

F2. Age Band of Respondent

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%	100	100.0%
20 – 34 years	383	25.5%	84	41.8%	40	40.0%	20	20.0%	26	26.0%
35 – 44 years	259	17.2%	28	13.9%	14	14.0%	18	18.0%	16	16.0%
45 – 54 years	255	17.0%	26	12.9%	14	14.0%	19	19.0%	18	18.0%
55 – 64 years	252	16.8%	24	11.9%	14	14.0%	19	19.0%	18	18.0%
65 years or above	353	23.5%	39	19.4%	18	18.0%	24	24.0%	22	22.0%

(cont.)

F2. Age Band of Respondent

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
20 – 34 years	24	24.0%	23	22.8%	20	20.0%	16	16.0%	20	20.0%
35 – 44 years	17	17.0%	17	16.8%	17	17.0%	17	17.0%	18	18.0%
45 – 54 years	16	16.0%	16	15.8%	17	17.0%	20	20.0%	18	18.0%
55 – 64 years	16	16.0%	18	17.8%	18	18.0%	20	20.0%	18	18.0%
65 years or above	27	27.0%	27	26.7%	28	28.0%	27	27.0%	26	26.0%

(cont.)

F2. Age Band of Respondent

	Zone									
	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%
20 – 34 years	21	21.0%	23	23.0%	24	24.0%	17	17.0%	25	25.0%
35 – 44 years	18	18.0%	20	20.0%	21	21.0%	18	18.0%	20	20.0%
45 – 54 years	17	17.0%	18	18.0%	18	18.0%	19	19.0%	19	19.0%
55 – 64 years	18	18.0%	17	17.0%	16	16.0%	20	20.0%	16	16.0%
65 years or above	26	26.0%	22	22.0%	21	21.0%	26	26.0%	20	20.0%

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1439	100.0%	196	100.0%	90	100.0%	89	100.0%
Asda superstore, Sturry Road, Canterbury	167	11.6%	49	25.0%	10	11.1%	21	23.6%
Ashford	155	10.8%	0	.0%	3	3.3%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	140	9.7%	46	23.5%	32	35.6%	38	42.7%
Sainsbury's superstore, Kingsmead Road, Canterbury	115	8.0%	60	30.6%	15	16.7%	14	15.7%
Tesco, Millstrood Road, Whitstable	106	7.4%	5	2.6%	12	13.3%	1	1.1%
Folkstone	85	5.9%	0	.0%	0	.0%	0	.0%
Dover	69	4.8%	0	.0%	0	.0%	5	5.6%
Broadstairs	58	4.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Reeves Way, Chesterfield, Whitstable	47	3.3%	1	.5%	1	1.1%	0	.0%
Maidstone	40	2.8%	0	.0%	1	1.1%	0	.0%
Sittingbourne	35	2.4%	0	.0%	0	.0%	0	.0%
Westwood Cross	32	2.2%	0	.0%	0	.0%	0	.0%
Tesco Metro, Whitefriars Shopping Centre (Gravel Walk), Canterbury	31	2.2%	19	9.7%	4	4.4%	2	2.2%
Deal	31	2.2%	0	.0%	0	.0%	0	.0%
Morrisons, Beech Street, Herne Bay	30	2.1%	0	.0%	0	.0%	0	.0%
Faversham	29	2.0%	2	1.0%	2	2.2%	0	.0%
Ramsgate	25	1.7%	0	.0%	0	.0%	1	1.1%
Tenterden	24	1.7%	0	.0%	0	.0%	0	.0%
Sandwich	21	1.5%	0	.0%	0	.0%	0	.0%
Sheerness	20	1.4%	0	.0%	1	1.1%	0	.0%
Hythe	16	1.1%	0	.0%	1	1.1%	0	.0%
Margate	16	1.1%	0	.0%	0	.0%	0	.0%
Chatham	14	1.0%	0	.0%	0	.0%	0	.0%
Marks and Spencer, St Georges Street, Canterbury City Centre	12	.8%	4	2.0%	2	2.2%	2	2.2%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Hempstead Valley	9	.6%	0	.0%	0	.0%	0	.0%
Neighbourhood/local centres in Canterbury	7	.5%	1	.5%	1	1.1%	1	1.1%
Local convenience shops	7	.5%	1	.5%	2	2.2%	1	1.1%
Tesco Express, Tankerton Road, Whitstable	4	.3%	0	.0%	0	.0%	0	.0%
Netto, St Georges Place, Canterbury City Centre	3	.2%	1	.5%	0	.0%	1	1.1%
Aldi, St Georges Place, Canterbury City Centre	3	.2%	1	.5%	0	.0%	1	1.1%
Lidl, Sturry Road, Canterbury	3	.2%	1	.5%	1	1.1%	0	.0%
Budgens, High Street, Whitstable town centre	3	.2%	1	.5%	0	.0%	0	.0%
Co-op, Mortimer Street, Herne Bay town centre	3	.2%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	3	.2%	0	.0%	0	.0%	0	.0%
Iceland, Maynard Road, Wincheap Industrial Estate, Canterbury	2	.1%	1	.5%	1	1.1%	0	.0%
Co-op, Oxford Street, Whitstable town centre	1	.1%	0	.0%	0	.0%	0	.0%
Iceland, High Street, Whitstable town centre	1	.1%	0	.0%	0	.0%	0	.0%
Hastings	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Gillingham	21	1.5%	0	.0%	0	.0%	0	.0%
	New Romney	10	.7%	0	.0%	0	.0%	0	.0%
	Rainham	8	.6%	0	.0%	0	.0%	0	.0%
	Whitfield	4	.3%	0	.0%	0	.0%	1	1.1%
	Whitstable	4	.3%	0	.0%	1	1.1%	0	.0%
	Herne Bay	3	.2%	0	.0%	0	.0%	0	.0%
	Cheriton	2	.1%	0	.0%	0	.0%	0	.0%
	Aldi, Duncan Road, Gillingham	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Alexander Grove, Kings Hill, West Malling	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Crossways Boulevard, Greenhithe	1	.1%	1	.5%	0	.0%	0	.0%
	Birchington	1	.1%	0	.0%	0	.0%	0	.0%
	Brentwood	1	.1%	1	.5%	0	.0%	0	.0%
	Budgen, Rye Road, Hawkhurst	1	.1%	0	.0%	0	.0%	0	.0%
	Hampton Stores, Hampton Pier Avenue, Herne Bay	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Knight Road, Rochester	1	.1%	0	.0%	0	.0%	0	.0%
	Peasmarsh	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dymchurch Road, New Romney	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Mills Road, Quarry Wood, Aylesford	1	.1%	0	.0%	0	.0%	0	.0%
	Strood	1	.1%	0	.0%	0	.0%	0	.0%
	Sturry	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Bell Farm Road, Uckfield	1	.1%	0	.0%	0	.0%	0	.0%
Thanington	1	.1%	1	.5%	0	.0%	0	.0%	
Walderslade	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Westgate-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%
	Westwood	1	.1%	0	.0%	0	.0%	0	.0%
	Wingham	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	97	100.0%	99	100.0%	99	100.0%	99	100.0%
Asda superstore, Sturry Road, Canterbury	63	64.9%	8	8.1%	5	5.1%	0	.0%
Ashford	0	.0%	0	.0%	0	.0%	2	2.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	3	3.1%	1	1.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	17	17.5%	1	1.0%	1	1.0%	0	.0%
Tesco, Millstrood Road, Whitstable	4	4.1%	29	29.3%	53	53.5%	1	1.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	1	1.0%	0	.0%	49	49.5%
Sainsbury's, Reeves Way, Chesterfield, Whitstable	2	2.1%	17	17.2%	24	24.2%	0	.0%
Maidstone	0	.0%	0	.0%	0	.0%	1	1.0%
Sittingbourne	0	.0%	0	.0%	1	1.0%	0	.0%
Westwood Cross	0	.0%	1	1.0%	0	.0%	18	18.2%
Tesco Metro, Whitefriars Shopping Centre (Gravel Walk), Canterbury	1	1.0%	2	2.0%	1	1.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Beech Street, Herne Bay	0	.0%	29	29.3%	1	1.0%	0	.0%
Faversham	0	.0%	0	.0%	1	1.0%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%	10	10.1%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%	1	1.0%
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%	0	.0%
Margate	0	.0%	1	1.0%	0	.0%	14	14.1%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Marks and Spencer, St Georges Street, Canterbury City Centre	1	1.0%	0	.0%	1	1.0%	1	1.0%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Hempstead Valley	0	.0%	0	.0%	0	.0%	0	.0%		
Neighbourhood/local centres in Canterbury	2	2.1%	0	.0%	1	1.0%	0	.0%		
Local convenience shops	0	.0%	1	1.0%	1	1.0%	0	.0%		
Tesco Express, Tankerton Road, Whitstable	0	.0%	2	2.0%	2	2.0%	0	.0%		
Netto, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	0	.0%	0	.0%		
Aldi, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	0	.0%	0	.0%		
Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	1	1.0%	0	.0%		
Budgens, High Street, Whitstable town centre	0	.0%	0	.0%	2	2.0%	0	.0%		
Co-op, Mortimer Street, Herne Bay town centre	1	1.0%	2	2.0%	0	.0%	0	.0%		
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%		
Iceland, Maynard Road, Wincheap Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Co-op, Oxford Street, Whitstable town centre	0	.0%	0	.0%	1	1.0%	0	.0%		
Iceland, High Street, Whitstable town centre	0	.0%	0	.0%	1	1.0%	0	.0%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Whitfield	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Whitstable	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%
	Herne Bay	1	1.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Cheriton	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Duncan Road, Gillingham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Alexander Grove, Kings Hill, West Malling	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Crossways Boulevard, Greenhithe	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Budgen, Rye Road, Hawkhurst	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Hampton Stores, Hampton Pier Avenue, Herne Bay	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Knight Road, Rochester	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Peasmarsh	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dymchurch Road, New Romney	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Mills Road, Quarry Wood, Aylesford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Strood	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sturry	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Bell Farm Road, Uckfield	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thanington	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Walderslade	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	1	1.0%
	Westwood	0	.0%	0	.0%	0	.0%	0	.0%
	Wingham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	95	100.0%	99	100.0%	94	100.0%	94	100.0%
Asda superstore, Sturry Road, Canterbury	8	8.4%	0	.0%	1	1.1%	1	1.1%
Ashford	0	.0%	0	.0%	4	4.3%	2	2.1%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	8	8.4%	3	3.0%	2	2.1%	2	2.1%
Sainsbury's superstore, Kingsmead Road, Canterbury	7	7.4%	0	.0%	0	.0%	0	.0%
Tesco, Millstrood Road, Whitstable	0	.0%	0	.0%	0	.0%	1	1.1%
Folkstone	0	.0%	8	8.1%	71	75.5%	2	2.1%
Dover	9	9.5%	55	55.6%	0	.0%	0	.0%
Broadstairs	5	5.3%	3	3.0%	0	.0%	0	.0%
Sainsbury's, Reeves Way, Chesterfield, Whitstable	0	.0%	0	.0%	0	.0%	2	2.1%
Maidstone	1	1.1%	0	.0%	0	.0%	1	1.1%
Sittingbourne	0	.0%	0	.0%	0	.0%	33	35.1%
Westwood Cross	13	13.7%	0	.0%	0	.0%	0	.0%
Tesco Metro, Whitefriars Shopping Centre (Gravel Walk), Canterbury	0	.0%	1	1.0%	1	1.1%	0	.0%
Deal	7	7.4%	24	24.2%	0	.0%	0	.0%
Morrisons, Beech Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Faversham	1	1.1%	0	.0%	0	.0%	23	24.5%
Ramsgate	13	13.7%	1	1.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Sandwich	20	21.1%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	19	20.2%
Hythe	0	.0%	0	.0%	11	11.7%	0	.0%
Margate	0	.0%	1	1.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Marks and Spencer, St Georges Street, Canterbury City Centre	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Hempstead Valley	0	.0%	0	.0%	0	.0%	3	3.2%
Neighbourhood/local centres in Canterbury	1	1.1%	0	.0%	0	.0%	0	.0%
Local convenience shops	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Tankerton Road, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
Netto, St Georges Place, Canterbury City Centre	0	.0%	1	1.0%	0	.0%	0	.0%
Aldi, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	1	1.1%	0	.0%
Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Budgens, High Street, Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Mortimer Street, Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Maynard Road, Wincheap Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Oxford Street, Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, High Street, Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Hastings	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	0	.0%	3	3.2%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	1	1.1%
	Whitfield	0	.0%	2	2.0%	0	.0%	0	.0%
	Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
	Cheriton	0	.0%	0	.0%	2	2.1%	0	.0%
	Aldi, Duncan Road, Gillingham	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Alexander Grove, Kings Hill, West Malling	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Crossways Boulevard, Greenhithe	0	.0%	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Budgen, Rye Road, Hawkhurst	0	.0%	0	.0%	0	.0%	0	.0%
	Hampton Stores, Hampton Pier Avenue, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Knight Road, Rochester	0	.0%	0	.0%	0	.0%	1	1.1%
	Peasmarsh	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Dymchurch Road, New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Mills Road, Quarry Wood, Aylesford	0	.0%	0	.0%	0	.0%	0	.0%
	Strood	0	.0%	0	.0%	0	.0%	0	.0%
	Sturry	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Bell Farm Road, Uckfield	0	.0%	0	.0%	0	.0%	0	.0%	
Thanington	0	.0%	0	.0%	0	.0%	0	.0%	
Walderslade	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Westwood	1	1.1%	0	.0%	0	.0%	0	.0%
	Wingham	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: All respondents	99	100.0%	97	100.0%	92	100.0%
Asda superstore, Sturry Road, Canterbury	1	1.0%	0	.0%	0	.0%
Ashford	93	93.9%	50	51.5%	1	1.1%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	4	4.0%	1	1.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%
Tesco, Millstrood Road, Whitstable	0	.0%	0	.0%	0	.0%
Folkstone	0	.0%	4	4.1%	0	.0%
Dover	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Sainsbury's, Reeves Way, Chesterfield, Whitstable	0	.0%	0	.0%	0	.0%
Maidstone	0	.0%	1	1.0%	35	38.0%
Sittingbourne	0	.0%	0	.0%	1	1.1%
Westwood Cross	0	.0%	0	.0%	0	.0%
Tesco Metro, Whitefriars Shopping Centre (Gravel Walk), Canterbury	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Morrisons, Beech Street, Herne Bay	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	23	23.7%	1	1.1%
Sandwich	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%
Hythe	1	1.0%	3	3.1%	0	.0%
Margate	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	14	15.2%
Marks and Spencer, St Georges Street, Canterbury City Centre	0	.0%	0	.0%	0	.0%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Hempstead Valley	0	.0%	0	.0%	6	6.5%
Neighbourhood/local centres in Canterbury	0	.0%	0	.0%	0	.0%
Local convenience shops	0	.0%	1	1.0%	0	.0%
Tesco Express, Tankerton Road, Whitstable	0	.0%	0	.0%	0	.0%
Netto, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	0	.0%
Aldi, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	0	.0%
Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Budgens, High Street, Whitstable town centre	0	.0%	0	.0%	0	.0%
Co-op, Mortimer Street, Herne Bay town centre	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	2	2.1%	1	1.1%
Iceland, Maynard Road, Wincheap Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%
Co-op, Oxford Street, Whitstable town centre	0	.0%	0	.0%	0	.0%
Iceland, High Street, Whitstable town centre	0	.0%	0	.0%	0	.0%
Hastings	0	.0%	0	.0%	1	1.1%

