8.7	4.8	11.8	7.0	7.4	9.0	16.9	7.9	12.6
Total (rounded)	150.4	15.4	4.9	8.7	17.2	12.2	6.0	11.9	8.0	9.2	12.6	22.0	8.9	13.4

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

2014 Prices

Table 11: Books, CDs, DVDs shopping patterns

Destination	Total Books/ CDs/ DVDs (%)	Zone 1 Books/ CDs/ DVDs (%)	Zone 2a Books/ CDs/ DVDs (%)	Zone 2b Books/ CDs/ DVDs (%)	Zone 3 Books/ CDs/ DVDs (%)	Zone 4 Books/ CDs/ DVDs (%)	Zone 5 Books/ CDs/ DVDs (%)	Zone 6 Books/ CDs/ DVDs (%)	Zone 7 Books/ CDs/ DVDs (%)	Zone 8 Books/ CDs/ DVDs (%)	Zone 9 Books/ CDs/ DVDs (%)	Zone 10 Books/ CDs/ DVDs (%)	Zone 11 Books/ CDs/ DVDs (%)	Zone 12 Books/ CDs/ DVDs (%)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	18.8	48.2	86.6	28.0	7.3	37.7	16.1	0.0	17.3	29.7	9.3	0.0	0.0	6.7
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	0.6	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stukeley Road Retail Park, Huntingdon	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	19.6	54.0	86.6	28.0	7.3	37.7	16.1	0.0	17.3	33.2	9.3	0.0	0.0	6.7
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village 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
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	6.5	0.0	0.0	27.7	61.7	7.7	0.0	0.0	3.6	2.9	0.0	0.0	0.0	10.7
Sub Total	6.5	0.0	0.0	27.7	61.7	7.7	0.0	0.0	3.6	2.9	0.0	0.0	0.0	10.7
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	4.4	30.3	0.0	0.0	0.0	0.0	0.0	0.0	12.6	2.9	4.7	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 4	0.2	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.6	30.3	0.0	5.9	0.0	0.0	0.0	0.0	12.6	2.9	4.7	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	1.0	0.0	0.0	0.0	0.0	3.1	10.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	0.0	0.0	0.0	0.0	3.1	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0
Kimbolton Village 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
Other - Zone 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
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village 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
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	11.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.6	62.1	26.0	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	3.9	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.3	66.0	26.0	0.0
Sub Total Huntingdonshire District	45.1	84.4	86.6	61.5	69.0	48.5	36.1	3.0	37.2	39.0	46.3	66.0	26.0	17.4
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Study Area	45.1	84.4	86.6	61.5	69.0	48.5	36.1	3.0	37.2	39.0	46.3	66.0	26.0	17.4

Destination	Total Books/ CDs/ DVDs (%)	Zone 1 Books/ CDs/ DVDs (%)	Zone 2a Books/ CDs/ DVDs (%)	Zone 2b Books/ CDs/ DVDs (%)	Zone 3 Books/ CDs/ DVDs (%)	Zone 4 Books/ CDs/ DVDs (%)	Zone 5 Books/ CDs/ DVDs (%)	Zone 6 Books/ CDs/ DVDs (%)	Zone 7 Books/ CDs/ DVDs (%)	Zone 8 Books/ CDs/ DVDs (%)	Zone 9 Books/ CDs/ DVDs (%)	Zone 10 Books/ CDs/ DVDs (%)	Zone 11 Books/ CDs/ DVDs (%)	Zone 12 Books/ CDs/ DVDs (%)
Outside Study Area														
Outside Study Area, Peterborough														
Peterborough City Centre	16.9	3.4	0.0	0.0	7.3	7.7	49.8	66.6	26.2	31.5	4.7	11.1	0.0	0.0
Bourges Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	1.8	0.0	0.0	0.0	0.0	0.0	4.7	8.2	0.0	9.8	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.7	3.4	0.0	0.0	7.3	7.7	54.5	74.8	26.2	41.3	4.7	11.1	0.0	0.0
Outside Study Area, Cambridge														
Cambridge City Centre	21.0	4.1	13.4	32.6	23.6	36.9	4.7	0.0	26.6	8.5	38.7	3.9	10.0	60.2
Cambridge Retail Park, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.0	4.1	13.4	32.6	23.6	36.9	4.7	0.0	26.6	8.5	38.7	3.9	10.0	60.2
Outside Study Area, Bedford														
Bedford Town Centre	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.4	3.2	50.4	0.0
Interchange Retail Park, Kempston, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.4	3.2	50.4	0.0
Outside Study Area, Milton Keynes														
Milton Keynes Town Centre	1.9	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	9.0	0.0
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.9	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	9.0	0.0
Outside Study Area, Other														
Biggleswade 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
Ely City Centre	0.3	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London City Centre	0.4	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Bar Hill Village 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
Birmingham City 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
Cambourne Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0
Hampton Town Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	10.4	0.0	0.0	0.0	0.0	0.0	0.0
Oundle Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	3.0	6.4	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.8	0.0	0.0	0.0	0.0	0.0	4.7	5.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	3.2	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.4
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.6	4.1	0.0	0.0	0.0	0.0	0.0	3.6	3.6	8.4	0.0	3.9	4.5	2.0
Sub Total	9.7	4.1	0.0	5.9	0.0	7.0	4.7	22.3	10.0	11.3	0.0	7.9	4.5	22.4
Sub Total outside Study Area	54.9	15.6	13.4	38.5	31.0	51.5	63.9	97.0	62.9	61.1	53.7	34.0	74.0	82.6
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 12: Books, CDs, DVDs expenditure

Destination	Total Books/ CDs/ DVDs (£m)	Zone 1 Books/ CDs/ DVDs (£m)	Zone 2a Books/ CDs/ DVDs (£m)	Zone 2b Books/ CDs/ DVDs (£m)	Zone 3 Books/ CDs/ DVDs (£m)	Zone 4 Books/ CDs/ DVDs (£m)	Zone 5 Books/ CDs/ DVDs (£m)	Zone 6 Books/ CDs/ DVDs (£m)	Zone 7 Books/ CDs/ DVDs (£m)	Zone 8 Books/ CDs/ DVDs (£m)	Zone 9 Books/ CDs/ DVDs (£m)	Zone 10 Books/ CDs/ DVDs (£m)	Zone 11 Books/ CDs/ DVDs (£m)	Zone 12 Books/ CDs/ DVDs (£m)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	6.6	1.8	1.1	0.6	0.3	1.1	0.2	0.0	0.4	0.6	0.3	0.0	0.0	0.2
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	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
Stukeley Road Retail Park, Huntingdon	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.9	2.0	1.1	0.6	0.3	1.1	0.2	0.0	0.4	0.7	0.3	0.0	0.0	0.2
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village 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
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	3.9	0.0	0.0	0.6	2.6	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3
Sub Total	3.9	0.0	0.0	0.6	2.6	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	1.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.1	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 4	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.7	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	0.1	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.3	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village 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	0.0
Other - Zone 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
Sub Total	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	0.0
Zone 7 Sawtry														
Sawtry Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Kimbolton Village 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
Other - Zone 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
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village 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
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	3.6	0.6	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	3.8	0.6	0.0
Sub Total Huntingdonshire District	18.4	3.2	1.1	1.3	2.9	1.4	0.5	0.1	0.8	0.8	1.3	3.8	0.6	0.5
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Study Area	18.4	3.2	1.1	1.3	2.9	1.4	0.5	0.1	0.8	0.8	1.3	3.8	0.6	0.5

Destination	Total Books/ CDs/ DVDs (£m)	Zone 1 Books/ CDs/ DVDs (£m)	Zone 2a Books/ CDs/ DVDs (£m)	Zone 2b Books/ CDs/ DVDs (£m)	Zone 3 Books/ CDs/ DVDs (£m)	Zone 4 Books/ CDs/ DVDs (£m)	Zone 5 Books/ CDs/ DVDs (£m)	Zone 6 Books/ CDs/ DVDs (£m)	Zone 7 Books/ CDs/ DVDs (£m)	Zone 8 Books/ CDs/ DVDs (£m)	Zone 9 Books/ CDs/ DVDs (£m)	Zone 10 Books/ CDs/ DVDs (£m)	Zone 11 Books/ CDs/ DVDs (£m)	Zone 12 Books/ CDs/ DVDs (£m)
Outside Study Area														
Outside Study Area, Peterborough														
Peterborough City Centre	5.3	0.1	0.0	0.0	0.3	0.2	0.8	1.9	0.6	0.7	0.1	0.6	0.0	0.0
Bourges Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.2	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.9	0.1	0.0	0.0	0.3	0.2	0.8	2.2	0.6	0.9	0.1	0.6	0.0	0.0
Outside Study Area, Cambridge														
Cambridge City Centre	7.4	0.2	0.2	0.7	1.0	1.1	0.1	0.0	0.6	0.2	1.1	0.2	0.2	1.9
Cambridge Retail Park, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.4	0.2	0.2	0.7	1.0	1.1	0.1	0.0	0.6	0.2	1.1	0.2	0.2	1.9
Outside Study Area, Bedford														
Bedford Town Centre	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	1.2	0.0
Interchange Retail Park, Kempston, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	1.2	0.0
Outside Study Area, Milton Keynes														
Milton Keynes Town Centre	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0
Outside Study Area, Other														
Biggleswade 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
Ely City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London City Centre	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Bar Hill Village 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
Birmingham City 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
Cambourne Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Hampton Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Oundle Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	0.7	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0	0.2	0.1	0.1
Sub Total	2.9	0.2	0.0	0.1	0.0	0.2	0.1	0.6	0.2	0.2	0.0	0.4	0.1	0.7
Sub Total outside Study Area	18.6	0.6	0.2	0.8	1.3	1.5	1.0	2.8	1.3	1.3	1.6	1.9	1.8	2.6
Total (rounded)	37.0	3.8	1.2	2.1	4.2	3.0	1.5	2.9	2.1	2.1	2.9	5.7	2.4	3.1

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

2014 Prices

Table 13: Small household shopping patterns

Destination	Total Small Household (%)	Zone 1 Small Household (%)	Zone 2a Small Household (%)	Zone 2b Small Household (%)	Zone 3 Small Household (%)	Zone 4 Small Household (%)	Zone 5 Small Household (%)	Zone 6 Small Household (%)	Zone 7 Small Household (%)	Zone 8 Small Household (%)	Zone 9 Small Household (%)	Zone 10 Small Household (%)	Zone 11 Small Household (%)	Zone 12 Small Household (%)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	12.3	32.6	20.5	22.0	12.4	12.1	2.6	0.0	28.4	26.0	5.2	2.3	0.0	0.0
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	3.9	8.0	7.5	0.0	7.4	8.4	0.0	0.0	0.0	13.1	2.9	0.0	0.0	6.2
Stukeley Road Retail Park, Huntingdon	13.0	23.6	18.6	1.6	12.2	11.1	4.8	5.6	19.4	22.3	26.0	8.1	0.0	13.4
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	29.2	64.3	46.6	23.5	31.9	31.5	7.4	5.6	47.8	61.5	34.0	10.4	0.0	19.6
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village Centre	0.1	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 2B	0.2	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	1.9	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	3.7	0.0	0.0	15.6	26.8	5.0	3.7	0.0	0.0	0.0	2.3	0.0	0.0	0.0
Sub Total	3.7	0.0	0.0	15.6	26.8	5.0	3.7	0.0	0.0	0.0	2.3	0.0	0.0	0.0
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	2.1	7.7	0.0	0.0	5.7	0.0	0.0	0.0	7.6	0.0	0.0	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Other - Zone 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
Sub Total	2.4	7.7	0.0	0.0	5.7	0.0	0.0	0.0	7.6	0.0	0.0	1.8	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	1.1	0.0	0.0	0.0	0.0	1.5	19.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.2	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	0.0	0.0	0.0	0.0	1.5	23.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village 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
Other - Zone 6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village 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
Kimbolton Village 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
Other - Zone 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village Centre	0.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	1.6	32.0	44.8	16.4	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.2	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0
Tesco Extra, Barford Road, St Neots	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.2	0.0	2.6	0.0	0.0	0.0	0.0	0.0	2.7	1.6	32.0	48.3	19.6	0.0
Sub Total Huntingdonshire District	49.7	74.2	49.2	41.1	64.5	37.9	37.9	7.2	58.0	63.1	70.7	60.4	19.6	19.6
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Study Area	49.7	74.2	49.2	41.1	64.5	37.9	37.9	7.2	58.0	63.1	70.7	60.4	19.6	19.6

