The Broadway, Debden Impact Study

Epping Forest Council

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1.0 Introduction

Background

1.1 Epping Forest Shopping Park was granted outline planning permission in 2012. Construction commenced in September 2016 and the retail park opened in December 2017. The retail park was occupied by Next (including Costa Coffee), Hobbycraft, Pets at Home, TK Maxx, Smyths Toys, Aldi, JD Sports, Card Factory, Greggs and Home Bargains.

1.2 Concerns have been raised regarding the impact this development is having on The Broadway in Debden. Epping Forest Shopping Park is located about 500 metres to the south of The Broadway.

1.3 The Council commissioned Roger Tym to prepare a District wide town centres study in 2009. The Epping Forest Town Centres Study was completed in May 2010 (EFTCS), and predated the Epping Forest Shopping Park application.

1.4 The outline planning application for Epping Forest Shopping Park included a Retail Statement prepared by Lichfields (previously Nathaniel Lichfields and Partners) dated December 2010. This Retail Statement was based on the quantitative and qualitative findings within the EFTCS. The Retail Statement included a retail impact assessment that estimated the base year trading performance of the Broadway at 2009, and then projected this trading performance to 2014, based on two scenarios i.e. with and without the proposed Epping Forest Shopping Park development.

1.5 This report assesses current trading patterns in 2018, and compares the results with previous base year and design year turnover levels, as predicted in 2009 and 2010.

Methodology and objectives

1.6 Lichfields has been commissioned by Epping Forest District Council to undertake an independent retail and economic assessment of the recent development of Epping Forest Shopping Park on The Broadway, Debden.

1.7 Three main areas of work have been undertaken to assess how The Broadway may have changed before and after the development of Epping Forest Retail Park at Langston Road. The elements of work are as set out below.

Centre health check

1.8 A town centre health check of The Broadway was undertaken by Roger Tym for the Council in May 2009, as part of the EFTCS. An updated town centre health check has been undertaken in October 2018. The analysis focuses on the key changes that have occurred between 2009 and 2018. The health check covers the following measures of vitality and viability, as recommend by the guidance to the National Planning Framework (NPPF):

1 national shopping rank for all town centres in the UK (Management Horizon's and now Javelin data);

2 diversity of use (i.e. use class and Goad retail categories);

3 presence of national multiples and major retailers;

4 property indicators;

5 vacant ground floor premises;

6 accessibility;

7 crime and safety; and

8 the state of the town centre environment.

In-street visitor survey

1.9 A re-run of the June 2009 in-street visitor survey (100 interviews in The Broadway) was completed, which provides information on how the role of the centre may have changed. It also identifies how visitors' views on the centre may have changed. A detailed comparison between the 2009 and 2018 survey results has been undertaken.

Retail capacity projections

1.10 The retail capacity projections within the EFTCS have been updated for The Broadway. The updated retail capacity modelling assesses how the comparison (non-food /durable goods) and convenience (food and grocery items) goods trade/turnover of The Broadway has changed from 2009 compared with 2018 (accounting for the effects of inflation).

1.11 The assessment is based on the latest available Experian population and expenditure data. The Broadway's market share of expenditure within the local catchment area has been reassessed based on a new household survey (100 completed interviews in The Broadway catchment area) in line with the previous survey commissioned by Roger Tym in 2009.

2.0 The Broadway centre health check

Position in the shopping hierarchy

2.1 The EFTCS indicated that The Broadway as a retail destination, was ranked by Management Horizons (MHE Index) 1,247th within the UK in 2008, significantly below Loughton High Road (522nd) but above Waltham Abbey (1,590th), Chipping Ongar (2,608th) and Buckhurst Hill (2,779th). In the ETTCS, The Broadway was identified as a lower order centre that serves a relatively localised catchment area.

2.2 Management Horizons no longer produces information on the rankings of retail destinations. However, the Javelin Group's Venuescore ranks over 3,500 retail destinations in the UK including town centres, malls, retail warehouse parks and factory outlet centres across the country. Like the Management Horizons MHE Index, the Javelin Group attributes each shopping destination with a weighted score based on the number of multiple retailers present, including anchor stores, fashion operators and non-fashion multiples. The score attached to each retailer is weighted depending on their overall impact on shopping patterns, e.g. department or anchor stores will achieve higher scores than smaller outlets.

2.3 This Javelin Group information is widely used in the retail industry to assess the relative strength of shopping destinations. The most recent (2014 to 2016) results available for The Broadway and other centres in the District are shown in Table 2.1.

Table 2.1 Venuescore UK Shopping Index and UK rank

Shopping Destination	2014	2015	2016	2016 Rank
Loughton High Road	51	54	55	522nd
Epping	42	47	48	636th
The Broadway	**19**	**19**	**19**	**1,383rd**
Buckhurst Hill	10	13	12	2,216th
Chipping Ongar	10	11	11	2,216th
Waltham Abbey	11	13	11	2,428th

Source: Venuescore, Javelin Group

2.4 Javelin's Venuescore for The Broadway has remained at 19 points between 2015 and 2016, and the centre's national rank (1,383rd) is broadly consistent with the Management Horizon's 2008 rank (1,247th). The Javelin Group is yet to publish data for 2017, so it is too early to tell what the implications of the Epping Foresing Shopping Park will be on the centre's score and national rank. However, there is no evidence of a decline in score or rank in the period immediately preceding the completion of Epping Forest Shopping Park.

2.5 The impact on multiple representation is explore later in this Section.

The Broadway

2.6 Epping Forest District Local Plan (submission version December 2017) Policy E2 identifies The Broadway as a small district centre. The Broadway, along with the other three identified small district centres i.e. Ongar, Buckhurst Hill and Waltham Abbey, and two larger town centres (Epping and Loughton High Road) are the main retail/service centres in Epping Forest District. The Broadway is a 1950s purpose built stretch of shops with retail and service uses, surrounded mainly by a residential area. Its key roles are set out below.

- **Convenience** – The Broadway's largest food and grocery convenience store is Sainsbury's on Torrington Drive. A small 24-hour Marks & Spencer's Simply Food opened at the Petrol Station, since the last study was undertaken in 2009. The K & P family butchers remains in place. There is also an Iceland and three newsagents.
- **Comparison** – for a relatively small centre, there is a reasonable range of comparison goods (durable items) shops in The Broadway, with a small number of national multiples such as Boots and Superdrug supplying health and beauty goods. Comparison shops provide cards and gifts, homeware, car and motor accessories and pets. There are two charity shops (Barnados and St Clare Hospice) predominantly selling clothing.
- **Services** – there are a range of service uses, including beauty salons, hairdressers, opticians, travel agents, banks, estate agents, betting offices and solicitors.
- **Food and Beverage** – there are eleven restaurants, cafés and takeaways, including the Green Owl Canteen, The Golden Anchor fish and chip café and takeaways serving fast food.
- **Entertainment/Leisure** – Snapfitness gym recently opened on Torrington Drive, following planning permission in September 2017.
- **Other** – the centre has a limited provision of other services. There is a veterinary practice, a dentist and a Council office.

Mix of uses

2.7 The Broadway has 55 Class A units, 5 of which are vacant. The diversity of Class A units within the centre is set out in Table 2.2, and the results are compared with the national average, along with the use class mix in 2009 (as set out in the EFTCS). The full land use information for 2009 and 2018 is shown in Appendix 4.

Table 2.2 The Broadway - Mix of Class A uses

Type of Unit	No. of units 2009	No. of units 2018	% of Units 2018	% National Average 2018
Class A1 - comparison	22	20	36.4	33.0
Class A1 - convenience	12	10	18.2	9.0
Class A1 - service	10	7	12.7	13.9
Class A2 - financial services	3	3	5.5	11.9
Class A3/A5 - restaurants/cafés/takeaways	7	10	18.2	15.8
Class A4 – pubs/bars	1	0	0.0	4.6
Vacant (Class A1-A5)	9	5	9.1	11.8
Total	**64**	**55**	**100.0**	**100.0**

Source: EFTCS and Lichfields' survey October 2018. Experian Goad 2018 national average.

2.8 The overall number of Class A1 to A5 units has reduced by 9 since 2009, primarily due to the demolition of units at Torrington Drive. Just under 60% of the businesses in 2018 were also present in 2009, excluding premises where the facia name has changed, but the primary activity remains the same.

2.9 The Broadway's 2018 proportion of Class A1 comparison goods units is broadly consistent with the national average, but the number of comparison goods shops has reduced by two since 2009. This decline in the number of comparison goods shops is a general trend seen across many centres in the UK.

2.10 The Broadway's proportion of Class A1 convenience goods units is significantly higher than the national average, but the number of convenience goods shops has reduced by two since 2009.

2.11 The proportion of Class A1 service uses is also consistent with the national average, but the centre has a lower proportion of Class A2 financial services, however this remains unchanged since 2009. In 2009 there was only one Class A4 pub/bar (The Winston Churchill). This pub has now closed and the site redeveloped for residential use. Other food and beverage uses (Class A3 and A5) is slightly above the national average, and has increased by 4 outlets since 2009.

2.12 The current shop vacancy rate (9.1%) is slightly lower than the national average (11.8%). The number of vacant shop units in the centre has reduced from 9 to 5 since 2009. However, 4 of the 9 vacant Class A units in 2009 were located on Torrington Drive. Planning permission for demolition and refurbishment of the existing Sainsbury's store, including the enlargement of the car park in 2013, resulted in the removal of these vacant units. Excluding the demolished Torrington Drive, the number of vacant units on The Broadway has remained unchanged between 2009 and 2018, at 5 vacant units. Only 2 of the 5 current vacant units on The Broadway were also vacant in 2009, which suggests the centre has not suffered significantly in terms of long term vacant premises.

Retailer representation

2.13 The Broadway has a reasonable selection of comparison goods shops (20 units) for a centre of its size. Table 2.3 provides a breakdown of the comparison shop units by category. All Goad plan categories are represented within the centre, apart from books/stationary, and toys/ hobbies/sports. The centre has units in most of the Goad categories, but there is limited choice with often only one shop in many categories.

Table 2.3 The Broadway - Mix of comparison uses

Type of Unit	No. of units 2009	No. of units 2018
Clothing and footwear	3	1
Furniture, carpets and textiles	1	1
Booksellers, arts and stationers	1	0
Electrical, music and photography	1	1
DIY, hardware and homeware	3	1
China, glass and gifts	0	3
Cars, motorcycles and motor accessories	3	1
Chemists, drug stores and opticians	3	5
Variety, department and catalogue	1	2
Florists, nurserymen and seedsmen	2	1
Toys, hobby, cycle and sports	1	0
Jewellers	1	1
Charity and second-hand shops	2	2
Other comparison retailers	0	1
Total	**22**	**20**

Source: EFTCS and Lichfields' survey October 2018.

2.14 The small selection of national multiple retailers is distributed along The Broadway. The number of multiple retailers is reasonable and reflects The Broadway's size and role. Most of the multiples in 2009 remain present in 2018. The Woolworths and Clintons stores have closed, but Greggs and M&S Simply Food are new operators. The national multiple comparison retailers present in 2009 and 2018 is shown in Table 2.4.

Table 2.4 The Broadway - national multiples

2009		2018	
Sainsbury's	McColls	Sainsbury's	McColls
Iceland	Superdrug	Iceland	Superdrug
Boots	Barnados	Boots	Barnardos
Woolworths	Martins	M&S Simply Food	Martins
Clinton's		Greggs	

Source: EFTCS and Lichfields' survey October 2018.

Service representation

2.15 The Broadway has a reasonable range of non-retail service use provision, as shown in Table 2.5 below. There is a choice of hairdressers and beauty parlours, but there are no estate agents or travel agents. The range and choice of non-retail services has not changed significantly since 2009. The William Hill betting shop remains since 2009. The laundrette has closed since 2009, but there is still a drycleaner available.

Table 2.5 The Broadway - Mix of Non-Retail Uses

Type of Unit	Number of Units 2009	Number of Units 2018	% of Units 2018	National Average 2018 (%)
Restaurants/Cafés/Takeaways	7	10	50.0	38.5
Pubs/bars	1	0	0.0	11.3
Banks/other financial services	3	2	10.0	10.2
Betting shops/casinos	1	1	5.0	3.6
Estate agents/valuers	0	0	0.0	9.1
Travel agents	0	0	0.0	2.0
Hairdressers/beauty parlours	6	5	25.0	23.3
Laundrettes/dry cleaners	2	1	5.0	1.9
Total	**19**	**20**	**100.0**	**100.0**
Other	1	1		
Overall Total	**20**	**21**		

Source: EFTCS 2010 and Lichfields' survey October 2018. Experian Goad 2018 national average.

Commercial Rents

2.16 Zone A rents are normally used to compare rental rents between centres and different locations within centres. Zone A is annual rental charge per square foot or metre for the first 20-foot depth of a shop unit, which is the most suitable measure for standardising and comparing rental levels. The Valuation Office Agency (VOA) rateable value information for 2017 suggest the top or "prime" Zone A retail rents achieved in each centre in the District are as follows:

1 Loughton High Road £700 psm;

2 Epping £500 psm;

3 Buckhurst Hill £480 psm;

4 Theydon Bois (Forest Drive) £400 psm;

5 Waltham Abbey £340 psm;

6 Chipping Ongar £300 psm;

7 Church Hill, Loughton £300 psm; and

8 **The Broadway** **£235 psm.**

2.17 According to the VOA, Zone A retail rents do not vary significantly within The Broadway and are at £235 per sq.m. This figure is the lowest prime Zone A when compared with other centres in the District, but retail rental levels vary more significantly in other centres i.e. with a large difference from the prime pitch to peripheral areas.

2.18 The lower Zone A rents in The Broadway suggest property costs are more affordable than in other comparable centres in the District.

2.19 EFTCS did not indicate Zone A retail rents for The Broadway, but VOA valuations for 2010 indicate a Zone A rent of £225 per sq.m, which suggests Zone A rents have increased by £10 per sq.m between 2010 and 2017. The growth in rateable value may be a positive indicator of growth in property values in The Broadway, but conversely will increase the overhead costs for tenants. The growth in rents (4.4% between 2010 and 2017) is relatively modest.

Characteristics of the shopping area

2.20 The Broadway is a purpose-built centre, characterised by a predominance of small to medium sized shops units, some with relatively narrow frontages. The buildings on the main shopping street (The Broadway) are three storeys in height, with residential accommodation above the shop premises.

2.21 The quality of buildings within The Broadway is generally good, although the architecture is uninspiring. Shop fronts/facias in the centre are generally well maintained, although some vacant shops require improvements.

Movement

2.22 The centre is compact and easy to navigate on foot. The linear high street provides a natural circuit for customers. There is some street furniture available including seating, bins and planting/landscaping. There is a predominance of bollards and the tarmac carriageways are unattractive.

2.23 Throughout the centre the paving is generally in good condition and the footpaths are wide, which assists pedestrian movement. There is a relatively high volume of traffic road running through the centre. This hinders pedestrians crossing the road, but this traffic may help to provide additional passing trade. There are pedestrian crossings at either end of The Broadway and a central island along the length of the road.

Accessibility

2.24 There is a choice of on-street car parking, conveniently located close to the shops and services. There are 40 free on-street car parking spaces on The Broadway. There are 99 spaces on Burton Road and 50 spaces on Vere Road, both Council car parks, costing £1.80 for 2 hours on weekdays. Sainsbury's has a 25-space customer only car park with a 90-minute car parking restriction. There is also an NCP car park at Debden station, costing £5.90 for a weekday 'daytime' ticket.

2.25 The Broadway is well served by bus routes and there are several bus stops with shelters located within the centre. Services connect The Broadway to Ilford, Waltham Cross, Walthamstow, Woodford Green, Buckhurst Hill, Woodford and other centres within the District.

2.26 The Broadway has Debden tube station located just a few minutes-walk via Torrington Drive. The station is served by the Central Line into London. The Central Line also provides local links to Loughton, Buckhurst Hill, Theydon Bois and Epping.

Crime

2.27 Essex Police data indicates there were 1,224 reported crimes in the Debden neighbourhood area (including The Broadway) between January 2018 and August 2018 (153 crimes per mouth). By way of comparison there were 1,541 reported crimes in the adjacent Loughton neighbourhood area during the same period.

2.28 In Debden during the same eight-month period in 2016 and 2017 there were 979 and 1060 reported crimes respectively (122 and 132 per month). This information suggests reported crime has increased by 25% over the last three years. The increase in the Loughton neighbourhood area was 24%.

2.29 This increase in crime may reflect the higher levels of dissatisfaction recorded in the 2009 and 2018 in-street surveys, see Section 3.

Summary and conclusions

2.30 The analysis in this Section suggests there has been no significant change in The Broadway's role or position in the shopping hierarchy since 2009. The current 2018 mix of uses is broadly the same as the situation in 2009, and the vacancy rate has remained stable. The main change since 2009 is the demolition of shop premises on Torrington Drive, which enabled Sainsbury's to extend their customer car park.

2.31 A comparison between the centre health check in 2009 and the updated health check in 2018, provides no clear evidence to suggest The Broadway has declined since 2009.

3.0 Visitor and household survey results

Introduction

3.1 NEMS Market Research undertook two surveys in October 2018, as follows:

1. The results of the in-street survey of 100 visitors within the Broadway are shown in Appendix 2;
2. The results of a household telephone shopper survey of 100 households within the 0-5 kilometres catchment areas are shown in Appendix 3.

Origin of visitors to The Broadway

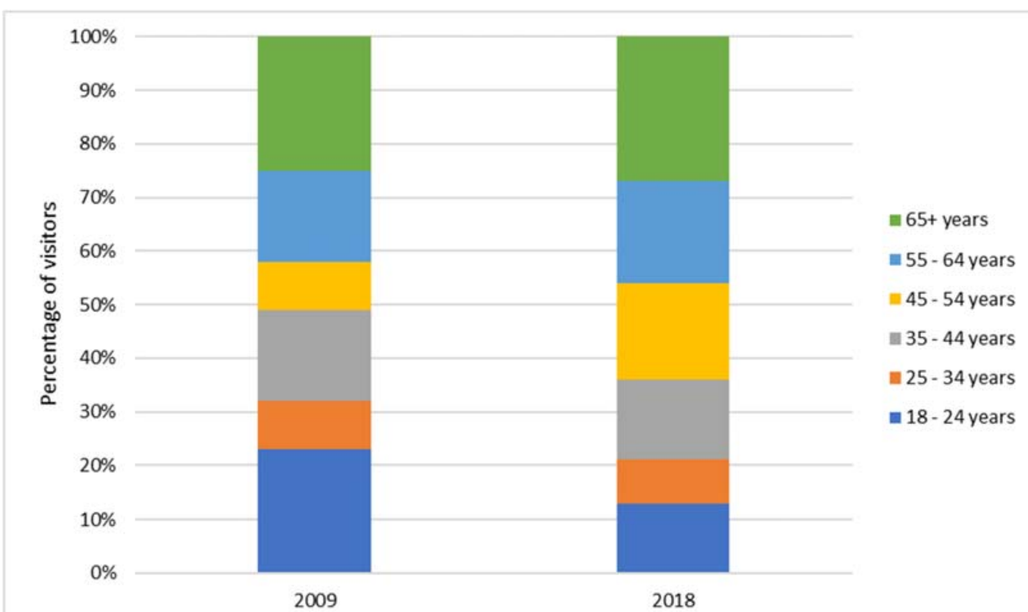
3.2 Respondents interviewed within the household telephone survey were asked if they had visited the Broadway during the past three months. About 43% of respondents had visited The Broadway, about half lived in the 0-2 kilometres primary catchment area and the other half in the larger secondary catchment area. The results of in-street survey indicate that most (85%) visitors come from the local postcode district (IG10). The 2009 in-street survey suggested 55% of visitors lived in the IG10 postcode district, which implies the centre's catchment area may have contracted slightly since 2009. The proportion of people surveyed who reported that they work in the Debden area was approximately 10% in both 2018 and 2009.

3.3 These results confirm The Broadway has a localised catchment consistent with its scale and point within the retail hierarchy.

Visitor profile

3.4 The in-street surveys demonstrate The Broadway attracts a range of customers of all ages. The proportion of young adults 24 and under appears to have reduced since 2009, as shown in Figure 3.1. The proportion of middle and retirement aged customers is relatively high.

Figure 3.1 Visitor age profile in The Broadway

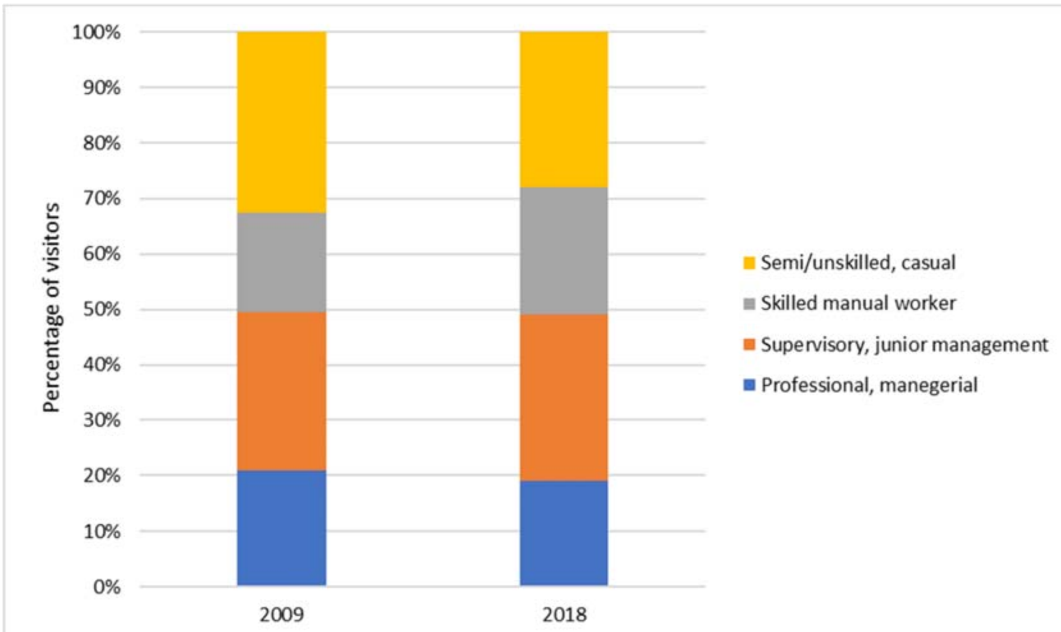


Source: NEMS in-street surveys – June 2009 and October 2018

3.5 With regards to the occupation of chief wage earners and car ownership, there has been no significant change in the socio-economic profile of visitors to the centre. Must of the visitors are form car owning households, 70% in the 2018 survey, but this had reduced from 80% in 2009. The proportion owning two cars or more was 23% in 2018, in line with the 2009 results (24%).

3.6 Figure 3.2 shows the occupation of the chief wage earner in the household of the interviewed visitor. The results show The Broadway continues to attract a range of customers for different socio-economic backgrounds.

Figure 3.2 Occupation of chief wage earner in the household of the visitor to The Broadway



Source: NEMS in-street surveys – June 2009 and October 2018

Main purpose of visit to The Broadway

3.7 In-street survey respondents were asked what was their main reason for visiting The Broadway. Table 3.1 shows the percentage of all respondents mentioning each reason in 2009 and 2018.

Table 3.1 Main reasons for visiting The Broadway (% of total respondents)

Reason for visit	2009	2018
To buy food/groceries (not takeaway/ café/ restaurant)	21	31
To buy non-food items	9	13
To visit the market	0	1
For personal services (bank, hairdresser etc)	12	11
To use public services (library, dentist etc)	5	12
A day visitor	0	3
To buy takeaway food/eating out/ drinking	1	9
Work/business	16	2
To attend college	9	3
School run	0	6
To meet someone	8	3
Passing through	0	3

Source: NEMS in-street surveys – June 2009 and October 2018

3.8 The 2009 survey indicated more visitors came to The Broadway to work or attend college than the 2018 survey. Conversely the proportion of visitors shopping and uses other services was higher in 2018, in particular food/grocery shopping and eating/drinking out. This increase may be due to improvements to the Sainsbury's store and its customer car park and the M&S Simply Food store.

3.9 The 2009 survey results suggested the minority of respondents (21%) visited The Broadway in the evenings. This figure increase to 37% in the 2018 survey. The low proportion of evening visitors may be due to the lack of entertainment, leisure and drinking establishments.