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	18	19.6%
	New Romney	0	.0%	10	10.3%	0	.0%
	Rainham	0	.0%	0	.0%	7	7.6%
	Whitfield	0	.0%	0	.0%	0	.0%
	Whitstable	0	.0%	0	.0%	0	.0%
	Herne Bay	0	.0%	0	.0%	0	.0%
	Cheriton	0	.0%	0	.0%	0	.0%
	Aldi, Duncan Road, Gillingham	0	.0%	0	.0%	1	1.1%
	Asda, Alexander Grove, Kings Hill, West Malling	0	.0%	0	.0%	1	1.1%
	Asda, Crossways Boulevard, Greenhithe	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%
	Budgen, Rye Road, Hawkhurst	0	.0%	0	.0%	1	1.1%
	Hampton Stores, Hampton Pier Avenue, Herne Bay	0	.0%	0	.0%	0	.0%
	Morrisons, Knight Road, Rochester	0	.0%	0	.0%	0	.0%
	Peasmarsh	0	.0%	1	1.0%	0	.0%
	Sainsbury's, Dymchurch Road, New Romney	0	.0%	1	1.0%	0	.0%
	Sainsbury's, Mills Road, Quarry Wood, Aylesford	0	.0%	0	.0%	1	1.1%
	Strood	0	.0%	0	.0%	1	1.1%
	Sturry	0	.0%	0	.0%	0	.0%
	Tesco, Bell Farm Road, Uckfield	0	.0%	0	.0%	1	1.1%
	Thanington	0	.0%	0	.0%	0	.0%
Walderslade	0	.0%	0	.0%	1	1.1%	

(cont.)

Q1. Excluding the summer holidays, at which town centre or food store does your household do most of its main food shopping, and where is that?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Westgate-on-Sea	0	.0%	0	.0%	0	.0%
	Westwood	0	.0%	0	.0%	0	.0%
	Wingham	0	.0%	0	.0%	0	.0%

Q2. When members of your household do main food shopping, do they usually do any non-food shopping in Canterbury City Centre on the same journey?

	Base: Those main food shopping in Canterbury		Zone							
			1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: Those main food shopping in Canterbury	483	100.0%	183	100.0%	66	100.0%	80	100.0%	87	100.0%
Yes	145	30.0%	55	30.1%	20	30.3%	29	36.3%	19	21.8%
No	338	70.0%	128	69.9%	46	69.7%	51	63.8%	68	78.2%

(cont.)

Q2. When members of your household do main food shopping, do they usually do any non-food shopping in Canterbury City Centre on the same journey?

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those main food shopping in Canterbury	12	100.0%	10	100.0%	1	100.0%	24	100.0%	5	100.0%
Yes	4	33.3%	3	30.0%	0	.0%	9	37.5%	0	.0%
No	8	66.7%	7	70.0%	1	100.0%	15	62.5%	5	100.0%

(cont.)

Q2. When members of your household do main food shopping, do they usually do any non-food shopping in Canterbury City Centre on the same journey?

	Zone							
	10		11		12		13	
	Num	%	Num	%	Num	%	Num	%
Base: Those main food shopping in Canterbury	6	100.0%	3	100.0%	5	100.0%	1	100.0%
Yes	2	33.3%	1	33.3%	3	60.0%	0	.0%
No	4	66.7%	2	66.7%	2	40.0%	1	100.0%

Q3. When members of your household do main food shopping, how do they usually travel?

	Base: Those main food shopping (exc internet)		Zone						
	Num	%	1		2		3		
			Num	%	Num	%	Num	%	
Base: Those main food shopping (exc internet)	1444	100.0%	197	100.0%	90	100.0%	89	100.0%	
Car	1183	81.9%	139	70.6%	82	91.1%	84	94.4%	
Walk	127	8.8%	45	22.8%	1	1.1%	0	.0%	
Bus	62	4.3%	7	3.6%	4	4.4%	2	2.2%	
Car (including park and ride)	35	2.4%	2	1.0%	1	1.1%	1	1.1%	
Cycle	13	.9%	2	1.0%	1	1.1%	0	.0%	
Taxi	11	.8%	0	.0%	0	.0%	0	.0%	
Train	1	.1%	0	.0%	0	.0%	0	.0%	
Other	Delivered	12	.8%	2	1.0%	1	1.1%	2	2.2%

(cont.)

Q3. When members of your household do main food shopping, how do they usually travel?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Those main food shopping (exc internet)	97	100.0%	99	100.0%	99	100.0%	100	100.0%
Car	84	86.6%	77	77.8%	90	90.9%	77	77.0%
Walk	1	1.0%	11	11.1%	5	5.1%	7	7.0%
Bus	9	9.3%	3	3.0%	2	2.0%	8	8.0%
Car (including park and ride)	3	3.1%	5	5.1%	1	1.0%	2	2.0%
Cycle	0	.0%	1	1.0%	1	1.0%	0	.0%
Taxi	0	.0%	2	2.0%	0	.0%	3	3.0%
Train	0	.0%	0	.0%	0	.0%	1	1.0%
Other Delivered	0	.0%	0	.0%	0	.0%	2	2.0%

(cont.)