Destination	Total Small Household (%)	Zone 1 Small Household (%)	Zone 2a Small Household (%)	Zone 2b Small Household (%)	Zone 3 Small Household (%)	Zone 4 Small Household (%)	Zone 5 Small Household (%)	Zone 6 Small Household (%)	Zone 7 Small Household (%)	Zone 8 Small Household (%)	Zone 9 Small Household (%)	Zone 10 Small Household (%)	Zone 11 Small Household (%)	Zone 12 Small Household (%)
Outside Study Area														
Outside Study Area, Peterborough														
Peterborough City Centre	15.8	18.1	28.6	2.8	2.0	10.4	41.4	61.5	23.0	26.4	4.7	1.8	5.3	0.0
Bourges Retail Park, Peterborough	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	1.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	1.2	2.0	2.3	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	1.1	0.0	0.0	0.0	0.0	0.0	3.7	2.0	8.3	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	1.6	0.0	0.0	0.0	0.0	0.0	2.6	16.6	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.2	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	19.7	18.1	28.6	2.8	2.0	10.4	51.5	88.0	32.5	30.4	7.0	1.8	5.3	0.0
Outside Study Area, Cambridge														
Cambridge City Centre	16.7	6.2	18.5	51.4	30.6	34.8	5.9	0.0	6.2	1.6	10.9	11.9	9.2	47.7
Cambridge Retail Park, Cambridge	0.4	0.0	0.0	0.0	0.0	1.8	2.6	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Sub Total	17.1	6.2	18.5	51.4	30.6	36.6	8.5	0.0	6.2	1.6	10.9	11.9	9.2	49.6
Outside Study Area, Bedford														
Bedford Town Centre	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	45.7	0.0
Interchange Retail Park, Kempston, Bedford	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	13.7	4.6	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0
Sub Total	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	13.7	50.3	0.0
Outside Study Area, Milton Keynes														
Milton Keynes Town Centre	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	7.3	10.4	0.0
Ikea, Bletcham Way, Milton Keynes	2.5	0.0	0.0	0.0	2.9	11.8	0.0	0.0	0.0	0.0	0.0	3.7	0.0	6.2
Sub Total	4.5	0.0	0.0	0.0	2.9	11.8	0.0	0.0	1.2	0.0	0.0	11.0	10.4	6.2
Outside Study Area, Other														
Biggleswade 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
Ely City 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	2.2
London City Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	2.2
Bar Hill Village Centre	0.1	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.3	0.0	0.0	1.6	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Cambourne Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0
Hampton 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
Oundle Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	0.9	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.2
Abroad	0.5	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	2.6	4.0
Other	1.5	1.5	3.7	1.6	0.0	1.5	0.0	2.0	0.0	0.0	2.9	1.2	2.6	5.0
Sub Total	4.1	1.5	3.7	4.7	0.0	3.2	2.1	4.8	2.1	4.9	5.7	1.2	5.3	24.6
Sub Total outside Study Area	50.3	25.8	50.8	58.9	35.5	62.1	62.1	92.8	42.0	36.9	29.3	39.6	80.4	80.4
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 14: Small household goods expenditure

Destination	Total Small Household (£m)	Zone 1 Small Household (£m)	Zone 2a Small Household (£m)	Zone 2b Small Household (£m)	Zone 3 Small Household (£m)	Zone 4 Small Household (£m)	Zone 5 Small Household (£m)	Zone 6 Small Household (£m)	Zone 7 Small Household (£m)	Zone 8 Small Household (£m)	Zone 9 Small Household (£m)	Zone 10 Small Household (£m)	Zone 11 Small Household (£m)	Zone 12 Small Household (£m)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	14.0	3.9	0.8	1.5	1.7	1.2	0.1	0.0	1.9	1.9	0.5	0.4	0.0	0.0
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	5.0	1.0	0.3	0.0	1.0	0.8	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.7
Stukeley Road Retail Park, Huntingdon	15.6	2.8	0.7	0.1	1.7	1.1	0.2	0.5	1.3	1.6	2.6	1.4	0.0	1.4
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	34.6	7.7	1.9	1.6	4.5	3.1	0.4	0.5	3.2	4.5	3.4	1.8	0.0	2.1
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 2B	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	5.7	0.0	0.0	1.1	3.7	0.5	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sub Total	5.7	0.0	0.0	1.1	3.7	0.5	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	2.2	0.9	0.0	0.0	0.8	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Other - Zone 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
Sub Total	2.5	0.9	0.0	0.0	0.8	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	1.1	0.0	0.0	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	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
Zone 6 South Peterborough														
Yaxley Village 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
Other - Zone 6	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	0.0
Sub Total	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	0.0
Zone 7 Sawtry														
Sawtry Village 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
Kimbolton Village 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
Other - Zone 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village Centre	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	12.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	3.2	7.9	1.2	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Tesco Extra, Barford Road, St Neots	0.6	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
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	13.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	3.2	8.5	1.5	0.0
Sub Total Huntingdonshire District	58.7	8.8	2.0	2.9	9.0	3.7	1.8	0.7	3.9	4.6	7.0	10.7	1.5	2.1
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Study Area	58.7	8.8	2.0	2.9	9.0	3.7	1.8	0.7	3.9	4.6	7.0	10.7	1.5	2.1

Destination	Total Small Household (£m)	Zone 1 Small Household (£m)	Zone 2a Small Household (£m)	Zone 2b Small Household (£m)	Zone 3 Small Household (£m)	Zone 4 Small Household (£m)	Zone 5 Small Household (£m)	Zone 6 Small Household (£m)	Zone 7 Small Household (£m)	Zone 8 Small Household (£m)	Zone 9 Small Household (£m)	Zone 10 Small Household (£m)	Zone 11 Small Household (£m)	Zone 12 Small Household (£m)
Outside Study Area														
Outside Study Area, Peterborough														
Peterborough City Centre	17.4	2.2	1.1	0.2	0.3	1.0	2.0	5.9	1.6	1.9	0.5	0.3	0.4	0.0
Bourges Retail Park, Peterborough	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.1	0.2	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	0.9	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.6	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	1.7	0.0	0.0	0.0	0.0	0.0	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.6	2.2	1.1	0.2	0.3	1.0	2.5	8.5	2.2	2.2	0.7	0.3	0.4	0.0
Outside Study Area, Cambridge														
Cambridge City Centre	22.5	0.7	0.7	3.6	4.3	3.4	0.3	0.0	0.4	0.1	1.1	2.1	0.7	5.0
Cambridge Retail Park, Cambridge	0.5	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub Total	23.0	0.7	0.7	3.6	4.3	3.6	0.4	0.0	0.4	0.1	1.1	2.1	0.7	5.2
Outside Study Area, Bedford														
Bedford Town Centre	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0
Interchange Retail Park, Kempston, Bedford	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.4	0.3	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Sub Total	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.4	3.8	0.0
Outside Study Area, Milton Keynes														
Milton Keynes Town Centre	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.3	0.8	0.0
Ikea, Bletcham Way, Milton Keynes	2.9	0.0	0.0	0.0	0.4	1.2	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7
Sub Total	5.0	0.0	0.0	0.0	0.4	1.2	0.0	0.0	0.1	0.0	0.0	1.9	0.8	0.7
Outside Study Area, Other														
Biggleswade 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
Ely City Centre	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	0.2
London City Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2
Bar Hill Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.4	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Cambourne Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Hampton 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
Oundle Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	1.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Abroad	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.4
Other	2.0	0.2	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.3	0.2	0.2	0.5
Sub Total	5.8	0.2	0.1	0.3	0.0	0.3	0.1	0.5	0.1	0.4	0.6	0.2	0.4	2.6
Sub Total outside Study Area	62.2	3.1	2.0	4.1	5.0	6.1	3.0	9.0	2.8	2.7	2.9	7.0	6.1	8.5
Total (rounded)	120.9	11.9	4.0	6.9	14.0	9.8	4.8	9.6	6.7	7.3	10.0	17.7	7.5	10.6

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

2014 Prices

Table 15: Toys and recreational goods shopping patterns

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	
Study Area															
Zone 1 Huntingdon															
Town Centre															
Huntingdon Town Centre	22.1	37.7	82.2	36.4	10.5	52.3	4.3	0.0	36.5	27.0	25.3	0.0	0.0	0.0	
Out-of-Centre															
Huntingdon Retail Park, Huntingdon	3.3	9.1	0.0	5.6	5.2	0.0	14.7	0.0	2.9	5.7	0.0	0.0	0.0	0.0	
Stukeley Road Retail Park, Huntingdon	5.0	17.7	2.7	4.9	4.1	0.0	0.0	0.0	2.9	26.5	0.0	0.0	0.0	0.0	
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	30.4	64.4	85.0	46.8	19.8	52.3	19.0	0.0	42.4	59.1	25.3	0.0	0.0	0.0	
Zone 2a Godmanchester															
Godmanchester Village 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	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 2b St Ives Fringe															
Fenstanton Village 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	
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 3 St Ives															
Town Centre															
St Ives Town Centre	2.7	0.0	0.0	5.6	19.9	2.5	0.0	0.0	0.0	4.0	0.0	0.0	0.0	2.2	
Sub Total	2.7	0.0	0.0	5.6	19.9	2.5	0.0	0.0	0.0	4.0	0.0	0.0	0.0	2.2	
Zone 4 North East Huntingdon															
Somersham Village 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	
Tesco Extra, Abbots Ripton Road, Sapley	2.0	0.0	0.0	0.0	8.1	0.0	0.0	0.0	15.1	0.0	3.1	0.0	0.0	0.0	
Warboys Village 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	
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.3	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 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	
Sub Total	2.2	0.0	0.0	0.0	8.1	3.0	0.0	0.0	15.1	0.0	3.1	0.0	0.0	0.0	
Zone 5 Ramsey															
Town Centre															
Ramsey Town Centre	1.3	0.0	0.0	0.0	0.0	0.0	32.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Out-of-Centre															
Tesco Superstore, Neil Way, Ramsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	1.3	0.0	0.0	0.0	0.0	0.0	32.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 6 South Peterborough															
Yaxley Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 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	
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 7 Sawtry															
Sawtry Village Centre	0.1	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Kimbolton Village 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	
Other - Zone 7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	
Sub Total	0.3	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	
Zone 8 West Huntingdon															
Brampton Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	
Frosts Garden Centre, Buckden Road, Brampton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	3.1	0.0	0.0	0.0	
Zone 9 South Huntingdon															
Buckden Village Centre	0.2	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.2	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 10 St Neots															
Town Centre															
St Neots Town Centre	11.1	0.0	3.9	0.0	2.3	0.0	0.0	0.0	0.0	0.0	30.9	54.1	15.3	0.0	
Out-of-Centre															
B&Q, Eaton Socon, St Neots	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7	0.0	0.0	0.0	
Tesco Extra, Barford Road, St Neots	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	3.7	0.0	0.0	
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	12.6	0.0	3.9	0.0	2.3	0.0	0.0	0.0	0.0	0.0	45.5	57.8	15.3	0.0	
Sub Total Huntingdonshire District	50.2	64.4	92.8	55.2	50.2	57.8	51.2	3.9	57.5	70.3	77.0	57.8	15.3	2.2	
Zone 11 North Bedford															
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 12 North West Cambridge															
Over Village 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	
Willingham Village 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	
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total Study Area	50.2	64.4	92.8	55.2	50.2	57.8	51.2	3.9	57.5	70.3	77.0	57.8	15.3	2.2	