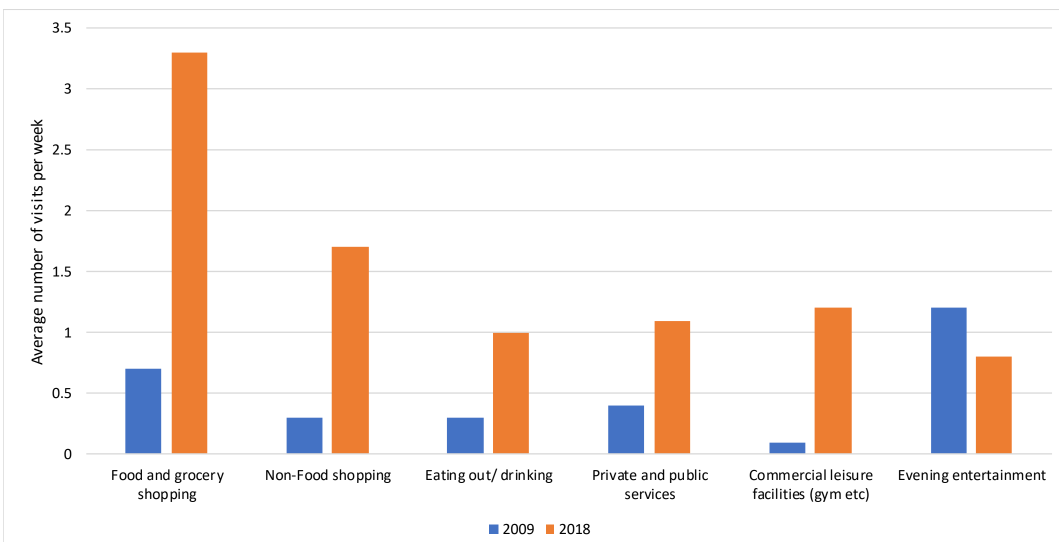
3.10 Of those who said they visited in the evenings in 2018, more than a quarter visit for eating out and takeaway food. As there are no pus/bars in The Broadway, no respondents said they visited for bars and pubs. In 2009, the Winston Churchill pub (now closed) attracted evening visitors.

3.11 There is no indication from the in-street survey results that The Broadway's shopping and service role has diminished, which appears to be consistent with the limited change in The Broadway's retail, services and food and beverage offer described in Section 2.

Frequency of visit to The Broadway

3.12 Figure 3.3 shows the average number of visits per visitor per week to The Broadway for a variety of activities. For all activities, the frequency of visits is higher in 2018 than in 2009, apart from evening entertainment. For food and groceries shopping, the number of visits per week has risen significantly, which again, may be due to improvements to the Sainsbury's store and its customer car park and the M&S Simply Food store.

Figure 3.3 Frequency of visits per week to The Broadway



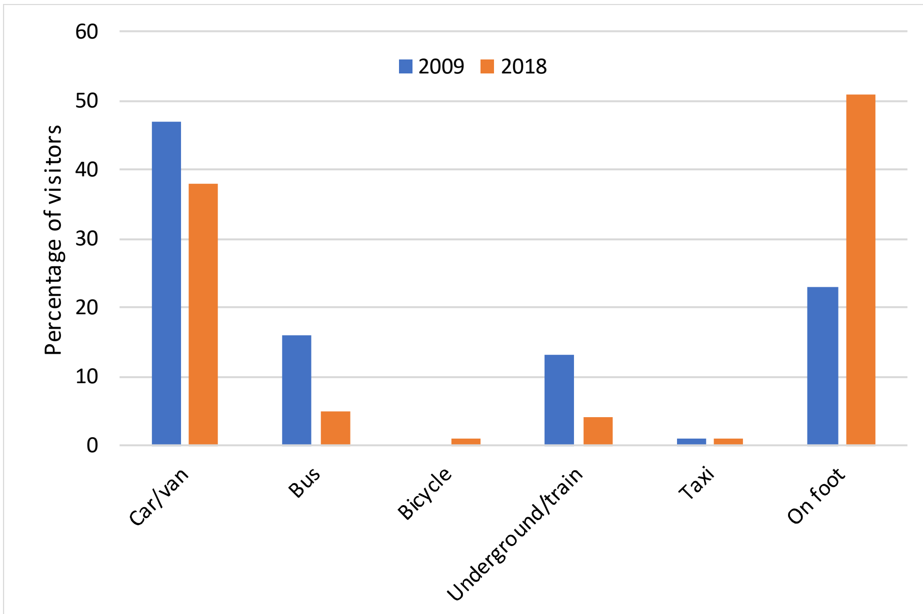
Source: NEMS in-street surveys – June 2009 and October 2018

3.13 The results suggest the average frequency of trips per week has improved significantly since 2009. This could be linked to a contraction of the centre's catchment area, with a higher proportion of local trips made frequently, rather than occasional trips from further afield. This is in line with the increase in customers walking to the centre (see below)

Mode of travel

3.14 In-street survey respondents were asked how they travelled to The Broadway that day, this information is shown in Figure 3.4. The percentage of visitors who had walked to The Broadway has significantly increased since 2009. The proportions travelling by bus and underground have reduced significantly. This could be due to a contraction in the centre's catchment area, suggesting a higher proportion of visitors are residents or workers from the local area.

Figure 3.4 Mode of travel to The Broadway (% of all respondents)



Source: NEMS in-street surveys – June 2009 and October 2018

Visitor's views

3.15 In-street survey respondents were asked what they like most about The Broadway. In both surveys 20% indicated they liked nothing in particular or did not know. The main factors liked by visitors are shown in the Table 3.2 below.

Table 3.2 Most liked factors in The Broadway (% of all respondents)

Most 'liked' factors	2009	2018	Difference
Near or convenient to home/work	24	39	+15
Selection/ choice of independent shops	7	15	+8
Selection/ choice of non-food shops	4	10	+6
Character/ atmosphere / friendly	6	9	+3
Parking is easy	2	5	+3
Compact centre	4	4	-
Green space	9	0	**-9**
Feels safe	4	0	**-4**
Like everything about the centre	5	14	+9

Source: NEMS in-street surveys – June 2009 and October 2018

3.16 The convenience and proximity to visitors' home or work is ranked highly in both surveys, and this reflects the centre's role serving the local catchment area. The 2009 and 2018 results suggest factors most liked are generally similar. On balance, the results show an improvement since 2009, with the noticeable exceptions being the amount of green space and levels of safety. In 2009, green space was ranked the second-best factor but no respondents selected this in 2018

3.17 A slightly higher proportion of people like the selection of independent and non-food shops in 2018, compared to 2009. Participants of the household survey stated that there was a good range of shops in general, an adequate supermarket offer and adequate quality and range of cafes.

3.18 Some of the most prominently disliked factors by visitors are identified in Table 3.3. There is overall consistency between 2009 and 2018. Significantly more visitors noted drink or drug related anti-social behaviour as a factor which makes them dislike The Broadway.

Table 3.3 Most disliked factors in The Broadway (% of all respondents)

Most 'disliked' factors	2009	2018	Difference
Shortage of parking for visitors	15	14	-1
Lack of choice of independent shops	9	21	**+12**
Lack of choice of national multiples	24	16	-8
Inadequate range of leisure facilities	4	1	-3
Anti-social behaviour	0	10	**+10**
Run down appearance of centre	6	9	**+3**
Dirty shopping streets (litter)	6	8	**+2**
Dislike everything about the centre	8	3	-5

Source: NEMS in-street surveys – June 2009 and October 2018

3.19 The focus on the lack of choice of national multiple retailers, was relatively high in 2009 and 2018, but levels of dissatisfaction do not appear to have increased. However, the level of dissatisfaction in relation to the choice of independent shops appears to have increased since 2009.

Levels of satisfaction

3.20 Respondents to the in-street surveys were asked to rate their level of satisfaction or dissatisfaction for a range of factors, as follows:

- Overall range and quality of shops;
- performance as a dining location;
- pubs/bar offer;
- environmental quality;
    - i cleanliness of streets;
    - ii personal safety/lighting/policing;
    - iii quality of buildings/townscape;
    - iv shelter from weather;
    - v pedestrian/vehicular safety;
- ease of access;
    - vi location of car parks;
    - vii location of underground station;
    - viii quality/security of underground station;

ix ease of cycling access;

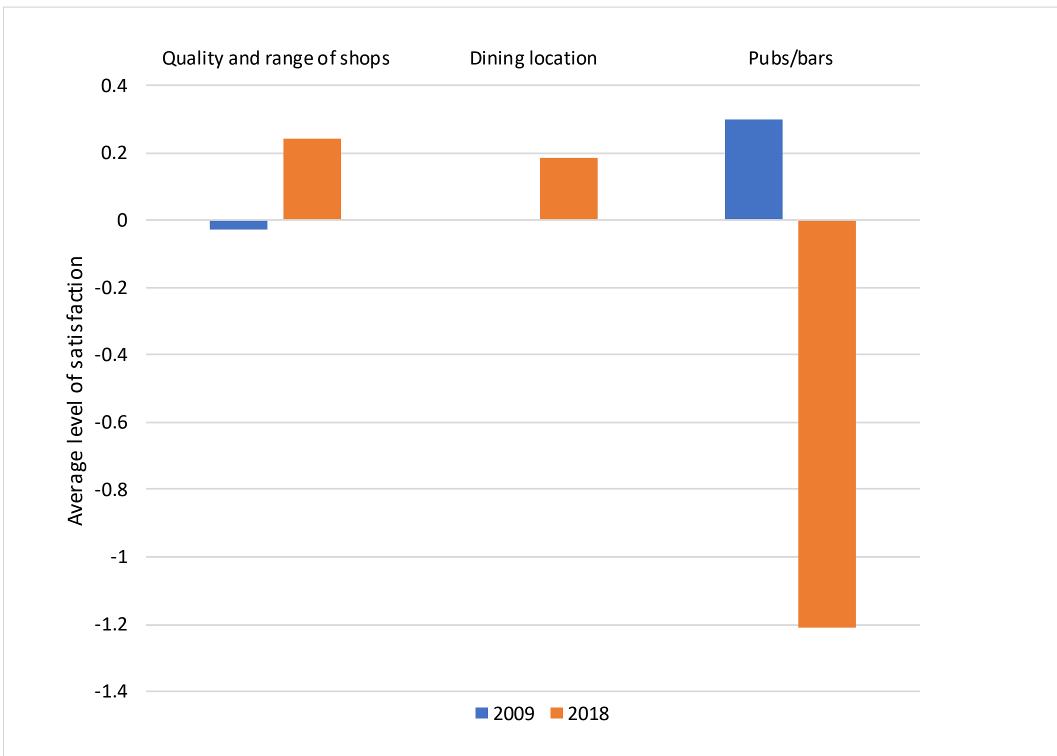
x amount/quality of pedestrianisation;

xi ease of movement around centre on foots; and

xii mobility for those with disabilities.

3.21 Respondents rated the centre from "very satisfied" (+2 points); "satisfied" (+1 point); "neutral" (0 points); "dissatisfied" (-1 point) to "very dissatisfied" (-2 points). An average score has been calculated for each factor. Positive scores are achieved where levels of satisfaction are higher and out-weigh levels of dissatisfaction. Negative scores are achieved where levels of dissatisfaction are higher and out-weigh levels of satisfaction. Scores close to zero suggest a neutral situation where opinion on satisfaction or dissatisfaction are not strong either way, or where visitor's opinions are mixed and cancel each other out. The results are shown in Figures 3.5 to 3.7.

Figure 3.5 Average level of satisfaction/dissatisfaction with shops and services at The Broadway



Source: NEMS in-street surveys – June 2009 and October 2018

3.22 The survey results for shops and services (Figure 3.5) show mixed views in terms of the provision of shops and dining facilities, with neutral scores around zero. There has been a slight improvement since the 2009 results. The high level of dissatisfaction in 2018 for pubs/bars, is likely to be due to the closure of the Winston Churchill pub.

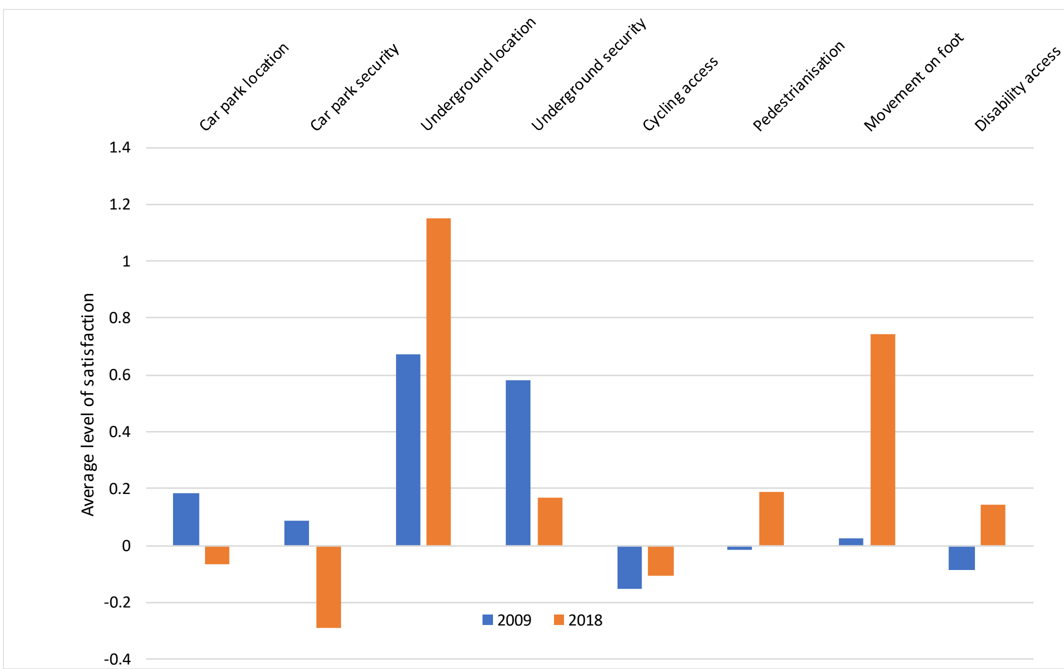
3.23 The survey results for environmental factors (Figure 3.6) also show mixed views, but there are higher levels of dissatisfaction in relation to shelter from the weather and pedestrian/vehicular safety. On balance the results have not changed significantly between 2009 and 2018.

Figure 3.6 Average level of satisfaction/dissatisfaction with environmental factors at The Broadway

Source: NEMS in-street surveys – June 2009 and October 2018

3.24 The survey results relating to accessibility (Figure 3.7) also show either neutral or positive levels of satisfaction. On balance the results have not changed significantly between 2009 and 2018.

Figure 3.6 Average level of satisfaction/dissatisfaction with accessibility factors at The Broadway



Source: NEMS in-street surveys – June 2009 and October 2018

3.25 Respondents to the household and in-street surveys were asked what improvement they would like to see at The Broadway. The results are shown in Tables 3.4 and 3.5.

Table 3.4 Suggested improvements in The Broadway (% of all in-street respondents)

Improvements	2009	2018	Difference
Better choice of shops	3	17	+14
Better quality of shops	0	9	+9
More national multiple retailers	23	6	-17
More independent shops	9	12	+3
More parking	14	20	+6
Cleaner streets/removal of litter	5	6	+1
More control over antisocial behaviour	1	14	+13

Source: NEMS in-street surveys – June 2009 and October 2018

3.26 The most cited improvements, from the in-street survey relate to car parking and the choice of shops available. There has been little change in the most cited improvements between the 2009 and 2018 results, which implies the same factors disliked and areas needing improvement as identified in 2009 remain in 2018.

3.27 The most significant changes were a higher proportion of people wanting better choice and quality of shops. Simultaneously, a lower proportion of people cited the need for more national multiple retailers. Overall, factors relating to an improved range of shops was mentioned by the largest proportion of people in 2009 and 2018.

3.28 A higher proportion of respondents believe The Broadway needs more control over antisocial behaviour. This could be the result of a variety of contextual factors, as discussed in Section 2.

Table 3.5 Suggested improvements in The Broadway (% of all household survey respondents)

Improvements	2009	2018	Difference
More parking	6	20	+14
Free parking	3	9	+6
More choice of shops	17	7	-10
More independent shop	4	5	+1
Nicer shopping environment	2	12	+10

Source: NEMS household surveys – June 2009 and October 2018

3.29 From the household survey results, the most significant change has been the decrease in proportion of respondents citing the choice of shops as a factor for improvement. Instead, a nicer shopping environment received an increase in proportion of responses.

3.30 In summary, the survey results do not provide evidence to suggest visitor's views have changed significantly since 2009, if anything they show a slight improvement in relation to many factors. However, safety issues appear to be of greater concern in 2018 than in 2009.

4.0 Retail capacity assessment

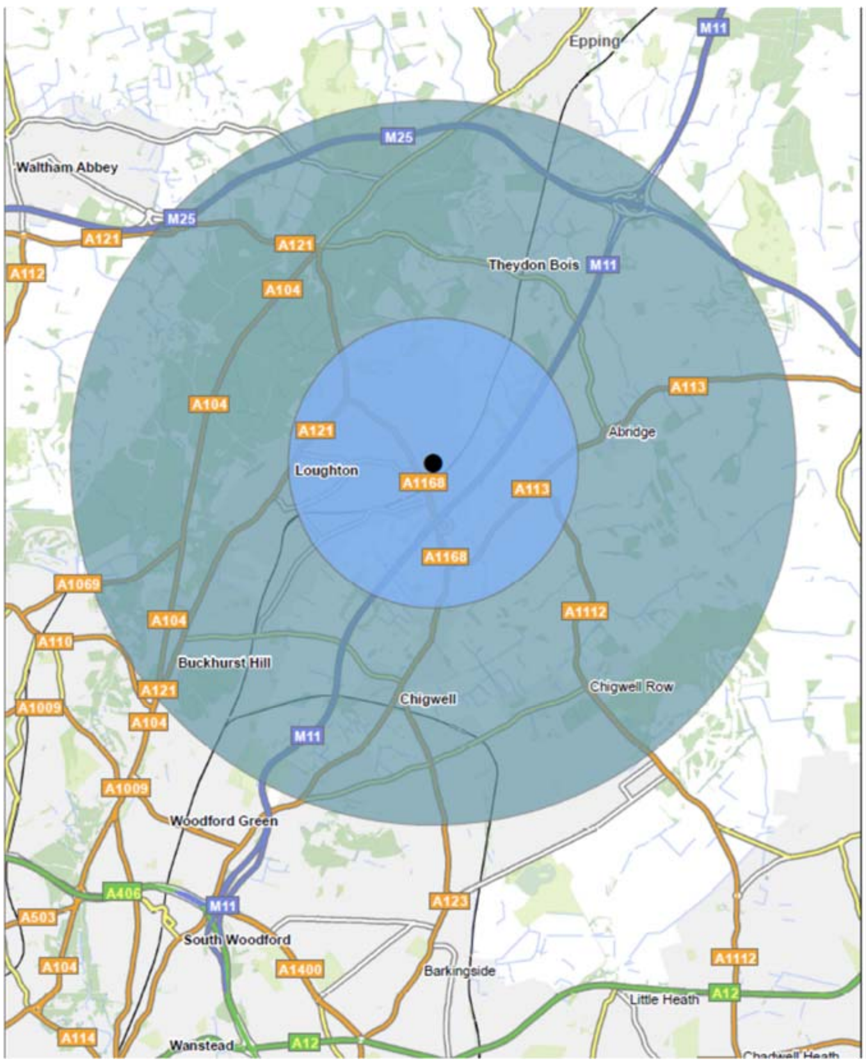
Introduction

4.1 This section updates the retail capacity projections within the EFTCS 2010 relating to The Broadway. It quantifies the comparison and convenience goods turnover of The Broadway, based on the same methodology adopted by Roger Tym in 2009/10. In addition, the food/beverage turnover (cafés, restaurants, bars) has been assessed, which was not quantified in the EFTCS 2010.

Catchment area

4.2 The EFTCS 2010 indicated that The Broadway attracts most of its retail trade from a relatively localised catchment area. A new household shopper telephone survey has been undertaken within a 5-kilometres radius from The Broadway, split into a 2-kilometre primary catchment and a 5-kilometres secondary catchment area. These two areas are shown at Figure 4.1.

Figure 4.1 Primary and secondary catchment area



Source: Experian MMP3

Price base

4.3 All monetary values expressed in this study are at 2016 prices, consistent with Experian's most up to date base year expenditure figures for 2016 (Experian Briefing Note 15, December 2017). The EFTCS and Retail Statement 2010 were based on 2007 prices. Experian's latest brief suggests prices on convenience goods have increased by +35.2% between 2007 to 2016 due to inflation. However, comparison goods prices have fallen slightly (-4.7%) due to deflation.

Population

4.4 The projected population within the catchment area at 2006, 2018 and 2021 is set out in Table 1 (Appendix 1). Base year population data has been obtained from Experian. The current (2018) population within the catchment area is 92,521 which is projected to increase to 95,709 by 2021.

Retail expenditure

4.5 The level of available expenditure to support retailers is based on first establishing per capita levels of spend for the catchment area population. Experian's local consumer expenditure estimates for comparison goods, convenience goods and food/beverage for the catchment area for the year 2016 have been obtained.

4.6 Experian's EBS national expenditure information (Experian Retail Planner Briefing Note 15, December 2017) has been used to forecast expenditure within the catchment area. Experian's forecasts are based on an econometric model of disaggregated consumer spending. This model takes several macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of consumer spending volumes, prices and values, broken down into separate categories of goods. The model incorporates assumptions about income and price elasticities.

4.7 Experian's EBS growth forecast rates for expenditure reflect the current economic circumstance and post Brexit forecasts. Experian provides an appropriate growth rate for the short term as per Table 4.1 below.

Table 4.1 Post-Brexit expenditure % growth forecasts

Year	Convenience goods growth	Comparison goods growth	Food/beverage growth
2017	0.0	+2.3	+0.3
2018	-0.6	+0.9	-0.1
2019	-0.2	+2.1	+0.8
2020-2024	0.1 per annum	+3.2 per annum	+1.1 per annum

Source: Experian Briefing Note 15 (December 2017)

4.8 These growth rates are relatively cautious when compared with past growth rates, but represent the most realistic forecast for future growth. These growth figures relate to real growth and exclude inflation.

4.9 Special forms of trading (SFT) or non-store activity is included within Experian's expenditure estimates. SFT includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling.

4.10 Home/electronic shopping has emerged with the increasing growth in the use of personal computers and the internet. This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future to review future policies and development allocations.

4.11 SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship with the demand for retail floorspace. The growth in home computing, internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Experian provides projections for special forms of trading and e-tailing. The Experian information suggests that non-store retail sales in 2017 was:

- 10.8% of convenience goods expenditure; and
- 19.7% of comparison goods expenditure.

4.12 Experian predicts that these figures will increase in the future. Experian recognises that not all this SFT expenditure should be excluded from a retail capacity analysis, because some of it relates to internet sales through traditional retail businesses, rather than internet companies.

4.13 The turnover attributable to e-tail through retail businesses is included in the company average turnovers, and therefore expenditure figures should not exclude this expenditure. Experian has provided adjusted deductions for SFT and projections. These projections have been used to exclude only e-tail expenditure attributed to non-retail businesses, which will not directly impact on the demand for retail floorspace. Furthermore, the growth in online sales through retail businesses will reduce the need for sales floorspace, but should allow operators to increase their turnover efficiency. This trend has been considered. The adjusted figures for SFT are set out in Table 4.2 below.

Table 4.2 Adjusted SFT estimates for the UK

Year	Convenience (%)	Comparison (%)
2018	3.4%	15.4%
By 2021	3.9%	16.9%

Source: Experian Briefing Note 15 (December 2017)

4.14 Table 2A (Appendix 1) sets out the forecast growth in spending per head for convenience goods within the catchment area up to 2021. Forecasts of comparison goods and food/beverage spending per capita are shown in Table 2B and 2C respectively.

4.15 Table 3A (Appendix 1) sets out total convenience goods (population multiplied by average expenditure per capita). Forecasts of comparison goods and food/beverage spending are shown in Table 3B and Table 3C respectively.

4.16 Because of growth in population, convenience goods spending within the 0 to 5km catchment area is forecast to increase by 2.9% from £196.9 million in 2018 to £202.6 million in 2021, as shown in Table 3A (Appendix 1). This growth is due to population growth rather than growth in expenditure per person.