Q3. When members of your household do main food shopping, how do they usually travel?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Those main food shopping (exc internet)	96	100.0%	99	100.0%	94	100.0%	96	100.0%
Car	78	81.3%	83	83.8%	72	76.6%	80	83.3%
Walk	10	10.4%	6	6.1%	13	13.8%	8	8.3%
Bus	5	5.2%	4	4.0%	5	5.3%	5	5.2%
Car (including park and ride)	2	2.1%	2	2.0%	3	3.2%	1	1.0%
Cycle	0	.0%	1	1.0%	0	.0%	0	.0%
Taxi	0	.0%	3	3.0%	1	1.1%	1	1.0%
Train	0	.0%	0	.0%	0	.0%	0	.0%
Other Delivered	1	1.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q3. When members of your household do main food shopping, how do they usually travel?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Those main food shopping (exc internet)	99	100.0%	97	100.0%	92	100.0%
Car	85	85.9%	79	81.4%	73	79.3%
Walk	5	5.1%	3	3.1%	12	13.0%
Bus	3	3.0%	4	4.1%	1	1.1%
Car (including park and ride)	5	5.1%	4	4.1%	3	3.3%
Cycle	1	1.0%	5	5.2%	1	1.1%
Taxi	0	.0%	1	1.0%	0	.0%
Train	0	.0%	0	.0%	0	.0%
Other Delivered	0	.0%	1	1.0%	2	2.2%

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1288	100.0%	173	100.0%	85	100.0%	89	100.0%
Local convenience shops	215	16.7%	19	11.0%	11	12.9%	31	34.8%
Ashford	102	7.9%	1	.6%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	68	5.3%	24	13.9%	23	27.1%	15	16.9%
Tesco Metro, Whitefriars Shopping Centre (Gravel Walk), Canterbury	60	4.7%	34	19.7%	8	9.4%	8	9.0%
Asda superstore, Sturry Road, Canterbury	56	4.3%	19	11.0%	4	4.7%	7	7.9%
Sainsbury's superstore, Kingsmead Road, Canterbury	48	3.7%	30	17.3%	5	5.9%	3	3.4%
Folkstone	47	3.6%	0	.0%	0	.0%	1	1.1%
Neighbourhood/local centres in Canterbury	46	3.6%	22	12.7%	7	8.2%	9	10.1%
Sandwich	44	3.4%	0	.0%	0	.0%	1	1.1%
Morrisons, Beech Street, Herne Bay	41	3.2%	0	.0%	0	.0%	0	.0%
Dover	39	3.0%	1	.6%	0	.0%	3	3.4%
Tesco, Millstrood Road, Whitstable	29	2.3%	0	.0%	3	3.5%	0	.0%
Sittingbourne	28	2.2%	0	.0%	1	1.2%	0	.0%
Marks and Spencer, St Georges Street, Canterbury City Centre	27	2.1%	5	2.9%	9	10.6%	4	4.5%
Faversham	26	2.0%	2	1.2%	1	1.2%	0	.0%
Margate	26	2.0%	0	.0%	1	1.2%	0	.0%
Broadstairs	25	1.9%	0	.0%	0	.0%	0	.0%
Maidstone	24	1.9%	0	.0%	2	2.4%	0	.0%
Sainsbury's, Reeves Way, Chesterfield, Whitstable	21	1.6%	0	.0%	0	.0%	0	.0%
Deal	21	1.6%	0	.0%	0	.0%	0	.0%
Tenterden	20	1.6%	0	.0%	0	.0%	0	.0%
Hythe	18	1.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Ramsgate	17	1.3%	0	.0%	0	.0%	1	1.1%
Chatham	14	1.1%	0	.0%	1	1.2%	1	1.1%
Co-op, Mortimer Street, Herne Bay town centre	12	.9%	0	.0%	0	.0%	0	.0%
Co-op, Oxford Street, Whitstable town centre	8	.6%	0	.0%	1	1.2%	0	.0%
Tesco Express, Tankerton Road, Whitstable	8	.6%	0	.0%	1	1.2%	0	.0%
Sheerness	8	.6%	0	.0%	0	.0%	0	.0%
Budgens, High Street, Whitstable town centre	7	.5%	1	.6%	0	.0%	0	.0%
Westwood Cross	7	.5%	0	.0%	0	.0%	0	.0%
Iceland, Mortimer Street, Herne Bay town centre	5	.4%	0	.0%	0	.0%	0	.0%
Iceland, Maynard Road, Wincheap Industrial Estate, Canterbury	4	.3%	2	1.2%	1	1.2%	0	.0%
Costcutter, Island Road, Sturry, Canterbury	4	.3%	0	.0%	1	1.2%	0	.0%
Aldi, St Georges Place, Canterbury City Centre	3	.2%	1	.6%	0	.0%	0	.0%
Iceland, High Street, Whitstable town centre	3	.2%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	3	.2%	0	.0%	0	.0%	0	.0%
Netto, St Georges Place, Canterbury City Centre	2	.2%	2	1.2%	0	.0%	0	.0%
Lidl, Sturry Road, Canterbury	2	.2%	2	1.2%	0	.0%	0	.0%
Alldays, Sea Street, Herne Bay	2	.2%	0	.0%	0	.0%	0	.0%
Hempstead Valley	2	.2%	0	.0%	0	.0%	0	.0%
Broomfield Supermarket, Hawe Farm Way, Herne Bay	1	.1%	0	.0%	0	.0%	0	.0%
Co-op, Reculver Road, Herne Bay	1	.1%	0	.0%	0	.0%	0	.0%
Sevenoaks	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	New Romney	20	1.6%	0	.0%	0	.0%	0	.0%
	Whitstable	16	1.2%	1	.6%	2	2.4%	0	.0%
	Gillingham	13	1.0%	0	.0%	0	.0%	0	.0%
	Herne Bay	11	.9%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Sturry	7	.5%	1	.6%	0	.0%	0	.0%
	Co-op, Market Place, Aylesham	7	.5%	0	.0%	0	.0%	1	1.1%
	Hawkinge	7	.5%	0	.0%	0	.0%	0	.0%
	Rainham	7	.5%	0	.0%	0	.0%	0	.0%
	Sturry	6	.5%	0	.0%	0	.0%	1	1.1%
	Tesco, Rainham Shopping Centre, Rainham	5	.4%	0	.0%	0	.0%	0	.0%
	Londis, Sussex Avenue, Canterbury	3	.2%	1	.6%	1	1.2%	1	1.1%
	Marks & Spencer, St Georges Street, Canterbury	3	.2%	1	.6%	0	.0%	0	.0%
	Westgate-on-Sea	3	.2%	0	.0%	0	.0%	0	.0%
	Lenham	2	.2%	0	.0%	0	.0%	0	.0%
	Ash	2	.2%	0	.0%	0	.0%	0	.0%
	Londis, Hales Drive, Canterbury	2	.2%	0	.0%	0	.0%	2	2.2%
	Tankerton	2	.2%	0	.0%	0	.0%	0	.0%
	Alldays, High Street, Sturry, Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Alexander Grove, Kings Hill, West Malling	1	.1%	0	.0%	0	.0%	0	.0%
	Barton Post Office, New Dover Road, Canterbury	1	.1%	1	.6%	0	.0%	0	.0%
Birchington	1	.1%	0	.0%	0	.0%	0	.0%	
Bon Bon, Wincheap, Canterbury	1	.1%	0	.0%	1	1.2%	0	.0%	
Co-op, Churchfield Way, Wye	1	.1%	0	.0%	0	.0%	0	.0%	
Co-op, Queens Road, Minster	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Co-op, Station Road, Birchington	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, The Street, Upchurch	1	.1%	0	.0%	0	.0%	0	.0%
	Cranbrook	1	.1%	0	.0%	0	.0%	0	.0%
	Crooksfoot	1	.1%	0	.0%	0	.0%	0	.0%
	Greenhithe	1	.1%	1	.6%	0	.0%	0	.0%
	Kingsdown	1	.1%	0	.0%	0	.0%	0	.0%
	Londis, Longport, Canterbury	1	.1%	0	.0%	1	1.2%	0	.0%
	Lyminge	1	.1%	0	.0%	0	.0%	0	.0%
	Minster	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Knight Road, Strood	1	.1%	0	.0%	0	.0%	0	.0%
	One Stop, New Road, Ditton, Aylesford	1	.1%	0	.0%	0	.0%	0	.0%
	Peasmarsh	1	.1%	0	.0%	0	.0%	0	.0%
	Potten Farm Shop, Main Road, Sellindge	1	.1%	0	.0%	0	.0%	0	.0%
	Rook & Sons, High Street, Whitstable	1	.1%	1	.6%	0	.0%	0	.0%
	Sainsbury's, High Street, Headcorn	1	.1%	0	.0%	0	.0%	0	.0%
	Swalecliffe	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Courtney Road, Gillingham	1	.1%	0	.0%	0	.0%	0	.0%
Tesco, Pier Road, Gillingham	1	.1%	0	.0%	0	.0%	0	.0%	
Thanington	1	.1%	1	.6%	0	.0%	0	.0%	
Twydall Green, Gillingham	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	84	100.0%	90	100.0%	87	100.0%	83	100.0%
Local convenience shops	19	22.6%	9	10.0%	9	10.3%	14	16.9%
Ashford	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	4	4.8%	0	.0%	0	.0%	0	.0%
Tesco Metro, Whitefriars Shopping Centre (Gravel Walk), Canterbury	4	4.8%	0	.0%	1	1.1%	0	.0%
Asda superstore, Sturry Road, Canterbury	20	23.8%	1	1.1%	1	1.1%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	6	7.1%	2	2.2%	1	1.1%	0	.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Neighbourhood/local centres in Canterbury	5	6.0%	1	1.1%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons, Beech Street, Herne Bay	1	1.2%	37	41.1%	2	2.3%	1	1.2%
Dover	0	.0%	0	.0%	1	1.1%	0	.0%
Tesco, Millstrood Road, Whitstable	0	.0%	5	5.6%	17	19.5%	1	1.2%
Sittingbourne	0	.0%	0	.0%	1	1.1%	0	.0%
Marks and Spencer, St Georges Street, Canterbury City Centre	2	2.4%	0	.0%	1	1.1%	0	.0%
Faversham	0	.0%	0	.0%	2	2.3%	0	.0%
Margate	0	.0%	1	1.1%	0	.0%	23	27.7%
Broadstairs	0	.0%	1	1.1%	0	.0%	21	25.3%
Maidstone	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Reeves Way, Chesterfield, Whitstable	1	1.2%	6	6.7%	14	16.1%	0	.0%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Ramsgate	0	.0%	0	.0%	0	.0%	13	15.7%		
Chatham	0	.0%	0	.0%	0	.0%	0	.0%		
Co-op, Mortimer Street, Herne Bay town centre	2	2.4%	8	8.9%	1	1.1%	1	1.2%		
Co-op, Oxford Street, Whitstable town centre	0	.0%	0	.0%	7	8.0%	0	.0%		
Tesco Express, Tankerton Road, Whitstable	0	.0%	0	.0%	7	8.0%	0	.0%		
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%		
Budgens, High Street, Whitstable town centre	0	.0%	0	.0%	6	6.9%	0	.0%		
Westwood Cross	0	.0%	0	.0%	0	.0%	3	3.6%		
Iceland, Mortimer Street, Herne Bay town centre	1	1.2%	4	4.4%	0	.0%	0	.0%		
Iceland, Maynard Road, Wincheap Industrial Estate, Canterbury	1	1.2%	0	.0%	0	.0%	0	.0%		
Costcutter, Island Road, Sturry, Canterbury	3	3.6%	0	.0%	0	.0%	0	.0%		
Aldi, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	1	1.1%	0	.0%		
Iceland, High Street, Whitstable town centre	0	.0%	1	1.1%	2	2.3%	0	.0%		
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%		
Netto, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	0	.0%	0	.0%		
Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Alldays, Sea Street, Herne Bay	0	.0%	2	2.2%	0	.0%	0	.0%		
Hempstead Valley	0	.0%	0	.0%	0	.0%	0	.0%		
Broomfield Supermarket, Hawe Farm Way, Herne Bay	1	1.2%	0	.0%	0	.0%	0	.0%		
Co-op, Reculver Road, Herne Bay	0	.0%	1	1.1%	0	.0%	0	.0%		
Sevenoaks	1	1.2%	0	.0%	0	.0%	0	.0%		