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)	Recreation (%)
Outside Study Area														
Outside Study Area, Peterborough														
Peterborough City Centre	8.2	3.1	0.0	7.7	0.0	2.5	40.3	52.3	13.1	8.9	3.1	3.7	0.0	0.0
Bourges Retail Park, Peterborough	2.4	11.4	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	0.7	0.0	0.0	0.0	0.0	0.0	0.0	10.3	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	2.1	0.0	0.0	0.0	0.0	0.0	0.0	27.9	2.9	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	1.7	8.9	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	15.1	23.4	0.0	7.7	0.0	2.5	44.5	96.1	16.0	8.9	3.1	3.7	0.0	0.0
Outside Study Area, Cambridge														
Cambridge City Centre	15.8	4.9	5.0	24.8	34.2	25.8	4.3	0.0	22.3	0.0	5.4	7.3	0.0	61.6
Cambridge Retail Park, Cambridge	2.8	0.0	0.0	0.0	0.0	11.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.5
Sub Total	18.6	4.9	5.0	24.8	34.2	37.3	4.3	0.0	22.3	0.0	5.4	7.3	0.0	82.1
Outside Study Area, Bedford														
Bedford Town Centre	3.2	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	43.2	0.0
Interchange Retail Park, Kempston, Bedford	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.2	3.8	20.8	23.3	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.3	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.5	2.5	0.0	0.0	2.9	0.0	0.0	0.0	0.0	11.2	3.8	23.4	66.5	0.0
Outside Study Area, Milton Keynes														
Milton Keynes Town Centre	1.3	1.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	2.8	0.0
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	1.7	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	2.8	0.0
Outside Study Area, Other														
Biggleswade Town Centre	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	10.7	2.6	4.8	0.0
Ely City Centre	0.7	0.0	0.0	2.8	2.3	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
London City Centre	1.3	1.7	0.0	0.0	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bar Hill Village 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
Birmingham City 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
Cambourne Local 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
Hampton 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
Oundle Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	0.7	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7
Abroad	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	2.7
Other	1.5	1.4	0.0	6.2	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	10.5	3.9
Sub Total	6.3	3.1	0.0	12.4	12.7	2.5	0.0	0.0	4.2	9.6	10.7	2.6	15.3	15.7
Sub Total outside Study Area	49.8	35.6	7.2	44.8	49.8	42.2	48.8	96.1	42.5	29.7	23.0	42.2	84.7	97.7
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 16: Toys and recreational goods expenditure

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	
Study Area															
Zone 1 Huntingdon															
Town Centre															
Huntingdon Town Centre	16.0	3.3	2.2	1.6	1.0	3.3	0.1	0.0	1.6	1.3	1.6	0.0	0.0	0.0	
Out-of-Centre															
Huntingdon Retail Park, Huntingdon	2.4	0.8	0.0	0.2	0.5	0.0	0.5	0.0	0.1	0.3	0.0	0.0	0.0	0.0	
Stukeley Road Retail Park, Huntingdon	3.6	1.5	0.1	0.2	0.4	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	0.0	
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	22.0	5.7	2.3	2.0	1.8	3.3	0.6	0.0	1.8	2.8	1.6	0.0	0.0	0.0	
Zone 2a Godmanchester															
Godmanchester Village 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	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 2b St Ives Fringe															
Fenstanton Village 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	
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 3 St Ives															
Town Centre															
St Ives Town Centre	2.6	0.0	0.0	0.2	1.9	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	
Sub Total	2.6	0.0	0.0	0.2	1.9	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	
Zone 4 North East Huntingdon															
Somersham Village 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	
Tesco Extra, Abbots Ripton Road, Sapley	1.6	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.0	
Warboys Village 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	
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 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	
Sub Total	1.8	0.0	0.0	0.0	0.7	0.2	0.0	0.0	0.7	0.0	0.2	0.0	0.0	0.0	
Zone 5 Ramsey															
Town Centre															
Ramsey Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Out-of-Centre															
Tesco Superstore, Neil Way, Ramsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	1.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 6 South Peterborough															
Yaxley Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 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	
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 7 Sawtry															
Sawtry Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Kimbolton Village 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	
Other - Zone 7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	
Sub Total	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	
Zone 8 West Huntingdon															
Brampton Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	
Frosts Garden Centre, Buckden Road, Brampton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	
Zone 9 South Huntingdon															
Buckden Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 10 St Neots															
Town Centre															
St Neots Town Centre	10.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	2.0	6.9	0.7	0.0	
Out-of-Centre															
B&Q, Eaton Socon, St Neots	0.7	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	
Tesco Extra, Barford Road, St Neots	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	11.4	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	2.9	7.4	0.7	0.0	
Sub Total Huntingdonshire District	39.9	5.7	2.5	2.4	4.7	3.7	1.7	0.3	2.5	3.3	5.0	7.4	0.7	0.2	
Zone 11 North Bedford															
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 12 North West Cambridge															
Over Village 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	
Willingham Village 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	
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total Study Area	39.9	5.7	2.5	2.4	4.7	3.7	1.7	0.3	2.5	3.3	5.0	7.4	0.7	0.2	

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)
Outside Study Area															
Outside Study Area, Peterborough															
Peterborough City Centre	7.1	0.3	0.0	0.3	0.0	0.2	1.3	3.4	0.6	0.4	0.2	0.5	0.0	0.0	
Bourges Retail Park, Peterborough	1.4	1.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
Brotherhood Retail Park, Peterborough	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
Serpentine Green Shopping Centre, Peterborough	2.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0	0.0	0.0	0.0	0.0	
The Boulevard Retail Park, Peterborough	0.9	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	12.1	2.1	0.0	0.3	0.0	0.2	1.5	6.3	0.7	0.4	0.2	0.5	0.0	0.0	
Outside Study Area, Cambridge															
Cambridge City Centre	13.0	0.4	0.1	1.1	3.2	1.7	0.1	0.0	1.0	0.0	0.3	0.9	0.0	4.2	
Cambridge Retail Park, Cambridge	2.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	
Sub Total	15.2	0.4	0.1	1.1	3.2	2.4	0.1	0.0	1.0	0.0	0.3	0.9	0.0	5.6	
Outside Study Area, Bedford															
Bedford Town Centre	2.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.1	0.0	
Interchange Retail Park, Kempston, Bedford	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	2.7	1.1	0.0	
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	7.4	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.2	3.0	3.2	0.0	
Outside Study Area, Milton Keynes															
Milton Keynes Town Centre	1.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	1.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	
Outside Study Area, Other															
Biggleswade Town Centre	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.7	0.3	0.2	0.0	
Ely City Centre	0.6	0.0	0.0	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
London City Centre	1.1	0.2	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Bar Hill Village 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	
Birmingham City 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	
Cambourne Local 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	
Hampton 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	
Oundle Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Extra, Viking Way, Bar Hill	0.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
Abroad	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	0.2	
Other	1.3	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.5	0.3	
Sub Total	5.6	0.3	0.0	0.5	1.2	0.2	0.0	0.0	0.2	0.4	0.7	0.3	0.7	1.1	
Sub Total outside Study Area	41.2	3.1	0.2	1.9	4.6	2.7	1.6	6.3	1.8	1.4	1.5	5.4	4.0	6.6	
Total (rounded)	81.1	8.8	2.7	4.3	9.3	6.4	3.3	6.5	4.3	4.7	6.5	12.8	4.7	6.8	

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

2014 Prices

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2a Chemist (%)	Zone 2b Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	20.1	71.0	47.2	6.9	3.0	30.6	10.9	0.0	50.9	34.0	16.0	0.0	0.0	1.5
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stukeley Road Retail Park, Huntingdon	0.2	0.9	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.4	72.9	47.2	6.9	3.0	31.6	10.9	0.0	50.9	34.0	16.0	0.0	0.0	1.5
Zone 2a Godmanchester														
Godmanchester Village Centre	2.1	0.0	50.4	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.1	0.0	50.4	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village Centre	0.4	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	14.1	0.0	0.0	52.6	87.8	33.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	15.2
Sub Total	14.1	0.0	0.0	52.6	87.8	33.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	15.2
Zone 4 North East Huntingdon														
Somersham Village Centre	0.9	0.0	0.0	0.0	0.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Abbots Ripton Road, Sapley	3.6	19.6	1.0	0.0	6.4	0.0	1.0	0.0	6.3	5.2	0.9	0.0	0.0	0.0
Warboys Village Centre	0.9	0.0	0.0	0.0	0.0	8.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	5.4	19.6	1.0	0.0	6.4	17.9	2.8	0.0	6.3	5.2	0.9	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	3.2	0.0	0.0	0.0	0.0	1.0	51.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.8	0.0	0.0	0.0	0.0	0.0	13.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.0	0.0	0.0	0.0	0.0	1.0	65.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village Centre	3.0	0.0	0.0	0.0	0.0	0.0	0.0	33.1	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.2	0.0	0.0	0.0	0.0	0.0	0.0	35.6	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village Centre	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.8	1.2	0.0	0.0	0.0	0.0
Kimbolton Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.7	0.0	0.0	3.0	0.0
Other - Zone 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
Sub Total	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.8	2.9	0.0	0.0	3.0	0.0
Zone 8 West Huntingdon														
Brampton Village Centre	2.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	42.3	0.9	0.0	0.0	0.0
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0
Sub Total	2.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	48.7	0.9	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	11.0	0.0	0.0	0.0
Other - Zone 9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0
Sub Total	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	14.5	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	20.6	0.0	1.4	0.0	0.9	0.0	0.0	0.0	6.2	1.7	51.2	94.1	9.6	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	5.1	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.5	0.0	1.4	0.0	0.9	0.0	0.0	0.0	6.2	1.7	52.1	99.2	9.6	0.0
Sub Total Huntingdonshire District	76.5	93.4	100.0	75.7	98.1	83.6	80.0	35.6	86.0	92.5	84.4	99.2	12.6	16.8
Zone 11 North Bedford														
Other - Zone 11	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Zone 12 North West Cambridge														
Over Village Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.9
Willingham Village Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.9
Other - Zone 12	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	1.1
Sub Total	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0
Sub Total Study Area	78.1	93.4	100.0	75.7	98.1	83.6	80.0	35.6	86.0	92.5	84.4	99.2	14.8	36.7

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2a Chemist (%)	Zone 2b Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	5.8	0.9	0.0	0.0	0.0	0.8	16.7	43.7	7.0	1.2	2.0	0.0	0.0	0.0
Bourges Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	1.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	2.8	3.4	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.9	0.9	0.0	0.0	0.0	0.8	16.7	52.3	9.7	4.6	2.0	0.0	0.0	0.0
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	3.6	5.6	0.0	8.7	1.9	3.7	0.0	0.0	0.9	1.2	0.0	0.8	0.0	25.3
Cambridge Retail Park, Cambridge	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	1.5
Sub Total	3.7	5.6	0.0	8.7	1.9	3.7	0.0	0.0	0.9	1.2	0.0	0.8	0.0	26.8
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	3.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	4.1	0.0	54.4	0.0
Interchange Retail Park, Kempston, Bedford	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.8	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	4.1	0.0	68.4	0.0
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes 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
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Outside Study Area, Other</i>														
Biggleswade Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0
Ely City Centre	0.2	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
London City Centre	0.1	0.0	0.0	1.8	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bar Hill Village Centre	0.4	0.0	0.0	3.8	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Birmingham City 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
Cambourne Local Centre	0.3	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0
Hampton Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0
Oundle Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.0	1.7	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	2.8	0.0	0.0	6.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.4
Abroad	0.4	0.0	0.0	0.0	0.0	0.0	1.0	1.5	0.0	0.0	0.0	0.0	0.0	3.0
Other	1.8	0.0	0.0	1.8	0.0	1.0	1.0	3.8	0.9	0.0	6.5	0.0	5.8	5.6
Sub Total	7.5	0.0	0.0	15.5	0.0	10.8	3.3	12.0	3.4	1.7	9.5	0.0	16.8	36.4
Sub Total outside Study Area	21.9	6.6	0.0	24.3	1.9	16.4	20.0	64.4	14.0	7.5	15.6	0.8	85.2	63.3
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2a Chemist (£m)	Zone 2b Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	4.2	1.4	0.4	0.1	0.1	0.6	0.1	0.0	0.7	0.5	0.3	0.0	0.0	0.0
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stukeley Road Retail Park, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.2	1.4	0.4	0.1	0.1	0.6	0.1	0.0	0.7	0.5	0.3	0.0	0.0	0.0
Zone 2a Godmanchester														
Godmanchester Village Centre	0.4	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	3.9	0.0	0.0	0.7	2.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Sub Total	3.9	0.0	0.0	0.7	2.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Zone 4 North East Huntingdon														
Somersham Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Abbots Ripton Road, Sapley	0.8	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Warboys Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	1.1	0.4	0.0	0.0	0.2	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 6	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	0.0
Sub Total	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Kimbolton Village 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	0.0
Other - Zone 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
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Other - Zone 9	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	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	3.2	0.2	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	3.4	0.2	0.0
Sub Total Huntingdonshire District	17.3	1.8	0.7	1.0	2.6	1.6	0.7	0.7	1.2	1.3	1.7	3.4	0.2	0.4
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village Centre	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	0.2
Willingham Village Centre	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	0.2
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	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	0.4
Sub Total Study Area	17.8	1.8	0.7	1.0	2.6	1.6	0.7	0.7	1.2	1.3	1.7	3.4	0.2	0.8