4.17 Comparison goods spending is forecast to increase by 11.4% between 2018 and 2021, increasing from £342.8 million in 2018 to £382.0 million in 2021, as shown in Table 3B. This growth is due to a combination of population and expenditure per person growth.

4.18 Food/beverage spending is forecast to increase by 6.5% between 2018 and 2021, increasing from £124.8 million in 2018 to £133 million in 2021, as shown in Table 3C.

4.19 These figures relate to real growth and exclude inflation.

4.20 It should be noted that comparison goods spending is forecast to increase more than convenience spending as the amount spent on groceries does not necessarily increase proportionately with disposable income, whereas spending on non-food goods is more closely linked to income. Growth is still likely to be less than was previously envisaged pre-Brexit.

Market shares/penetration rates

4.21 To assess existing trading and future trading levels, penetration rates are estimated for shopping facilities within the catchment area. The assessment of penetration rates is based on information gathered from the October 2018 household survey. The results of the household shopper questionnaire survey undertaken by NEMS have been used to estimate existing shopping patterns. The tabulated results are shown in Appendix 4.3.

4.22 The total turnover of shops within The Broadway and the Epping Forest Shopping Park are based on penetration rates. The results of the household shopper survey relating to main and top-up food and grocery shopping have been used to estimate existing convenience goods shopping patterns. The estimates of market share or penetration within the catchment area for convenience goods shopping are shown in Table 4A (Appendix 1). The market shares in Table 4A are a combined rate for both main and top up shopping based on a 70:30 split. This 70:30 split is based on Lichfields' experience and is widely accepted in retail studies of this kind.

4.23 The market shares for comparison goods shopping are shown in Table 4B (Appendix 1). These market shares are based on a weighted average for each comparison goods category included within the household survey questionnaire e.g. clothing/footwear, electrical, furniture, floorcoverings, DIY and health and beauty products.

4.24 The market shares for food/beverage are shown in Table 4C (Appendix 1). A summary of market shares achieved by The Broadway are shown in Table 4.3.

Table 4.3 The Broadway's market share of expenditure (% of total resident spending in each catchment area)

	Primary Catchment (0 to 2 km)	Secondary Catchment (2 to 5 km)
Convenience goods	12.9	7.3
Comparison goods	12.4	2.4
Food/beverage	2.4	0.4

Source: NEMS household survey October 2018 with Lichfield's analysis - see Tables 4A to 4c (Appendix 1).

4.25 The Broadway has higher market shares (penetration) for convenience goods shopping, primarily due to the attraction of the Sainsbury's store on Torrington Drive. The market shares in both the primary and secondary catchment areas are relatively low; by way of comparison Loughton High Road attracts much higher shares.

Spending patterns and trading performance

Convenience goods shopping

4.26 As indicated in Table 4.3, The Broadway's market share of convenience goods expenditure is 12.9% in the 2-kilometre primary catchment area and 7.3% in the 2-5 kilometres secondary catchment area.

4.27 The level of convenience goods expenditure attracted to The Broadway in 2018 is estimated to be £17.1 million as shown in Table 5A (Appendix 1), applying the market shares set out in Table 4A. This convenience goods turnover includes the Sainsbury's store at Torrington Drive.

4.28 The assessment suggests the convenience good turnover of Epping Forest Shopping Park (primarily the new Aldi store) is £17.2 million.

4.29 The EFTCS 2010, adopting the same household survey based market share approach, estimated The Broadway's convenience goods turnover was £11.2 million in 2009 (2007 prices), including the Sainsbury's store. If expressed at 2016 prices, The Broadway's convenience goods turnover in 2009 would be £15.1 million, about £2 million lower than the latest 2018 estimate.

4.30 These figures suggest that, in real terms, The Broadway's convenience goods turnover has increased by +13% between 2009 and 2018, despite the impact of the Epping Forest Shopping Park.

4.31 Experian's Retail Planner Briefing Note 15, December 2017 indicates that convenience goods expenditure per capita in the UK fell by about -4.6% between 2009 and 2016. This reduction would have been offset by population growth during that period.

4.32 It is unlikely that population growth between 2009 and 2018 would have offset all convenience goods trade diversion to the Epping Forest Shopping Park. The +13% increase in convenience goods turnover may be due to the improved customer car parking provided at the Sainsbury's store since 2009, which may have helped to offset impact from the Epping Forest Shopping Park.

4.33 The Broadway's convenience goods turnover is projected to grow from £17.1 million in 2018 to £17.6 million in 2021, as shown in Table 6A and summarised in Table 7, an increase of £0.5 million due to population growth.

Comparison goods shopping

4.34 The estimates of market share or penetration are shown in Table 4B (Appendix 1). The Broadway's market share of comparison goods expenditure is 12.4% in the 2-kilometre primary catchment area and 2.4% in the 2-5 kilometres secondary catchment area.

4.35 The level of comparison goods expenditure attracted to The Broadway in 2018 is estimated to be just under 16.5 million, as shown in Table 5B (Appendix 1), applying the market shares set out in Table 4B.

4.36 The EFTCS 2010 estimated The Broadway's comparison goods turnover was £13.6 million in 2009 (2007 prices). Excluding a small element of deflation, these figures suggest The Broadway's comparison goods turnover has increased by 21% between 2009 and 2018, despite the new Epping Forest Shopping Park. Again, population and expenditure growth between 2009 and 2018 appears to have offset comparison goods trade diversion to Epping Forest Shopping Park.

4.37 Experian's Retail Planner Briefing Note 15, December 2017 indicates that comparison goods expenditure per capita in the UK grew by +23% between 2009 and 2016. Allowing for population and expenditure growth, one might reasonably have expected The Broadway's comparison goods turnover to have increased by about +30% between 2009 and 2018.

4.38 The difference in actual growth +23% and the expected growth +30% (assuming constant market share) may provide a reasonable indication of the net impact of Epping Forest Shopping Park. The Broadway's expected comparison good turnover at 2018 would have been £17.7 million, compared with the post Epping Forest Shopping Park actual figure of £16.5 million. The implied comparison goods trade diversion to Epping Forest Shopping Park would be £1.2 million, an impact at 2018 is -6.8%.

4.39 By way of comparison, Lichfields' 2010 retail impact assessment estimated there would be a lower -2% impact on The Broadway's comparison goods turnover (2016 design years), resulting in a post development residual turnover of £16.9 million. The current trading performance (£16.5 million) is 2.5% lower than Lichfields' projection in 2010.

4.40 The Broadway's future comparison goods turnover is projected to grow from £16.5 million in 2018 to £18.4 million in 2021, as shown in Table 6B and summarised in Table 7, an increase of £1.9 million due to continued population and expenditure growth. This future projected growth should help to offset any further trade diversion to Epping Forest Shopping Park.

Food and beverage

4.41 The estimates of market share or penetration are shown in Table 4C, Appendix 1. The Broadways' market share of food/beverage expenditure is 2.4% in the 2-kilometre primary catchment area and 0.4% in the 2-5 kilometre secondary catchment area.

4.42 The level of food/beverage expenditure attracted to The Broadway in 2018 is estimated to be £1.10 million as shown in Table 5C (Appendix 1) applying the market shares set out in Table 4C.

4.43 The EFTCS 2010 did not estimated The Broadway's food and beverage turnover, and therefore it is not possible to assess how this trade has changed since 2009.

4.44 The Broadway's food and beverage turnover is projected to grow marginally from £1.10 million in 2018 to £1.17 million in 2021, as shown in Table 6C and summarised in Table 7.

Linked purpose trips

4.45 Lichfields' 2010 retail impact assessment estimated a relatively low level (-2%) of impact on The Broadway's comparison goods turnover. This relatively low impact reflected the expected potential for Epping Forest Shopping Park to generate linked trips to The Broadway, i.e. new spin-off trade that would help to offset trade diversion. The degree of linked trips has been explored within the in-street and household survey questionnaires.

4.46 Household survey respondents were asked if they had visited The Broadway during the past 3 months. Of the 46% of respondents who had visited in the past 3 months, 59% indicated that they had also visited Epping Forest Shopping Park during their last trip to The Broadway.

4.47 The in-street survey suggested a lower proportion (22%) intended to visit Epping Forest Shopping Park during their trip to The Broadway. Taking the mid-point between the household and in-street surveys suggests that around 40% of visitors to The Broadway also visit Epping Forest Shopping Park during that trip.

4.48 The proportion of visitors undertaking linked trips between The Broadway and Epping Forest Shopping Park is likely to have positive and negative implications for The Broadway. The negative impact will be the dilution of trade between the two destinations, which previously would have been spend solely within The Broadway. The positive impact will be new linked trips to The Broadway, generated by Epping Forest Shopping Park i.e. new trips that would not previously have been attracted to the area.

4.49 On balance the retail capacity results suggest there has been some reduction in comparison goods trade (-6.8%), but this will have been offset by population and expenditure growth between 2009 and 2018.

5.0 Conclusions

5.1 A wide range of indicators was previously accessed to measure the vitality and viability of The Broadway in the EFTCS, based on 2009 data. The research undertaken by Roger Tym in 2009 has been repeated in October 2018 to identify potential changes since 2009. The results are summarised in Table 5.1 below. Factors that appear to have improved since 2009 are marked in **green**. Factors that have remained broadly unchanged are marked in **amber**, and finally, factors that appear to have got worse since 2009 are marked in **red**.

Factor	Comment	Change?
Convenience goods retail turnover	Increased from £15.1 million in 2009 to £17.1 million in 2018. This turnover increase may be due to improvements to the Sainsbury's store and car park, and the M&S Simply Food.	
Comparison goods retail turnover	Increased from £13.6 million in 2009 to £16.5 million in 2018. Implied reduction in turnover due to Epping Forest Shopping Park is at 2018 is -£1.2 million, a 6.8% reduction. This reduction has been more than offset by population and expenditure growth between 2009 and 2018.	
Position in the local hierarchy of centres	Continues to be ranked above Waltham Abbey, Chipping Ongar and Buckhurst Hill.	
Number of Class A1 to A5 uses	The number of operators has reduced from 55 in 2009 to 50 in 2018, due to the demolition of premises at Torrington Drive, to allow Sainsbury's to extend their customer car park.	
Number of Class A1 retail uses	The number of operators has reduced from 44 in 2009 to 37 in 2018. Although customers views on the overall quality and range of shops remains largely unchanged.	
Number of Class A3 to A5 uses	The number of operators has increased from 8 in 2009 to 10 in 2018, despite the closure of the Winston Churchill pub. But overall customer views on food and beverage provision is mixed and has remained largely unchanged since 2009.	
Number of vacant units	5 vacant units on the Broadway in 2009 and 2018. The vacancy rate remains slightly below the national average (9.1% compared with 11.8%).	
Multiple retailer representation	The Woolworth and Clinton's stores have closed since 2009, but Greggs and M&S Simply Food are new tenants. The levels of customer dissatisfaction with the lack of choice of national multiples is largely unchanged.	
Customer profile	The in-street survey results suggest no significant change in terms of age or socio-economic profile or car ownership.	
Property indicators	VOA data suggests Zone A retail rents have increased marginally from £225 to £235 psm between 2010 and 2017. Rental levels remain relatively low compared with other centres in the District.	
Crime and safety	Reported crime has increased since 2009, and based on survey results visitors concerns regarding safety, security and anti-social behaviour have increased.	
Environmental factors	Customer views on the environmental quality of the centre are mixed, but the 2009 and 2018 survey results are largely unchanged.	
Accessibility factors	Customer views on levels of accessibility are generally positive and the 2009 and 2018 survey results remain largely unchanged.	

5.2 The results show that most indicators have not changed significantly between 2009 and 2018. The number of retail outlets has reduced. Customers views on the centre are mixed, but this has not changed significantly. The main change relating to customer views relates to the perception of safety and security.

5.3 Evidence suggests the trading performance of the centre has improved in line with population and expenditure growth. This growth between 2009 and 2018 appears to have offset trade diversion from the centre to Epping Forest Shopping Centre.

Appendix 1: Retail capacity assessment

Table 1 : Catchment area population

	2018	2021
Primary catchment area - 0 to 2km	23,701	24,701
Secondary catchment area - 2 km to 5km	68,820	71,008
Total	**92,521**	**95,709**

Source: Experian MMG3

Table 2A : Catchment area convenience goods expenditure per capita (£ per annum)

	2018	2021
Primary catchment area - 0 to 2km	2,063	2,052
Secondary catchment area - 2 km to 5km	2,151	2,139

Source: Experian local expnditure estimates and growth projections (excluding SFT)

Table 2B : Catchment area comparison goods expenditure per capita (£ per annum)

	2018	2021
Primary catchment area - 0 to 2km	3,486	3,755
Secondary catchment area - 2 km to 5km	3,780	4,073

Source: Experian local expnditure estimates and growth projections (excluding SFT)

Table 2C : Catchment area food/beverage expenditure per capita (£ per annum)

	2018	2021
Primary catchment area - 0 to 2km	1,263	1,301
Secondary catchment area - 2 km to 5km	1,379	1,421

Source: Experian local expnditure estimates and growth projections

Table 3A : Catchment area total convenience goods expenditure (£ million)

	2018	2021
Primary catchment area - 0 to 2km	48.90	50.69
Secondary catchment area - 2 km to 5km	148.03	151.89
Total	**196.93**	**202.57**

Source: Table 1 multiplied by Table 2A

Table 3B : Catchment area total comparison goods expenditure (£ million)

	2018	2021
Primary catchment area - 0 to 2km	82.62	92.75
Secondary catchment area - 2 km to 5km	260.14	289.22
Total	**342.76**	**381.97**

Source: Table 1 multiplied by Table 2B

Table 3C : Catchment area total food/beverage expenditure (£ million)

	2018	2021
Primary catchment area - 0 to 2km	29.93	32.13
Secondary catchment area - 2 km to 5km	94.90	100.87
Total	**124.84**	**133.00**

Source: Table 1 multiplied by Table 2B

Table 4A : Convenience goods market shares (% of total expenditure)

	0 to 2 kilometres	2 to 5 kilometres
The Broadway, Debden	12.9	7.3
Epping Forest Shopping Park	7.0	9.3
Loughton High Road	65.4	22.8
Elsewhere	14.7	60.6
Total	**100.0**	**100.0**

Source: NEMS household survey results October 2018 - Lichfields' analysis

Table 4B : Comparison goods market shares (% of total expenditure)

	0 to 2 kilometres	2 to 5 kilometres
The Broadway, Debden	12.4	2.4
Epping Forest Shopping Park	7.2	7.0
Loughton High Road	26.8	17.3
Elsewhere	53.6	73.3
Total	**100.0**	**100.0**

Source: NEMS household survey results October 2018 - Lichfields' analysis

Table 4C : Food/beverage market shares (% of total expenditure)

	0 to 2 kilometres	2 to 5 kilometres
The Broadway, Debden	2.4	0.4
Loughton High Road	91.0	25.5
Elsewhere	6.6	74.1
Total	**100.0**	**100.0**

Source: NEMS household survey results October 2018 - Lichfields' analysis

Table 5A : Convenience goods trading levels 2018 (£ millions)

	0 to 2 kilometres	2 to 5 kilometres	Total
Total expenditure	48.90	148.03	196.93
The Broadway, Debden	6.31	10.81	17.11
Epping Forest Shopping Park	3.42	13.77	17.19
Loughton High Road	31.98	33.75	65.73
Elsewhere	7.19	89.71	96.89
Total	**48.90**	**148.03**	**196.93**

Source: Table 3A multiplied by Table 4A

Table 5B : Comparison goods trading levels 2018 (£ millions)

	0 to 2 kilometres	2 to 5 kilometres	Total
Total expenditure	82.62	260.14	342.76
The Broadway, Debden	10.25	6.24	16.49
Epping Forest Shopping Park	5.95	18.21	24.16
Loughton High Road	22.14	45.00	67.15
Eslewhere	44.29	190.68	234.97
Total	**82.62**	**260.14**	**342.76**

Source: Table 3B multiplied by Table 4B

Table 5C : Food and Beverage trading levels 2018 (£ millions)

	0 to 2 kilometres	2 to 5 kilometres	Total
Total expenditure	29.93	94.90	124.84
The Broadway, Debden	0.72	0.38	1.10
Loughton High Road	27.24	24.20	51.44
Eslewhere	1.98	70.32	72.30
Total	**29.93**	**94.90**	**124.84**

Source: Table 3B multiplied by Table 4C

Table 6A : Future convenience goods trading levels 2021 (£ millions)

	0 to 2 kilometres	2 to 5 kilometres	Total
Total expenditure	50.69	151.89	202.57
The Broadway, Debden	6.54	11.09	17.63
Epping Forest Shopping Park	3.55	14.13	17.67
Loughton High Road	33.15	34.63	67.78
Elsewhere	7.45	92.04	99.49
Total	**50.69**	**151.89**	**202.57**

Source: Table 3A multiplied by Table 4A

Table 6B : Future comparison goods trading levels 2021 (£ millions)

	0 to 2 kilometres	2 to 5 kilometres	Total
Total expenditure	92.75	289.22	381.97
The Broadway, Debden	11.50	6.94	18.44
Epping Forest Shopping Park	6.68	20.25	26.92
Loughton High Road	24.86	50.03	74.89
Eslewhere	49.72	212.00	261.71
Total	**92.75**	**289.22**	**381.97**

Source: Table 3B multiplied by Table 4B

Table 6C : Future food and Beverage trading levels 2021 (£ millions)

	0 to 2 kilometres	2 to 5 kilometres	Total
Total expenditure	32.13	100.87	133.00
The Broadway, Debden	0.77	0.40	1.17
Loughton High Road	29.24	25.72	54.96
Eslewhere	2.12	74.74	76.86
Total	**32.13**	**100.87**	**133.00**

Source: Table 3B multiplied by Table 4C

Table 7 : Summary of The Broadway's existing and projected trading levels (£ millions)

	2018	2021	Growth 2018- 2021
Convenience goods	17.11	17.63	0.51
Comparison goods	16.49	18.44	1.95
Food/beverage	1.10	1.17	0.08
Total	**34.70**	**37.24**	**2.54**

Source: Tables 4A to 6B

Appendix 2: In-street survey results

QA First of all, can I ask you do you work in any of the following: Market Research or Retail?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
None of these	100.0%	100	100.0%	39	100.0%	61	100.0%	21	100.0%	33	100.0%	46	100.0%	49	100.0%	51	100.0%	25	100.0%	50	100.0%	25
Base:		100		39		61		21		33		46		49		51		25		50		25

Q01 How did you travel to The Broadway in Debden today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Car/ van driver	29.0%	29	35.9%	14	24.6%	15	19.0%	4	36.4%	12	28.3%	13	24.5%	12	33.3%	17	12.0%	3	40.0%	20	24.0%	6
Car/ van passenger	9.0%	9	0.0%	0	14.8%	9	14.3%	3	6.1%	2	8.7%	4	8.2%	4	9.8%	5	16.0%	4	4.0%	2	12.0%	3
Bus	5.0%	5	7.7%	3	3.3%	2	0.0%	0	0.0%	0	10.9%	5	8.2%	4	2.0%	1	4.0%	1	6.0%	3	4.0%	1
Bicycle	1.0%	1	2.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Underground (as appropriate)	4.0%	4	10.3%	4	0.0%	0	4.8%	1	6.1%	2	2.2%	1	8.2%	4	0.0%	0	8.0%	2	4.0%	2	0.0%	0
Train (as appropriate)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	1	0.0%	0	1.6%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
On foot	51.0%	51	43.6%	17	55.7%	34	57.1%	12	48.5%	16	50.0%	23	46.9%	23	54.9%	28	60.0%	15	44.0%	22	56.0%	14
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
Base:		100		39		61		21		33		46		49		51		25		50		25

Meanscore: [Number of visits per week]

Q02 How often do you do the following in The Broadway in Debden?

Food & Groceries Shopping

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Everyday	30.0%	30	35.9%	14	26.2%	16	14.3%	3	45.5%	15	26.1%	12	18.4%	9	41.2%	21	20.0%	5	32.0%	16	36.0%	9
4 to 6 days a week	7.0%	7	2.6%	1	9.8%	6	4.8%	1	9.1%	3	6.5%	3	8.2%	4	5.9%	3	12.0%	3	4.0%	2	8.0%	2
2 to 3 days a week	25.0%	25	15.4%	6	31.1%	19	23.8%	5	18.2%	6	30.4%	14	22.4%	11	27.5%	14	32.0%	8	20.0%	10	28.0%	7
1 day a week	24.0%	24	28.2%	11	21.3%	13	38.1%	8	15.2%	5	23.9%	11	32.7%	16	15.7%	8	28.0%	7	28.0%	14	12.0%	3
Once every 2 weeks	2.0%	2	2.6%	1	1.6%	1	4.8%	1	0.0%	0	2.2%	1	2.0%	1	2.0%	1	0.0%	0	4.0%	2	0.0%	0
Once every month	3.0%	3	2.6%	1	3.3%	2	0.0%	0	6.1%	2	2.2%	1	4.1%	2	2.0%	1	4.0%	1	2.0%	1	4.0%	1
Once a quarter	0.0%	0	0.0%	0	0.0%	0	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 often than once a quarter	2.0%	2	0.0%	0	3.3%	2	4.8%	1	0.0%	0	2.2%	1	4.1%	2	0.0%	0	0.0%	0	2.0%	1	4.0%	1
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	7.0%	7	12.8%	5	3.3%	2	9.5%	2	6.1%	2	6.5%	3	8.2%	4	5.9%	3	4.0%	1	8.0%	4	8.0%	2
Mean:		*3.58*		*3.82*		*3.45*		*2.47*		*4.54*		*3.39*		*2.84*		*4.29*		*3.22*		*3.53*		*4.08*
Base:		100		39		61		21		33		46		49		51		25		50		25

Non-food Shopping (i.e. Clothes, shoes, Electrical Goods etc)

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Everyday	10.0%	10	10.3%	4	9.8%	6	0.0%	0	6.1%	2	17.4%	8	2.0%	1	17.6%	9	8.0%	2	12.0%	6	8.0%	2
4 to 6 days a week	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
2 to 3 days a week	24.0%	24	30.8%	12	19.7%	12	19.0%	4	21.2%	7	28.3%	13	22.4%	11	25.5%	13	28.0%	7	24.0%	12	20.0%	5
1 day a week	32.0%	32	20.5%	8	39.3%	24	23.8%	5	45.5%	15	26.1%	12	32.7%	16	31.4%	16	28.0%	7	34.0%	17	32.0%	8
Once every 2 weeks	5.0%	5	0.0%	0	8.2%	5	4.8%	1	9.1%	3	2.2%	1	8.2%	4	2.0%	1	8.0%	2	2.0%	1	8.0%	2
Once every month	12.0%	12	17.9%	7	8.2%	5	23.8%	5	9.1%	3	8.7%	4	12.2%	6	11.8%	6	16.0%	4	12.0%	6	8.0%	2
Once a quarter	3.0%	3	5.1%	2	1.6%	1	9.5%	2	0.0%	0	2.2%	1	2.0%	1	3.9%	2	0.0%	0	6.0%	3	0.0%	0
Less often than once a quarter	2.0%	2	0.0%	0	3.3%	2	4.8%	1	0.0%	0	2.2%	1	4.1%	2	0.0%	0	0.0%	0	2.0%	1	4.0%	1
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	11.0%	11	15.4%	6	8.2%	5	14.3%	3	6.1%	2	13.0%	6	14.3%	7	7.8%	4	8.0%	2	8.0%	4	20.0%	5
Mean:		*1.95*		*2.07*		*1.88*		*0.96*		*1.74*		*2.56*		*1.41*		*2.43*		*1.99*		*1.99*		*1.81*
Base:		100		39		61		21		33		46		49		51		25		50		25