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	New Romney	0	.0%	0	.0%	0	.0%	0	.0%		
	Whitstable	1	1.2%	1	1.1%	10	11.5%	0	.0%		
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%		
	Herne Bay	2	2.4%	8	8.9%	1	1.1%	0	.0%		
	Co-op, High Street, Sturry	5	6.0%	0	.0%	0	.0%	0	.0%		
	Co-op, Market Place, Aylesham	0	.0%	1	1.1%	0	.0%	0	.0%		
	Hawkinge	0	.0%	0	.0%	0	.0%	0	.0%		
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%		
	Sturry	5	6.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Rainham Shopping Centre, Rainham	0	.0%	0	.0%	0	.0%	0	.0%		
	Londis, Sussex Avenue, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Marks & Spencer, St Georges Street, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	3	3.6%
	Lenham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ash	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Hales Drive, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tankerton	0	.0%	1	1.1%	1	1.1%	0	.0%		
	Alldays, High Street, Sturry, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, Alexander Grove, Kings Hill, West Malling	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Barton Post Office, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Birchington	0	.0%	0	.0%	0	.0%	0	.0%	1	1.2%	
Bon Bon, Wincheap, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, Churchfield Way, Wye	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, Queens Road, Minster	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Co-op, Station Road, Birchington	0	.0%	0	.0%	0	.0%	1	1.2%		
	Co-op, The Street, Upchurch	0	.0%	0	.0%	0	.0%	0	.0%		
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%		
	Crooksfoot	0	.0%	0	.0%	0	.0%	0	.0%		
	Greenhithe	0	.0%	0	.0%	0	.0%	0	.0%		
	Kingsdown	0	.0%	0	.0%	0	.0%	0	.0%		
	Londis, Longport, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Lyminge	0	.0%	0	.0%	0	.0%	0	.0%		
	Minster	0	.0%	0	.0%	0	.0%	1	1.2%		
	Morrisons, Knight Road, Strood	0	.0%	0	.0%	0	.0%	0	.0%		
	One Stop, New Road, Ditton, Aylesford	0	.0%	0	.0%	0	.0%	0	.0%		
	Peasmarsh	0	.0%	0	.0%	0	.0%	0	.0%		
	Potten Farm Shop, Main Road, Sellindge	0	.0%	0	.0%	0	.0%	0	.0%		
	Rook & Sons, High Street, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%		
	Sainsbury's, High Street, Headcorn	0	.0%	0	.0%	0	.0%	0	.0%		
	Swalecliffe	0	.0%	0	.0%	1	1.1%	0	.0%		
	Tesco, Courtney Road, Gillingham	0	.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Pier Road, Gillingham	0	.0%	0	.0%	0	.0%	0	.0%		
Thanington	0	.0%	0	.0%	0	.0%	0	.0%			
Twydall Green, Gillingham	0	.0%	0	.0%	0	.0%	0	.0%			

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	89	100.0%	81	100.0%	86	100.0%	83	100.0%
Local convenience shops	21	23.6%	12	14.8%	10	11.6%	17	20.5%
Ashford	1	1.1%	0	.0%	2	2.3%	1	1.2%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	1	1.2%	1	1.2%	0	.0%
Tesco Metro, Whitefriars Shopping Centre (Gravel Walk), Canterbury	2	2.2%	1	1.2%	0	.0%	1	1.2%
Asda superstore, Sturry Road, Canterbury	2	2.2%	1	1.2%	1	1.2%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	1	1.2%	0	.0%	0	.0%
Folkstone	0	.0%	3	3.7%	42	48.8%	1	1.2%
Neighbourhood/local centres in Canterbury	1	1.1%	1	1.2%	0	.0%	0	.0%
Sandwich	42	47.2%	1	1.2%	0	.0%	0	.0%
Morrisons, Beech Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Dover	1	1.1%	33	40.7%	0	.0%	0	.0%
Tesco, Millstrood Road, Whitstable	0	.0%	0	.0%	0	.0%	2	2.4%
Sittingbourne	0	.0%	0	.0%	0	.0%	26	31.3%
Marks and Spencer, St Georges Street, Canterbury City Centre	2	2.2%	1	1.2%	1	1.2%	1	1.2%
Faversham	1	1.1%	0	.0%	0	.0%	19	22.9%
Margate	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	2	2.2%	0	.0%	0	.0%	0	.0%
Maidstone	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Reeves Way, Chesterfield, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
Deal	5	5.6%	16	19.8%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	1	1.2%
Hythe	0	.0%	0	.0%	18	20.9%	0	.0%

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Ramsgate	2	2.2%	1	1.2%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Mortimer Street, Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Oxford Street, Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Tesco Express, Tankerton Road, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	8	9.6%
Budgens, High Street, Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Westwood Cross	2	2.2%	2	2.5%	0	.0%	0	.0%
Iceland, Mortimer Street, Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Iceland, Maynard Road, Wincheap Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Costcutter, Island Road, Sturry, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Aldi, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	1	1.2%	0	.0%
Iceland, High Street, Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	1	1.2%	0	.0%
Netto, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	0	.0%	0	.0%
Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Alldays, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	0	.0%	1	1.2%
Broomfield Supermarket, Hawe Farm Way, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Reculver Road, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Sevenoaks	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Whitstable	0	.0%	1	1.2%	0	.0%	0	.0%
	Gillingham	0	.0%	0	.0%	0	.0%	1	1.2%
	Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Sturry	0	.0%	1	1.2%	0	.0%	0	.0%
	Co-op, Market Place, Aylesham	1	1.1%	4	4.9%	0	.0%	0	.0%
	Hawkinge	0	.0%	0	.0%	7	8.1%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	1	1.2%
	Sturry	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Rainham Shopping Centre, Rainham	0	.0%	0	.0%	0	.0%	1	1.2%
	Londis, Sussex Avenue, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Georges Street, Canterbury	1	1.1%	0	.0%	0	.0%	1	1.2%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Lenham	0	.0%	0	.0%	0	.0%	0	.0%
	Ash	2	2.2%	0	.0%	0	.0%	0	.0%
	Londis, Hales Drive, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Tankerton	0	.0%	0	.0%	0	.0%	0	.0%
	Alldays, High Street, Sturry, Canterbury	1	1.1%	0	.0%	0	.0%	0	.0%
	Asda, Alexander Grove, Kings Hill, West Malling	0	.0%	0	.0%	0	.0%	0	.0%
	Barton Post Office, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Birchington	0	.0%	0	.0%	0	.0%	0	.0%	
Bon Bon, Wincheap, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, Churchfield Way, Wye	0	.0%	0	.0%	0	.0%	0	.0%	
Co-op, Queens Road, Minster	0	.0%	0	.0%	0	.0%	1	1.2%	