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2a Chemist (£m)	Zone 2b Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.1	0.9	0.1	0.0	0.0	0.0	0.0	0.0
Bourges Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.4	0.0	0.0	0.0	0.0	0.0	0.1	1.0	0.1	0.0	0.0	0.0	0.0	0.0
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	0.9	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Cambridge Retail Park, Cambridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.9	0.0
Interchange Retail Park, Kempston, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.0
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes 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
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Outside Study Area, Other</i>														
Biggleswade Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Ely City 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
London City 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
Bar Hill Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City 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
Cambourne Local Centre	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	0.0
Hampton 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	0.0
Oundle 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
Tesco Extra, Serpentine Green Shopping Centre, Hampton	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
Tesco Extra, Viking Way, Bar Hill	0.7	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Abroad	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	0.1
Other	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1
Sub Total	2.0	0.0	0.0	0.2	0.0	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.3	0.8
Sub Total outside Study Area	5.6	0.1	0.0	0.3	0.1	0.3	0.2	1.3	0.2	0.1	0.3	0.0	1.4	1.3
Total (rounded)	23.4	2.0	0.7	1.3	2.6	1.9	0.8	2.0	1.4	1.4	2.0	3.4	1.6	2.1

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

2014 Prices

Table 19: Electrical goods shopping patterns

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	
	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	
Study Area															
Zone 1 Huntingdon															
Town Centre															
Huntingdon Town Centre	13.0	46.6	46.5	9.4	19.6	14.3	1.8	0.0	8.9	35.3	13.0	0.0	0.0	0.0	
Out-of-Centre															
Huntingdon Retail Park, Huntingdon	3.9	13.3	20.7	11.6	0.0	1.1	4.8	0.0	0.0	9.9	8.7	0.0	0.0	2.5	
Stukeley Road Retail Park, Huntingdon	4.8	17.6	6.9	2.1	3.7	12.9	0.0	0.0	5.2	3.7	0.0	0.0	0.0	1.4	
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	21.6	77.5	74.1	23.1	23.3	28.3	6.6	0.0	14.1	48.9	21.6	0.0	0.0	3.9	
Zone 2a Godmanchester															
Godmanchester Village 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	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 2b St Ives Fringe															
Fenstanton Village 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	
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 3 St Ives															
Town Centre															
St Ives Town Centre	4.8	0.0	0.0	5.2	20.9	15.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0	
Sub Total	4.8	0.0	0.0	5.2	20.9	15.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0	
Zone 4 North East Huntingdon															
Somersham Village 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	
Tesco Extra, Abbots Ripton Road, Sapley	2.7	11.7	2.9	0.0	5.8	0.0	0.0	0.0	13.3	4.7	0.0	0.0	0.0	0.0	
Warboys Village 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	
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 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	
Sub Total	2.7	11.7	2.9	0.0	5.8	0.0	0.0	0.0	13.3	4.7	0.0	0.0	0.0	0.0	
Zone 5 Ramsey															
Town Centre															
Ramsey Town Centre	3.8	0.0	0.0	0.0	0.0	1.1	54.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	
Out-of-Centre															
Tesco Superstore, Neil Way, Ramsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	3.8	0.0	0.0	0.0	0.0	1.1	54.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 6 South Peterborough															
Yaxley Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 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	
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 7 Sawtry															
Sawtry Village 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	
Kimbolton Village Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	4.3	0.0	4.8	0.0	
Other - Zone 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	
Sub Total	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	4.3	0.0	4.8	0.0	
Zone 8 West Huntingdon															
Brampton Village 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	
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 9 South Huntingdon															
Buckden Village 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	
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 10 St Neots															
Town Centre															
St Neots Town Centre	11.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.7	55.9	14.0	0.0	
Out-of-Centre															
B&Q, Eaton Socon, St Neots	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	1.4	0.0	0.0	
Tesco Extra, Barford Road, St Neots	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	13.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	48.2	63.6	14.0	0.0	
Sub Total Huntingdonshire District	47.4	89.2	77.0	28.2	49.9	45.1	60.6	3.6	35.8	53.6	74.2	63.6	18.8	13.0	
Zone 11 North Bedford															
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 12 North West Cambridge															
Over Village 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	
Willingham Village 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	
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total Study Area	47.4	89.2	77.0	28.2	49.9	45.1	60.6	3.6	35.8	53.6	74.2	63.6	18.8	13.0	

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2a Electrical (%)	Zone 2b Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	14.6	7.2	16.6	6.5	12.2	23.3	28.0	41.6	22.5	25.5	17.2	0.0	0.0	0.0
Bourges Retail Park, Peterborough	1.5	0.0	0.0	0.0	0.0	0.0	0.0	12.5	3.7	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	2.6	0.0	0.0	0.0	0.0	0.0	0.0	23.5	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	0.8	0.0	0.0	0.0	0.0	0.0	2.2	6.0	0.0	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	1.5	1.8	0.0	0.0	0.0	0.0	3.1	7.7	0.0	6.3	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.0	9.0	16.6	6.5	12.2	23.3	33.3	91.3	26.2	31.8	17.2	0.0	0.0	0.0
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	16.1	1.8	6.5	53.8	25.9	19.5	0.0	0.0	14.6	4.7	4.3	14.6	2.6	60.7
Cambridge Retail Park, Cambridge	3.1	0.0	0.0	0.0	9.9	6.5	6.1	0.0	0.0	2.6	0.0	0.0	0.0	11.0
Sub Total	19.3	1.8	6.5	53.8	35.8	25.9	6.1	0.0	14.6	7.3	4.3	14.6	2.6	71.7
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	8.4	41.5	0.0
Interchange Retail Park, Kempston, Bedford	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	13.4	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.4	0.0
Sub Total	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	13.6	67.2	0.0
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes Town Centre	0.8	0.0	0.0	1.7	0.0	0.0	0.0	0.0	2.1	7.3	0.0	0.0	7.0	0.0
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	0.0	1.7	0.0	0.0	0.0	0.0	2.1	7.3	0.0	0.0	7.0	0.0
<i>Outside Study Area, Other</i>														
Biggleswade Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4.3	0.0
Ely City Centre	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	2.5
London City Centre	0.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bar Hill Village Centre	0.4	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Birmingham City Centre	0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambourne Local 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
Hampton Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	2.6	13.3	0.0	0.0	0.0	0.0	0.0
Oundle 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
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	1.7	0.0	0.0	9.8	2.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.8	0.0	0.0	0.0	0.0	0.0	0.0	1.3	7.9	0.0	0.0	7.1	0.0	0.0
Sub Total	5.9	0.0	0.0	9.8	2.0	5.7	0.0	5.2	21.3	0.0	0.0	8.2	4.3	15.3
Sub Total outside Study Area	52.6	10.8	23.0	71.8	50.1	54.9	39.4	96.5	64.2	46.4	25.8	36.4	81.2	87.0
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 20: Electrical goods expenditure

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)	Electrical (£m)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	13.4	4.5	1.6	0.5	2.2	1.1	0.1	0.0	0.4	2.0	1.0	0.0	0.0	0.0
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	4.3	1.3	0.7	0.6	0.0	0.1	0.2	0.0	0.0	0.6	0.7	0.0	0.0	0.2
Stukeley Road Retail Park, Huntingdon	4.0	1.7	0.2	0.1	0.4	1.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.1
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.8	7.5	2.5	1.2	2.7	2.1	0.2	0.0	0.7	2.8	1.7	0.0	0.0	0.3
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village 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
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	4.6	0.0	0.0	0.3	2.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sub Total	4.6	0.0	0.0	0.3	2.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	2.8	1.1	0.1	0.0	0.7	0.0	0.0	0.0	0.6	0.3	0.0	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	2.8	1.1	0.1	0.0	0.7	0.0	0.0	0.0	0.6	0.3	0.0	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	2.2	0.0	0.0	0.0	0.0	0.1	1.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.2	0.0	0.0	0.0	0.0	0.1	1.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village 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	0.0
Other - Zone 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
Sub Total	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	0.0
Zone 7 Sawtry														
Sawtry Village 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
Kimbolton Village Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.3	0.0
Other - Zone 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
Sub Total	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.3	0.0
Zone 8 West Huntingdon														
Brampton Village 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
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	8.3	0.8	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.2	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	9.5	0.8	0.0
Sub Total Huntingdonshire District	46.5	8.6	2.6	1.5	5.7	3.4	2.1	0.3	1.7	3.1	6.0	9.5	1.0	1.1
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Study Area	46.5	8.6	2.6	1.5	5.7	3.4	2.1	0.3	1.7	3.1	6.0	9.5	1.0	1.1

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2a Electrical (£m)	Zone 2b Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	12.8	0.7	0.6	0.3	1.4	1.7	1.0	3.1	1.1	1.5	1.4	0.0	0.0	0.0
Bourges Retail Park, Peterborough	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.2	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	1.8	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	1.2	0.2	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.4	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	17.4	0.9	0.6	0.3	1.4	1.7	1.2	6.8	1.2	1.8	1.4	0.0	0.0	0.0
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	16.4	0.2	0.2	2.9	3.0	1.5	0.0	0.0	0.7	0.3	0.3	2.2	0.1	5.0
Cambridge Retail Park, Cambridge	2.9	0.0	0.0	0.0	1.1	0.5	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.9
Sub Total	19.3	0.2	0.2	2.9	4.1	1.9	0.2	0.0	0.7	0.4	0.3	2.2	0.1	6.0
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.3	2.2	0.0
Interchange Retail Park, Kempston, Bedford	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Sub Total	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.0	3.6	0.0
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes Town Centre	1.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.4	0.0
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.4	0.0
<i>Outside Study Area, Other</i>														
Biggleswade Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0
Ely City Centre	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	0.2
London City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bar Hill Village Centre	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Birmingham City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambourne Local 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
Hampton Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.0
Oundle 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
Tesco Extra, Serpentine Green Shopping Centre, Hampton	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	0.0
Tesco Extra, Viking Way, Bar Hill	1.8	0.0	0.0	0.5	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	1.0	0.0	0.0
Sub Total	5.3	0.0	0.0	0.5	0.2	0.4	0.0	0.4	1.0	0.0	0.0	1.2	0.2	1.3
Sub Total outside Study Area	48.9	1.0	0.8	3.9	5.7	4.1	1.4	7.2	3.0	2.7	2.1	5.4	4.4	7.2
Total (rounded)	95.4	9.7	3.4	5.4	11.4	7.5	3.5	7.5	4.7	5.7	8.1	14.9	5.4	8.3

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

2014 Prices

Table 21: DIY goods shopping patterns

Destination	Total	Zone 1	Zone 2a	Zone 2b	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	15.6	20.6	30.1	30.5	21.1	47.4	22.3	1.1	19.7	17.0	1.4	0.0	0.0	3.7
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	19.3	35.6	39.2	42.6	30.5	10.2	43.9	1.1	26.3	46.1	7.0	0.0	0.0	16.3
Stukeley Road Retail Park, Huntingdon	11.9	28.8	10.9	10.7	9.3	24.1	3.6	0.0	12.0	27.4	13.4	0.0	0.0	9.8
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	1.3	4.8	7.6	2.0	0.0	0.0	1.6	0.0	1.6	1.5	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	1.2	0.0	3.6	0.0	1.3	4.5	1.3	0.0	5.4	0.0	0.0	0.0	0.0	0.0
Sub Total	49.2	89.8	91.5	85.8	62.3	86.2	72.7	2.1	64.9	92.0	21.8	0.0	0.0	29.8
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village 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
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	3.3	0.0	1.0	8.4	18.3	7.2	0.0	0.0	3.2	0.0	0.0	0.0	0.0	6.3
Sub Total	3.3	0.0	1.0	8.4	18.3	7.2	0.0	0.0	3.2	0.0	0.0	0.0	0.0	6.3
Zone 4 North East Huntingdon														
Somersham Village Centre	0.4	0.0	0.0	0.0	3.8	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Abbots Ripton Road, Sapley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	1.4	6.3	0.0	0.0	4.9	0.9	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Other - Zone 4	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.9	6.3	0.0	0.0	8.7	2.6	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	9.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	9.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Kimbolton Village 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
Other - Zone 7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village Centre	0.9	1.3	5.7	2.0	0.0	1.5	0.0	0.0	2.5	0.0	2.3	0.0	0.0	0.0
Frosts Garden Centre, Buckden Road, Brampton	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	8.2	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	1.3	5.7	2.0	0.0	1.5	0.0	0.0	2.5	2.5	2.3	0.0	8.2	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	2.4	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	3.7	11.4	3.9	1.4
Out-of-Centre														
B&Q, Eaton Socon, St Neots	21.9	0.0	1.8	0.0	10.7	0.0	1.3	5.0	12.4	4.3	63.7	87.2	21.0	0.0
Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 10	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Sub Total	24.5	0.0	1.8	1.2	10.7	0.0	1.3	5.0	12.4	4.3	67.4	98.6	27.2	1.4
Sub Total Huntingdonshire District	81.2	97.4	100.0	97.4	100.0	97.5	83.8	8.1	85.9	98.8	91.5	98.6	35.4	37.5
Zone 11 North Bedford														
Other - Zone 11	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.6	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.6	0.0
Zone 12 North West Cambridge														
Over Village Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3
Willingham Village 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
Other - Zone 12	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
Sub Total	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.6
Sub Total Study Area	82.4	97.4	100.0	97.4	100.0	97.5	83.8	8.1	85.9	98.8	91.5	100.0	38.0	50.1