Drinking / Eating out

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Everyday	5.0%	5	2.6%	1	6.6%	4	0.0%	0	12.1%	4	2.2%	1	0.0%	0	9.8%	5	4.0%	1	6.0%	3	4.0%	1
4 to 6 days a week	2.0%	2	2.6%	1	1.6%	1	4.8%	1	3.0%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	4.0%	2	0.0%	0
2 to 3 days a week	15.0%	15	10.3%	4	18.0%	11	14.3%	3	12.1%	4	17.4%	8	10.2%	5	19.6%	10	20.0%	5	16.0%	8	8.0%	2
1 day a week	11.0%	11	17.9%	7	6.6%	4	19.0%	4	6.1%	2	10.9%	5	10.2%	5	11.8%	6	8.0%	2	10.0%	5	16.0%	4
Once every 2 weeks	7.0%	7	10.3%	4	4.9%	3	14.3%	3	12.1%	4	0.0%	0	10.2%	5	3.9%	2	16.0%	4	4.0%	2	4.0%	1
Once every month	10.0%	10	12.8%	5	8.2%	5	0.0%	0	21.2%	7	6.5%	3	12.2%	6	7.8%	4	8.0%	2	12.0%	6	8.0%	2
Once a quarter	4.0%	4	2.6%	1	4.9%	3	4.8%	1	3.0%	1	4.3%	2	6.1%	3	2.0%	1	0.0%	0	6.0%	3	4.0%	1
Less often than once a quarter	8.0%	8	2.6%	1	11.5%	7	4.8%	1	9.1%	3	8.7%	4	6.1%	3	9.8%	5	16.0%	4	8.0%	4	0.0%	0
First time today	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Never	37.0%	37	35.9%	14	37.7%	23	33.3%	7	21.2%	7	50.0%	23	40.8%	20	33.3%	17	28.0%	7	32.0%	16	56.0%	14
Mean:		*1.59*		*1.30*		*1.78*		*1.29*		*1.89*		*1.44*		*0.93*		*2.16*		*1.34*		*1.74*		*1.56*
Base:		100		39		61		21		33		46		49		51		25		50		25

Private & Public Services (Bank / Solicitor / Library, etc)

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Everyday	3.0%	3	5.1%	2	1.6%	1	9.5%	2	3.0%	1	0.0%	0	2.0%	1	3.9%	2	8.0%	2	2.0%	1	0.0%	0
4 to 6 days a week	2.0%	2	2.6%	1	1.6%	1	4.8%	1	0.0%	0	2.2%	1	2.0%	1	2.0%	1	4.0%	1	2.0%	1	0.0%	0
2 to 3 days a week	17.0%	17	12.8%	5	19.7%	12	14.3%	3	18.2%	6	17.4%	8	8.2%	4	25.5%	13	24.0%	6	12.0%	6	20.0%	5
1 day a week	27.0%	27	33.3%	13	23.0%	14	4.8%	1	27.3%	9	37.0%	17	26.5%	13	27.5%	14	12.0%	3	34.0%	17	28.0%	7
Once every 2 weeks	4.0%	4	2.6%	1	4.9%	3	9.5%	2	3.0%	1	2.2%	1	8.2%	4	0.0%	0	0.0%	0	6.0%	3	4.0%	1
Once every month	11.0%	11	12.8%	5	9.8%	6	19.0%	4	3.0%	1	13.0%	6	6.1%	3	15.7%	8	8.0%	2	10.0%	5	16.0%	4
Once a quarter	0.0%	0	0.0%	0	0.0%	0	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 often than once a quarter	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	35.0%	35	30.8%	12	37.7%	23	38.1%	8	45.5%	15	26.1%	12	44.9%	22	25.5%	13	44.0%	11	32.0%	16	32.0%	8
Mean:		*1.63*		*1.72*		*1.56*		*2.28*		*1.77*		*1.30*		*1.40*		*1.79*		*2.69*		*1.38*		*1.25*
Base:		100		39		61		21		33		46		49		51		25		50		25

Leisure Facilities (Gym etc)

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Everyday	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
4 to 6 days 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
2 to 3 days a week	3.0%	3	5.1%	2	1.6%	1	4.8%	1	3.0%	1	2.2%	1	2.0%	1	3.9%	2	0.0%	0	6.0%	3	0.0%	0
1 day a week	2.0%	2	2.6%	1	1.6%	1	0.0%	0	3.0%	1	2.2%	1	4.1%	2	0.0%	0	4.0%	1	2.0%	1	0.0%	0
Once every 2 weeks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every month	1.0%	1	0.0%	0	1.6%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Once a quarter	0.0%	0	0.0%	0	0.0%	0	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 often than once a quarter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time today	3.0%	3	2.6%	1	3.3%	2	0.0%	0	0.0%	0	6.5%	3	2.0%	1	3.9%	2	12.0%	3	0.0%	0	0.0%	0
Never	90.0%	90	87.2%	34	91.8%	56	85.7%	18	93.9%	31	89.1%	41	87.8%	43	92.2%	47	80.0%	20	90.0%	45	100.0%	25
Mean:		*1.68*		*2.60*		*0.76*		*3.27*		*1.75*		*0.70*		*1.97*		*1.25*		*0.26*		*3.10*		*0.00*
Base:		100		39		61		21		33		46		49		51		25		50		25

Q03 What is the main reason for your visit here today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
To buy food and grocery items (not take-away / café / restaurant / pub / bar)	31.0%	31	25.6%	10	34.4%	21	9.5%	2	36.4%	12	37.0%	17	26.5%	13	35.3%	18	20.0%	5	28.0%	14	48.0%	12
To buy non-food goods (e.g. shoes, clothes, jewellery)	13.0%	13	17.9%	7	9.8%	6	14.3%	3	15.2%	5	10.9%	5	18.4%	9	7.8%	4	20.0%	5	14.0%	7	4.0%	1
To visit the market	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
For personal services (e.g. bank, hairdresser, solicitor, etc)	11.0%	11	10.3%	4	11.5%	7	4.8%	1	12.1%	4	13.0%	6	10.2%	5	11.8%	6	12.0%	3	14.0%	7	4.0%	1
To visit a commercial leisure facility (gym, etc. – where appropriate)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
As a day visitor to The Broadway	3.0%	3	2.6%	1	3.3%	2	0.0%	0	0.0%	0	6.5%	3	2.0%	1	3.9%	2	8.0%	2	2.0%	1	0.0%	0
As a staying visitor to The Broadway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eat out / drinking (e.g. restaurant / pub / bar)	8.0%	8	12.8%	5	4.9%	3	14.3%	3	6.1%	2	6.5%	3	6.1%	3	9.8%	5	8.0%	2	10.0%	5	4.0%	1
Work	2.0%	2	2.6%	1	1.6%	1	9.5%	2	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	1	4.0%	1
To attend college	3.0%	3	7.7%	3	0.0%	0	14.3%	3	0.0%	0	0.0%	0	4.1%	2	2.0%	1	4.0%	1	2.0%	1	4.0%	1
To meet someone	3.0%	3	2.6%	1	3.3%	2	4.8%	1	3.0%	1	2.2%	1	0.0%	0	5.9%	3	4.0%	1	2.0%	1	4.0%	1
Public services (library, doctor, dentist, etc.)	12.0%	12	5.1%	2	16.4%	10	4.8%	1	9.1%	3	17.4%	8	12.2%	6	11.8%	6	12.0%	3	10.0%	5	16.0%	4
No particular reason	3.0%	3	2.6%	1	3.3%	2	0.0%	0	6.1%	2	2.2%	1	2.0%	1	3.9%	2	0.0%	0	4.0%	2	4.0%	1
Other (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
Passing though	3.0%	3	5.1%	2	1.6%	1	4.8%	1	3.0%	1	2.2%	1	4.1%	2	2.0%	1	0.0%	0	4.0%	2	4.0%	1
School run	6.0%	6	0.0%	0	9.8%	6	9.5%	2	9.1%	3	2.2%	1	10.2%	5	2.0%	1	12.0%	3	6.0%	3	0.0%	0
Takeaway food	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Base:		100		39		61		21		33		46		49		51		25		50		25

Q04 What do you LIKE most about The Broadway in Debden? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Near to home / convenient	37.0%	37	30.8%	12	41.0%	25	28.6%	6	30.3%	10	45.7%	21	34.7%	17	39.2%	20	44.0%	11	38.0%	19	28.0%	7
Close to work	2.0%	2	2.6%	1	1.6%	1	0.0%	0	6.1%	2	0.0%	0	0.0%	0	3.9%	2	4.0%	1	2.0%	1	0.0%	0
Good public transport links generally	2.0%	2	5.1%	2	0.0%	0	0.0%	0	3.0%	1	2.2%	1	2.0%	1	2.0%	1	0.0%	0	4.0%	2	0.0%	0
Convenient location of Debden Underground Station	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Convenient drop off / pick up stops for buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking is easy	5.0%	5	5.1%	2	4.9%	3	4.8%	1	9.1%	3	2.2%	1	6.1%	3	3.9%	2	4.0%	1	6.0%	3	4.0%	1
Parking is cheap	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
Lack of congestion on roads	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised streets	2.0%	2	0.0%	0	3.3%	2	4.8%	1	3.0%	1	0.0%	0	4.1%	2	0.0%	0	4.0%	1	2.0%	1	0.0%	0
Little traffic-pedestrian conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ease of access to all (with pushchairs, wheelchairs, 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
Good directional signs to the 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
Well signposted route ways within the 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
Selection / choice of independent / specialist shops	15.0%	15	10.3%	4	18.0%	11	19.0%	4	15.2%	5	13.0%	6	20.4%	10	9.8%	5	32.0%	8	8.0%	4	12.0%	3
Selection / choice of non-food multiple shops (i.e. high street chains such as Boots, Superdrug etc)	10.0%	10	10.3%	4	9.8%	6	9.5%	2	6.1%	2	13.0%	6	14.3%	7	5.9%	3	12.0%	3	8.0%	4	12.0%	3
Quality of supermarket(s)	0.0%	0	0.0%	0	0.0%	0	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 Market	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
Quality of the shops in general	2.0%	2	2.6%	1	1.6%	1	9.5%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Compact centre (i.e. shops close together)	4.0%	4	0.0%	0	6.6%	4	4.8%	1	3.0%	1	4.3%	2	6.1%	3	2.0%	1	0.0%	0	8.0%	4	0.0%	0
Specified shops (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
Prices are competitive in shops compared to other town / district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Play area for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of places to eat	2.0%	2	2.6%	1	1.6%	1	4.8%	1	3.0%	1	0.0%	0	2.0%	1	2.0%	1	4.0%	1	2.0%	1	0.0%	0
Range of pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of private services (banks, hairdressers,	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
solicitors and so on)																						
Range of public services (i.e. library, health services 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
Range of leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General cleanliness of shopping streets	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Feels safe / absence of threatening individuals / groups	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of police / other security measures (e.g. CCTV)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Green space/area	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nice busy feel	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Not too crowded	2.0%	2	5.1%	2	0.0%	0	0.0%	0	3.0%	1	2.2%	1	0.0%	0	3.9%	2	4.0%	1	0.0%	0	4.0%	1
Not too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Character / atmosphere	9.0%	9	5.1%	2	11.5%	7	0.0%	0	9.1%	3	13.0%	6	6.1%	3	11.8%	6	0.0%	0	8.0%	4	20.0%	5
Historic buildings	0.0%	0	0.0%	0	0.0%	0	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 (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
I like everything	14.0%	14	23.1%	9	8.2%	5	19.0%	4	15.2%	5	10.9%	5	6.1%	3	21.6%	11	12.0%	3	16.0%	8	12.0%	3
Cheap shops	1.0%	1	0.0%	0	1.6%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Factory shop	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Iceland	2.0%	2	2.6%	1	1.6%	1	0.0%	0	3.0%	1	2.2%	1	4.1%	2	0.0%	0	0.0%	0	2.0%	1	4.0%	1
Pie & Mash	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Stuarts Market Shop	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
The pet shop	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Tony's	1.0%	1	2.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
(No opinion / Don’t know)	4.0%	4	5.1%	2	3.3%	2	0.0%	0	6.1%	2	4.3%	2	4.1%	2	3.9%	2	0.0%	0	2.0%	1	12.0%	3
(Nothing in particular)	16.0%	16	17.9%	7	14.8%	9	14.3%	3	15.2%	5	17.4%	8	18.4%	9	13.7%	7	12.0%	3	20.0%	10	12.0%	3
Base:		100		39		61		21		33		46		49		51		25		50		25

Q05 What do you DISLIKE most about The Broadway? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Unsafe for pedestrians / traffic conflict	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Not enough pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortage of parking spaces for visitors	14.0%	14	15.4%	6	13.1%	8	14.3%	3	21.2%	7	8.7%	4	16.3%	8	11.8%	6	12.0%	3	20.0%	10	4.0%	1
Shortage of parking for residents	10.0%	10	7.7%	3	11.5%	7	9.5%	2	15.2%	5	6.5%	3	12.2%	6	7.8%	4	8.0%	2	14.0%	7	4.0%	1
Parking is expensive	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
Parking is not secure / car break-ins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor public transport links	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
Road congestion / too much traffic	2.0%	2	2.6%	1	1.6%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.9%	2	4.0%	1	2.0%	1	0.0%	0
Poor directional signs to 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
Poor signage / routeways within centre / lack of maps of 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
Inconvenient location of Debden Underground Station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient location of bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, 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
Lack of choice of national multiple (high street chain) shops	16.0%	16	12.8%	5	18.0%	11	0.0%	0	18.2%	6	21.7%	10	14.3%	7	17.6%	9	16.0%	4	10.0%	5	28.0%	7
Lack of choice of independent / specialist shops	21.0%	21	15.4%	6	24.6%	15	9.5%	2	21.2%	7	26.1%	12	16.3%	8	25.5%	13	28.0%	7	14.0%	7	28.0%	7
Quality of shops is inadequate	5.0%	5	5.1%	2	4.9%	3	0.0%	0	6.1%	2	6.5%	3	2.0%	1	7.8%	4	8.0%	2	6.0%	3	0.0%	0
Shops too small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of a larger supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops spread over too wide an area (i.e. not a compact centre)	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Specified shops absent (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
Inadequate range of places to eat and drink	3.0%	3	0.0%	0	4.9%	3	4.8%	1	6.1%	2	0.0%	0	4.1%	2	2.0%	1	4.0%	1	4.0%	2	0.0%	0
Too many pubs / clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of services	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
(banks, hairdressers, dry cleaners and so on)																						
Inadequate range of leisure facilities (leisure centre, cinema, theatre, etc)	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Absence of play areas for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of clean / secure toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty shopping streets/litter	8.0%	8	5.1%	2	9.8%	6	9.5%	2	9.1%	3	6.5%	3	12.2%	6	3.9%	2	8.0%	2	10.0%	5	4.0%	1
Run down appearance of town centre / boarded up premises	9.0%	9	2.6%	1	13.1%	8	19.0%	4	9.1%	3	4.3%	2	18.4%	9	0.0%	0	20.0%	5	6.0%	3	4.0%	1
Feels unsafe / presence of threatening individuals	4.0%	4	0.0%	0	6.6%	4	0.0%	0	3.0%	1	6.5%	3	4.1%	2	3.9%	2	0.0%	0	2.0%	1	12.0%	3
Mere presence of ‘undesirable’ individuals (i.e. beggars, ‘down & outs’ and so on)	3.0%	3	2.6%	1	3.3%	2	0.0%	0	6.1%	2	2.2%	1	6.1%	3	0.0%	0	4.0%	1	2.0%	1	4.0%	1
Soliciting of prostitutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drunken / drug-related / anti-social behaviour	10.0%	10	10.3%	4	9.8%	6	14.3%	3	9.1%	3	8.7%	4	8.2%	4	11.8%	6	16.0%	4	6.0%	3	12.0%	3
Lack of police presence / other security measures (e.g. CCTV)	2.0%	2	0.0%	0	3.3%	2	0.0%	0	3.0%	1	2.2%	1	0.0%	0	3.9%	2	8.0%	2	0.0%	0	0.0%	0
Lack of street furniture / floral displays	0.0%	0	0.0%	0	0.0%	0	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 busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of character / atmosphere	2.0%	2	0.0%	0	3.3%	2	0.0%	0	3.0%	1	2.2%	1	2.0%	1	2.0%	1	0.0%	0	4.0%	2	0.0%	0
Vandalism	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.0%	1	0.0%	0	0.0%	0
Insufficient or poor quality open space and green areas	0.0%	0	0.0%	0	0.0%	0	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 (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
I dislike everything	3.0%	3	2.6%	1	3.3%	2	0.0%	0	3.0%	1	4.3%	2	2.0%	1	3.9%	2	4.0%	1	4.0%	2	0.0%	0
Cars parking on pavements	2.0%	2	2.6%	1	1.6%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.9%	2	4.0%	1	0.0%	0	4.0%	1
Don’t have late opening hours	2.0%	2	2.6%	1	1.6%	1	4.8%	1	3.0%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	1	4.0%	1
No clothing shops	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Shops are closing down	5.0%	5	2.6%	1	6.6%	4	0.0%	0	0.0%	0	10.9%	5	8.2%	4	2.0%	1	4.0%	1	2.0%	1	12.0%	3
The college	3.0%	3	5.1%	2	1.6%	1	9.5%	2	0.0%	0	2.2%	1	0.0%	0	5.9%	3	4.0%	1	2.0%	1	4.0%	1
The pet shop	1.0%	1	2.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
Too many eateries	3.0%	3	0.0%	0	4.9%	3	0.0%	0	6.1%	2	2.2%	1	2.0%	1	3.9%	2	4.0%	1	4.0%	2	0.0%	0
Unsafe for pedestrians / traffic conflict	0.0%	0	0.0%	0	0.0%	0	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 opinion / don’t know)	3.0%	3	5.1%	2	1.6%	1	0.0%	0	6.1%	2	2.2%	1	2.0%	1	3.9%	2	4.0%	1	4.0%	2	0.0%	0

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
(Nothing in particular)	19.0%	19	28.2%	11	13.1%	8	28.6%	6	15.2%	5	17.4%	8	18.4%	9	19.6%	10	8.0%	2	20.0%	10	28.0%	7
Base:		100		39		61		21		33		46		49		51		25		50		25

Meanscore: [Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2]

Q06 How satisfied are you with the overall range and quality of shops in The Broadway?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very satisfied	16.0%	16	17.9%	7	14.8%	9	4.8%	1	24.2%	8	15.2%	7	12.2%	6	19.6%	10	8.0%	2	20.0%	10	16.0%	4
Satisfied	31.0%	31	51.3%	20	18.0%	11	57.1%	12	24.2%	8	23.9%	11	32.7%	16	29.4%	15	32.0%	8	26.0%	13	40.0%	10
Neutral	25.0%	25	10.3%	4	34.4%	21	23.8%	5	39.4%	13	15.2%	7	32.7%	16	17.6%	9	24.0%	6	24.0%	12	28.0%	7
Dissatisfied	15.0%	15	7.7%	3	19.7%	12	9.5%	2	6.1%	2	23.9%	11	8.2%	4	21.6%	11	24.0%	6	14.0%	7	8.0%	2
Very dissatisfied	12.0%	12	12.8%	5	11.5%	7	4.8%	1	6.1%	2	19.6%	9	14.3%	7	9.8%	5	8.0%	2	16.0%	8	8.0%	2
(No opinion)	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	4.0%	1	0.0%	0	0.0%	0
Mean:		*0.24*		*0.54*		*0.05*		*0.48*		*0.55*		*-0.09*		*0.20*		*0.28*		*0.08*		*0.20*		*0.48*
Base:		100		39		61		21		33		46		49		51		25		50		25

Meanscore: [Number of visits per week]

Q07 How often do you visit The Broadway in the evenings?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Everyday	4.0%	4	10.3%	4	0.0%	0	14.3%	3	3.0%	1	0.0%	0	6.1%	3	2.0%	1	0.0%	0	6.0%	3	4.0%	1
4 to 6 days a week	3.0%	3	2.6%	1	3.3%	2	4.8%	1	6.1%	2	0.0%	0	4.1%	2	2.0%	1	4.0%	1	4.0%	2	0.0%	0
2 to 3 days a week	10.0%	10	20.5%	8	3.3%	2	14.3%	3	12.1%	4	6.5%	3	8.2%	4	11.8%	6	20.0%	5	8.0%	4	4.0%	1
1 day a week	8.0%	8	12.8%	5	4.9%	3	4.8%	1	15.2%	5	4.3%	2	8.2%	4	7.8%	4	4.0%	1	10.0%	5	8.0%	2
Once every 2 weeks	4.0%	4	7.7%	3	1.6%	1	9.5%	2	3.0%	1	2.2%	1	2.0%	1	5.9%	3	0.0%	0	4.0%	2	8.0%	2
Once every month	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Once a quarter	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Less often than once a quarter	6.0%	6	2.6%	1	8.2%	5	4.8%	1	6.1%	2	6.5%	3	4.1%	2	7.8%	4	8.0%	2	4.0%	2	8.0%	2
Never	63.0%	63	41.0%	16	77.0%	47	47.6%	10	54.5%	18	76.1%	35	63.3%	31	62.7%	32	64.0%	16	64.0%	32	60.0%	15
Mean:		*0.78*		*1.53*		*0.31*		*1.69*		*0.98*		*0.23*		*0.94*		*0.64*		*0.74*		*0.94*		*0.52*
Base:		100		39		61		21		33		46		49		51		25		50		25

Q08 What is the main purpose of your evening visits?
Those who said Once a Quarter or more at Q07

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Bars / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eating out	19.4%	6	18.2%	4	22.2%	2	30.0%	3	0.0%	0	37.5%	3	18.8%	3	20.0%	3	42.9%	3	12.5%	2	12.5%	1
Gym / Health & fitness club	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping	61.3%	19	59.1%	13	66.7%	6	40.0%	4	92.3%	12	37.5%	3	68.8%	11	53.3%	8	28.6%	2	81.3%	13	50.0%	4
Meeting friends	6.5%	2	9.1%	2	0.0%	0	20.0%	2	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	6.3%	1	12.5%	1
Other (PLEASE WRITE IN)	6.5%	2	9.1%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	2	0.0%	0	13.3%	2	14.3%	1	0.0%	0	12.5%	1
Takeaway food	3.2%	1	4.5%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	12.5%	1
Walking the dog	3.2%	1	0.0%	0	11.1%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	6.7%	1	14.3%	1	0.0%	0	0.0%	0
Base:		31		22		9		10		13		8		16		15		7		16		8

Meanscore: [Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2]

Q09 How satisfied are you with The Broadway's performance as a location for dining?
Those who said Once a Quarter or more at Q07

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very satisfied	6.5%	2	9.1%	2	0.0%	0	10.0%	1	7.7%	1	0.0%	0	6.3%	1	6.7%	1	0.0%	0	12.5%	2	0.0%	0
Satisfied	45.2%	14	31.8%	7	77.8%	7	30.0%	3	53.8%	7	50.0%	4	56.3%	9	33.3%	5	71.4%	5	37.5%	6	37.5%	3
Neutral	9.7%	3	13.6%	3	0.0%	0	20.0%	2	0.0%	0	12.5%	1	0.0%	0	20.0%	3	14.3%	1	12.5%	2	0.0%	0
Dissatisfied	9.7%	3	13.6%	3	0.0%	0	10.0%	1	7.7%	1	12.5%	1	6.3%	1	13.3%	2	0.0%	0	12.5%	2	12.5%	1
Very dissatisfied	9.7%	3	4.5%	1	22.2%	2	10.0%	1	15.4%	2	0.0%	0	12.5%	2	6.7%	1	14.3%	1	6.3%	1	12.5%	1
(No opinion)	16.1%	5	22.7%	5	0.0%	0	10.0%	1	15.4%	2	25.0%	2	18.8%	3	13.3%	2	0.0%	0	12.5%	2	37.5%	3
(Don't know)	3.2%	1	4.5%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.3%	1	0.0%	0
Mean:		*0.36*		*0.38*		*0.33*		*0.25*		*0.36*		*0.50*		*0.46*		*0.25*		*0.43*		*0.46*		*0.00*
Base:		31		22		9		10		13		8		16		15		7		16		8

Meanscore: [Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2]

Q10 How satisfied are you with the pubs/bars offer in The Broadway?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very satisfied	1.0%	1	2.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Satisfied	4.0%	4	5.1%	2	3.3%	2	4.8%	1	9.1%	3	0.0%	0	2.0%	1	5.9%	3	12.0%	3	2.0%	1	0.0%	0
Neutral	8.0%	8	15.4%	6	3.3%	2	14.3%	3	6.1%	2	6.5%	3	8.2%	4	7.8%	4	12.0%	3	6.0%	3	8.0%	2
Dissatisfied	17.0%	17	15.4%	6	18.0%	11	23.8%	5	24.2%	8	8.7%	4	22.4%	11	11.8%	6	24.0%	6	16.0%	8	12.0%	3
Very dissatisfied	32.0%	32	33.3%	13	31.1%	19	42.9%	9	27.3%	9	30.4%	14	30.6%	15	33.3%	17	20.0%	5	38.0%	19	32.0%	8
(No opinion)	29.0%	29	23.1%	9	32.8%	20	4.8%	1	27.3%	9	41.3%	19	28.6%	14	29.4%	15	32.0%	8	30.0%	15	24.0%	6
(Don't know)	9.0%	9	5.1%	2	11.5%	7	9.5%	2	3.0%	1	13.0%	6	8.2%	4	9.8%	5	0.0%	0	8.0%	4	20.0%	5
Mean:		*-1.21*		*-1.00*		*-1.38*		*-1.22*		*-0.91*		*-1.52*		*-1.29*		*-1.13*		*-0.76*		*-1.45*		*-1.21*
Base:		100		39		61		21		33		46		49		51		25		50		25

Meanscore: [Very good^2, Good^1, Satisfactory^0, Poor^-1, Very poor^-2]

Q11 Could you please provide your assessment of the environmental quality of The Broadway in terms of the following factors?