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Co-op, Station Road, Birchington	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, The Street, Upchurch	0	.0%	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%
	Crooksfoot	0	.0%	0	.0%	0	.0%	0	.0%
	Greenhithe	0	.0%	0	.0%	0	.0%	0	.0%
	Kingsdown	0	.0%	1	1.2%	0	.0%	0	.0%
	Londis, Longport, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Lyminge	0	.0%	0	.0%	1	1.2%	0	.0%
	Minster	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Knight Road, Strood	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, New Road, Ditton, Aylesford	0	.0%	0	.0%	0	.0%	0	.0%
	Peasmarsh	0	.0%	0	.0%	0	.0%	0	.0%
	Potten Farm Shop, Main Road, Sellindge	0	.0%	0	.0%	1	1.2%	0	.0%
	Rook & Sons, High Street, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, High Street, Headcorn	0	.0%	0	.0%	0	.0%	0	.0%
	Swalecliffe	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Courtney Road, Gillingham	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Pier Road, Gillingham	0	.0%	0	.0%	0	.0%	0	.0%	
Thanington	0	.0%	0	.0%	0	.0%	0	.0%	
Twydall Green, Gillingham	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: All respondents	86	100.0%	90	100.0%	82	100.0%
Local convenience shops	10	11.6%	21	23.3%	12	14.6%
Ashford	70	81.4%	26	28.9%	1	1.2%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Tesco Metro, Whitefriars Shopping Centre (Gravel Walk), Canterbury	1	1.2%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%
Folkstone	0	.0%	0	.0%	0	.0%
Neighbourhood/local centres in Canterbury	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%
Morrisons, Beech Street, Herne Bay	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%
Tesco, Millstrood Road, Whitstable	1	1.2%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%
Marks and Spencer, St Georges Street, Canterbury City Centre	1	1.2%	0	.0%	0	.0%
Faversham	1	1.2%	0	.0%	0	.0%
Margate	0	.0%	0	.0%	1	1.2%
Broadstairs	0	.0%	0	.0%	1	1.2%
Maidstone	0	.0%	1	1.1%	21	25.6%
Sainsbury's, Reeves Way, Chesterfield, Whitstable	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	19	21.1%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Ramsgate	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	12	14.6%
Co-op, Mortimer Street, Herne Bay town centre	0	.0%	0	.0%	0	.0%
Co-op, Oxford Street, Whitstable town centre	0	.0%	0	.0%	0	.0%
Tesco Express, Tankerton Road, Whitstable	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%
Budgens, High Street, Whitstable town centre	0	.0%	0	.0%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%
Iceland, Mortimer Street, Herne Bay town centre	0	.0%	0	.0%	0	.0%
Iceland, Maynard Road, Wincheap Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%
Costcutter, Island Road, Sturry, Canterbury	0	.0%	0	.0%	0	.0%
Aldi, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	0	.0%
Iceland, High Street, Whitstable town centre	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	1	1.1%	1	1.2%
Netto, St Georges Place, Canterbury City Centre	0	.0%	0	.0%	0	.0%
Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Alldays, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	1	1.2%
Broomfield Supermarket, Hawe Farm Way, Herne Bay	0	.0%	0	.0%	0	.0%
Co-op, Reculver Road, Herne Bay	0	.0%	0	.0%	0	.0%
Sevenoaks	0	.0%	0	.0%	0	.0%

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	New Romney	0	.0%	20	22.2%	0	.0%
	Whitstable	0	.0%	0	.0%	0	.0%
	Gillingham	0	.0%	0	.0%	12	14.6%
	Herne Bay	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Sturry	0	.0%	0	.0%	0	.0%
	Co-op, Market Place, Aylesham	0	.0%	0	.0%	0	.0%
	Hawkinge	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	6	7.3%
	Sturry	0	.0%	0	.0%	0	.0%
	Tesco, Rainham Shopping Centre, Rainham	0	.0%	0	.0%	4	4.9%
	Londis, Sussex Avenue, Canterbury	0	.0%	0	.0%	0	.0%
	Marks & Spencer, St Georges Street, Canterbury	0	.0%	0	.0%	0	.0%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%
	Lenham	0	.0%	1	1.1%	1	1.2%
	Ash	0	.0%	0	.0%	0	.0%
	Londis, Hales Drive, Canterbury	0	.0%	0	.0%	0	.0%
	Tankerton	0	.0%	0	.0%	0	.0%
	Alldays, High Street, Sturry, Canterbury	0	.0%	0	.0%	0	.0%
	Asda, Alexander Grove, Kings Hill, West Malling	0	.0%	0	.0%	1	1.2%
	Barton Post Office, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%
	Bon Bon, Wincheap, Canterbury	0	.0%	0	.0%	0	.0%
Co-op, Churchfield Way, Wye	1	1.2%	0	.0%	0	.0%	
Co-op, Queens Road, Minster	0	.0%	0	.0%	0	.0%	

(cont.)

Q4. Excluding the summer holidays, where does your household do most of its shopping for small scale top-up food and convenience goods items, including newspapers and tobacco products?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Co-op, Station Road, Birchington	0	.0%	0	.0%	0	.0%
	Co-op, The Street, Upchurch	0	.0%	0	.0%	1	1.2%
	Cranbrook	0	.0%	0	.0%	1	1.2%
	Crooksfoot	1	1.2%	0	.0%	0	.0%
	Greenhithe	0	.0%	0	.0%	0	.0%
	Kingsdown	0	.0%	0	.0%	0	.0%
	Londis, Longport, Canterbury	0	.0%	0	.0%	0	.0%
	Lyminge	0	.0%	0	.0%	0	.0%
	Minster	0	.0%	0	.0%	0	.0%
	Morrisons, Knight Road, Strood	0	.0%	0	.0%	1	1.2%
	One Stop, New Road, Ditton, Aylesford	0	.0%	0	.0%	1	1.2%
	Peasmarsh	0	.0%	1	1.1%	0	.0%
	Potten Farm Shop, Main Road, Sellindge	0	.0%	0	.0%	0	.0%
	Rook & Sons, High Street, Whitstable	0	.0%	0	.0%	0	.0%
	Sainsbury's, High Street, Headcorn	0	.0%	0	.0%	1	1.2%
	Swalecliffe	0	.0%	0	.0%	0	.0%
	Tesco, Courtney Road, Gillingham	0	.0%	0	.0%	1	1.2%
	Tesco, Pier Road, Gillingham	0	.0%	0	.0%	1	1.2%
	Thanington	0	.0%	0	.0%	0	.0%
Twydall Green, Gillingham	0	.0%	0	.0%	1	1.2%	

Q5. Excluding the summer holidays, where does your household do most of its shopping for clothing and footwear?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	1390	100.0%	184	100.0%	95	100.0%	88	100.0%
Canterbury City Centre	660	47.5%	144	78.3%	73	76.8%	72	81.8%
Ashford	151	10.9%	4	2.2%	5	5.3%	3	3.4%
Westwood Cross	140	10.1%	5	2.7%	0	.0%	3	3.4%
Maidstone	63	4.5%	0	.0%	3	3.2%	0	.0%
Bluewater	56	4.0%	4	2.2%	7	7.4%	3	3.4%
Folkstone	50	3.6%	2	1.1%	1	1.1%	0	.0%
Chatham	23	1.7%	0	.0%	0	.0%	0	.0%
Deal	19	1.4%	0	.0%	0	.0%	0	.0%
Dover	19	1.4%	0	.0%	0	.0%	0	.0%
Margate	17	1.2%	1	.5%	0	.0%	1	1.1%
Asda superstore, Sturry Road, Canterbury	16	1.2%	4	2.2%	0	.0%	1	1.1%
Stour Retail Park (off Sturry Road), Canterbury	16	1.2%	6	3.3%	2	2.1%	0	.0%
Ramsgate	16	1.2%	0	.0%	0	.0%	2	2.3%
Herne Bay town centre	14	1.0%	1	.5%	1	1.1%	0	.0%
Sturry Road, Canterbury	11	.8%	4	2.2%	0	.0%	1	1.1%
Hempstead Valley	11	.8%	0	.0%	0	.0%	0	.0%
Whitstable town centre	10	.7%	0	.0%	1	1.1%	0	.0%
Broadstairs	10	.7%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	10	.7%	1	.5%	0	.0%	0	.0%
Tenterden	8	.6%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	7	.5%	1	.5%	0	.0%	0	.0%
Sittingbourne	5	.4%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	4	.3%	0	.0%	0	.0%	0	.0%
Sheerness	4	.3%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Excluding the summer holidays, where does your household do most of its shopping for clothing and footwear?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
Hastings	3	.2%	0	.0%	0	.0%	0	.0%		
Sandwich	3	.2%	0	.0%	0	.0%	0	.0%		
Bromley	2	.1%	0	.0%	0	.0%	0	.0%		
Hythe	2	.1%	0	.0%	0	.0%	0	.0%		
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	1	.1%	0	.0%	1	1.1%	0	.0%		
Wincheap Retail and Industrial Estate, Canterbury	1	.1%	0	.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	1	.1%	0	.0%	0	.0%	1	1.1%		
Canterbury City Retail Park (off Sturry Road), Canterbury	1	.1%	0	.0%	0	.0%	0	.0%		
Faversham	1	.1%	1	.5%	0	.0%	0	.0%		
London	14	1.0%	5	2.7%	1	1.1%	1	1.1%		
Gillingham	7	.5%	0	.0%	0	.0%	0	.0%		
Brighton	2	.1%	0	.0%	0	.0%	0	.0%		
Strood	2	.1%	0	.0%	0	.0%	0	.0%		
Thanet	2	.1%	0	.0%	0	.0%	0	.0%		
Brentwood	1	.1%	1	.5%	0	.0%	0	.0%		
Other										
Cornwall	1	.1%	0	.0%	0	.0%	0	.0%		
Cranbrook	1	.1%	0	.0%	0	.0%	0	.0%		
Crooksfoot	1	.1%	0	.0%	0	.0%	0	.0%		
Eastbourne	1	.1%	0	.0%	0	.0%	0	.0%		
Hayes	1	.1%	0	.0%	0	.0%	0	.0%		
Medway Retail Park	1	.1%	0	.0%	0	.0%	0	.0%		
Rainham	1	.1%	0	.0%	0	.0%	0	.0%		

(cont.)