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2a DIY (%)	Zone 2b DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	3.9	0.0	0.0	0.0	0.0	1.5	1.6	36.3	6.4	1.2	0.0	0.0	0.0	0.0
Bourges Retail Park, Peterborough	0.5	0.0	0.0	0.0	0.0	0.0	3.9	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	1.6	0.0	0.0	0.0	0.0	0.0	0.0	18.5	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	0.2	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	2.4	0.0	0.0	0.0	0.0	0.0	1.6	27.1	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.7	0.0	0.0	0.0	0.0	0.0	2.3	4.2	2.7	0.0	0.0	0.0	0.0	0.0
Sub Total	9.3	0.0	0.0	0.0	0.0	1.5	13.9	89.0	9.1	1.2	0.0	0.0	0.0	0.0
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	1.7	0.0	0.0	1.2	0.0	1.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	15.3
Cambridge Retail Park, Cambridge	2.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31.4
Sub Total	3.9	0.0	0.0	2.6	0.0	1.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	46.8
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	9.4	0.0
Interchange Retail Park, Kempston, Bedford	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.6	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	1.4	0.0	26.6	0.0
Sub Total	2.7	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.9	0.0	1.4	0.0	49.6	0.0
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes Town Centre	0.6	2.6	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	2.6	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0
<i>Outside Study Area, Other</i>														
Biggleswade 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	1.6	0.0
Ely City 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	1.2
London City 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
Bar Hill Village 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
Birmingham City 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
Cambourne Local 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	2.0
Hampton Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Oundle Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.7	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	10.8	0.0
Sub Total	1.2	0.0	0.0	0.0	0.0	0.0	2.3	1.8	0.9	0.0	0.0	0.0	12.4	3.2
Sub Total outside Study Area	17.6	2.6	0.0	2.6	0.0	2.5	16.2	91.9	14.1	1.2	8.5	0.0	62.0	49.9
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 22: DIY goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2a DIY (£m)	Zone 2b DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	5.3	0.7	0.3	0.7	0.8	1.5	0.3	0.0	0.4	0.4	0.0	0.0	0.0	0.1
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	7.0	1.1	0.4	0.9	1.2	0.3	0.6	0.0	0.6	1.0	0.2	0.0	0.0	0.5
Stukeley Road Retail Park, Huntingdon	4.0	0.9	0.1	0.2	0.4	0.7	0.1	0.0	0.3	0.6	0.4	0.0	0.0	0.3
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.4	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	17.0	2.9	1.0	1.9	2.5	2.6	1.1	0.1	1.4	2.0	0.6	0.0	0.0	0.9
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village 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
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	1.4	0.0	0.0	0.2	0.7	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Sub Total	1.4	0.0	0.0	0.2	0.7	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Zone 4 North East Huntingdon														
Somersham Village 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	0.0
Tesco Extra, Abbots Ripton Road, Sapley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warboys Village 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
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.4	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.6	0.2	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village 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
Other - Zone 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village 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
Kimbolton Village 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
Other - Zone 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 8 West Huntingdon														
Brampton Village Centre	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Frosts Garden Centre, Buckden Road, Brampton	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.2	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.1	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	7.9	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.3	0.1	1.9	4.5	0.5	0.0
Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 10	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub Total	8.8	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.3	0.1	2.0	5.1	0.7	0.0
Sub Total Huntingdonshire District	28.7	3.1	1.1	2.2	4.0	3.0	1.2	0.2	1.9	2.1	2.7	5.1	0.9	1.2
Zone 11 North Bedford														
Other - Zone 11	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Zone 12 North West Cambridge														
Over Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Willingham Village 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
Other - Zone 12	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	0.1
Sub Total	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	0.4
Sub Total Study Area	29.2	3.1	1.1	2.2	4.0	3.0	1.2	0.2	1.9	2.1	2.7	5.2	0.9	1.5

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2a DIY (£m)	Zone 2b DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)
Outside Study Area														
Outside Study Area, Peterborough														
Peterborough City Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0
Bourges Retail Park, Peterborough	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	2.9	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.2	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Cambridge														
Cambridge City Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.5
Cambridge Retail Park, Cambridge	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	1.0
Sub Total	1.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	1.4
Outside Study Area, Bedford														
Bedford Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Interchange Retail Park, Kempston, Bedford	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Sub Total	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Outside Study Area, Milton Keynes														
Milton Keynes Town Centre	0.2	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
Ikea, Bletcham Way, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	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
Outside Study Area, Other														
Biggleswade 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
Ely City 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
London City 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
Bar Hill Village 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
Birmingham City 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
Cambourne Local 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	0.1
Hampton 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
Oundle 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
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1
Sub Total outside Study Area	6.7	0.1	0.0	0.1	0.0	0.1	0.2	2.6	0.3	0.0	0.3	0.0	1.5	1.5
Total (rounded)	35.9	3.2	1.1	2.2	4.0	3.1	1.5	2.8	2.2	2.2	3.0	5.2	2.5	3.1

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

2014 Prices

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2a Furniture (%)	Zone 2b Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	10.1	23.7	33.9	19.8	8.1	16.6	9.0	0.0	11.0	21.4	6.5	1.4	0.0	6.7
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	4.4	9.9	1.8	15.7	10.9	0.0	7.4	0.0	0.0	22.4	0.0	0.0	0.0	3.2
Stukeley Road Retail Park, Huntingdon	7.9	16.9	4.4	1.7	15.1	8.2	5.5	0.0	21.9	18.4	2.4	1.1	0.0	10.5
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	22.5	50.5	40.0	37.2	34.2	24.8	22.0	0.0	32.9	62.2	8.9	2.5	0.0	20.3
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village Centre	0.1	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	11.3	16.1	9.4	20.3	32.7	30.9	1.6	0.0	1.7	10.8	8.2	7.1	0.0	1.4
Sub Total	11.3	16.1	9.4	20.3	32.7	30.9	1.6	0.0	1.7	10.8	8.2	7.1	0.0	1.4
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warboys Village Centre	0.8	0.0	0.0	0.0	3.6	2.9	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.8	0.0	0.0	0.0	3.6	2.9	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	3.4	0.0	0.0	0.0	0.0	6.2	39.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.4	0.0	0.0	0.0	0.0	6.2	39.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.9	0.0	0.0	0.0	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village 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	1.4
Kimbolton Village 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
Other - Zone 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
Sub Total	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	1.4
Zone 8 West Huntingdon														
Brampton Village 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
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	39.1	33.2	7.2	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	39.1	33.2	7.2	0.0
Sub Total Huntingdonshire District	47.5	66.6	49.5	59.6	70.5	64.8	64.6	9.1	34.6	82.0	56.2	42.8	7.2	23.2
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	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	1.4
Sub Total	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	1.4
Sub Total Study Area	47.6	66.6	49.5	59.6	70.5	64.8	64.6	9.1	34.6	82.0	56.2	42.8	7.2	24.6

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2a Furniture (%)	Zone 2b Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	11.2	5.4	20.5	5.2	13.6	8.7	24.1	34.9	29.0	10.8	4.8	0.0	0.0	1.8
Bourges Retail Park, Peterborough	2.6	10.8	0.0	0.0	2.0	1.3	1.9	2.7	10.3	3.0	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	1.5	0.0	0.0	0.0	0.0	1.6	0.0	10.8	1.7	0.0	2.4	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	1.1	3.5	0.0	0.0	0.0	0.0	0.0	6.1	1.7	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	3.6	1.4	1.8	0.0	0.0	0.0	7.4	25.1	0.0	2.1	0.0	1.4	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.0	21.2	22.3	5.2	15.6	11.6	33.4	79.7	42.6	15.9	7.2	1.4	0.0	1.8
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	8.9	0.0	4.9	22.8	11.9	10.8	0.0	0.0	9.5	0.0	17.2	7.8	0.0	36.5
Cambridge Retail Park, Cambridge	2.2	0.0	0.0	5.2	2.0	3.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	15.6
Sub Total	11.1	0.0	4.9	27.9	13.9	13.9	0.0	0.0	9.5	0.0	17.2	9.1	0.0	52.1
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	4.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	1.7	0.0	5.8	6.7	42.5	1.4
Interchange Retail Park, Kempston, Bedford	3.6	3.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	13.8	11.9	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	12.8	0.0
Sub Total	9.7	3.2	4.9	0.0	0.0	0.0	0.0	0.0	1.7	0.0	8.8	28.9	67.1	1.4
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes Town Centre	4.0	9.1	11.3	5.6	0.0	0.0	0.0	2.4	5.7	0.0	2.9	6.6	11.8	0.0
Ikea, Bletcham Way, Milton Keynes	4.0	0.0	0.0	0.0	0.0	4.5	0.0	2.4	2.0	0.0	2.4	9.8	11.6	9.0
Sub Total	8.0	9.1	11.3	5.6	0.0	4.5	0.0	4.8	7.7	0.0	5.3	16.4	23.4	9.0
<i>Outside Study Area, Other</i>														
Biggleswade 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	2.2	0.0
Ely City Centre	0.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
London City 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
Bar Hill Village 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
Birmingham City 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
Cambourne Local 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
Hampton 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
Oundle Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.9	0.0	7.1	1.7	0.0	3.9	1.9	4.0	4.0	2.1	5.3	1.4	0.0	9.6
Sub Total	3.5	0.0	7.1	1.7	0.0	5.2	1.9	6.4	4.0	2.1	5.3	1.4	2.2	11.1
Sub Total outside Study Area	52.4	33.4	50.5	40.4	29.5	35.2	35.4	90.9	65.5	18.0	43.8	57.2	92.8	75.4
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 24: Furniture goods expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2a Furniture (£m)	Zone 2b Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)
Study Area														
Zone 1 Huntingdon														
Town Centre														
Huntingdon Town Centre	6.3	1.4	0.6	0.7	0.6	0.8	0.2	0.0	0.4	0.8	0.3	0.1	0.0	0.3
Out-of-Centre														
Huntingdon Retail Park, Huntingdon	3.1	0.6	0.0	0.6	0.8	0.0	0.2	0.0	0.0	0.8	0.0	0.0	0.0	0.2
Stukeley Road Retail Park, Huntingdon	4.9	1.0	0.1	0.1	1.1	0.4	0.1	0.0	0.8	0.7	0.1	0.1	0.0	0.5
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St Peters Road, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.3	2.9	0.8	1.3	2.4	1.2	0.5	0.0	1.2	2.2	0.5	0.2	0.0	1.0
Zone 2a Godmanchester														
Godmanchester Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe														
Fenstanton Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 2B	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives														
Town Centre														
St Ives Town Centre	7.3	0.9	0.2	0.7	2.3	1.6	0.0	0.0	0.1	0.4	0.4	0.6	0.0	0.1
Sub Total	7.3	0.9	0.2	0.7	2.3	1.6	0.0	0.0	0.1	0.4	0.4	0.6	0.0	0.1
Zone 4 North East Huntingdon														
Somersham Village 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
Tesco Extra, Abbots Ripton Road, Sapley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warboys Village Centre	0.5	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.5	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Ramsey														
Town Centre														
Ramsey Town Centre	1.3	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Out-of-Centre														
Tesco Superstore, Neil Way, Ramsey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Zone 6 South Peterborough														
Yaxley Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 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
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry														
Sawtry Village 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	0.1
Kimbolton Village 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
Other - Zone 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
Sub Total	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	0.1
Zone 8 West Huntingdon														
Brampton Village 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
Frosts Garden Centre, Buckden Road, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9 South Huntingdon														
Buckden Village 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
Other - Zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 St Neots														
Town Centre														
St Neots Town Centre	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.0	3.0	0.3	0.0
Out-of-Centre														
B&Q, Eaton Socon, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Barford Road, St Neots	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.0	3.0	0.3	0.0
Sub Total Huntingdonshire District	29.6	3.8	0.9	2.1	5.0	3.3	1.6	0.4	1.2	2.9	2.9	3.9	0.3	1.2
Zone 11 North Bedford														
Other - Zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 North West Cambridge														
Over Village 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
Willingham Village 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
Other - Zone 12	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	0.1
Sub Total	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	0.1
Sub Total Study Area	29.6	3.8	0.9	2.1	5.0	3.3	1.6	0.4	1.2	2.9	2.9	3.9	0.3	1.2