Cleanliness of shopping streets

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	9.0%	9	15.4%	6	4.9%	3	9.5%	2	15.2%	5	4.3%	2	8.2%	4	9.8%	5	4.0%	1	12.0%	6	8.0%	2
Good	38.0%	38	46.2%	18	32.8%	20	42.9%	9	39.4%	13	34.8%	16	36.7%	18	39.2%	20	28.0%	7	42.0%	21	40.0%	10
Satisfactory	28.0%	28	25.6%	10	29.5%	18	28.6%	6	18.2%	6	34.8%	16	30.6%	15	25.5%	13	44.0%	11	18.0%	9	32.0%	8
Poor	12.0%	12	7.7%	3	14.8%	9	4.8%	1	15.2%	5	13.0%	6	10.2%	5	13.7%	7	16.0%	4	12.0%	6	8.0%	2
Very poor	11.0%	11	2.6%	1	16.4%	10	9.5%	2	9.1%	3	13.0%	6	12.2%	6	9.8%	5	8.0%	2	12.0%	6	12.0%	3
(Don't know)	2.0%	2	2.6%	1	1.6%	1	4.8%	1	3.0%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	4.0%	2	0.0%	0
Mean:		*0.22*		*0.66*		*-0.05*		*0.40*		*0.38*		*0.04*		*0.19*		*0.26*		*0.04*		*0.31*		*0.24*
Base:		100		39		61		21		33		46		49		51		25		50		25

Personal Safety / lighting / policing issues

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	15.0%	15	20.5%	8	11.5%	7	9.5%	2	24.2%	8	10.9%	5	10.2%	5	19.6%	10	8.0%	2	18.0%	9	16.0%	4
Good	29.0%	29	35.9%	14	24.6%	15	28.6%	6	24.2%	8	32.6%	15	26.5%	13	31.4%	16	4.0%	1	36.0%	18	40.0%	10
Satisfactory	18.0%	18	20.5%	8	16.4%	10	33.3%	7	18.2%	6	10.9%	5	24.5%	12	11.8%	6	24.0%	6	16.0%	8	16.0%	4
Poor	13.0%	13	12.8%	5	13.1%	8	9.5%	2	12.1%	4	15.2%	7	14.3%	7	11.8%	6	16.0%	4	12.0%	6	12.0%	3
Very poor	22.0%	22	10.3%	4	29.5%	18	14.3%	3	15.2%	5	30.4%	14	18.4%	9	25.5%	13	40.0%	10	16.0%	8	16.0%	4
(Don't know)	3.0%	3	0.0%	0	4.9%	3	4.8%	1	6.1%	2	0.0%	0	6.1%	3	0.0%	0	8.0%	2	2.0%	1	0.0%	0
Mean:		*0.02*		*0.44*		*-0.26*		*0.10*		*0.32*		*-0.22*		*-0.04*		*0.08*		*-0.83*		*0.29*		*0.28*
Base:		100		39		61		21		33		46		49		51		25		50		25

Quality of buildings / townscape

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	3.0%	3	5.1%	2	1.6%	1	0.0%	0	6.1%	2	2.2%	1	0.0%	0	5.9%	3	8.0%	2	2.0%	1	0.0%	0
Good	21.0%	21	35.9%	14	11.5%	7	33.3%	7	15.2%	5	19.6%	9	14.3%	7	27.5%	14	20.0%	5	22.0%	11	20.0%	5
Satisfactory	49.0%	49	53.8%	21	45.9%	28	42.9%	9	57.6%	19	45.7%	21	49.0%	24	49.0%	25	28.0%	7	58.0%	29	52.0%	13
Poor	19.0%	19	5.1%	2	27.9%	17	19.0%	4	15.2%	5	21.7%	10	28.6%	14	9.8%	5	36.0%	9	10.0%	5	20.0%	5
Very poor	6.0%	6	0.0%	0	9.8%	6	4.8%	1	6.1%	2	6.5%	3	8.2%	4	3.9%	2	4.0%	1	8.0%	4	4.0%	1
(Don't know)	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.9%	2	4.0%	1	0.0%	0	4.0%	1
Mean:		*-0.04*		*0.41*		*-0.34*		*0.05*		*0.00*		*-0.11*		*-0.31*		*0.22*		*-0.08*		*0.00*		*-0.08*
Base:		100		39		61		21		33		46		49		51		25		50		25

Shelter from weather

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	12.0%	12	12.8%	5	11.5%	7	9.5%	2	12.1%	4	13.0%	6	8.2%	4	15.7%	8	8.0%	2	16.0%	8	8.0%	2
Satisfactory	23.0%	23	33.3%	13	16.4%	10	19.0%	4	27.3%	9	21.7%	10	22.4%	11	23.5%	12	36.0%	9	18.0%	9	20.0%	5
Poor	38.0%	38	41.0%	16	36.1%	22	52.4%	11	39.4%	13	30.4%	14	42.9%	21	33.3%	17	36.0%	9	36.0%	18	44.0%	11
Very poor	27.0%	27	12.8%	5	36.1%	22	19.0%	4	21.2%	7	34.8%	16	26.5%	13	27.5%	14	20.0%	5	30.0%	15	28.0%	7
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*-0.80*		*-0.54*		*-0.97*		*-0.81*		*-0.70*		*-0.87*		*-0.88*		*-0.73*		*-0.68*		*-0.80*		*-0.92*
Base:		100		39		61		21		33		46		49		51		25		50		25

Pedestrian/Vehicular safety issues

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	6.0%	6	5.1%	2	6.6%	4	4.8%	1	6.1%	2	6.5%	3	6.1%	3	5.9%	3	12.0%	3	4.0%	2	4.0%	1
Good	27.0%	27	35.9%	14	21.3%	13	47.6%	10	27.3%	9	17.4%	8	24.5%	12	29.4%	15	16.0%	4	34.0%	17	24.0%	6
Satisfactory	21.0%	21	12.8%	5	26.2%	16	33.3%	7	15.2%	5	19.6%	9	34.7%	17	7.8%	4	20.0%	5	18.0%	9	28.0%	7
Poor	19.0%	19	28.2%	11	13.1%	8	4.8%	1	30.3%	10	17.4%	8	12.2%	6	25.5%	13	16.0%	4	20.0%	10	20.0%	5
Very poor	26.0%	26	17.9%	7	31.1%	19	9.5%	2	21.2%	7	37.0%	17	20.4%	10	31.4%	16	36.0%	9	22.0%	11	24.0%	6
(Don't know)	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Mean:		*-0.32*		*-0.18*		*-0.42*		*0.33*		*-0.33*		*-0.62*		*-0.17*		*-0.47*		*-0.48*		*-0.22*		*-0.36*
Base:		100		39		61		21		33		46		49		51		25		50		25

Meanscore: [Very good^2, Good^1, Satisfactory^0, Poor^-1, Very poor^-2]

Q12 Could you please provide your assessment of the ease of access to The Broadway in terms of the following factors?

Location of car parks

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	11.0%	11	12.8%	5	9.8%	6	0.0%	0	18.2%	6	10.9%	5	10.2%	5	11.8%	6	4.0%	1	10.0%	5	20.0%	5
Good	21.0%	21	17.9%	7	23.0%	14	38.1%	8	18.2%	6	15.2%	7	22.4%	11	19.6%	10	28.0%	7	20.0%	10	16.0%	4
Satisfactory	13.0%	13	10.3%	4	14.8%	9	9.5%	2	18.2%	6	10.9%	5	10.2%	5	15.7%	8	12.0%	3	12.0%	6	16.0%	4
Poor	18.0%	18	12.8%	5	21.3%	13	23.8%	5	9.1%	3	21.7%	10	18.4%	9	17.6%	9	28.0%	7	14.0%	7	16.0%	4
Very poor	15.0%	15	15.4%	6	14.8%	9	9.5%	2	21.2%	7	13.0%	6	10.2%	5	19.6%	10	12.0%	3	22.0%	11	4.0%	1
(Don't know)	22.0%	22	30.8%	12	16.4%	10	19.0%	4	15.2%	5	28.3%	13	28.6%	14	15.7%	8	16.0%	4	22.0%	11	28.0%	7
Mean:		*-0.06*		*0.00*		*-0.10*		*-0.06*		*0.04*		*-0.15*		*0.06*		*-0.16*		*-0.19*		*-0.23*		*0.44*
Base:		100		39		61		21		33		46		49		51		25		50		25

Security of car parks

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	3.0%	3	7.7%	3	0.0%	0	4.8%	1	6.1%	2	0.0%	0	0.0%	0	5.9%	3	0.0%	0	6.0%	3	0.0%	0
Good	15.0%	15	15.4%	6	14.8%	9	23.8%	5	15.2%	5	10.9%	5	18.4%	9	11.8%	6	16.0%	4	12.0%	6	20.0%	5
Satisfactory	15.0%	15	15.4%	6	14.8%	9	14.3%	3	15.2%	5	15.2%	7	16.3%	8	13.7%	7	8.0%	2	20.0%	10	12.0%	3
Poor	14.0%	14	7.7%	3	18.0%	11	9.5%	2	24.2%	8	8.7%	4	16.3%	8	11.8%	6	8.0%	2	20.0%	10	8.0%	2
Very poor	12.0%	12	10.3%	4	13.1%	8	23.8%	5	6.1%	2	10.9%	5	10.2%	5	13.7%	7	24.0%	6	12.0%	6	0.0%	0
(Don’t know)	41.0%	41	43.6%	17	39.3%	24	23.8%	5	33.3%	11	54.3%	25	38.8%	19	43.1%	22	44.0%	11	30.0%	15	60.0%	15
Mean:		*-0.29*		*0.05*		*-0.49*		*-0.31*		*-0.14*		*-0.43*		*-0.30*		*-0.28*		*-0.71*		*-0.29*		*0.30*
Base:		100		39		61		21		33		46		49		51		25		50		25

Location of Debden Underground Station

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	30.0%	30	33.3%	13	27.9%	17	33.3%	7	36.4%	12	23.9%	11	24.5%	12	35.3%	18	12.0%	3	36.0%	18	36.0%	9
Good	56.0%	56	56.4%	22	55.7%	34	52.4%	11	48.5%	16	63.0%	29	57.1%	28	54.9%	28	72.0%	18	48.0%	24	56.0%	14
Satisfactory	9.0%	9	5.1%	2	11.5%	7	9.5%	2	9.1%	3	8.7%	4	14.3%	7	3.9%	2	12.0%	3	12.0%	6	0.0%	0
Poor	3.0%	3	2.6%	1	3.3%	2	4.8%	1	6.1%	2	0.0%	0	2.0%	1	3.9%	2	4.0%	1	2.0%	1	4.0%	1
Very poor	0.0%	0	0.0%	0	0.0%	0	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)	2.0%	2	2.6%	1	1.6%	1	0.0%	0	0.0%	0	4.3%	2	2.0%	1	2.0%	1	0.0%	0	2.0%	1	4.0%	1
Mean:		*1.15*		*1.24*		*1.10*		*1.14*		*1.15*		*1.16*		*1.06*		*1.24*		*0.92*		*1.20*		*1.29*
Base:		100		39		61		21		33		46		49		51		25		50		25

Quality & security of Debden Underground Station

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	10.0%	10	12.8%	5	8.2%	5	9.5%	2	15.2%	5	6.5%	3	12.2%	6	7.8%	4	0.0%	0	14.0%	7	12.0%	3
Good	27.0%	27	33.3%	13	23.0%	14	28.6%	6	24.2%	8	28.3%	13	22.4%	11	31.4%	16	24.0%	6	28.0%	14	28.0%	7
Satisfactory	16.0%	16	23.1%	9	11.5%	7	19.0%	4	21.2%	7	10.9%	5	24.5%	12	7.8%	4	20.0%	5	12.0%	6	20.0%	5
Poor	14.0%	14	7.7%	3	18.0%	11	14.3%	3	12.1%	4	15.2%	7	12.2%	6	15.7%	8	28.0%	7	8.0%	4	12.0%	3
Very poor	10.0%	10	7.7%	3	11.5%	7	14.3%	3	15.2%	5	4.3%	2	6.1%	3	13.7%	7	16.0%	4	12.0%	6	0.0%	0
(Don’t know)	23.0%	23	15.4%	6	27.9%	17	14.3%	3	12.1%	4	34.8%	16	22.4%	11	23.5%	12	12.0%	3	26.0%	13	28.0%	7
Mean:		*0.17*		*0.42*		*-0.02*		*0.06*		*0.14*		*0.27*		*0.29*		*0.05*		*-0.41*		*0.32*		*0.56*
Base:		100		39		61		21		33		46		49		51		25		50		25

Ease of cycling access

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Very good	3.0%	3	7.7%	3	0.0%	0	0.0%	0	6.1%	2	2.2%	1	0.0%	0	5.9%	3	4.0%	1	4.0%	2	0.0%	0
Good	21.0%	21	28.2%	11	16.4%	10	33.3%	7	27.3%	9	10.9%	5	24.5%	12	17.6%	9	28.0%	7	20.0%	10	16.0%	4
Satisfactory	1.0%	1	0.0%	0	1.6%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Poor	12.0%	12	7.7%	3	14.8%	9	9.5%	2	6.1%	2	17.4%	8	10.2%	5	13.7%	7	16.0%	4	12.0%	6	8.0%	2
Very poor	10.0%	10	7.7%	3	11.5%	7	14.3%	3	9.1%	3	8.7%	4	10.2%	5	9.8%	5	24.0%	6	4.0%	2	8.0%	2
(Don’t know)	53.0%	53	48.7%	19	55.7%	34	38.1%	8	51.5%	17	60.9%	28	53.1%	26	52.9%	27	24.0%	6	60.0%	30	68.0%	17
Mean:		*-0.11*		*0.40*		*-0.48*		*-0.08*		*0.31*		*-0.50*		*-0.13*		*-0.08*		*-0.37*		*0.20*		*-0.25*
Base:		100		39		61		21		33		46		49		51		25		50		25

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Amount / quality of pedestrianisation																						
Very good	9.0%	9	10.3%	4	8.2%	5	9.5%	2	12.1%	4	6.5%	3	4.1%	2	13.7%	7	8.0%	2	8.0%	4	12.0%	3
Good	39.0%	39	41.0%	16	37.7%	23	66.7%	14	36.4%	12	28.3%	13	46.9%	23	31.4%	16	36.0%	9	44.0%	22	32.0%	8
Satisfactory	20.0%	20	23.1%	9	18.0%	11	14.3%	3	18.2%	6	23.9%	11	20.4%	10	19.6%	10	20.0%	5	20.0%	10	20.0%	5
Poor	17.0%	17	15.4%	6	18.0%	11	9.5%	2	21.2%	7	17.4%	8	16.3%	8	17.6%	9	16.0%	4	14.0%	7	24.0%	6
Very poor	11.0%	11	7.7%	3	13.1%	8	0.0%	0	12.1%	4	15.2%	7	10.2%	5	11.8%	6	8.0%	2	12.0%	6	12.0%	3
(Don't know)	4.0%	4	2.6%	1	4.9%	3	0.0%	0	0.0%	0	8.7%	4	2.0%	1	5.9%	3	12.0%	3	2.0%	1	0.0%	0
Mean:		*0.19*		*0.32*		*0.10*		*0.76*		*0.15*		*-0.07*		*0.19*		*0.19*		*0.23*		*0.22*		*0.08*
Base:		100		39		61		21		33		46		49		51		25		50		25
Ease of movement around the centre on foot																						
Very good	12.0%	12	7.7%	3	14.8%	9	14.3%	3	18.2%	6	6.5%	3	12.2%	6	11.8%	6	12.0%	3	14.0%	7	8.0%	2
Good	59.0%	59	66.7%	26	54.1%	33	81.0%	17	57.6%	19	50.0%	23	63.3%	31	54.9%	28	60.0%	15	58.0%	29	60.0%	15
Satisfactory	20.0%	20	15.4%	6	23.0%	14	4.8%	1	15.2%	5	30.4%	14	16.3%	8	23.5%	12	20.0%	5	18.0%	9	24.0%	6
Poor	4.0%	4	10.3%	4	0.0%	0	0.0%	0	3.0%	1	6.5%	3	2.0%	1	5.9%	3	4.0%	1	4.0%	2	4.0%	1
Very poor	3.0%	3	0.0%	0	4.9%	3	0.0%	0	3.0%	1	4.3%	2	4.1%	2	2.0%	1	4.0%	1	2.0%	1	4.0%	1
(Don't know)	2.0%	2	0.0%	0	3.3%	2	0.0%	0	3.0%	1	2.2%	1	2.0%	1	2.0%	1	0.0%	0	4.0%	2	0.0%	0
Mean:		*0.74*		*0.72*		*0.76*		*1.10*		*0.88*		*0.49*		*0.79*		*0.70*		*0.72*		*0.81*		*0.64*
Base:		100		39		61		21		33		46		49		51		25		50		25
Access for people with mobility / hearing / sighting disability																						
Very good	5.0%	5	2.6%	1	6.6%	4	4.8%	1	9.1%	3	2.2%	1	4.1%	2	5.9%	3	0.0%	0	8.0%	4	4.0%	1
Good	40.0%	40	46.2%	18	36.1%	22	52.4%	11	36.4%	12	37.0%	17	38.8%	19	41.2%	21	44.0%	11	40.0%	20	36.0%	9
Satisfactory	11.0%	11	5.1%	2	14.8%	9	4.8%	1	12.1%	4	13.0%	6	8.2%	4	13.7%	7	8.0%	2	14.0%	7	8.0%	2
Poor	20.0%	20	23.1%	9	18.0%	11	23.8%	5	18.2%	6	19.6%	9	18.4%	9	21.6%	11	32.0%	8	12.0%	6	24.0%	6
Very poor	9.0%	9	5.1%	2	11.5%	7	0.0%	0	6.1%	2	15.2%	7	8.2%	4	9.8%	5	8.0%	2	12.0%	6	4.0%	1
(Don't know)	15.0%	15	17.9%	7	13.1%	8	14.3%	3	18.2%	6	13.0%	6	22.4%	11	7.8%	4	8.0%	2	14.0%	7	24.0%	6
Mean:		*0.14*		*0.22*		*0.09*		*0.44*		*0.30*		*-0.10*		*0.16*		*0.13*		*-0.04*		*0.23*		*0.16*
Base:		100		39		61		21		33		46		49		51		25		50		25

Q13 How could The Broadway best be improved? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
More parking	20.0%	20	17.9%	7	21.3%	13	14.3%	3	27.3%	9	17.4%	8	24.5%	12	15.7%	8	20.0%	5	22.0%	11	16.0%	4
More secure parking	2.0%	2	2.6%	1	1.6%	1	0.0%	0	3.0%	1	2.2%	1	4.1%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Cheaper 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
More accessible car parking	3.0%	3	2.6%	1	3.3%	2	4.8%	1	0.0%	0	4.3%	2	2.0%	1	3.9%	2	0.0%	0	6.0%	3	0.0%	0
More frequent bus services to the centre	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
More reliable / comfortable bus services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	4.0%	1	0.0%	0	0.0%	0
More frequent underground services	0.0%	0	0.0%	0	0.0%	0	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 reliable underground services	0.0%	0	0.0%	0	0.0%	0	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 signposting within the 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
More priority for pedestrians	2.0%	2	2.6%	1	1.6%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	3.9%	2	4.0%	1	2.0%	1	0.0%	0
Improved access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0	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 national multiple (high street chain) retailers	6.0%	6	7.7%	3	4.9%	3	4.8%	1	12.1%	4	2.2%	1	8.2%	4	3.9%	2	12.0%	3	0.0%	0	12.0%	3
Bigger/better supermarket	2.0%	2	2.6%	1	1.6%	1	0.0%	0	3.0%	1	2.2%	1	0.0%	0	3.9%	2	4.0%	1	0.0%	0	4.0%	1
More independent shops	12.0%	12	5.1%	2	16.4%	10	9.5%	2	15.2%	5	10.9%	5	10.2%	5	13.7%	7	12.0%	3	8.0%	4	20.0%	5
Better choice of shops in general	17.0%	17	10.3%	4	21.3%	13	4.8%	1	12.1%	4	26.1%	12	12.2%	6	21.6%	11	12.0%	3	16.0%	8	24.0%	6
Specified new shop (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
Better quality of shops	9.0%	9	2.6%	1	13.1%	8	0.0%	0	6.1%	2	15.2%	7	6.1%	3	11.8%	6	16.0%	4	10.0%	5	0.0%	0
Improvement to the market	2.0%	2	0.0%	0	3.3%	2	0.0%	0	3.0%	1	2.2%	1	2.0%	1	2.0%	1	0.0%	0	4.0%	2	0.0%	0
More / better pubs / night-life	1.0%	1	0.0%	0	1.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
More / better eating places	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	4.0%	1	0.0%	0	0.0%	0
Fewer bars / nightclubs	0.0%	0	0.0%	0	0.0%	0	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 leisure facilities	0.0%	0	0.0%	0	0.0%	0	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 family oriented facilities	2.0%	2	0.0%	0	3.3%	2	4.8%	1	0.0%	0	2.2%	1	4.1%	2	0.0%	0	4.0%	1	0.0%	0	4.0%	1
More secure children’s play areas	0.0%	0	0.0%	0	0.0%	0	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 crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expand the town centre’s colleges / expand 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
Other (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

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Cleaner Streets / removal of litter	6.0%	6	5.1%	2	6.6%	4	4.8%	1	9.1%	3	4.3%	2	6.1%	3	5.9%	3	8.0%	2	4.0%	2	8.0%	2
More shelter from wind / rain	3.0%	3	2.6%	1	3.3%	2	0.0%	0	6.1%	2	2.2%	1	2.0%	1	3.9%	2	4.0%	1	4.0%	2	0.0%	0
Improve appearance / environment of centre	8.0%	8	2.6%	1	11.5%	7	23.8%	5	9.1%	3	0.0%	0	12.2%	6	3.9%	2	16.0%	4	8.0%	4	0.0%	0
Improved security measures / more CCTV / more police	9.0%	9	7.7%	3	9.8%	6	4.8%	1	18.2%	6	4.3%	2	8.2%	4	9.8%	5	16.0%	4	10.0%	5	0.0%	0
More control on alcohol / drinkers / drug users	6.0%	6	5.1%	2	6.6%	4	4.8%	1	9.1%	3	4.3%	2	8.2%	4	3.9%	2	8.0%	2	6.0%	3	4.0%	1
More control on other anti-social behaviour – begging, soliciting prostitutes & so on	8.0%	8	7.7%	3	8.2%	5	4.8%	1	12.1%	4	6.5%	3	10.2%	5	5.9%	3	4.0%	1	12.0%	6	4.0%	1
Better street furniture / floral displays	5.0%	5	0.0%	0	8.2%	5	4.8%	1	6.1%	2	4.3%	2	4.1%	2	5.9%	3	8.0%	2	6.0%	3	0.0%	0
More green spaces / areas	5.0%	5	7.7%	3	3.3%	2	0.0%	0	3.0%	1	8.7%	4	2.0%	1	7.8%	4	4.0%	1	6.0%	3	4.0%	1
A wine bar	2.0%	2	0.0%	0	3.3%	2	0.0%	0	6.1%	2	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	1	4.0%	1
Clothes shops	3.0%	3	2.6%	1	3.3%	2	0.0%	0	0.0%	0	6.5%	3	4.1%	2	2.0%	1	4.0%	1	4.0%	2	0.0%	0
Fast food outlet	2.0%	2	5.1%	2	0.0%	0	4.8%	1	0.0%	0	2.2%	1	4.1%	2	0.0%	0	8.0%	2	0.0%	0	0.0%	0
Later opening hours	2.0%	2	2.6%	1	1.6%	1	0.0%	0	3.0%	1	2.2%	1	4.1%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Less eateries	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	4.0%	1	0.0%	0	0.0%	0
Marks and Spencer	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
More disabled parking spaces	4.0%	4	0.0%	0	6.6%	4	0.0%	0	6.1%	2	4.3%	2	2.0%	1	5.9%	3	4.0%	1	2.0%	1	8.0%	2
Park and ride	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	4.0%	1	0.0%	0	0.0%	0
Pedestrian crossings	3.0%	3	5.1%	2	1.6%	1	4.8%	1	3.0%	1	2.2%	1	4.1%	2	2.0%	1	4.0%	1	2.0%	1	4.0%	1
Primark	2.0%	2	0.0%	0	3.3%	2	4.8%	1	3.0%	1	0.0%	0	0.0%	0	3.9%	2	4.0%	1	2.0%	1	0.0%	0
Regulate the car park	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Sports shop	1.0%	1	2.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
Stop cars parking on the pavements	2.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	4.3%	2	2.0%	1	2.0%	1	4.0%	1	2.0%	1	0.0%	0
(Don't know)	12.0%	12	23.1%	9	4.9%	3	14.3%	3	12.1%	4	10.9%	5	10.2%	5	13.7%	7	4.0%	1	16.0%	8	12.0%	3
(None mentioned)	7.0%	7	10.3%	4	4.9%	3	14.3%	3	6.1%	2	4.3%	2	10.2%	5	3.9%	2	4.0%	1	10.0%	5	4.0%	1
Base:		100		39		61		21		33		46		49		51		25		50		25