Q5. Excluding the summer holidays, where does your household do most of its shopping for clothing and footwear?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	94	100.0%	98	100.0%	96	100.0%	92	100.0%
Canterbury City Centre	64	68.1%	48	49.0%	68	70.8%	14	15.2%
Ashford	2	2.1%	1	1.0%	0	.0%	1	1.1%
Westwood Cross	8	8.5%	26	26.5%	5	5.2%	50	54.3%
Maidstone	0	.0%	1	1.0%	0	.0%	0	.0%
Bluewater	0	.0%	1	1.0%	5	5.2%	0	.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Dover	1	1.1%	1	1.0%	0	.0%	0	.0%
Margate	0	.0%	1	1.0%	1	1.0%	12	13.0%
Asda superstore, Sturry Road, Canterbury	6	6.4%	0	.0%	2	2.1%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	4	4.3%	1	1.0%	1	1.0%	0	.0%
Ramsgate	1	1.1%	1	1.0%	0	.0%	8	8.7%
Herne Bay town centre	4	4.3%	6	6.1%	1	1.0%	0	.0%
Sturry Road, Canterbury	2	2.1%	2	2.0%	0	.0%	0	.0%
Hempstead Valley	1	1.1%	0	.0%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	9	9.4%	0	.0%
Broadstairs	0	.0%	1	1.0%	0	.0%	7	7.6%
Lakeside, Thurrock	0	.0%	1	1.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	3	3.1%	1	1.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Excluding the summer holidays, where does your household do most of its shopping for clothing and footwear?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%		
Bromley	0	.0%	1	1.0%	1	1.0%	0	.0%		
Hythe	0	.0%	0	.0%	0	.0%	0	.0%		
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Wincheap Retail and Industrial Estate, Canterbury	0	.0%	1	1.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%		
Canterbury City Retail Park (off Sturry Road), Canterbury	1	1.1%	0	.0%	0	.0%	0	.0%		
Faversham	0	.0%	0	.0%	0	.0%	0	.0%		
London	0	.0%	0	.0%	2	2.1%	0	.0%		
Gillingham	0	.0%	0	.0%	0	.0%	0	.0%		
Brighton	0	.0%	0	.0%	0	.0%	0	.0%		
Strood	0	.0%	0	.0%	0	.0%	0	.0%		
Thanet	0	.0%	0	.0%	0	.0%	0	.0%		
Brentwood	0	.0%	0	.0%	0	.0%	0	.0%		
Other	0	.0%	0	.0%	0	.0%	0	.0%		
Cornwall	0	.0%	0	.0%	0	.0%	0	.0%		
Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%		
Crooksfoot	0	.0%	0	.0%	0	.0%	0	.0%		
Eastbourne	0	.0%	1	1.0%	0	.0%	0	.0%		
Hayes	0	.0%	1	1.0%	0	.0%	0	.0%		
Medway Retail Park	0	.0%	0	.0%	0	.0%	0	.0%		
Rainham	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q5. Excluding the summer holidays, where does your household do most of its shopping for clothing and footwear?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	93	100.0%	92	100.0%	88	100.0%	90	100.0%
Canterbury City Centre	33	35.5%	44	47.8%	38	43.2%	30	33.3%
Ashford	0	.0%	2	2.2%	6	6.8%	2	2.2%
Westwood Cross	34	36.6%	8	8.7%	0	.0%	1	1.1%
Maidstone	2	2.2%	2	2.2%	0	.0%	16	17.8%
Bluewater	1	1.1%	0	.0%	0	.0%	16	17.8%
Folkstone	2	2.2%	7	7.6%	36	40.9%	0	.0%
Chatham	0	.0%	1	1.1%	0	.0%	3	3.3%
Deal	9	9.7%	10	10.9%	0	.0%	0	.0%
Dover	1	1.1%	14	15.2%	1	1.1%	0	.0%
Margate	0	.0%	1	1.1%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	2	2.2%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	2	2.2%
Ramsgate	3	3.2%	0	.0%	1	1.1%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%	1	1.1%
Sturry Road, Canterbury	1	1.1%	0	.0%	1	1.1%	0	.0%
Hempstead Valley	0	.0%	0	.0%	0	.0%	3	3.3%
Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	2	2.2%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	1	1.1%	1	1.1%	2	2.2%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%	5	5.6%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	4	4.4%

(cont.)

Q5. Excluding the summer holidays, where does your household do most of its shopping for clothing and footwear?

	Zone									
	8		9		10		11			
	Num	%	Num	%	Num	%	Num	%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		
Sandwich	3	3.2%	0	.0%	0	.0%	0	.0%		
Bromley	0	.0%	0	.0%	0	.0%	0	.0%		
Hythe	0	.0%	0	.0%	2	2.3%	0	.0%		
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Wincheap Retail and Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%		
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Faversham	0	.0%	0	.0%	0	.0%	0	.0%		
London	1	1.1%	0	.0%	0	.0%	1	1.1%		
Gillingham	0	.0%	0	.0%	0	.0%	2	2.2%		
Brighton	0	.0%	0	.0%	1	1.1%	1	1.1%		
Strood	0	.0%	0	.0%	0	.0%	0	.0%		
Thanet	1	1.1%	0	.0%	1	1.1%	0	.0%		
Brentwood	0	.0%	0	.0%	0	.0%	0	.0%		
Other	0	.0%	0	.0%	0	.0%	0	.0%		
Cornwall	0	.0%	0	.0%	0	.0%	0	.0%		
Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%		
Crooksfoot	0	.0%	0	.0%	0	.0%	0	.0%		
Eastbourne	0	.0%	0	.0%	0	.0%	0	.0%		
Hayes	0	.0%	0	.0%	0	.0%	0	.0%		
Medway Retail Park	0	.0%	0	.0%	0	.0%	1	1.1%		
Rainham	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q5. Excluding the summer holidays, where does your household do most of its shopping for clothing and footwear?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	97	100.0%	88	100.0%	95	100.0%
Canterbury City Centre	21	21.6%	8	9.1%	3	3.2%
Ashford	63	64.9%	59	67.0%	3	3.2%
Westwood Cross	0	.0%	0	.0%	0	.0%
Maidstone	3	3.1%	4	4.5%	32	33.7%
Bluewater	5	5.2%	0	.0%	14	14.7%
Folkstone	0	.0%	2	2.3%	0	.0%
Chatham	0	.0%	0	.0%	19	20.0%
Deal	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	1	1.1%
Margate	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	1	1.1%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	7	7.4%
Whitstable town centre	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	2	2.1%	1	1.1%	1	1.1%
Tenterden	0	.0%	8	9.1%	0	.0%
Tunbridge Wells	0	.0%	2	2.3%	4	4.2%
Sittingbourne	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%

(cont.)

Q5. Excluding the summer holidays, where does your household do most of its shopping for clothing and footwear?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Hastings	0	.0%	2	2.3%	1	1.1%
Sandwich	0	.0%	0	.0%	0	.0%
Bromley	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%
London	2	2.1%	0	.0%	1	1.1%
Gillingham	0	.0%	0	.0%	5	5.3%
Brighton	0	.0%	0	.0%	0	.0%
Strood	0	.0%	0	.0%	2	2.1%
Thanet	0	.0%	0	.0%	0	.0%
Brentwood	0	.0%	0	.0%	0	.0%
Other	0	.0%	1	1.1%	0	.0%
Cranbrook	0	.0%	0	.0%	1	1.1%
Crooksfoot	1	1.0%	0	.0%	0	.0%
Eastbourne	0	.0%	0	.0%	0	.0%
Hayes	0	.0%	0	.0%	0	.0%
Medway Retail Park	0	.0%	0	.0%	0	.0%
Rainham	0	.0%	0	.0%	1	1.1%