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2a Furniture (£m)	Zone 2b Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)	Zone 9 Furniture (£m)	Zone 10 Furniture (£m)	Zone 11 Furniture (£m)	Zone 12 Furniture (£m)
Outside Study Area														
<i>Outside Study Area, Peterborough</i>														
Peterborough City Centre	6.3	0.3	0.4	0.2	1.0	0.4	0.6	1.6	1.0	0.4	0.2	0.0	0.0	0.1
Bourges Retail Park, Peterborough	1.5	0.6	0.0	0.0	0.1	0.1	0.0	0.1	0.4	0.1	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.1	0.0	0.1	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	1.7	0.1	0.0	0.0	0.0	0.0	0.2	1.2	0.0	0.1	0.0	0.1	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	10.7	1.2	0.4	0.2	1.1	0.6	0.8	3.7	1.5	0.6	0.4	0.1	0.0	0.1
<i>Outside Study Area, Cambridge</i>														
Cambridge City Centre	6.1	0.0	0.1	0.8	0.8	0.5	0.0	0.0	0.3	0.0	0.9	0.7	0.0	1.8
Cambridge Retail Park, Cambridge	1.4	0.0	0.0	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.8
Sub Total	7.4	0.0	0.1	1.0	1.0	0.7	0.0	0.0	0.3	0.0	0.9	0.8	0.0	2.6
<i>Outside Study Area, Bedford</i>														
Bedford Town Centre	2.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.6	1.7	0.1
Interchange Retail Park, Kempston, Bedford	2.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.3	0.5	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.5	0.0
Sub Total	6.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.6	2.7	0.1
<i>Outside Study Area, Milton Keynes</i>														
Milton Keynes Town Centre	2.5	0.5	0.2	0.2	0.0	0.0	0.0	0.1	0.2	0.0	0.1	0.6	0.5	0.0
Ikea, Bletcham Way, Milton Keynes	2.3	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.1	0.0	0.1	0.9	0.5	0.4
Sub Total	4.8	0.5	0.2	0.2	0.0	0.2	0.0	0.2	0.3	0.0	0.3	1.5	0.9	0.4
<i>Outside Study Area, Other</i>														
Biggleswade 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	0.1	0.0
Ely City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
London City 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
Bar Hill Village 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
Birmingham City 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
Cambourne Local 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
Hampton 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
Oundle 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	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.7	0.0	0.1	0.1	0.0	0.2	0.0	0.2	0.1	0.1	0.3	0.1	0.0	0.5
Sub Total	2.1	0.0	0.1	0.1	0.0	0.3	0.0	0.3	0.1	0.1	0.3	0.1	0.1	0.5
Sub Total outside Study Area	31.3	1.9	1.0	1.5	2.1	1.8	0.9	4.3	2.3	0.6	2.2	5.2	3.7	3.8
Total (rounded)	60.9	5.7	1.9	3.6	7.1	5.0	2.4	4.7	3.6	3.6	5.1	9.1	4.0	5.0

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales

2014 Prices

Table 25: Total comparison goods expenditure

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2a Comparison (£m)	Zone 2b Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Inflow Comparison (£m)
Study Area															
Zone 1 Huntingdon															
Town Centre															
Huntingdon Town Centre	82.9	21.5	8.9	6.6	8.3	11.9	1.8	0.0	6.9	9.2	5.5	1.2	0.0	1.1	8.3
Out-of-Centre															
Huntingdon Retail Park, Huntingdon	22.2	5.0	1.5	2.5	3.5	1.2	1.5	0.0	0.7	3.6	1.2	0.0	0.0	1.5	0.0
Stukeley Road Retail Park, Huntingdon	32.2	8.0	1.3	0.7	4.0	3.2	0.4	0.5	2.7	4.4	3.1	1.5	0.0	2.4	0.0
Screwfix, The Bridge Centre, St Peters Road, Huntingdon	0.4	0.2	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
Wickes, St Peters Road, Huntingdon	0.4	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	138.0	34.6	11.8	9.8	15.8	16.5	3.8	0.6	10.4	17.2	9.8	2.7	0.0	5.0	8.3
Zone 2a Godmanchester															
Godmanchester Village Centre	0.5	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2b St Ives Fringe															
Fenstanton Village Centre	0.4	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
Other - Zone 2B	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 St Ives															
Town Centre															
St Ives Town Centre	36.3	0.9	0.4	5.6	19.1	5.5	0.3	0.0	0.2	0.6	0.7	0.6	0.0	2.2	3.6
Sub Total	36.3	0.9	0.4	5.6	19.1	5.5	0.3	0.0	0.2	0.6	0.7	0.6	0.0	2.2	3.6
Zone 4 North East Huntingdon															
Somersham Village Centre	0.4	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Abbots Ripton Road, Sapley	9.4	3.9	0.1	0.0	2.4	0.0	0.0	0.0	2.1	0.5	0.4	0.0	0.0	0.0	0.0
Warboys Village Centre	0.6	0.0	0.0	0.0	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Bank End, Wyton, Huntingdon	0.9	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Other - Zone 4	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	11.5	4.1	0.1	0.1	3.0	0.8	0.1	0.0	2.2	0.5	0.4	0.3	0.0	0.0	0.0
Zone 5 Ramsey															
Town Centre															
Ramsey Town Centre	6.7	0.0	0.0	0.0	0.0	0.6	5.9	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Out-of-Centre															
Tesco Superstore, Neil Way, Ramsey	0.6	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.3	0.0	0.0	0.0	0.0	0.6	6.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Zone 6 South Peterborough															
Yaxley Village Centre	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other - Zone 6	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	0.0	0.0
Sub Total	1.8	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 Sawtry															
Sawtry Village Centre	0.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0
Kimbolton Village Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.3	0.0	0.0
Other - Zone 7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total	1.9	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.8	0.2	0.3	0.0	0.3	0.1	0.0
Zone 8 West Huntingdon															
Brampton Village Centre	1.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.5	0.0	0.0	0.0	0.0
Frosts Garden Centre, Buckden Road, Brampton	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0
Other - Zone 8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	2.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.9	0.5	0.0	0.2	0.0	0.0
Zone 9 South Huntingdon															
Buckden Village Centre	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Other - Zone 9	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	0.0	0.0
Sub Total	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Zone 10 St Neots															
Town Centre															
St Neots Town Centre	59.0	0.2	0.1	0.0	0.2	0.1	0.0	0.1	0.3	0.4	14.6	38.0	4.9	0.0	5.9
Out-of-Centre															
B&Q, Eaton Socon, St Neots	9.8	0.0	0.1	0.0	0.4	0.0	0.0	0.1	0.3	0.1	3.2	4.7	0.8	0.0	0.0
Tesco Extra, Barford Road, St Neots	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.4	0.0	0.0	0.0
Other - Zone 10	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub Total	71.7	0.2	0.2	0.0	0.7	0.1	0.0	0.3	0.5	0.5	18.2	45.2	5.7	0.0	5.9
Sub Total Huntingdonshire District	272.3	40.2	13.3	16.2	38.6	23.7	10.8	2.8	14.2	20.0	30.2	48.8	6.2	7.3	17.8
Zone 11 North Bedford															
Other - Zone 11	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Zone 12 North West Cambridge															
Over Village Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Willingham Village Centre	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	0.2	0.0
Other - Zone 12	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	0.2	0.0
Sub Total	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Sub Total Study Area	273.4	40.2	13.3	16.2	38.6	23.7	10.8	2.8	14.2	20.0	30.2	48.9	6.3	8.2	17.8

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2a Comparison (£m)	Zone 2b Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)
Outside Study Area														
Outside Study Area, Peterborough														
Peterborough City Centre	78.1	6.0	3.2	1.7	5.1	5.5	9.0	24.3	8.2	8.2	4.3	1.9	0.7	0.1
Bourges Retail Park, Peterborough	4.2	1.6	0.0	0.0	0.1	0.1	0.1	1.5	0.5	0.3	0.0	0.0	0.0	0.0
Brotherhood Retail Park, Peterborough	7.1	0.0	0.0	0.0	0.0	0.2	0.0	5.8	0.3	0.4	0.4	0.0	0.0	0.0
Serpentine Green Shopping Centre, Peterborough	8.7	0.2	0.0	0.0	0.6	0.0	0.4	5.3	1.0	1.2	0.0	0.0	0.0	0.0
The Boulevard Retail Park, Peterborough	6.3	1.0	0.0	0.0	0.0	0.0	0.6	4.1	0.0	0.4	0.0	0.1	0.0	0.0
Maskew Avenue Retail Park, Peterborough	0.6	0.1	0.0	0.0	0.0	0.0	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	105.1	9.0	3.2	1.7	5.8	5.8	10.4	41.1	10.2	10.4	4.6	2.1	0.7	0.1
Outside Study Area, Cambridge														
Cambridge City Centre	114.0	8.2	2.3	13.4	21.2	13.4	1.6	0.1	5.0	2.1	6.3	9.8	1.7	29.0
Cambridge Retail Park, Cambridge	8.7	0.0	0.0	0.3	1.3	1.7	0.3	0.0	0.0	0.1	0.0	0.1	0.0	4.8
Sub Total	122.7	8.2	2.3	13.7	22.4	15.1	1.9	0.1	5.0	2.2	6.3	9.9	1.7	33.7
Outside Study Area, Bedford														
Bedford Town Centre	22.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.0	5.2	14.0	0.1
Interchange Retail Park, Kempston, Bedford	21.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	2.7	12.5	5.5	0.0
St Johns Retail Park (including Homebase), Rope Walk, Bedford	3.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	1.0	1.8	0.0
Sub Total	46.9	0.5	0.1	0.0	0.3	0.0	0.0	0.0	0.4	0.5	4.9	18.7	21.4	0.1
Outside Study Area, Milton Keynes														
Milton Keynes Town Centre	11.1	1.0	0.3	0.3	0.0	0.0	0.1	0.1	0.5	0.9	0.4	4.7	2.9	0.0
Ikea, Bletcham Way, Milton Keynes	5.2	0.0	0.0	0.0	0.4	1.4	0.0	0.1	0.1	0.0	0.1	1.6	0.5	1.1
Sub Total	16.4	1.0	0.3	0.3	0.4	1.4	0.1	0.2	0.5	0.9	0.5	6.3	3.3	1.1
Outside Study Area, Other														
Biggleswade Town Centre	4.3	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.8	1.4	1.6	0.0
Ely City Centre	2.6	0.0	0.1	0.1	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
London City Centre	4.6	0.2	0.0	0.4	1.0	0.2	0.0	0.0	0.0	0.9	0.7	0.9	0.0	0.2
Bar Hill Village Centre	0.9	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Birmingham City Centre	1.2	0.0	0.0	0.1	0.0	0.1	0.0	0.8	0.0	0.0	0.0	0.0	0.2	0.0
Cambridge Local Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.1
Hampton Town Centre	1.9	0.2	0.0	0.0	0.0	0.0	0.1	0.6	1.0	0.0	0.0	0.0	0.0	0.0
Oundle Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Serpentine Green Shopping Centre, Hampton	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Viking Way, Bar Hill	6.9	0.0	0.0	0.9	0.5	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Abroad	3.0	0.4	0.2	0.3	0.0	0.0	0.2	0.6	0.1	0.0	0.2	0.0	0.4	0.7
Other	13.4	0.7	0.5	0.8	0.6	0.4	0.2	1.2	1.0	0.8	1.4	2.5	1.5	1.9
Sub Total	40.7	1.4	0.8	2.8	2.3	3.0	0.6	3.7	2.7	2.1	3.5	5.0	3.7	9.1
Sub Total outside Study Area	331.7	20.2	6.7	18.4	31.3	25.3	13.0	45.2	18.8	16.2	19.9	41.9	30.8	44.1
Total (rounded)	605.0	60.4	19.9	34.7	69.8	48.9	23.8	47.9	33.1	36.2	50.1	90.8	37.1	52.3

Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (June 2016)
- c. Excludes 'don't know/varies', markets and internet sales
- d. Inflow of expenditure from residents outside of the Study Area assumed at 10% of Huntingdon Town Centre, St Neots Town Centre and St Ives Town Centres

2014 Prices

Huntingdonshire Retail and Commercial Leisure Needs Assessment
Nexus Planning

Table 26a: Estimated 'capacity' for new comparison goods facilities in Huntingdonshire District

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	290.1	272.3	17.8	0.0
2021	319.7	331.4	21.7	33.4
2026	352.6	404.8	26.5	78.7
2031	389.3	494.6	32.4	137.7
2036	429.8	583.6	38.2	192.0
Study Area Market Share (%)	45.0			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
2. Assumes constant market share claimed by Huntingdonshire District facilities at 45.0% from Study Area
2014 Prices

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Huntingdonshire District

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	33.4	5,500	8,700
2026	78.7	11,800	18,500
2031	137.7	18,700	29,300
2036	192.0	23,600	37,000

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
2014 Prices

Table 26c: Extant comparison goods commitments in Huntingdonshire District

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Zone 1 Huntingdon						
Sainsburys foodstore Land Between St Johns Street & George Street, Huntingdon, PE29 3BS	1001750/FUL	Demolition of existing buildings and the phased development of a New Foodstore (Class A1) and Petrol Filling station (phase 1) and provision of a new street comprising up to nine units (Class A1-A3), 28 residential units and office floorspace (phase 2) together with associated car parking and access	1,688	12,684	21.41	Unlikely to proceed
Chequers Court Site, Huntingdon, PE29 3LG	1400883S73	The demolition of 20-24 Chequers Court and 31-54 Chequers Court, comprising 2 retail units with offices above, 5 ground floor and basement retail units, together with 2 floors of vacant offices above. The buildings will be replaced by the construction of a new supermarket, 7 retail units, a restaurant/cafe and 2 kiosks	975	4,482	4.37	Next Unit Under construction
		Regeneration of the site through construction of a foodstore with associated landscaping and car parking	1,454	4,500	6.54	Under construction
Aldi foodstore Edison Bell Way, Huntingdon, PE29 3HG	15/02000/FUL	Regeneration of the site through construction of a foodstore with associated landscaping and car parking	251	11,748	2.95	Under construction
Zone 2a Godmanchester						
Land North West Of Bearscoft Farm, Bearscoft Lane, Godmanchester, PE29 2LQ	16/00833/REM	Reserved matters submission for the approval of a local centre of an area of 0.3 hectares falling within use classes A1,A2,A3, and A5 and/or D1 in the alternative (with the combined net retail sales area for A1,A2,A3, and A5 uses not to exceed 600M2)	262	4,500	1.18	Granted
Zone 3 St Ives						
Morrisons foodstore Land West of Five Acres Farm Harrison Way, St Ives, PE27 4ND	1301918/FUL	Erection of a building for use as a supermarket (within Class A1), along with related access, servicing, parking, petrol filling station and landscaping	576	13,388	7.71	Unlikely to proceed
Zone 8 West Huntingdon						
Alconbury Airfield, Ermine Street, Little Stukeley, PE28 4WX	12/01158/OUT	Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks.	528	4,500	2.38	Granted
Northern Part Of Site, Brampton Park, Buckden Road, Brampton, PE28 4	15/00643/OUT	Phased residential development comprising: (Outline): erection of 63 new dwellings 15 dwellings for over-55s 70-bed care home formal & informal open spaces 566sqm of flexible A1/A2/A3 retail space, and 505sqm of B1 office space (Full): demolition of existing buildings, access roads, associated foul & surface water drainage infrastructure [AMENDED DESCRIPTION]	377	4,500	1.70	Granted
Zone 10 St Neots						
Lidl foodstore Land At And Including 21 To 35 Great North Road, Eaton Socon, PE19 8EN	15/01752/FUL	Erection of an A1 foodstore and associated access, parking and servicing arrangements	248	3,522	0.87	Granted
Aldi foodstore, B&M Bargains & Pets at Home 1 Howard Road, Eaton Socon, PE19 8ET	14/01811/FUL	Demolition of existing building and erection of retail/commercial development with parking, landscaping and associated works	251	11,748	2.95	Granted
			1,380	3,974	5.48	
			465	2,258	1.05	
			70	3,200	0.22	
Total			8,526		58.82	

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.
2. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.
3. Comparison floorspace in Alconbury Airfield is assumed to be 20% net sales area.
2014 Prices

Table 26d: Net quantitative capacity for additional comparison goods floorspace in Huntingdonshire District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	58.8	-58.8	-10,700	-16,800
2021	33.4	64.8	-31.4	-5,200	-8,100
2026	78.7	71.5	7.2	1,100	1,700
2031	137.7	78.9	58.7	8,000	12,500
2036	192.0	87.1	104.8	12,900	20,200

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District

2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District

3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26e: Likely comparison goods commitments in Huntingdonshire District

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Zone 1 Huntingdon						
Chequers Court Site, Huntingdon, PE29 3LG	1400883S73	The demolition of 20-24 Chequers Court and 31-54 Chequers Court, comprising 2 retail units with offices above, 5 ground floor and basement retail units, together with 2 floors of vacant offices above. The buildings will be replaced by the construction of a new supermarket, 7 retail units, a restaurant/cafe and 2 kiosks	975	4,482	4.37	Next Unit Under construction
			1,454	4,500	6.54	Under construction
Aldi foodstore Edison Bell Way, Huntingdon, PE29 3HG	15/02000/FUL	Regeneration of the site through construction of a foodstore with associated landscaping and car parking	251	11,748	2.95	Granted
Zone 2a Godmanchester						
Land North West Of Bearscroft Farm, Bearscroft Lane, Godmanchester, PE29 2LQ	16/00833/REM	Reserved matters submission for the approval of a local centre of an area of 0.3 hectares falling within use classes A1,A2,A3, and A5 and/or D1 in the alternative (with the combined net retail sales area for A1,A2,A3, and A5 uses not to exceed 600M2)	262	4,500	1.18	Granted
Zone 8 West Huntingdon						
Alconbury Airfield, Ermine Street, Little Stukeley, PE28 4WX	12/01158/OUT	Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks.	528	4,500	2.38	Granted
Northern Part Of Site, Brampton Park, Buckden Road, Brampton, PE28 4	15/00643/OUT	Phased residential development comprising: (Outline): erection of 63 new dwellings 15 dwellings for over-55s 70-bed care home formal & informal open spaces 566sqm of flexible A1/A2/A3 retail space, and 505sqm of B1 office space (Full): demolition of existing buildings, access roads, associated foul & surface water drainage infrastructure [AMENDED DESCRIPTION]	377	4,500	1.70	Granted
Zone 10 St Neots						
Lidl foodstore Land At And Including 21 To 35 Great North Road, Eaton Socon, PE19 8EN	15/01752/FUL	Erection of an A1 foodstore and associated access, parking and servicing arrangements	248	3,522	0.87	Granted
Aldi foodstore, B&M Bargains & Pets at Home 1 Howard Road, Eaton Socon, PE19 8ET	14/01811/FUL	Demolition of existing building and erection of retail/commercial development with parking, landscaping and associated works	251	11,748	2.95	Granted
			1,380	3,974	5.48	
			465	2,258	1.05	
			70	3,200	0.22	
Total			6,262		29.70	

- Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.
- Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 26f: Likely net quantitative capacity for additional comparison goods floorspace in Huntingdonshire District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	29.7	-29.7	-5,400	-8,500
2021	33.4	32.7	0.7	100	200
2026	78.7	36.1	42.6	6,400	10,000
2031	137.7	39.9	97.8	13,300	20,800
2036	192.0	44.0	148.0	18,200	28,500

- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
- Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
- Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Huntingdonshire Retail and Commercial Leisure Needs Assessment
Nexus Planning

Table 26g: Estimated 'capacity' for new comparison goods facilities in Huntingdon

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	157.1	148.8	8.3	0.0
2021	173.1	181.1	10.1	18.1
2026	190.9	221.2	12.3	42.6
2031	210.8	270.2	15.1	74.5
2036	232.7	318.9	17.8	103.9
Study Area Market Share (%)		24.6		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2. Assumes constant market share claimed by Huntingdon facilities at 24.6% from Study Area

3. Huntingdon's available expenditure incorporates Zone 1 (Huntingdon) and Zone 8 (West Huntingdon), so as to account for the Strategic Expansion Location at Alconbury Weald which will look to Huntingdon Town Centre to meet its main retail needs. In addition, 75% of the available expenditure from Zone 4 (North East Huntingdonshire) has been incorporated to account for the increase in population of the Strategic Expansion Location at Wyton-on-the-Hill, which will be partly served by Huntingdon Town Centre in line with current market shares from Zone 4.

2014 Prices

Table 26h: Gross quantitative capacity for additional comparison goods floorspace in Huntingdon

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	18.1	3,000	4,700
2026	42.6	6,400	10,000
2031	74.5	10,100	15,900
2036	103.9	12,800	20,000

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District

2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District

3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26i: Extant comparison goods commitments in Huntingdon

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Zone 1 Huntingdon						
Sainsburys foodstore Land Between St Johns Street & George Street, Huntingdon, PE29 3BS	1001750/FUL	Demolition of existing buildings and the phased development of a New Foodstore (Class A1) and Petrol Filling station (phase 1) and provision of a new street comprising up to nine units (Class A1-A3), 28 residential units and office floorspace (phase 2) together with associated car parking and access	1,688	12,684	21.41	Unlikely to proceed
Chequers Court Site, Huntingdon, PE29 3LG	1400883S73	The demolition of 20-24 Chequers Court and 31-54 Chequers Court, comprising 2 retail units with offices above, 5 ground floor and basement retail units, together with 2 floors of vacant offices above.	975	4,482	4.37	Next Unit Under construction
		The buildings will be replaced by the construction of a new supermarket, 7 retail units, a restaurant/cafe and 2 kiosks	1,454	4,500	6.54	Under construction
Aldi foodstore Edison Bell Way, Huntingdon, PE29 3HG	15/02000/FUL	Regeneration of the site through construction of a foodstore with associated landscaping and car parking	251	11,748	2.95	Under construction
Zone 8 West Huntingdon						
Alconbury Airfield, Ermine Street, Little Stukeley, PE28 4WX	12/01158/OUT	Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks.	528	4,500	2.38	Granted
Northern Part Of Site, Brampton Park, Buckden Road, Brampton, PE28 4	15/00643/OUT	Phased residential development comprising: (Outline): erection of 63 new dwellings 15 dwellings for over-55s 70-bed care home formal & informal open spaces 566sqm of flexible A1/A2/A3 retail space, and 505sqm of B1 office space (Full): demolition of existing buildings, access roads, associated foul & surface water drainage infrastructure [AMENDED DESCRIPTION]	377	4,500	1.70	Granted
Total			5,274		39.35	

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 26j: Net quantitative capacity for additional comparison goods floorspace in Huntingdon

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	39.3	-39.3	-7,200	-11,200
2021	18.1	43.4	-25.3	-4,200	-6,500
2026	42.6	47.8	-5.2	-800	-1,200
2031	74.5	52.8	21.7	2,900	4,600
2036	103.9	58.3	45.6	5,600	8,800

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District

2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District

3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26k: Likely comparison goods commitments in Huntingdon

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Zone 1 Huntingdon						
Chequers Court Site, Huntingdon, PE29 3LG	1400883S73	The demolition of 20-24 Chequers Court and 31-54 Chequers Court, comprising 2 retail units with offices above, 5 ground floor and basement retail units, together with 2 floors of vacant offices above.	975	4,482	4.37	Next Unit Under construction
		The buildings will be replaced by the construction of a new supermarket, 7 retail units, a restaurant/cafe and 2 kiosks	1,454	4,500	6.54	Under construction
Aldi foodstore Edison Bell Way, Huntingdon, PE29 3HG	15/02000/FUL	Regeneration of the site through construction of a foodstore with associated landscaping and car parking	251	11,748	2.95	Under construction
Zone 8 West Huntingdon						
Alconbury Airfield, Ermine Street, Little Stukeley, PE28 4WX	12/01158/OUT	Up to 290,000 sqm of employment floor space, including data storage and a materials recovery demonstration centre and up to 5,000 dwellings, including sheltered/extra care accommodation; a mixed use hub and mixed use neighbourhood facilities, including retail, commercial, leisure, health, place of worship and community uses; non-residential institutions including primary schools, nurseries, a secondary school and land reserved for post 16 education provision; open spaces, woodlands and sports provision; retention of listed buildings; new vehicular access points from Ermine Street and the A141, with other new non-vehicular access points; associated infrastructure; reserve site for a railway station and ancillary uses; and associated demolition and groundworks.	528	4,500	2.38	Granted
Northern Part Of Site, Brampton Park, Buckden Road, Brampton, PE28 4	15/00643/OUT	Phased residential development comprising: (Outline): erection of 63 new dwellings 15 dwellings for over-55s 70-bed care home formal & informal open spaces 566sqm of flexible A1/A2/A3 retail space, and 505sqm of B1 office space (Full); demolition of existing buildings, access roads, associated foul & surface water drainage infrastructure [AMENDED DESCRIPTION]	377	4,500	1.70	Granted
Total			3,586		17.94	

- Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.
- Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.
- Comparison floorspace in Alconbury Airfield is assumed to be 20% net sales area.