Q14 Do you work in Debden?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Yes	13.0%	13	15.4%	6	11.5%	7	4.8%	1	27.3%	9	6.5%	3	10.2%	5	15.7%	8	12.0%	3	12.0%	6	16.0%	4
No	87.0%	87	84.6%	33	88.5%	54	95.2%	20	72.7%	24	93.5%	43	89.8%	44	84.3%	43	88.0%	22	88.0%	44	84.0%	21
Base:		100		39		61		21		33		46		49		51		25		50		25

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
Q15 Do you go to college in Debden?																						
Yes	16.0%	16	20.5%	8	13.1%	8	33.3%	7	12.1%	4	10.9%	5	16.3%	8	15.7%	8	28.0%	7	18.0%	9	0.0%	0
No	83.0%	83	79.5%	31	85.2%	52	66.7%	14	84.8%	28	89.1%	41	83.7%	41	82.4%	42	72.0%	18	82.0%	41	96.0%	24
(Refused)	1.0%	1	0.0%	0	1.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
Base:		100		39		61		21		33		46		49		51		25		50		25
Q16 Have you, or do you intend to visit Epping Forest Shopping Park at Langston Road today?																						
Yes	22.0%	22	17.9%	7	24.6%	15	23.8%	5	30.3%	10	15.2%	7	16.3%	8	27.5%	14	20.0%	5	24.0%	12	20.0%	5
No	76.0%	76	79.5%	31	73.8%	45	71.4%	15	69.7%	23	82.6%	38	83.7%	41	68.6%	35	76.0%	19	74.0%	37	80.0%	20
(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
Don’t know	2.0%	2	2.6%	1	1.6%	1	4.8%	1	0.0%	0	2.2%	1	0.0%	0	3.9%	2	4.0%	1	2.0%	1	0.0%	0
Base:		100		39		61		21		33		46		49		51		25		50		25
Q17 What is the main reason for your visit to Epping Forest Shopping Park today? *Those who said Yes at Q16*																						
To buy food and grocery items (not take-away / café / restaurant)	59.1%	13	42.9%	3	66.7%	10	40.0%	2	70.0%	7	57.1%	4	62.5%	5	57.1%	8	80.0%	4	58.3%	7	40.0%	2
To buy non-food goods (e.g. shoes, clothes, jewellery)	13.6%	3	0.0%	0	20.0%	3	40.0%	2	10.0%	1	0.0%	0	25.0%	2	7.1%	1	20.0%	1	16.7%	2	0.0%	0
Eat out / drinking (e.g. restaurant / café)	4.5%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	7.1%	1	0.0%	0	8.3%	1	0.0%	0
Work	9.1%	2	0.0%	0	13.3%	2	20.0%	1	10.0%	1	0.0%	0	12.5%	1	7.1%	1	0.0%	0	0.0%	0	40.0%	2
To meet someone	0.0%	0	0.0%	0	0.0%	0	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 particular reason	13.6%	3	42.9%	3	0.0%	0	0.0%	0	10.0%	1	28.6%	2	0.0%	0	21.4%	3	0.0%	0	16.7%	2	20.0%	1
Other (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
Base:		22		7		15		5		10		7		8		14		5		12		5
GEN Gender:																						
Male	39.0%	39	100.0%	39	0.0%	0	47.6%	10	36.4%	12	37.0%	17	32.7%	16	45.1%	23	32.0%	8	44.0%	22	36.0%	9
Female	61.0%	61	0.0%	0	100.0%	61	52.4%	11	63.6%	21	63.0%	29	67.3%	33	54.9%	28	68.0%	17	56.0%	28	64.0%	16
Base:		100		39		61		21		33		46		49		51		25		50		25

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
AGE Age Group:																						
18 - 24 years	13.0%	13	23.1%	9	6.6%	4	61.9%	13	0.0%	0	0.0%	0	14.3%	7	11.8%	6	16.0%	4	12.0%	6	12.0%	3
25 - 34 years	8.0%	8	2.6%	1	11.5%	7	38.1%	8	0.0%	0	0.0%	0	12.2%	6	3.9%	2	16.0%	4	6.0%	3	4.0%	1
35 - 44 years	15.0%	15	12.8%	5	16.4%	10	0.0%	0	45.5%	15	0.0%	0	16.3%	8	13.7%	7	20.0%	5	16.0%	8	8.0%	2
45 - 54 years	18.0%	18	17.9%	7	18.0%	11	0.0%	0	54.5%	18	0.0%	0	22.4%	11	13.7%	7	12.0%	3	24.0%	12	12.0%	3
55 - 64 years	19.0%	19	17.9%	7	19.7%	12	0.0%	0	0.0%	0	41.3%	19	14.3%	7	23.5%	12	16.0%	4	20.0%	10	20.0%	5
65+ years	27.0%	27	25.6%	10	27.9%	17	0.0%	0	0.0%	0	58.7%	27	20.4%	10	33.3%	17	20.0%	5	22.0%	11	44.0%	11
Base:		100		39		61		21		33		46		49		51		25		50		25
SEG Occupation of Chief Wage Earner:																						
AB	19.0%	19	15.4%	6	21.3%	13	28.6%	6	24.2%	8	10.9%	5	38.8%	19	0.0%	0	20.0%	5	20.0%	10	16.0%	4
C1	30.0%	30	25.6%	10	32.8%	20	33.3%	7	33.3%	11	26.1%	12	61.2%	30	0.0%	0	36.0%	9	28.0%	14	28.0%	7
C2	23.0%	23	33.3%	13	16.4%	10	23.8%	5	21.2%	7	23.9%	11	0.0%	0	45.1%	23	16.0%	4	20.0%	10	36.0%	9
DE	28.0%	28	25.6%	10	29.5%	18	14.3%	3	21.2%	7	39.1%	18	0.0%	0	54.9%	28	28.0%	7	32.0%	16	20.0%	5
Base:		100		39		61		21		33		46		49		51		25		50		25
CARS Number of cars in Household:																						
None	30.0%	30	38.5%	15	24.6%	15	42.9%	9	21.2%	7	30.4%	14	20.4%	10	39.2%	20	24.0%	6	30.0%	15	36.0%	9
1	47.0%	47	38.5%	15	52.5%	32	33.3%	7	54.5%	18	47.8%	22	57.1%	28	37.3%	19	60.0%	15	44.0%	22	40.0%	10
2	16.0%	16	12.8%	5	18.0%	11	9.5%	2	18.2%	6	17.4%	8	14.3%	7	17.6%	9	16.0%	4	18.0%	9	12.0%	3
3	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
4+	6.0%	6	7.7%	3	4.9%	3	14.3%	3	6.1%	2	2.2%	1	8.2%	4	3.9%	2	0.0%	0	6.0%	3	12.0%	3
Base:		100		39		61		21		33		46		49		51		25		50		25
DAY Day of interview:																						
Monday	25.0%	25	20.5%	8	27.9%	17	38.1%	8	24.2%	8	19.6%	9	28.6%	14	21.6%	11	100.0%	25	0.0%	0	0.0%	0
Thursday	50.0%	50	56.4%	22	45.9%	28	42.9%	9	60.6%	20	45.7%	21	49.0%	24	51.0%	26	0.0%	0	100.0%	50	0.0%	0
Friday	25.0%	25	23.1%	9	26.2%	16	19.0%	4	15.2%	5	34.8%	16	22.4%	11	27.5%	14	0.0%	0	0.0%	0	100.0%	25
Base:		100		39		61		21		33		46		49		51		25		50		25

PC

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Monday		Thursday		Friday	
CM16 7	2.0%	2	2.6%	1	1.6%	1	0.0%	0	6.1%	2	0.0%	0	2.0%	1	2.0%	1	4.0%	1	2.0%	1	0.0%	0
CM3 3	1.0%	1	2.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	4.0%	1	0.0%	0	0.0%	0
DA15 8	1.0%	1	0.0%	0	1.6%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
E10 6	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
EN8 8	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
EN9 3	2.0%	2	0.0%	0	3.3%	2	4.8%	1	0.0%	0	2.2%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	1	4.0%	1
HA4 9	1.0%	1	2.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	4.0%	1
IG10 1	7.0%	7	2.6%	1	9.8%	6	0.0%	0	9.1%	3	8.7%	4	6.1%	3	7.8%	4	4.0%	1	6.0%	3	12.0%	3
IG10 2	49.0%	49	48.7%	19	49.2%	30	47.6%	10	42.4%	14	54.3%	25	55.1%	27	43.1%	22	56.0%	14	46.0%	23	48.0%	12
IG10 3	29.0%	29	25.6%	10	31.1%	19	33.3%	7	30.3%	10	26.1%	12	24.5%	12	33.3%	17	28.0%	7	34.0%	17	20.0%	5
IG9 5	1.0%	1	0.0%	0	1.6%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
IG9 6	2.0%	2	2.6%	1	1.6%	1	0.0%	0	3.0%	1	2.2%	1	4.1%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0
RM15 5	1.0%	1	2.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
RM4 1	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
TS25 1	1.0%	1	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0
Base:		100		39		61		21		33		46		49		51		25		50		25

Appendix 3: Household survey results

Q01 In which shop does your household spend most money on its main food and groceries?

	Total		Zone 1		Zone 2	
Aldi, Epping Forest Shopping Park, Loughton	9.7%	10	7.7%	2	10.4%	8
Lidl, Cartersfield Road, Waltham Abbey	0.7%	1	0.0%	0	1.0%	1
M&S Simply Food, High Street, Epping	0.7%	1	0.0%	0	1.0%	1
Morrisons, High Road, Loughton	11.4%	12	26.5%	7	6.0%	4
Sainsbury's Superstore, Banson's Lane, Chipping Ongar	0.7%	1	0.0%	0	1.0%	1
Sainsbury's Superstore, Old Station Road, Loughton	24.7%	25	47.3%	13	16.5%	12
Sainsbury's Superstore, Roden Street, Ilford	0.7%	1	0.0%	0	1.0%	1
Sainsbury's Superstore, Tanners Lane, Barkingside	2.3%	2	0.0%	0	3.1%	2
Sainsbury's Superstore, Torrington Drive, Debden Estate, Loughton	4.5%	5	0.0%	0	6.1%	5
Sainsbury's Superstore, Walthamstow Avenue, Low Hall, Chingford	0.8%	1	0.0%	0	1.0%	1
Tesco Express, Manford Way, Grange Hill Estate, Chigwell	0.7%	1	0.0%	0	1.0%	1
Tesco Superstore, Cranbrook Road, Barkingside	3.7%	4	0.0%	0	5.0%	4
Tesco Superstore, High Street, Epping	0.8%	1	0.0%	0	1.1%	1
Tesco Superstore, Southend Road, Woodford Green	0.8%	1	0.0%	0	1.1%	1
Waitrose, High Road, South Woodford	0.8%	1	0.0%	0	1.1%	1
Waitrose, Queens Road, Buckhurst Hill	11.3%	11	2.5%	1	14.4%	11
Local stores, Loughton Broadway	0.7%	1	2.7%	1	0.0%	0
Internet / delivered	11.3%	11	10.7%	3	11.5%	9
Aldi, Collier Row Road, Romford	1.5%	2	0.0%	0	2.1%	2
Co-op, Fencepiece Road, Ilford	0.8%	1	0.0%	0	1.1%	1
Lidl, Fencepiece Road, Ilford	5.4%	5	0.0%	0	7.3%	5
Marks & Spencer, Brookfield Centre, Halfhide Lane, Cheshunt, Waltham Cross	0.7%	1	0.0%	0	1.0%	1
Sainsbury's Local, Cranbrook Road, Ilford	1.5%	1	0.0%	0	2.0%	1
Sainsbury's Superstore, Fifth, Allende Avenue, Harlow	0.7%	1	2.6%	1	0.0%	0
Tesco Superstore, Larksall Road, Highams Park, London	3.1%	3	0.0%	0	4.2%	3
Weighted base:		101		27		74
Sample:		101		25		76

	Total		Zone 1		Zone 2	

Meanscore: [Always=2, Normally=1, Sometimes=0, Rarely=-1, Never=-2]

Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? [PR]
Excluding those who do their main food shopping via the Internet at Q01:

	Total		Zone 1		Zone 2	
Always	5.2%	5	0.0%	0	7.1%	5
Normally	8.9%	8	14.5%	3	6.9%	5
Sometimes	30.6%	27	11.5%	3	37.6%	25
Rarely	1.7%	2	0.0%	0	2.3%	2
Never	52.7%	47	74.0%	18	45.0%	30
(Don't know)	0.8%	1	0.0%	0	1.2%	1
Mean:		*-0.89*		*-1.34*		*-0.72*
Weighted base:		90		24		66
Sample:		91		22		69

Meanscore: [£]

Q03 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?

	Total		Zone 1		Zone 2	
£1 - £10	0.0%	0	0.0%	0	0.0%	0
£11 - £20	1.4%	1	2.5%	1	1.0%	1
£21 - £30	5.3%	5	0.0%	0	7.2%	5
£31 - £40	6.7%	7	2.6%	1	8.2%	6
£41 - £50	11.6%	12	12.8%	3	11.2%	8
£51 - £60	6.0%	6	2.7%	1	7.2%	5
£61 - £70	6.6%	7	13.4%	4	4.2%	3
£71 - £80	8.8%	9	16.0%	4	6.2%	5
£81 - £90	5.2%	5	5.3%	1	5.2%	4
£91 - £100	13.8%	14	26.4%	7	9.3%	7
£101 - £110	1.5%	2	0.0%	0	2.0%	2
£111 - £120	7.4%	7	10.7%	3	6.2%	5
£121 - £130	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0
£141 - £150	8.3%	8	2.6%	1	10.4%	8
£151 - £160	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.8%	1	0.0%	0	1.1%	1
£171 - £180	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0
£191 - £200	3.0%	3	2.5%	1	3.1%	2
£201 - £210	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.8%	1	0.0%	0	1.1%	1
£251+	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.7%	10	2.5%	1	12.3%	9
(Refused)	3.1%	3	0.0%	0	4.2%	3
Mean:		*86.66*		*85.86*		*86.99*
Weighted base:		101		27		74
Sample:		101		25		76

Q04 In which shop / market does your household undertake most 'top-up' food and grocery purchases?

	Total		Zone 1		Zone 2	
Aldi, Epping Forest Shopping Park, Loughton	2.9%	3	2.6%	1	3.1%	2
Iceland, The Broadway, Debden, Loughton	0.7%	1	2.5%	1	0.0%	0
M&S Simply Food, High Street, Epping	1.5%	2	0.0%	0	2.0%	2
M&S Simply Food, High Street, Loughton	1.5%	2	0.0%	0	2.0%	2
M&S Simply Food, The Broadway, Loughton	0.8%	1	0.0%	0	1.0%	1
Marks & Spencer, High Street, Loughton	2.9%	3	2.5%	1	3.1%	2
Morrisons, High Road, Loughton	3.0%	3	5.3%	1	2.1%	2
Sainsbury's Local, Church Hill, Loughton	6.3%	6	23.8%	6	0.0%	0
Sainsbury's Superstore, George Lane, South Woodford	0.8%	1	0.0%	0	1.1%	1
Sainsbury's Superstore, Old Station Road, Loughton	7.3%	7	10.2%	3	6.2%	5
Sainsbury's Superstore, Tanners Lane, Barkingside	1.5%	2	0.0%	0	2.1%	2
Sainsbury's Superstore, Torrington Drive, Debden Estate, Loughton	11.0%	11	24.1%	6	6.2%	5
Tesco Express, Coppice Row, Theydon Bois	2.2%	2	0.0%	0	3.1%	2
Tesco Express, Manford Way, Grange Hill Estate, Chigwell	1.5%	2	0.0%	0	2.1%	2
Tesco Superstore, Cranbrook Road, Barkingside	2.3%	2	0.0%	0	3.1%	2
Tesco Superstore, Southend Road, Woodford Green	0.8%	1	0.0%	0	1.1%	1
Waitrose, Queens Road, Buckhurst Hill	11.5%	12	0.0%	0	15.6%	12
Local stores, Abridge	0.7%	1	0.0%	0	1.0%	1
Local stores, Buckhurst Hill - Loughton Way, Lower Queens Road, Queens Road West, Station Way	3.1%	3	0.0%	0	4.2%	3
Local stores, Buckhurst Hill - Queens Road East	1.5%	1	0.0%	0	2.0%	1
Local stores, Chigwell	0.8%	1	0.0%	0	1.1%	1
Local stores, Loughton - Borders Lane, Goldings Hill / Lower Road, Pyrles Lane, Roding Road / Valley Hill	1.4%	1	5.2%	1	0.0%	0
Local stores, Loughton Broadway	0.7%	1	2.7%	1	0.0%	0
Local stores, Loughton High Road	1.4%	1	2.5%	1	1.0%	1
Local stores, Woodford Green	3.1%	3	0.0%	0	4.2%	3
Internet / delivered	2.8%	3	10.7%	3	0.0%	0
Aldi, Market Place, Romford	3.1%	3	0.0%	0	4.2%	3
Co-op, Chigwell Road, Woodford, Woodford Green	1.5%	2	0.0%	0	2.0%	2
Co-op, Fencepiece Road, Ilford	3.0%	3	0.0%	0	4.1%	3
Lidl, Fencepiece Road, Ilford	3.0%	3	0.0%	0	4.1%	3
Nisa Extra, Manford Way, Chigwell	1.5%	2	0.0%	0	2.1%	2
Tesco Metro, Cheapside, London	3.1%	3	0.0%	0	4.2%	3
(Don't do top-up shopping)	10.9%	11	7.9%	2	12.0%	9
Weighted base:		101		27		74
Sample:		101		25		76

Column %ges.

Meanscore: [£]

Q05 Approximately how much money does your household spend per week on top-up food and groceries shopping at (STORE MENTIONED AT Q04)?
Those who do top-up food shopping at Q04:

	Total		Zone 1		Zone 2	
£1 - £10	25.2%	23	14.0%	3	29.4%	19
£11 - £20	20.9%	19	16.9%	4	22.3%	15
£21 - £30	18.8%	17	34.6%	9	12.8%	8
£31 - £40	10.8%	10	17.3%	4	8.3%	5
£41 - £50	11.7%	11	14.4%	4	10.7%	7
£51 - £60	0.8%	1	2.7%	1	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.9%	1	0.0%	0	1.2%	1
£101 - £110	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0
£151 - £160	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0
£201 - £210	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.1%	10	0.0%	0	15.2%	10
(Refused)	0.0%	0	0.0%	0	0.0%	0
Mean:		*25.45*		*29.58*		*23.62*
Weighted base:		90		25		65
Sample:		86		22		64

Q06 In addition, does your household spend money on food and groceries in any other small shops in town centres or in villages?

	Total		Zone 1		Zone 2	
Yes	35.3%	36	15.5%	4	42.4%	32
No	64.7%	65	84.5%	23	57.6%	43
Weighted base:		101		27		74
Sample:		101		25		76

Q07 In which town centre or village does your household spend most money on food and groceries in these small shops?
Those who spend money on food and groceries in any other small shops in town centres or in villages at Q06:

	Total		Zone 1		Zone 2	
Abridge	2.1%	1	0.0%	0	2.3%	1
Buckhurst Hill - Loughton Way, Lower Queens Road, Queens Road West, Station Way	6.5%	2	0.0%	0	7.4%	2
Chigwell	4.3%	2	0.0%	0	4.9%	2
Epping (elsewhere)	2.1%	1	0.0%	0	2.4%	1
Loughton - Borders Lane, Goldings Hill / Lower Road, Pyrles Lane, Roding Road / Valley Hill	1.9%	1	16.7%	1	0.0%	0
Loughton Broadway	6.0%	2	34.1%	1	2.3%	1
Loughton High Road	40.4%	14	49.2%	2	39.3%	12
Woodford Green	13.1%	5	0.0%	0	14.8%	5
Barkingside District Centre	6.4%	2	0.0%	0	7.2%	2
Hainault Local Centre	6.5%	2	0.0%	0	7.3%	2
Romford Town Centre	6.4%	2	0.0%	0	7.2%	2
(Don't know / varies)	4.2%	2	0.0%	0	4.8%	2
Weighted base:		36		4		32
Sample:		33		6		27

Meanscore: [£]

Q08 Approximately how much money does your household spend per week on food and groceries in these small shops?
Those who spend money on food and groceries in any other small shops in town centres or in villages at Q06:

	Total		Zone 1		Zone 2	
£1 - £10	19.1%	7	16.3%	1	19.4%	6
£11 - £20	42.9%	15	33.0%	1	44.2%	14
£21 - £30	12.4%	4	34.1%	1	9.6%	3
£31 - £40	0.0%	0	0.0%	0	0.0%	0
£41 - £50	4.0%	1	16.7%	1	2.3%	1
£51 - £60	0.0%	0	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0
£91 - £100	0.0%	0	0.0%	0	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0
£151 - £160	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0
£201 - £210	0.0%	0	0.0%	0	0.0%	0
£211 - £220	0.0%	0	0.0%	0	0.0%	0
£221 - £230	0.0%	0	0.0%	0	0.0%	0
£231 - £240	0.0%	0	0.0%	0	0.0%	0
£241 - £250	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	21.6%	8	0.0%	0	24.5%	8
(Refused)	0.0%	0	0.0%	0	0.0%	0
Mean:		*17.99*		*22.13*		*17.26*
Weighted base:		36		4		32
Sample:		33		6		27

Q09 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?