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	1173	100.0%	147	100.0%	74	100.0%	75	100.0%
Canterbury City Centre	294	25.1%	49	33.3%	29	39.2%	27	36.0%
Wincheap Retail and Industrial Estate, Canterbury	156	13.3%	35	23.8%	14	18.9%	21	28.0%
Ashford	110	9.4%	0	.0%	1	1.4%	0	.0%
Maidstone	51	4.3%	0	.0%	2	2.7%	1	1.3%
Folkstone	50	4.3%	1	.7%	0	.0%	0	.0%
Westwood Cross	49	4.2%	1	.7%	0	.0%	0	.0%
Lakeside, Thurrock	45	3.8%	7	4.8%	3	4.1%	2	2.7%
Canterbury City Retail Park (off Sturry Road), Canterbury	36	3.1%	9	6.1%	0	.0%	5	6.7%
Sturry Road, Canterbury	31	2.6%	10	6.8%	5	6.8%	2	2.7%
Roper Road, Canterbury	30	2.6%	8	5.4%	7	9.5%	3	4.0%
Herne Bay town centre	30	2.6%	1	.7%	0	.0%	2	2.7%
Sittingbourne	25	2.1%	0	.0%	0	.0%	0	.0%
Bluewater	23	2.0%	3	2.0%	2	2.7%	1	1.3%
Ramsgate	19	1.6%	0	.0%	0	.0%	0	.0%
Broadstairs	15	1.3%	0	.0%	0	.0%	1	1.3%
Dover	12	1.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	11	.9%	0	.0%	5	6.8%	1	1.3%
Marshwood Close (off Sturry Road), Canterbury	11	.9%	4	2.7%	0	.0%	1	1.3%
Deal	11	.9%	0	.0%	0	.0%	0	.0%
Hythe	11	.9%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	10	.9%	4	2.7%	0	.0%	1	1.3%
Whitstable town centre	10	.9%	1	.7%	0	.0%	0	.0%
Margate	8	.7%	0	.0%	0	.0%	0	.0%
Chatham	7	.6%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Sandwich	5	.4%	0	.0%	0	.0%	0	.0%
Faversham	4	.3%	1	.7%	0	.0%	0	.0%
Hempstead Valley	4	.3%	0	.0%	0	.0%	0	.0%
Sheerness	4	.3%	0	.0%	0	.0%	0	.0%
Tenterden	4	.3%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	4	.3%	0	.0%	1	1.4%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	3	.3%	2	1.4%	0	.0%	0	.0%
St Andrews Close, Canterbury	3	.3%	1	.7%	0	.0%	1	1.3%
Joseph Wilson Industrial Estate, Millstrood Road	3	.3%	0	.0%	0	.0%	1	1.3%
Maybrook Retail Park, Canterbury	2	.2%	1	.7%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	2	.2%	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	2	.2%	0	.0%	0	.0%	0	.0%
Dartford	2	.2%	0	.0%	1	1.4%	0	.0%
Asda superstore, Sturry Road, Canterbury	1	.1%	1	.7%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	1	.1%	0	.0%	0	.0%	0	.0%
Gravesend	1	.1%	0	.0%	0	.0%	0	.0%
Tonbridge	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	17	1.4%	0	.0%	0	.0%	1	1.3%
	London	6	.5%	0	.0%	0	.0%	1	1.3%
	New Romney	6	.5%	0	.0%	0	.0%	0	.0%
	Sturry	5	.4%	1	.7%	0	.0%	1	1.3%
	Canterbury Retail Parks	4	.3%	1	.7%	0	.0%	2	2.7%
	Gillingham Business Park, Gillingham, Medway	4	.3%	0	.0%	0	.0%	0	.0%
	Rainham	4	.3%	0	.0%	0	.0%	0	.0%
	Medway Retail Park, Rochester	3	.3%	0	.0%	0	.0%	0	.0%
	Wincheap	3	.3%	1	.7%	1	1.4%	0	.0%
	Gerald Lukehurst & Son, High Street, Rainham	2	.2%	0	.0%	0	.0%	0	.0%
	Rochester	2	.2%	0	.0%	0	.0%	0	.0%
	Tankerton, Whitstable	2	.2%	0	.0%	1	1.4%	0	.0%
	Birmingham	1	.1%	1	.7%	0	.0%	0	.0%
	Brentwood	1	.1%	1	.7%	0	.0%	0	.0%
	Charing	1	.1%	0	.0%	0	.0%	0	.0%
	Croydon	1	.1%	0	.0%	1	1.4%	0	.0%
	Ducklington, Witney	1	.1%	0	.0%	0	.0%	0	.0%
	Headcorn	1	.1%	0	.0%	0	.0%	0	.0%
	Hull	1	.1%	1	.7%	0	.0%	0	.0%
	Necessary Furniture, Canterbury Industrial Park, Canterbury	1	.1%	0	.0%	1	1.4%	0	.0%
	Pickwick Carpets, Hersden, Canterbury	1	.1%	1	.7%	0	.0%	0	.0%
Preston	1	.1%	0	.0%	0	.0%	0	.0%	
Queensgate Centre, Peterborough	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	Thanet	1	.1%	0	.0%	0	.0%	0	.0%
	The Merchant Chandler, Orange Street, Canterbury	1	.1%	1	.7%	0	.0%	0	.0%
	West Malling	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	79	100.0%	79	100.0%	82	100.0%	83	100.0%
Canterbury City Centre	28	35.4%	26	32.9%	34	41.5%	13	15.7%
Wincheap Retail and Industrial Estate, Canterbury	12	15.2%	8	10.1%	14	17.1%	4	4.8%
Ashford	0	.0%	1	1.3%	0	.0%	0	.0%
Maidstone	0	.0%	0	.0%	2	2.4%	0	.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Westwood Cross	1	1.3%	4	5.1%	0	.0%	26	31.3%
Lakeside, Thurrock	3	3.8%	4	5.1%	5	6.1%	5	6.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	11	13.9%	5	6.3%	0	.0%	0	.0%
Sturry Road, Canterbury	4	5.1%	4	5.1%	1	1.2%	0	.0%
Roper Road, Canterbury	2	2.5%	1	1.3%	0	.0%	1	1.2%
Herne Bay town centre	3	3.8%	17	21.5%	6	7.3%	1	1.2%
Sittingbourne	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater	1	1.3%	1	1.3%	2	2.4%	1	1.2%
Ramsgate	1	1.3%	2	2.5%	0	.0%	9	10.8%
Broadstairs	0	.0%	0	.0%	1	1.2%	12	14.5%
Dover	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	1	1.3%	1	1.3%	2	2.4%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	3	3.8%	0	.0%	1	1.2%	0	.0%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	2	2.5%	0	.0%	1	1.2%	0	.0%
Whitstable town centre	0	.0%	1	1.3%	8	9.8%	0	.0%
Margate	0	.0%	0	.0%	0	.0%	7	8.4%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
St Andrews Close, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	1	1.3%	0	.0%	0	.0%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	0	.0%	0	.0%	2	2.4%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	2	2.5%	0	.0%	0	.0%	0	.0%
Dartford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	1	1.3%	0	.0%	0	.0%	0	.0%
Gravesend	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tonbridge	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	0	.0%	1	1.2%
	London	0	.0%	0	.0%	0	.0%	2	2.4%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Sturry	3	3.8%	0	.0%	0	.0%	0	.0%
	Canterbury Retail Parks	0	.0%	1	1.3%	0	.0%	0	.0%
	Gillingham Business Park, Gillingham, Medway	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Medway Retail Park, Rochester	1	1.3%	0	.0%	0	.0%	0	.0%
	Wincheap	1	1.3%	0	.0%	0	.0%	0	.0%
	Gerald Lukehurst & Son, High Street, Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Tankerton, Whitstable	0	.0%	0	.0%	1	1.2%	0	.0%
	Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Charing	0	.0%	0	.0%	0	.0%	0	.0%
	Croydon	0	.0%	0	.0%	0	.0%	0	.0%
	Ducklington, Witney	0	.0%	0	.0%	0	.0%	0	.0%
	Headcorn	0	.0%	0	.0%	0	.0%	0	.0%
	Hull	0	.0%	0	.0%	0	.0%	0	.0%
	Necessary Furniture, Canterbury Industrial Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Pickwick Carpets, Hersden, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	
Preston	0	.0%	0	.0%	0	.0%	0	.0%	
Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Thanet	0	.0%	0	.0%	0	.0%	1	1.2%
	The Merchant Chandler, Orange Street, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	West Malling	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	80	100.0%	81	100.0%	78	100.0%	72	100.0%
Canterbury City Centre	21	26.3%	27	33.3%	13	16.7%	13	18.1%
Wincheap Retail and Industrial Estate, Canterbury	11	13.8%	17	21.0%	5	6.4%	6	8.3%
Ashford	2	2.5%	1	1.2%	5	6.4%	0	.0%
Maidstone	0	.0%	0	.0%	1	1.3%	5	6.9%
Folkstone	1	1.3%	5	6.2%	38	48.7%	0	.0%
Westwood Cross	15	18.8%	2	2.5%	0	.0%	0	.0%
Lakeside, Thurrock	1	1.3%	1	1.2%	4	5.1%	2	2.8%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	3	3.7%	1	1.3%	2	2.8%
Sturry Road, Canterbury	4	5.0%	0	.0%	1	1.3%	0	.0%
Roper Road, Canterbury	3	3.8%	1	1.2%	1	1.3%	1	1.4%
Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%	24	33.3%
Bluewater	1	1.3%	0	.0%	1	1.3%	4	5.6%
Ramsgate	6	7.5%	1	1.2%	0	.0%	0	.0%
Broadstairs	0	.0%	1	1.2%	0	.0%	0	.0%
Dover	1	1.3%	11	13.6%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	1	1.3%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	1	1.2%	0	.0%	1	1.4%
Deal	3	3.8%	8	9.9%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	7	9.0%	0	.0%
Thanington, Wincheap Road	0	.0%	1	1.2%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Margate	1	1.3%	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Sandwich	5	6.3%	0	.0%	0	.0%	0	.0%
Faversham	1	1.3%	0	.0%	0	.0%	2	2.8%
Hempstead Valley	0	.0%	0	.0%	0	.0%	1	1.4%
Sheerness	0	.0%	0	.0%	0	.0%	4	5.6%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
St Andrews Close, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Dartford	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Gravesend	0	.0%	0	.0%	0	.0%	0	.0%
Tonbridge	0	.0%	0	.0%	0	.0%	1	1.4%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	0	.0%	3	4.2%
	London	1	1.3%	1	1.2%	0	.0%	0	.0%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Sturry	0	.0%	0	.0%	0	.0%	0	.0%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%	0	.0%
	Gillingham Business Park, Gillingham, Medway	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	1	1.4%
	Medway Retail Park, Rochester	0	.0%	0	.0%	0	.0%	1	1.4%
	Wincheap	0	.0%	0	.0%	0	.0%	0	.0%
	Gerald Lukehurst & Son, High Street, Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Tankerton, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Charing	0	.0%	0	.0%	0	.0%	1	1.4%
	Croydon	0	.0%	0	.0%	0	.0%	0	.0%
	Ducklington, Witney	0	.0%	0	.0%	1	1.3%	0	.0%
	Headcorn	0	.0%	0	.0%	0	.0%	0	.0%
	Hull	0	.0%	0	.0%	0	.0%	0	.0%
	Necessary Furniture, Canterbury Industrial Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Pickwick Carpets, Hersden, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	
Preston	1	1.3%	0	.0%	0	.0%	0	.0%	
Queensgate Centre, Peterborough	1	1.3%	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Thanet	0	.0%	0	.0%	0	.0%	0	.0%
	The Merchant Chandler, Orange Street, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	West Malling	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	80	100.0%	80	100.0%	83	100.0%
Canterbury City Centre	9	11.3%	5	6.3%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	2	2.5%	7	8.8%	0	.0%
Ashford	56	70.0%	42	52.5%	2	2.4%
Maidstone	2	2.5%	4	5.0%	34	41.0%
Folkstone	2	2.5%	3	3.8%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	1	1.3%	3	3.8%	4	4.8%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Roper Road, Canterbury	1	1.3%	0	.0%	1	1.2%
Herne Bay town centre	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	1	1.2%
Bluewater	2	2.5%	1	1.3%	3	3.6%
Ramsgate	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Hythe	1	1.3%	3	3.8%	0	.0%
Thanington, Wincheap Road	1	1.3%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%
Margate	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	7	8.4%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Sandwich	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	3	3.6%
Sheerness	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	4	5.0%	0	.0%
Tunbridge Wells	0	.0%	1	1.3%	2	2.4%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
St Andrews Close, Canterbury	1	1.3%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%
Dartford	1	1.3%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%
Gravesend	0	.0%	0	.0%	1	1.2%
Tonbridge	0	.0%	0	.0%	0	.0%

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	12	14.5%
	London	1	1.3%	0	.0%	0	.0%
	New Romney	0	.0%	6	7.5%	0	.0%
	Sturry	0	.0%	0	.0%	0	.0%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%
	Gillingham Business Park, Gillingham, Medway	0	.0%	0	.0%	4	4.8%
	Rainham	0	.0%	0	.0%	3	3.6%
	Medway Retail Park, Rochester	0	.0%	0	.0%	1	1.2%
	Wincheap	0	.0%	0	.0%	0	.0%
	Gerald Lukehurst & Son, High Street, Rainham	0	.0%	0	.0%	2	2.4%
	Rochester	0	.0%	0	.0%	2	2.4%
	Tankerton, Whitstable	0	.0%	0	.0%	0	.0%
	Birmingham	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%
	Charing	0	.0%	0	.0%	0	.0%
	Croydon	0	.0%	0	.0%	0	.0%
	Ducklington, Witney	0	.0%	0	.0%	0	.0%
	Headcorn	0	.0%	1	1.3%	0	.0%
	Hull	0	.0%	0	.0%	0	.0%
	Necessary Furniture, Canterbury Industrial Park, Canterbury	0	.0%	0	.0%	0	.0%
	Pickwick Carpets, Hersden, Canterbury	0	.0%	0	.0%	0	.0%
Preston	0	.0%	0	.0%	0	.0%	
Queensgate Centre, Peterborough	0	.0%	0	.0%	0	.0%	

(cont.)