2014 Prices

Table 26l: Likely net quantitative capacity for additional comparison goods floorspace in Huntingdon

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	17.9	-17.9	-3,300	-5,100
2021	18.1	19.8	-1.7	-300	-400
2026	42.6	21.8	20.8	3,100	4,900
2031	74.5	24.1	50.5	6,800	10,700
2036	103.9	26.6	77.4	9,500	14,900

- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
- Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
- Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26m: Estimated 'capacity' for new comparison goods facilities in St Ives

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	42.9	39.2	3.6	0.0
2021	47.2	47.7	4.4	4.9
2026	52.1	58.3	5.4	11.6
2031	57.5	71.3	6.6	20.3
2036	63.5	84.1	7.8	28.4
Study Area Market Share (%)		6.5		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2. Assumes constant market share claimed by St Ives facilities at 6.6% from Study Area

3. St Ives' available expenditure incorporates Zone 3 (St Ives) and 25% of the available expenditure from Zone 4 (North East Huntingdonshire), so as to account for the increase in population of the Strategic Expansion Location at Wyton-on-the-Hill which will be partly served by St Ives Town Centre in line with current market shares from Zone 4.

2014 Prices

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in St Ives

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	4.9	800	1,300
2026	11.6	1,700	2,700
2031	20.3	2,800	4,300
2036	28.4	3,500	5,500

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District

2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District

3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26o: Extant comparison goods commitments in St Ives

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Zone 3 St Ives						
Morrisons foodstore Land West of Five Acres Farm Harrison Way, St Ives, PE27 4ND	1301918FUL	Erection of a building for use as a supermarket (within Class A1), along with related access, servicing, parking, petrol filling station and landscaping	576	13,388	7.71	Unlikely to proceed
Total			576		7.71	

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.

2. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 26p: Net quantitative capacity for additional comparison goods floorspace in St Ives

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	7.7	-7.7	-1,400	-2,200
2021	4.9	8.5	-3.6	-600	-900
2026	11.6	9.4	2.3	300	500
2031	20.3	10.3	10.0	1,400	2,100
2036	28.4	11.4	16.9	2,100	3,300

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District

2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District

3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26q: Likely comparison goods commitments in St Ives

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Zone 3 St Ives						
-	-	-	-	-	-	-
Total						

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.
2. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 26r: Likely net quantitative capacity for additional comparison goods floorspace in St Ives

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	0.0	0.0	0	0
2021	4.9	0.0	4.9	800	1,300
2026	11.6	0.0	11.6	1,700	2,700
2031	20.3	0.0	20.3	2,800	4,300
2036	28.4	0.0	28.4	3,500	5,500

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26s: Estimated 'capacity' for new comparison goods facilities in Ramsey

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	7.3	7.3	0.0	0.0
2021	8.1	8.9	0.0	0.8
2026	8.9	10.9	0.0	2.0
2031	9.8	13.3	0.0	3.5
2036	10.8	15.7	0.0	4.8
Study Area Market Share (%)		1.2		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
2. Assumes constant market share claimed by Ramsey facilities at 1.2% from Study Area

2014 Prices

Table 26t: Gross quantitative capacity for additional comparison goods floorspace in Ramsey

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.8	100	200
2026	2.0	300	500
2031	3.5	500	700
2036	4.8	600	900

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26u: Extant comparison goods commitments in Ramsey

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
-	-	-	-	-	-	-
Total						

1. Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.
2. Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 26v: Net quantitative capacity for additional comparison goods floorspace in Ramsey

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	0.0	0.0	0	0
2021	0.8	0.0	0.8	100	200
2026	2.0	0.0	2.0	300	500
2031	3.5	0.0	3.5	500	700
2036	4.8	0.0	4.8	600	900

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26w: Estimated 'capacity' for new comparison goods facilities in St Neots

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	77.6	71.7	5.9	0.0
2021	85.5	87.3	7.2	8.9
2026	94.3	106.6	8.8	21.0
2031	104.1	130.2	10.7	36.8
2036	114.9	153.6	12.6	51.3
Study Area Market Share (%)		11.8		

- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
- Assumes constant market share claimed by St Neots facilities at 11.6% from Study Area
- St Neots' available expenditure incorporates Zone 10 (St Neots) which includes the increase in population of the Strategic Expansion Location at St Neots East which will be primarily served by St Neots Town Centre.

2014 Prices

Table 26x: Gross quantitative capacity for additional comparison goods floorspace in St Neots

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	8.9	1,500	2,300
2026	21.0	3,100	4,900
2031	36.8	5,000	7,800
2036	51.3	6,300	9,900

- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
- Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26y: Extant comparison goods commitments in St Neots

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Zone 10 St Neots						
Lidl foodstore Land At And Including 21 To 35 Great North Road, Eaton Socon, PE19 8EN	15/01752/FUL	Erection of an A1 foodstore and associated access, parking and servicing arrangements	248	3,522	0.87	Granted
Aldi foodstore, B&M Bargains & Pets at Home 1 Howard Road, Eaton Socon, PE19 8ET	14/01811/FUL	Demolition of existing building and erection of retail/commercial development with parking, landscaping and associated works	251	11,748	2.95	Granted
			1,380	3,974	5.48	
			465	2,258	1.05	
			70	3,200	0.22	
Total			2,414		10.58	

- Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.
- Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.

2014 Prices

Table 26z: Net quantitative capacity for additional comparison goods floorspace in St Neots

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	10.6	-10.6	-1,900	-3,000
2021	8.9	11.7	-2.7	-400	-700
2026	21.0	12.9	8.2	1,200	1,900
2031	36.8	14.2	22.6	3,100	4,800
2036	51.3	15.7	35.7	4,400	6,900

- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
- Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
- Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)

2014 Prices

Table 26aa: Estimated 'capacity' for new comparison goods facilities in other rural and local shopping centres

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2016	5.3	5.3	0.0	0.0
2021	5.8	6.4	0.0	0.6
2026	6.4	7.8	0.0	1.4
2031	7.1	9.6	0.0	2.5
2036	7.8	11.3	0.0	3.5
Study Area Market Share (%)		0.9		

- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
 - Assumes constant market share claimed by other rural and local shopping centre facilities at 0.9% from Study Area
- 2014 Prices

Table 26ab: Gross quantitative capacity for additional comparison goods floorspace in other rural and local shopping centres

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.6	100	200
2026	1.4	200	300
2031	2.5	300	500
2036	3.5	400	700

- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
 - Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
 - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
- 2014 Prices

Table 26ac: Extant comparison goods commitments in other rural and local shopping centres

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Zone 2a Godmanchester						
Land North West Of Bearscroft Farm, Bearscroft Lane, Godmanchester, PE29 2LQ	16/00833/REM	Reserved matters submission for the approval of a local centre of an area of 0.3 hectares falling within use classes A1,A2,A3, and A5 and/or D1 in the alternative (with the combined net retail sales area for A1,A2,A3, and A5 uses not to exceed 600M2)	262	4,500	1.18	Granted
Total			262		1.18	

- Sales density assumed to be £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.
 - Comparison floorspace is assumed to be 2/3 net sales area based on Nexus Planning judgement where the occupier has not been referenced within the application.
- 2014 Prices

Table 26ad: Net quantitative capacity for additional comparison goods floorspace in other rural and local shopping centres

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2016	0.0	1.2	-1.2	-200	-300
2021	0.6	1.3	-0.7	-100	-200
2026	1.4	1.4	0.0	0	0
2031	2.5	1.6	0.9	100	200
2036	3.5	1.7	1.7	200	300

- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
 - Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District
 - Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
 - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 13 (October 2015)
- 2014 Prices

Table 27: Estimated 'capacity' for new retail facilities in Alconbury Weald

	Number of New Households Proposed	Household Size (2036)	Population (2036)	Expenditure per Capita at Zone 8 (2036) (£)	Additional Expenditure (2036) (£m)	Retention rate (%)	Residual Expenditure (2036) (£m)	Net Floorspace Capacity (sq m net)	
								Min ¹	Max ²
Convenience	5,000	2.5	12,500	1,976	24.7	50	12.4	1,000	1,200
Comparison	5,000	2.5	12,500	5,491	68.6	20	13.7	1,700	2,600

1. Average convenience sales density assumed to be £13,018 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014. Average comparison sales density assumed to be £5,500 per sq m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
2. 50% of convenience residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907 per sq m. Average comparison sales density assumed to be £3,500 per sq m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District.
3. The number of households proposed sourced from Huntingdonshire District Council's Emerging Local Plan (January 2015)
4. Household size sourced from Population Forecasts 2013 Districts and Wards, Cambridgeshire Research Group (February 2015)
5. Expenditure per capita figures sourced from Table 1 (convenience) and Table 7b (comparison)
6. Retention rate based on Nexus Planning assumptions

2014 Prices

Table 28: Estimated 'capacity' for new retail facilities in St Neots East

	Number of New Households Proposed	Household Size (2036)	Population (2036)	Expenditure per Capita at Zone 10 (2036) (£)	Additional Expenditure (2036) (£m)	Retention rate (%)	Residual Expenditure (2036) (£m)	Net Floorspace Capacity (sq m net)	
								Min ¹	Max ²
Convenience	3,820	2.5	9,550	1,961	18.7	50	9.4	700	900
Comparison	3,820	2.5	9,550	4,831	46.1	20	9.2	1,100	1,800

1. Average convenience sales density assumed to be £13,018 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014. Average comparison sales density assumed to be £5,500 per sq m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
2. 50% of convenience residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907 per sq m. Average comparison sales density assumed to be £3,500 per sq m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District.
3. The number of households proposed sourced from Huntingdonshire District Council's Emerging Local Plan (January 2015)
4. Household size sourced from Population Forecasts 2013 Districts and Wards, Cambridgeshire Research Group (February 2015)
5. Expenditure per capita figures sourced from Table 1 (convenience) and Table 7b (comparison)
6. Retention rate based on Nexus Planning assumptions

2014 Prices

Table 29: Estimated 'capacity' for new retail facilities in Wyton-on-the-Hill

	Number of New Households Proposed	Household Size (2036)	Population (2036)	Expenditure per Capita at Zone 4 (2036) (£)	Additional Expenditure (2036) (£m)	Retention rate (%)	Residual Expenditure (2036) (£m)	Net Floorspace Capacity (sq m net)	
								Min ¹	Max ²
Convenience	4,500	2.5	11,250	2,084	23.4	50	11.7	900	1,100
Comparison	4,500	2.5	11,250	5,569	62.7	20	12.5	1,500	2,400

1. Average convenience sales density assumed to be £13,018 per sq m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2014. Average comparison sales density assumed to be £5,500 per sq m which Nexus Planning considers to be towards the higher end of what could be achieved in Huntingdonshire District
2. 50% of convenience residual expenditure assumed to be consumed by leading four supermarkets (£13,018/sq m) and 50% assumed to be consumed by discount operators (£7,635 per sq.m) as identified by Verdict 2014 and Mintel 2015. This equates to £8,907 per sq m. Average comparison sales density assumed to be £3,500 per sq m which Nexus Planning considers to be towards the lower end of what could be achieved in Huntingdonshire District.
3. The number of households proposed sourced from Huntingdonshire District Council's Emerging Local Plan (January 2015)
4. Household size sourced from Population Forecasts 2013 Districts and Wards, Cambridgeshire Research Group (February 2015)
5. Expenditure per capita figures sourced from Table 1 (convenience) and Table 7b (comparison)
6. Retention rate based on Nexus Planning assumptions

2014 Prices