	Total		Zone 1		Zone 2	
Buckhurst Hill	0.8%	1	0.0%	0	1.1%	1
Central London / West End	10.4%	11	8.0%	2	11.3%	8
Chigwell	0.7%	1	2.6%	1	0.0%	0
Enfield	1.5%	2	2.7%	1	1.1%	1
Epping	0.7%	1	0.0%	0	1.0%	1
Harlow	1.4%	1	5.1%	1	0.0%	0
Ilford	3.0%	3	0.0%	0	4.1%	3
Loughton High Road	12.4%	13	21.2%	6	9.2%	7
Romford	8.1%	8	5.2%	1	9.1%	7
Brookfield Centre, Cheshunt, Waltham Cross (Marks & Spencer, Next, Tesco Extra)	1.5%	1	0.0%	0	2.0%	1
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	8.2%	8	10.7%	3	7.3%	5
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	4.3%	4	13.3%	4	1.0%	1
Sainsbury's Superstore, Chase Lane, King George Avenue, Barkingside	1.5%	2	0.0%	0	2.1%	2
Internet / delivered	30.0%	30	18.4%	5	34.1%	25
Abroad	1.4%	1	2.5%	1	1.0%	1
Enfield Retail Park, Crown Road, Enfield	0.7%	1	2.6%	1	0.0%	0
Freeport Braintree, Charter Way, Chapel Hill, Braintree	0.7%	1	0.0%	0	1.0%	1
Guildford Town Centre	0.7%	1	2.7%	1	0.0%	0
The Water Gardens, Haydens Road, Harlow	0.7%	1	2.5%	1	0.0%	0
Westfield Stratford City, The Arcade, London	9.2%	9	0.0%	0	12.5%	9
(Don't know / can't remember)	0.7%	1	2.5%	1	0.0%	0
(Don't do this type of shopping)	1.5%	1	0.0%	0	2.0%	1
Weighted base:		101		27		74
Sample:		101		25		76

Q10 And the time before that, where did you go to make a purchase of clothes or shoes?
Those who purchase clothes or shoes at Q09:

	Total		Zone 1		Zone 2	
Buckhurst Hill	0.7%	1	0.0%	0	1.0%	1
Central London / West End	11.1%	11	21.2%	6	7.4%	5
Epping	1.6%	2	0.0%	0	2.1%	2
Harlow	2.1%	2	5.1%	1	1.0%	1
Ilford	3.8%	4	0.0%	0	5.2%	4
Loughton High Road	10.4%	10	15.9%	4	8.4%	6
Romford	11.8%	12	18.5%	5	9.4%	7
Walthamstow	0.7%	1	2.5%	1	0.0%	0
Brookfield Centre, Cheshunt, Waltham Cross (Marks & Spencer, Next, Tesco Extra)	2.2%	2	0.0%	0	3.1%	2
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	3.9%	4	0.0%	0	5.3%	4
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	1.5%	1	2.7%	1	1.0%	1
Lakeside Retail Park, Grays (Argos, Dreams, ScS)	0.8%	1	0.0%	0	1.0%	1
Internet / delivered	19.1%	19	7.7%	2	23.3%	17
Barkingside District Centre	2.3%	2	0.0%	0	3.2%	2
Boundary Mill Stores, Park Lane, Shiremoor	0.7%	1	0.0%	0	1.0%	1
Chingford District Centre	0.8%	1	0.0%	0	1.1%	1
Enfield Retail Park, Crown Road, Enfield	0.7%	1	2.6%	1	0.0%	0
Guildford Town Centre	0.7%	1	2.7%	1	0.0%	0
Mail order	0.7%	1	2.5%	1	0.0%	0
Westfield Stratford City, The Arcade, London	16.0%	16	13.3%	4	17.0%	12
(Don't know / can't remember)	8.3%	8	5.2%	1	9.5%	7
Weighted base:		100		27		73
Sample:		99		25		74

Column %ges.

Q11 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?

	Total		Zone 1		Zone 2	
Basildon	0.7%	1	2.6%	1	0.0%	0
Buckhurst Hill	2.3%	2	0.0%	0	3.1%	2
Central London / West End	3.0%	3	2.7%	1	3.1%	2
Chigwell	0.7%	1	0.0%	0	1.0%	1
Enfield	2.3%	2	0.0%	0	3.1%	2
Epping	4.5%	5	2.6%	1	5.1%	4
Harlow	4.3%	4	13.3%	4	1.1%	1
Ilford	0.7%	1	0.0%	0	1.0%	1
Loughton High Road	4.2%	4	16.0%	4	0.0%	0
Romford	6.4%	6	18.5%	5	2.1%	2
Waltham Abbey	0.8%	1	0.0%	0	1.1%	1
Waltham Cross	3.6%	4	7.7%	2	2.1%	2
Highbridge Retail Park, Highbridge Street, Waltham Abbey (Pets at Home, Poundland, TK Maxx)	0.7%	1	0.0%	0	1.0%	1
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	2.1%	2	5.2%	1	1.0%	1
Lakeside Retail Park, Grays (Argos, Dreams, ScS)	0.8%	1	0.0%	0	1.1%	1
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	3.0%	3	2.7%	1	3.1%	2
The Pavilions Shopping Centre, Waltham Cross, Broxbourne (Argos, New Look, Peacocks)	0.7%	1	0.0%	0	1.0%	1
Internet / delivered	14.5%	15	0.0%	0	19.7%	15
Cork Tree Retail Park, Hall Lane, Chingford	0.7%	1	2.5%	1	0.0%	0
Deacon Industrial Estate, Cabinet Way, Chingford	0.7%	1	2.7%	1	0.0%	0
Dunelm, Grove Road, Chadwell Heath	0.7%	1	0.0%	0	1.0%	1
Eastern Avenue Retail Park, Dagenham, Romford	0.8%	1	0.0%	0	1.0%	1
Edmonton Local Centre	1.5%	2	0.0%	0	2.1%	2
Gallows Corner Retail Park, Colchester Road, Romford	2.3%	2	0.0%	0	3.1%	2
Hainault Local Centre	0.8%	1	0.0%	0	1.1%	1
Ikea, Glover Drive, London	7.4%	7	10.7%	3	6.2%	5
Mail order	0.7%	1	0.0%	0	1.0%	1
The Queensgate Centre, Edinburgh Way, Harlow	3.9%	4	0.0%	0	5.3%	4
Westfield Stratford City, The Arcade, London	1.5%	1	0.0%	0	2.0%	1
Woodford Town Centre	0.8%	1	0.0%	0	1.0%	1
(Don't know / can't remember)	11.2%	11	5.2%	1	13.4%	10
(Don't do this type of shopping)	11.9%	12	7.7%	2	13.4%	10
Weighted base:		101		27		74
Sample:		101		25		76

Column %ges.

Q12 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?

Those who purchase furniture, carpets, or soft household furnishings at Q11:

	Total		Zone 1		Zone 2	
Buckhurst Hill	3.2%	3	11.6%	3	0.0%	0
Central London / West End	5.7%	5	5.7%	1	5.8%	4
Chigwell	0.8%	1	0.0%	0	1.2%	1
Enfield	2.6%	2	0.0%	0	3.6%	2
Epping	0.8%	1	0.0%	0	1.2%	1
Harlow	3.2%	3	11.6%	3	0.0%	0
Ilford	0.8%	1	2.8%	1	0.0%	0
Loughton High Road	3.4%	3	2.8%	1	3.6%	2
Romford	4.4%	4	0.0%	0	6.0%	4
Waltham Abbey	0.9%	1	0.0%	0	1.2%	1
Waltham Cross	7.5%	7	11.2%	3	6.0%	4
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	0.8%	1	2.8%	1	0.0%	0
Lakeside Retail Park, Grays (Argos, Dreams, ScS)	0.9%	1	0.0%	0	1.2%	1
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	1.6%	1	2.9%	1	1.2%	1
The Pavilions Shopping Centre, Waltham Cross, Broxbourne (Argos, New Look, Peacocks)	0.8%	1	0.0%	0	1.2%	1
Wickes, Brook Street, Brentwood	0.8%	1	2.9%	1	0.0%	0
Internet / delivered	20.5%	18	14.4%	4	22.8%	15
B&Q, Springfield Drive, Ilford	0.9%	1	0.0%	0	1.2%	1
Chingford District Centre	0.8%	1	0.0%	0	1.2%	1
Gallows Corner Retail Park, Colchester Road, Romford	0.9%	1	0.0%	0	1.2%	1
Hornchurch Town Centre	0.9%	1	0.0%	0	1.2%	1
Ikea, Glover Drive, London	5.8%	5	11.6%	3	3.6%	2
Westfield Stratford City, The Arcade, London	4.3%	4	0.0%	0	5.9%	4
(Don't know / can't remember)	27.8%	25	19.8%	5	30.8%	20
Weighted base:		89		25		64
Sample:		87		22		65

Q13 Now can you tell me where your household last made a purchase of DIY, decorating goods or gardening items?

	Total		Zone 1		Zone 2	
Buckhurst Hill	4.6%	5	2.7%	1	5.2%	4
Chelmsford	0.7%	1	0.0%	0	1.0%	1
Chigwell	3.0%	3	0.0%	0	4.1%	3
Chipping Ongar	0.7%	1	0.0%	0	1.0%	1
Epping	1.5%	2	0.0%	0	2.1%	2
Harlow	1.4%	1	2.6%	1	1.0%	1
Ilford	0.8%	1	0.0%	0	1.1%	1
Loughton High Road	9.9%	10	34.3%	9	1.1%	1
Romford	3.8%	4	0.0%	0	5.2%	4
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	7.2%	7	10.3%	3	6.1%	5
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	1.4%	1	5.3%	1	0.0%	0
Homebase, Church Hill, Loughton	22.9%	23	34.5%	9	18.7%	14
Homebase, High Street, Waltham Cross	0.7%	1	0.0%	0	1.0%	1
Internet / delivered	0.7%	1	0.0%	0	1.0%	1
B&Q, Springfield Drive, Ilford	11.4%	11	0.0%	0	15.4%	11
B&Q, Tangent Link, Harold Hill, Romford	1.5%	2	0.0%	0	2.0%	2
Barkingside District Centre	0.7%	1	0.0%	0	1.0%	1
Bungay Town Centre	0.7%	1	0.0%	0	1.0%	1
Debden Industrial Estate, Langston Road, Loughton	0.8%	1	0.0%	0	1.1%	1
Harlow Garden Centre, Canes Lane, Hastingwood	0.8%	1	0.0%	0	1.1%	1
Homebase, Fulbourne Road, Walthamstow	0.8%	1	0.0%	0	1.1%	1
Ongar Local Centre	0.7%	1	0.0%	0	1.0%	1
Prospect Business Park, Loughton	1.5%	2	0.0%	0	2.1%	2
Redbridge District Centre	0.8%	1	0.0%	0	1.0%	1
Woodford Green Local Centre	0.8%	1	0.0%	0	1.0%	1
(Don't know / can't remember)	8.2%	8	5.1%	1	9.3%	7
(Don't do this type of shopping)	11.9%	12	5.2%	1	14.3%	11
Weighted base:		101		27		74
Sample:		101		25		76

Column %ges.

Q14 And the time before that, where did your household go to make a purchase of DIY, decorating goods or gardening items?

Those who purchase DIY, decorating goods or gardening items at Q13:

	Total		Zone 1		Zone 2	
Buckhurst Hill	2.5%	2	2.8%	1	2.4%	2
Chelmsford	0.9%	1	0.0%	0	1.2%	1
Chigwell	3.5%	3	0.0%	0	4.8%	3
Chipping Ongar	0.8%	1	0.0%	0	1.2%	1
Harlow	0.8%	1	2.7%	1	0.0%	0
Loughton High Road	13.9%	12	33.5%	8	6.0%	4
Romford	1.6%	1	2.7%	1	1.2%	1
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	8.2%	7	19.6%	5	3.7%	2
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	0.8%	1	2.8%	1	0.0%	0
Homebase, Church Hill, Loughton	27.2%	24	16.7%	4	31.4%	20
Homebase, High Street, Waltham Cross	1.7%	1	0.0%	0	2.3%	1
Wickes, Sturlas Way, Waltham Cross	0.9%	1	0.0%	0	1.2%	1
Internet / delivered	0.8%	1	0.0%	0	1.2%	1
B&Q, Springfield Drive, Ilford	6.8%	6	0.0%	0	9.5%	6
B&Q, Tangent Link, Harold Hill, Romford	0.9%	1	0.0%	0	1.2%	1
Barkingside District Centre	0.8%	1	0.0%	0	1.2%	1
Chigwell Nursery, High Road, Chigwell	0.8%	1	2.7%	1	0.0%	0
Homebase, Davidson Way, Romford	1.7%	2	0.0%	0	2.4%	2
Homebase, Fulbourne Road, Walthamstow	0.9%	1	0.0%	0	1.2%	1
Ongar Local Centre	0.8%	1	0.0%	0	1.2%	1
Redbridge District Centre	0.9%	1	0.0%	0	1.2%	1
Redbridge Garden Centre, Roding Lane North, Woodford Green	0.9%	1	0.0%	0	1.2%	1
The Oaks Retail Park, Howard Way, Harlow	0.9%	1	0.0%	0	1.2%	1
The Range, Suez Road, Enfield	0.9%	1	0.0%	0	1.2%	1
(Don't know / can't remember)	20.3%	18	16.3%	4	21.8%	14
Weighted base:		89		25		64
Sample:		89		23		66

Column %ges.

Q15 **Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**

	Total		Zone 1		Zone 2	
Central London / West End	2.2%	2	2.5%	1	2.0%	2
Enfield	2.3%	2	0.0%	0	3.1%	2
Harlow	2.2%	2	2.6%	1	2.0%	1
Ilford	1.6%	2	0.0%	0	2.1%	2
Loughton High Road	9.6%	10	13.1%	3	8.3%	6
North Chingford	0.7%	1	2.6%	1	0.0%	0
Romford	5.3%	5	2.6%	1	6.2%	5
Walthamstow	1.5%	2	0.0%	0	2.1%	2
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	1.4%	1	5.1%	1	0.0%	0
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	3.6%	4	5.3%	1	3.1%	2
Homebase, Church Hill, Loughton	0.8%	1	0.0%	0	1.1%	1
Sainsbury's Superstore, Chase Lane, King George Avenue, Barkingside	0.8%	1	0.0%	0	1.0%	1
Internet / delivered	31.9%	32	42.5%	11	28.1%	21
Car boot sale	0.7%	1	0.0%	0	1.0%	1
B&Q, Springfield Drive, Ilford	0.8%	1	0.0%	0	1.0%	1
Barkingside District Centre	0.8%	1	0.0%	0	1.0%	1
Chingford District Centre	0.8%	1	0.0%	0	1.0%	1
Cork Tree Retail Park, Hall Lane, Chingford	3.6%	4	10.7%	3	1.1%	1
Eastern Avenue Retail Park, Dagenham, Romford	2.2%	2	0.0%	0	3.0%	2
Grove Farm Retail Park, High Road, Chadwell Heath	0.7%	1	0.0%	0	1.0%	1
Hardwick Retail Park, Hardwick Road, Kings Lynn	0.8%	1	0.0%	0	1.0%	1
Loughton Town Centre	3.8%	4	0.0%	0	5.2%	4
Newbury Retail Park, Pinchington Lane, Newbury	0.7%	1	0.0%	0	1.0%	1
The Queensgate Centre, Edinburgh Way, Harlow	2.1%	2	5.1%	1	1.1%	1
Tottenham Hale Retail Park, Broad Lane, London	0.8%	1	0.0%	0	1.1%	1
Westfield Stratford City, The Arcade, London	6.1%	6	0.0%	0	8.3%	6
(Don't know / can't remember)	5.8%	6	5.2%	1	6.1%	5
(Don't do this type of shopping)	6.6%	7	2.7%	1	8.1%	6
Weighted base:		101		27		74
Sample:		101		25		76

Q16 And the time before that, where did your household go to make a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?
Those who purchase electrical items at Q15:

	Total		Zone 1		Zone 2	
Buckhurst Hill	0.7%	1	2.7%	1	0.0%	0
Central London / West End	1.6%	2	0.0%	0	2.2%	2
Harlow	1.5%	1	5.3%	1	0.0%	0
Ilford	0.8%	1	0.0%	0	1.2%	1
Loughton High Road	4.8%	5	0.0%	0	6.7%	5
Romford	3.3%	3	0.0%	0	4.6%	3
Walthamstow	2.5%	2	0.0%	0	3.4%	2
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	0.7%	1	2.6%	1	0.0%	0
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	3.0%	3	11.0%	3	0.0%	0
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	6.9%	7	13.5%	4	4.4%	3
Homebase, Church Hill, Loughton	1.6%	2	0.0%	0	2.3%	2
Internet / delivered	35.9%	34	35.3%	9	36.2%	25
B&Q, Springfield Drive, Ilford	0.8%	1	0.0%	0	1.1%	1
Barkingside District Centre	0.8%	1	0.0%	0	1.1%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford	0.8%	1	0.0%	0	1.1%	1
Chingford District Centre	0.8%	1	0.0%	0	1.1%	1
Cork Tree Retail Park, Hall Lane, Chingford	6.3%	6	11.0%	3	4.5%	3
Eastern Avenue Retail Park, Dagenham, Romford	3.9%	4	2.7%	1	4.4%	3
Ikea, Glover Drive, London	1.6%	2	0.0%	0	2.3%	2
Loughton Town Centre	0.8%	1	0.0%	0	1.2%	1
Tottenham Hale Retail Park, Broad Lane, London	0.8%	1	0.0%	0	1.2%	1
Westfield Stratford City, The Arcade, London	6.5%	6	0.0%	0	9.0%	6
(Don't know / can't remember)	13.2%	12	16.0%	4	12.2%	8
Weighted base:		94		26		68
Sample:		92		24		68

Q17 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?

	Total		Zone 1		Zone 2	
Buckhurst Hill	7.5%	8	2.5%	1	9.3%	7
Central London / West End	6.2%	6	0.0%	0	8.4%	6
Chigwell	4.6%	5	0.0%	0	6.2%	5
Epping	2.3%	2	0.0%	0	3.1%	2
Ilford	1.5%	1	0.0%	0	2.0%	1
Loughton High Road	34.3%	35	52.5%	14	27.7%	21
Romford	5.2%	5	2.6%	1	6.2%	5
Theydon Bois	1.5%	1	0.0%	0	2.0%	1
Walthamstow	0.8%	1	0.0%	0	1.1%	1
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	7.8%	8	26.6%	7	1.1%	1
Sainsbury's Superstore, Chase Lane, King George Avenue, Barkingside	0.8%	1	0.0%	0	1.0%	1
Internet / delivered	5.3%	5	5.4%	1	5.3%	4
Barkingside District Centre	6.1%	6	0.0%	0	8.2%	6
Hainault Local Centre	1.5%	2	0.0%	0	2.0%	2
Loughton Town Centre	0.7%	1	0.0%	0	1.0%	1
Redbridge District Centre	0.8%	1	0.0%	0	1.0%	1
Sainsbury's Superstore, Old Station Road, Loughton	1.5%	1	2.5%	1	1.1%	1
Stratford District Centre	2.3%	2	0.0%	0	3.1%	2
Waitrose, High Road, South Woodford	0.8%	1	0.0%	0	1.1%	1
Waitrose, Queen's Road, Buckhurst Hill	0.8%	1	0.0%	0	1.0%	1
Woodford Town Centre	0.7%	1	0.0%	0	1.0%	1
(Don't know / can't remember)	4.5%	5	2.7%	1	5.1%	4
(Don't do this type of shopping)	2.9%	3	5.1%	1	2.1%	2
Weighted base:		101		27		74
Sample:		101		25		76

Q18 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?

Those who purchase health, beauty or chemist items at Q17:

	Total		Zone 1		Zone 2	
Buckhurst Hill	7.0%	7	0.0%	0	9.5%	7
Central London / West End	4.8%	5	0.0%	0	6.5%	5
Chigwell	3.9%	4	0.0%	0	5.3%	4
Epping	3.1%	3	0.0%	0	4.1%	3
Loughton High Road	32.4%	32	49.9%	13	26.3%	19
Romford	2.3%	2	0.0%	0	3.1%	2
Theydon Bois	0.8%	1	0.0%	0	1.0%	1
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	0.8%	1	0.0%	0	1.0%	1
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	8.0%	8	27.7%	7	1.1%	1
Sainsbury's Superstore, Chase Lane, King George Avenue, Barkingside	0.8%	1	0.0%	0	1.0%	1
Internet / delivered	4.7%	5	2.8%	1	5.4%	4
Abroad	1.6%	2	0.0%	0	2.1%	2
Aldi, Epping Forest Shopping Park, Loughton	1.6%	2	0.0%	0	2.1%	2
Barkingside District Centre	6.3%	6	0.0%	0	8.4%	6
Hainault Local Centre	2.3%	2	0.0%	0	3.1%	2
Loughton Town Centre	0.8%	1	0.0%	0	1.0%	1
Mail order	0.8%	1	0.0%	0	1.0%	1
Redbridge District Centre	0.8%	1	0.0%	0	1.0%	1
Sainsbury's Superstore, Old Station Road, Loughton	0.7%	1	2.7%	1	0.0%	0
Stratford District Centre	1.6%	2	0.0%	0	2.1%	2
Westfield Stratford City, The Arcade, London	4.5%	4	11.3%	3	2.2%	2
Woodford Town Centre	0.8%	1	0.0%	0	1.0%	1
(Don't know / can't remember)	10.1%	10	5.6%	1	11.6%	8
Weighted base:		98		25		73
Sample:		97		23		74

Column %ges.

Q19 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?

	Total		Zone 1		Zone 2	
Buckhurst Hill	0.8%	1	0.0%	0	1.1%	1
Central London / West End	0.8%	1	0.0%	0	1.1%	1
Enfield	1.5%	1	2.7%	1	1.0%	1
Epping	0.7%	1	2.5%	1	0.0%	0
Loughton High Road	3.7%	4	2.6%	1	4.1%	3
North Chingford	1.5%	2	0.0%	0	2.1%	2
Romford	3.1%	3	0.0%	0	4.2%	3
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	11.0%	11	10.5%	3	11.2%	8
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	3.5%	4	13.4%	4	0.0%	0
Lakeside Retail Park, Grays (Argos, Dreams, ScS)	0.7%	1	2.6%	1	0.0%	0
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	3.0%	3	2.7%	1	3.1%	2
Internet / delivered	13.8%	14	23.7%	6	10.3%	8
Cork Tree Retail Park, Hall Lane, Chingford	1.5%	2	0.0%	0	2.1%	2
Gallows Corner Retail Park, Colchester Road, Romford	0.8%	1	0.0%	0	1.1%	1
Leicester City Centre	0.7%	1	2.6%	1	0.0%	0
Newbury Retail Park, Pinchington Lane, Newbury	2.3%	2	0.0%	0	3.1%	2
The Queensgate Centre, Edinburgh Way, Harlow	0.8%	1	0.0%	0	1.1%	1
Westfield Stratford City, The Arcade, London	3.9%	4	0.0%	0	5.3%	4
Wyevale Garden Centre, Langford Court, Ongar Road, Kelvedon Hatch, Brentwood	0.7%	1	0.0%	0	1.0%	1
(Don't know / can't remember)	3.8%	4	2.7%	1	4.2%	3
(Don't do this type of shopping)	41.5%	42	34.1%	9	44.2%	33
Weighted base:		101		27		74
Sample:		101		25		76

Column %ges.

Q20 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?

Those who purchase recreational goods at Q19:

	Total		Zone 1		Zone 2	
Buckhurst Hill	1.3%	1	0.0%	0	1.8%	1
Central London / West End	1.3%	1	0.0%	0	1.9%	1
Enfield	1.3%	1	0.0%	0	1.8%	1
Epping	1.3%	1	0.0%	0	1.8%	1
Harlow	2.3%	1	7.9%	1	0.0%	0
Ilford	1.3%	1	0.0%	0	1.9%	1
Loughton High Road	2.6%	2	0.0%	0	3.7%	2
North Chingford	2.6%	2	0.0%	0	3.7%	2
Romford	11.2%	7	20.1%	4	7.5%	3
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	12.6%	7	11.9%	2	12.8%	5
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	2.4%	1	3.9%	1	1.8%	1
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	5.1%	3	4.1%	1	5.5%	2
Internet / delivered	23.6%	14	40.0%	7	16.6%	7
Cork Tree Retail Park, Hall Lane, Chingford	1.3%	1	0.0%	0	1.9%	1
Newbury Retail Park, Pinchington Lane, Newbury	5.2%	3	0.0%	0	7.4%	3
Sainsbury's Superstore, Old Station Road, Loughton	1.3%	1	0.0%	0	1.8%	1
Westfield Stratford City, The Arcade, London	6.6%	4	0.0%	0	9.4%	4
(Don't know / can't remember)	16.7%	10	12.0%	2	18.6%	8
Weighted base:		59		18		41
Sample:		60		18		42

Q21 And where was the last purchase of other specialist non-food items such as books, CDs, jewellery or china and glass items?

	Total		Zone 1		Zone 2	
Central London / West End	3.0%	3	2.6%	1	3.1%	2
Harlow	0.7%	1	2.6%	1	0.0%	0
Ilford	1.5%	1	0.0%	0	2.0%	1
Loughton High Road	8.0%	8	13.0%	3	6.3%	5
Romford	5.0%	5	10.7%	3	3.0%	2
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	0.7%	1	2.6%	1	0.0%	0
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	3.5%	4	13.4%	4	0.0%	0
Internet / delivered	45.7%	46	37.2%	10	48.7%	36
Barkingside District Centre	2.2%	2	0.0%	0	3.0%	2
Brighton Town Centre	0.8%	1	0.0%	0	1.1%	1
Heathrow Airport, Longford	0.7%	1	0.0%	0	1.0%	1
Ikea, Glover Drive, London	0.8%	1	0.0%	0	1.1%	1
(Don't know / can't remember)	3.7%	4	5.3%	1	3.1%	2
(Don't do this type of shopping)	23.8%	24	12.7%	3	27.7%	21
Weighted base:		101		27		74
Sample:		101		25		76

Q22 And the time before that, where did you or your household go to make a purchase of other specialist non-food items such as books, CDs, jewellery or china and glass items?

Those who purchase other specialist non-food items at Q21:

	Total		Zone 1		Zone 2	
Central London / West End	5.7%	4	12.2%	3	2.9%	2
Harlow	3.7%	3	12.2%	3	0.0%	0
Ilford	1.0%	1	0.0%	0	1.4%	1
Loughton High Road	10.6%	8	11.9%	3	10.1%	5
Romford	1.9%	2	0.0%	0	2.8%	2
Epping Forest Shopping Park, Langston Road, Laughton (Aldi, Card Factory, JD Sports)	2.0%	2	0.0%	0	2.9%	2
Lakeside Regional Shopping Centre, West Thurrock Way, Grays (Debenhams, Pandora, Primark)	5.6%	4	15.2%	4	1.4%	1
The Broadway in Debden, Loughton (Iceland, The Original Factory Shop, World of Pets)	1.8%	1	6.1%	1	0.0%	0
Internet / delivered	54.0%	42	36.3%	8	61.7%	33
Barkingside District Centre	1.9%	1	0.0%	0	2.8%	1
Bridport Town Centre	1.0%	1	0.0%	0	1.4%	1
Heathrow Airport, Longford	1.0%	1	0.0%	0	1.4%	1
Tesco Superstore, Cranbrook Road, Ilford	1.0%	1	0.0%	0	1.4%	1
Westfield Stratford City, The Arcade, London	3.0%	2	0.0%	0	4.3%	2
Woodford Green Local Centre	1.0%	1	0.0%	0	1.4%	1
(Don't know / can't remember)	4.8%	4	6.0%	1	4.3%	2
Weighted base:		77		23		54
Sample:		72		20		52

Q23 Do you ever use the Internet to undertake your shopping (food or non-food)?

	Total		Zone 1		Zone 2	
Yes	82.5%	83	87.2%	23	80.8%	60
No	17.5%	18	12.8%	3	19.2%	14
Weighted base:		101		27		74
Sample:		101		25		76

Q24 What sort of goods do you typically purchase via the Internet? [MR/PR]

Those who shop via the Internet at Q23:

	Total		Zone 1		Zone 2	
CDs, DVDs, games, books etc….	65.8%	55	66.8%	16	65.5%	39
Clothes and shoes	52.2%	43	54.6%	13	51.3%	31
DIY and decorating goods	3.6%	3	0.0%	0	5.0%	3
Domestic appliances	28.6%	24	36.3%	8	25.6%	15
Food and groceries	19.7%	16	27.5%	6	16.7%	10
Furniture, carpets, soft household furnishings	17.4%	15	5.9%	1	21.9%	13
Other	0.0%	0	0.0%	0	0.0%	0
Toys	1.7%	1	2.9%	1	1.2%	1
Gifts	5.5%	5	0.0%	0	7.6%	5
Small electrical goods	4.4%	4	9.0%	2	2.6%	2
Health & Beauty goods	2.7%	2	0.0%	0	3.7%	2
Gardening goods	0.9%	1	0.0%	0	1.3%	1
Leisure equipment	0.9%	1	0.0%	0	1.3%	1
Pet goods	0.9%	1	0.0%	0	1.3%	1
(Don't know)	0.9%	1	0.0%	0	1.3%	1
Weighted base:		83		23		60
Sample:		78		20		58

Q25 Have you visited The Broadway in Debden within the last three months?

	Total		Zone 1		Zone 2	
Yes	42.8%	43	79.0%	21	29.7%	22
No	57.2%	58	21.0%	6	70.3%	52
(Don't know / refused)	0.0%	0	0.0%	0	0.0%	0
Weighted base:		101		27		74
Sample:		101		25		76

Q26 When you last visited The Broadway in Debden did you also visit Epping Forest Shopping Park on Langston Road?

Those who have visited The Broadway in Debden within the last three months at Q25:

	Total		Zone 1		Zone 2	
Yes	54.0%	23	56.6%	12	51.5%	11
No	46.0%	20	43.4%	9	48.5%	11
(Don't know / cant remember / refused)	0.0%	0	0.0%	0	0.0%	0
Weighted base:		43		21		22
Sample:		46		20		26

Q27 What are some good features of The Broadway in Debden? [MR]

Those who have visited The Broadway in Debden within the last three months at Q25:

	Total		Zone 1		Zone 2	
Adequate access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0
Adequate parking	6.9%	3	3.4%	1	10.1%	2
Adequate public transport	0.0%	0	0.0%	0	0.0%	0
Adequate sign posting	0.0%	0	0.0%	0	0.0%	0
Provisions for pedestrians	0.0%	0	0.0%	0	0.0%	0
Adequate choice of shops in general	35.4%	15	40.1%	8	31.0%	7
Adequate quality of shops	11.6%	5	20.1%	4	3.6%	1
Adequate supermarket offer	17.4%	8	3.2%	1	31.0%	7
Enough national multiple (high street chain) retailers	0.0%	0	0.0%	0	0.0%	0
Adequate facilities for children	0.0%	0	0.0%	0	0.0%	0
Adequate facilities for the disabled	0.0%	0	0.0%	0	0.0%	0
Adequate number of toilets	0.0%	0	0.0%	0	0.0%	0
Adequate safety measures / CCTV / police presence	0.0%	0	0.0%	0	0.0%	0
Adequate seating / benches	1.6%	1	3.2%	1	0.0%	0
Adequate quality / range of bars / nightclubs	0.0%	0	0.0%	0	0.0%	0
Adequate quality / range of cafes	10.3%	4	6.6%	1	13.8%	3
Adequate quality / range of cinemas / theatres	0.0%	0	0.0%	0	0.0%	0
Adequate quality / range of family entertainment	0.0%	0	0.0%	0	0.0%	0
Adequate quality / range of health clubs / gyms	0.0%	0	0.0%	0	0.0%	0
Adequate quality / range of restaurants	1.7%	1	3.4%	1	0.0%	0
Adequate shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0
General cleanliness of centres	0.0%	0	0.0%	0	0.0%	0
The appearance / environment of centre	6.9%	3	6.8%	1	6.9%	2
Other	0.0%	0	0.0%	0	0.0%	0
Close to home	24.7%	11	50.5%	11	0.0%	0
Good range of independent shops	3.4%	1	3.3%	1	3.4%	1
Good traffic flow	1.8%	1	0.0%	0	3.6%	1
Staff are friendly	1.7%	1	0.0%	0	3.3%	1
Adequate range of services	1.7%	1	0.0%	0	3.3%	1
(Don’t know / refused)	3.6%	2	0.0%	0	7.0%	2
(None mentioned)	13.5%	6	13.2%	3	13.7%	3
Weighted base:		43		21		22
Sample:		46		20		26

Q28 Are there things that could be improved about The Broadway in Debden? [MR]
Those who have visited The Broadway in Debden within the last three months at Q25:

	Total		Zone 1		Zone 2	
Better links from car parks to Centre (car parking isn't accessible enough)	1.7%	1	0.0%	0	3.3%	1
Better signage around Centre	1.6%	1	3.2%	1	0.0%	0
Better / more frequent bus service (inadequate bus service to the centre)	1.7%	1	0.0%	0	3.3%	1
Better / more frequent train service (inadequate train service to the centre	0.0%	0	0.0%	0	0.0%	0
Cheaper parking (parking too expensive)	0.0%	0	0.0%	0	0.0%	0
Free parking	8.5%	4	10.0%	2	7.2%	2
Improve access for wheelchairs and pushchairs users	0.0%	0	0.0%	0	0.0%	0
Improve priority for pedestrians	0.0%	0	0.0%	0	0.0%	0
More parking provision (not enough parking)	20.0%	9	26.6%	6	13.7%	3
New / relocated bus stops	1.6%	1	3.2%	1	0.0%	0
Fewer empty shops / vacancies	0.0%	0	0.0%	0	0.0%	0
Improved market	0.0%	0	0.0%	0	0.0%	0
More (larger) covered shopping centres / malls	0.0%	0	0.0%	0	0.0%	0
More choice of shops (general)	6.8%	3	6.6%	1	7.0%	2
More clothes / fashion shops	3.3%	1	6.7%	1	0.0%	0
More dept stores / larger stores	0.0%	0	0.0%	0	0.0%	0
More discount / cheaper goods	0.0%	0	0.0%	0	0.0%	0
More independent shops	5.3%	2	0.0%	0	10.4%	2
More quality / designer shops	1.7%	1	0.0%	0	3.3%	1
More / improved supermarkets / food shops	0.0%	0	0.0%	0	0.0%	0
Specific shop missing from Town Centre	4.9%	2	10.0%	2	0.0%	0
Better / more safety / security / CCTV / police presence	3.5%	2	3.4%	1	3.6%	1
Crèche	0.0%	0	0.0%	0	0.0%	0
More facilities for children	0.0%	0	0.0%	0	0.0%	0
More facilities for disabled	0.0%	0	0.0%	0	0.0%	0
More seating / benches	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.0%	0	0.0%	0
More / better bars / nightclubs	1.8%	1	0.0%	0	3.6%	1
More / better cafes	0.0%	0	0.0%	0	0.0%	0
More / better cinema or theatre	0.0%	0	0.0%	0	0.0%	0
More / better family entertainment (ice skating / bowling / etc)	0.0%	0	0.0%	0	0.0%	0
More / better heath clubs / gyms	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	0.0%	0	0.0%	0	0.0%	0
Improved shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0
Less litter	3.3%	1	6.7%	1	0.0%	0
Nicer shopping environment	11.5%	5	23.5%	5	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	3.6%	2	0.0%	0	7.0%	2
(Don't know)	6.8%	3	6.6%	1	7.0%	2
(Nothing)	33.9%	15	30.0%	6	37.5%	8
Weighted base:		43		21		22
Sample:		46		20		26

Q29 In which town, village or out-of-town location does your household spend most money on restaurants?

	Total		Zone 1		Zone 2	
Buckhurst Hill	9.2%	9	0.0%	0	12.5%	9
Central London / West End	11.4%	12	2.5%	1	14.6%	11
Chigwell	6.1%	6	0.0%	0	8.3%	6
Chipping Ongar	0.7%	1	0.0%	0	1.0%	1
Ilford	2.2%	2	0.0%	0	3.0%	2
Loughton High Road	33.7%	34	87.4%	23	14.4%	11
North Chingford	0.8%	1	0.0%	0	1.1%	1
Romford	5.4%	5	0.0%	0	7.4%	5
Theydon Bois	1.5%	2	0.0%	0	2.1%	2
Lakeside Regional Shopping Centre, West Thurrock Way, Grays	0.8%	1	0.0%	0	1.0%	1
Abridge Village Centre	0.7%	1	2.5%	1	0.0%	0
Barkingside District Centre	2.2%	2	0.0%	0	3.0%	2
Chingford District Centre	0.8%	1	0.0%	0	1.0%	1
Clapham District Centre	0.7%	1	0.0%	0	1.0%	1
Debden Local Centre	0.7%	1	0.0%	0	1.0%	1
Loughton Town Centre	0.8%	1	0.0%	0	1.0%	1
Ongar Local Centre	0.7%	1	0.0%	0	1.0%	1
South Woodford Local Centre	1.5%	2	0.0%	0	2.1%	2
Wanstead Local Centre	2.3%	2	0.0%	0	3.1%	2
Woodford Town Centre	3.0%	3	0.0%	0	4.1%	3
(Don't know / varies)	2.2%	2	0.0%	0	3.0%	2
(Don’t do this activity)	12.6%	13	7.6%	2	14.3%	11
Weighted base:		101		27		74
Sample:		101		25		76

Q30 In which town, village or out-of-town location does your household spend most money on cafés / pubs / bars?

	Total		Zone 1		Zone 2	
Buckhurst Hill	9.2%	9	0.0%	0	12.5%	9
Central London / West End	5.3%	5	2.5%	1	6.3%	5
Chigwell	3.0%	3	0.0%	0	4.1%	3
Epping	1.5%	1	0.0%	0	2.0%	1
Ilford	0.7%	1	2.7%	1	0.0%	0
Loughton High Road	31.1%	31	66.0%	18	18.5%	14
Romford	4.5%	5	0.0%	0	6.1%	5
Theydon Bois	1.5%	2	0.0%	0	2.1%	2
Waltham Abbey	1.5%	2	0.0%	0	2.1%	2
The Broadway in Debden, Loughton	0.7%	1	2.5%	1	0.0%	0
Abridge Village Centre	0.7%	1	0.0%	0	1.0%	1
Barkingside District Centre	2.9%	3	0.0%	0	4.0%	3
Wanstead Local Centre	2.3%	2	0.0%	0	3.1%	2
Woodford Green Local Centre	1.5%	2	0.0%	0	2.1%	2
(Don't know / varies)	4.6%	5	0.0%	0	6.2%	5
(Don’t do this activity)	28.9%	29	26.3%	7	29.9%	22
Weighted base:		101		27		74
Sample:		101		25		76

Q31 In which town, village or out-of-town location does your household visit most for other services such as banks, hairdressers?

	Total		Zone 1		Zone 2	
Buckhurst Hill	11.5%	12	0.0%	0	15.6%	12
Central London / West End	4.6%	5	0.0%	0	6.2%	5
Chigwell	3.0%	3	2.7%	1	3.1%	2
Chipping Ongar	0.8%	1	0.0%	0	1.1%	1
Epping	1.4%	1	2.6%	1	1.0%	1
Loughton High Road	40.0%	40	71.2%	19	28.7%	21
Romford	6.9%	7	0.0%	0	9.4%	7
Theydon Bois	0.7%	1	0.0%	0	1.0%	1
Walthamstow	0.8%	1	0.0%	0	1.1%	1
The Broadway in Debden, Loughton	7.0%	7	21.0%	6	2.0%	2
Barkingside District Centre	5.2%	5	0.0%	0	7.1%	5
Fairlop Village Centre	1.5%	2	0.0%	0	2.1%	2
Hainault Local Centre	1.5%	2	0.0%	0	2.0%	2
Redbridge District Centre	0.8%	1	0.0%	0	1.0%	1
South Woodford Local Centre	1.5%	2	0.0%	0	2.1%	2
Woodford Green Local Centre	3.1%	3	0.0%	0	4.2%	3
Woodford Town Centre	1.5%	2	0.0%	0	2.0%	2
(Don't know / varies)	3.1%	3	0.0%	0	4.2%	3
(Don’t do this activity)	5.2%	5	2.5%	1	6.2%	5
Weighted base:		101		27		74
Sample:		101		25		76

GEN Gender of respondent.

	Total		Zone 1		Zone 2	
Male	31.0%	31	31.3%	8	30.9%	23
Female	69.0%	70	68.7%	18	69.1%	51
Weighted base:		101		27		74
Sample:		101		25		76

AGE Could I ask, how old are you?

	Total		Zone 1		Zone 2	
18 to 24	11.8%	12	21.4%	6	8.4%	6
25 to 34	8.7%	9	21.4%	6	4.2%	3
35 to 44	19.7%	20	5.3%	1	24.9%	19
45 to 54	18.4%	19	13.5%	4	20.2%	15
55 to 64	17.4%	18	23.3%	6	15.3%	11
65 +	23.8%	24	15.2%	4	26.9%	20
(Refused)	0.0%	0	0.0%	0	0.0%	0
Weighted base:		101		27		74
Sample:		101		25		76

QUOTA Zone

	Total		Zone 1		Zone 2	
Zone 1	26.4%	27	100.0%	27	0.0%	0
Zone 2	73.6%	74	0.0%	0	100.0%	74
Weighted base:		101		27		74
Sample:		101		25		76

Epping Forest Household Survey
For Lichfields

PC Postcode Sector

	Total		Zone 1		Zone 2	
CM167	1.5%	2	0.0%	0	2.1%	2
IG101	2.8%	3	10.5%	3	0.0%	0
IG102	15.3%	16	58.1%	16	0.0%	0
IG103	17.4%	18	31.4%	8	12.4%	9
IG104	9.1%	9	0.0%	0	12.4%	9
IG6 2	4.6%	5	0.0%	0	6.2%	5
IG6 3	2.2%	2	0.0%	0	3.1%	2
IG7 4	8.4%	8	0.0%	0	11.4%	8
IG7 5	3.8%	4	0.0%	0	5.1%	4
IG7 6	4.5%	5	0.0%	0	6.2%	5
IG8 0	4.6%	5	0.0%	0	6.3%	5
IG8 7	0.8%	1	0.0%	0	1.1%	1
IG8 8	2.2%	2	0.0%	0	3.0%	2
IG9 5	12.2%	12	0.0%	0	16.6%	12
IG9 6	7.6%	8	0.0%	0	10.3%	8
RM4 1	2.9%	3	0.0%	0	4.0%	3
Weighted base:		101		27		74
Sample:		101		25		76

Appendix 4: Land use surveys

No.	Road Name	2009		2018		Change of use?
		Fascia	**Primary Activity**	**Fascia**	**Primary Activity**	
82	The Broadway	T & J Kelly	Takeaway	T & J Kelly	Takeaway	No
80	The Broadway	Broadway Dental Clinic	Dentist	Broadway Dental Clinic	Dentist	No
78	The Broadway	David Smith	Financial services	David Smith	Financial services	No
76	The Broadway	Geraldine's	Hairdressing	Geraldine's	Hairdressing	No
74	The Broadway	Debden Laundrette and Dry Cleaning	Dry cleaners	The Broadway Express	Newsagents	Yes
72	The Broadway	St Clare Hospice	Charity shop	St Clare Hospice	Charity shop	No
70	The Broadway	Vetsavers	Vet	Best Friends Vet Group	Vet	No
68	The Broadway	Debden	Library	VACANT	VACANT	Yes
66	The Broadway	VACANT	VACANT	Eye Gee	Opticians	Yes
64	The Broadway	VIP Cars	Taxi service	VIP Cars	Taxi service	No
62	The Broadway	Broadway Dry Cleaning	Dry cleaners	Broadway Dry Cleaning	Dry cleaners	No
60	The Broadway	Cut Price	Household	Stuart's Market Shop	Variety shop	No
58	The Broadway	Debden Motor Spares	Car accessories shop	Debden Motor Spares	Car accessories shop	No
56	The Broadway	J S C shoes	Shoes and bags	Eros	Shoes and bags	No
54	The Broadway	R Fashions	Womenswear	Paradigm Services	Recruitment service	Yes
52	The Broadway	Mains	Household/ electricals	VACANT	VACANT	Yes
50	The Broadway	Cranbrooks	Electrical goods shop	Cranbrooks	Electrical goods shop	No
48-46	The Broadway	Ladbrokes	Betting shop	Ladbrokes	Betting shop	No
44	The Broadway	Chinese Herbal Medicine	Health clinic	Chinese Herbal Medicine	Health clinic	No
42	The Broadway	Barnards	Jewellers	Jimmy's Barber	Men’s barbers	Yes
40	The Broadway	Patisserie & Coffee Shop	Baker	Broadway Fried Chicken & Pizza	Takeaway	Yes
38	The Broadway	VACANT	VACANT	Freshwaters	Café	Yes
36	The Broadway	K G Vantage Pharmacy	Pharmacy	K G Dispensing Clinic	Pharmacy	No
34-32	The Broadway	Superdrug	Health and beauty	Superdrug	Health and beauty	No
30	The Broadway	Merlin Carpets	Carpet sales	Merlin Carpets	Carpet sales	No
28	The Broadway	Rendezvous	Fish and Chip shop	Golden Anchor	Fish and Chip shop	No
26	The Broadway	P A Sparks & Sons	Greengrocer	P A Sparks & Sons	Greengrocer	No
24-22	The Broadway	Iceland	Supermarket	Iceland	Supermarket	No
20	The Broadway	VACANT	VACANT	VACANT	VACANT	No
18	The Broadway	Boots	Health and beauty	Boots	Health and beauty	No
16	The Broadway	Martins	Newsagent	Boots	Health and beauty	No
14	The Broadway	Post Office	Post office	Martin Plus	Newsagent	Yes

12	The Broadway	Post Office	Post office	Green Owl Canteen	Restaurant	Yes
11-13	The Broadway	Lloyds Bank	Bank	Lloyds Bank	Bank	No
15	The Broadway	VACANT	VACANT	VACANT	VACANT	No
17-19	The Broadway	Clinton Cards	Cards and gifts	Taylor's	Cards and gifts	No
21	The Broadway	Blow your top	Hairdressing	Pizza Hut Delivery	Takeaway	Yes
23	The Broadway	The Local	Off licence	Zara Express	Off licence, snacks	No
25	The Broadway	Pirate's Den	Household	VACANT	VACANT	Yes
27	The Broadway	VACANT	VACANT	LOVEtag	Gift shop	Yes
29	The Broadway	Cash to go	Pawnbroker	Barnards	Jewellers	Yes
31	The Broadway	Nail Stick	Nail salon	Luong's Nail Studio	Nail salon	No
33-37	The Broadway	Woolworths	Variety shop	The Original Factory Shop	Variety shop	No
39	The Broadway	Twist 'n' Curl	Hairdressing	Twist 'n' Curl	Hairdressing	No
41	The Broadway	Café Bengal	Café	Café Bengal	Café	No
43	The Broadway	K & P	Butcher	K & P	Butcher	No
45	The Broadway	Dells	Greengrocer	Greggs	Bakers	Yes
47-49	The Broadway	The Liquour Store	Off licence	McColls @ Broadway	Newsagent inc Post Office	Yes
51	The Broadway	Flower elegance	Florist	Emily Grace	Florist	No
53	The Broadway	Balloons & Flora	Party goods	Ice Events	Party goods	No
55	The Broadway	Unknown	Florist	World of Pets	Pet shop	Yes
57	The Broadway	Biggerland	A1 Unknown	Cafelicious	Café	Yes
59	The Broadway	Barnardos	Charity shop	Barnardos	Charity shop	No
61	The Broadway	Tony’s	Household/ hardware	Tony’s	Household/ hardware	No
63	The Broadway	Epping Forest	Council Office	Epping Forest District Council Housing	Council Office	No
65	The Broadway	Abbey	Bank	Come n Play Café	Café	Yes
67	The Broadway	El Kaz Taverna	Restaurant	El Kaz Taverna	Restaurant	No
69	The Broadway	The Beauty Bar	Beauty salon	The Beauty Bar	Beauty salon	No
71	The Broadway	William Hill	Betting shop	William Hill	Betting shop	No
73	The Broadway	J Markfield	Undertaker	T Cribbs & Sons	Undertaker	Yes
10	Torrington Dr.	Rileys	Snooker Hall	Snapfitness	Gym	Yes
12	Torrington Dr.	Sainsburys	Supermarket	Sainsburys	Supermarket	No
	The Broadway	BP Connect	Convenience store	M&S Simply Food	Supermarket	No
	The Broadway	BP	Petrol station	BP	Petrol station	No
	The Broadway	Winston Churchill Pub	Pub	Demolished	Now residential	Yes
2	Torrington Dr.	Wimpy	Fast food restaurant	Demolished	Now Sainsbury's car park	Yes
4	Torrington Dr.	Emphasis	Hairdressing	Demolished	Now Sainsbury's car park	Yes
6	Torrington Dr.	VACANT	VACANT	Demolished	Now Sainsbury's car park	Yes
8	Torrington Dr.	Favourite Chicken & Ribs	Fast food restaurant	Demolished	Now Sainsbury's car park	Yes
14	Torrington Dr.	VACANT	VACANT	Demolished	Now Sainsbury's	Yes

					car park	
16	Torrington Dr.	VACANT	VACANT	Demolished	Now Sainsbury's car park	Yes
18	Torrington Dr.	VACANT	VACANT	Demolished	Now Sainsbury's car park	Yes

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