Q6. Excluding the summer holidays, where does your household do most of its shopping for furniture, carpets and other floor coverings?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Thanet	0	.0%	0	.0%	0	.0%
	The Merchant Chandler, Orange Street, Canterbury	0	.0%	0	.0%	0	.0%
	West Malling	0	.0%	0	.0%	1	1.2%

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	1275	100.0%	185	100.0%	88	100.0%	81	100.0%
Canterbury City Centre	388	30.4%	86	46.5%	46	52.3%	36	44.4%
Ashford	115	9.0%	1	.5%	1	1.1%	1	1.2%
Wincheap Retail and Industrial Estate, Canterbury	109	8.5%	23	12.4%	18	20.5%	16	19.8%
Westwood Cross	87	6.8%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	84	6.6%	21	11.4%	8	9.1%	11	13.6%
Folkstone	50	3.9%	2	1.1%	0	.0%	0	.0%
Bluewater	48	3.8%	7	3.8%	1	1.1%	3	3.7%
Maidstone	45	3.5%	0	.0%	1	1.1%	0	.0%
Asda superstore, Sturry Road, Canterbury	35	2.7%	12	6.5%	0	.0%	1	1.2%
Sittingbourne	32	2.5%	0	.0%	0	.0%	0	.0%
Herne Bay town centre	21	1.6%	1	.5%	0	.0%	0	.0%
Broadstairs	18	1.4%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	17	1.3%	7	3.8%	2	2.3%	1	1.2%
Ramsgate	17	1.3%	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	16	1.3%	3	1.6%	1	1.1%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	15	1.2%	1	.5%	2	2.3%	2	2.5%
Lakeside, Thurrock	15	1.2%	3	1.6%	1	1.1%	0	.0%
Chatham	12	.9%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	11	.9%	3	1.6%	2	2.3%	3	3.7%
Dover	11	.9%	0	.0%	0	.0%	1	1.2%
Canterbury City Retail Park (off Sturry Road), Canterbury	10	.8%	1	.5%	0	.0%	1	1.2%
Whitstable town centre	10	.8%	2	1.1%	0	.0%	0	.0%
Margate	10	.8%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Hempstead Valley	9	.7%	0	.0%	0	.0%	0	.0%
Roper Road, Canterbury	8	.6%	3	1.6%	1	1.1%	2	2.5%
Stour Retail Park (off Sturry Road), Canterbury	7	.5%	2	1.1%	0	.0%	1	1.2%
Deal	7	.5%	0	.0%	0	.0%	0	.0%
Tenterden	7	.5%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	5	.4%	0	.0%	0	.0%	0	.0%
Sandwich	4	.3%	0	.0%	0	.0%	0	.0%
Sheerness	3	.2%	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	2	.2%	0	.0%	1	1.1%	0	.0%
Faversham	2	.2%	1	.5%	1	1.1%	0	.0%
Hythe	2	.2%	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	1	.1%	1	.5%	0	.0%	0	.0%
Broad Oak Road, Canterbury	1	.1%	1	.5%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	13	1.0%	0	.0%	0	.0%	0	.0%
	London	5	.4%	0	.0%	0	.0%	0	.0%
	Canterbury Retail Parks	4	.3%	2	1.1%	0	.0%	2	2.5%
	Rainham	4	.3%	0	.0%	0	.0%	0	.0%
	Wincheap	3	.2%	1	.5%	2	2.3%	0	.0%
	Medway Retail Park, Rochester	2	.2%	0	.0%	0	.0%	0	.0%
	Rochester	2	.2%	0	.0%	0	.0%	0	.0%
	Strood	2	.2%	0	.0%	0	.0%	0	.0%
	Brentwood	1	.1%	1	.5%	0	.0%	0	.0%
	Eastbourne	1	.1%	0	.0%	0	.0%	0	.0%
	Gerald Lukehurst & Son, High Street, Rainham	1	.1%	0	.0%	0	.0%	0	.0%
	Peterborough	1	.1%	0	.0%	0	.0%	0	.0%
	Tankerton	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	88	100.0%	90	100.0%	85	100.0%	87	100.0%
Canterbury City Centre	26	29.5%	30	33.3%	46	54.1%	7	8.0%
Ashford	0	.0%	1	1.1%	0	.0%	1	1.1%
Wincheap Retail and Industrial Estate, Canterbury	15	17.0%	5	5.6%	6	7.1%	1	1.1%
Westwood Cross	1	1.1%	14	15.6%	2	2.4%	42	48.3%
Thanington, Wincheap Road	14	15.9%	3	3.3%	6	7.1%	0	.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater	1	1.1%	2	2.2%	1	1.2%	1	1.1%
Maidstone	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	11	12.5%	3	3.3%	2	2.4%	0	.0%
Sittingbourne	0	.0%	0	.0%	1	1.2%	0	.0%
Herne Bay town centre	3	3.4%	14	15.6%	2	2.4%	1	1.1%
Broadstairs	0	.0%	0	.0%	1	1.2%	14	16.1%
Marshwood Close (off Sturry Road), Canterbury	4	4.5%	1	1.1%	0	.0%	0	.0%
Ramsgate	1	1.1%	0	.0%	0	.0%	12	13.8%
Sturry Road, Canterbury	5	5.7%	2	2.2%	1	1.2%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	4	4.4%	5	5.9%	0	.0%
Lakeside, Thurrock	1	1.1%	1	1.1%	1	1.2%	1	1.1%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	1	1.1%	0	.0%	0	.0%
Dover	1	1.1%	0	.0%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	3	3.4%	3	3.3%	0	.0%	0	.0%
Whitstable town centre	0	.0%	2	2.2%	6	7.1%	0	.0%
Margate	0	.0%	1	1.1%	1	1.2%	7	8.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Hempstead Valley	1	1.1%	0	.0%	0	.0%	0	.0%
Roper Road, Canterbury	0	.0%	1	1.1%	1	1.2%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	1	1.1%	2	2.4%	0	.0%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	1	1.1%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%		
	London	0	.0%	0	.0%	0	.0%	0	.0%		
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%	0	.0%		
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%		
	Wincheap	0	.0%	0	.0%	0	.0%	0	.0%		
	Medway Retail Park, Rochester	1	1.1%	0	.0%	0	.0%	0	.0%		
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%		
	Strood	0	.0%	0	.0%	0	.0%	0	.0%		
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%		
	Eastbourne	0	.0%	0	.0%	0	.0%	0	.0%		
	Gerald Lukehurst & Son, High Street, Rainham	0	.0%	0	.0%	0	.0%	0	.0%		
	Peterborough	0	.0%	0	.0%	0	.0%	0	.0%		
	Tankerton	0	.0%	0	.0%	1	1.2%	0	.0%		

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	80	100.0%	80	100.0%	74	100.0%	79	100.0%
Canterbury City Centre	19	23.8%	34	42.5%	20	27.0%	15	19.0%
Ashford	0	.0%	1	1.3%	7	9.5%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	7	8.8%	7	8.8%	1	1.4%	2	2.5%
Westwood Cross	23	28.8%	4	5.0%	1	1.4%	0	.0%
Thanington, Wincheap Road	5	6.3%	5	6.3%	1	1.4%	3	3.8%
Folkstone	2	2.5%	7	8.8%	36	48.6%	0	.0%
Bluewater	2	2.5%	0	.0%	3	4.1%	8	10.1%
Maidstone	0	.0%	0	.0%	1	1.4%	8	10.1%
Asda superstore, Sturry Road, Canterbury	2	2.5%	1	1.3%	1	1.4%	1	1.3%
Sittingbourne	0	.0%	0	.0%	0	.0%	28	35.4%
Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	2	2.5%	1	1.3%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	1	1.3%	0	.0%	0	.0%	1	1.3%
Ramsgate	3	3.8%	1	1.3%	0	.0%	0	.0%
Sturry Road, Canterbury	2	2.5%	1	1.3%	0	.0%	1	1.3%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%	1	1.3%
Lakeside, Thurrock	0	.0%	0	.0%	1	1.4%	2	2.5%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	1	1.3%	1	1.4%	0	.0%
Dover	0	.0%	9	11.3%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	2	2.5%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Margate	0	.0%	1	1.3%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Hempstead Valley	0	.0%	0	.0%	0	.0%	3	3.8%
Roper Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	1	1.3%	0	.0%	0	.0%	0	.0%
Deal	3	3.8%	4	5.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Sandwich	4	5.0%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	3	3.8%
Sainsbury's superstore, Kingsmead Road, Canterbury	1	1.3%	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	1	1.4%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	0	.0%	3	3.8%
	London	2	2.5%	1	1.3%	0	.0%	0	.0%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Wincheap	0	.0%	0	.0%	0	.0%	0	.0%
	Medway Retail Park, Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Strood	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Eastbourne	0	.0%	0	.0%	0	.0%	0	.0%
	Gerald Lukehurst & Son, High Street, Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Peterborough	1	1.3%	0	.0%	0	.0%	0	.0%
	Tankerton	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	88	100.0%	79	100.0%	91	100.0%
Canterbury City Centre	16	18.2%	7	8.9%	0	.0%
Ashford	50	56.8%	49	62.0%	3	3.3%
Wincheap Retail and Industrial Estate, Canterbury	4	4.5%	4	5.1%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	5	5.7%	2	2.5%	0	.0%
Folkstone	0	.0%	3	3.8%	0	.0%
Bluewater	5	5.7%	3	3.8%	11	12.1%
Maidstone	1	1.1%	2	2.5%	32	35.2%
Asda superstore, Sturry Road, Canterbury	1	1.1%	0	.0%	0	.0%
Sittingbourne	1	1.1%	0	.0%	2	2.2%
Herne Bay town centre	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	2	2.3%	1	1.3%	1	1.1%
Chatham	0	.0%	0	.0%	12	13.2%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%
Margate	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Hempstead Valley	0	.0%	0	.0%	5	5.5%
Roper Road, Canterbury	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	7	8.9%	0	.0%
Tunbridge Wells	1	1.1%	1	1.3%	3	3.3%
Sandwich	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%
Hythe	1	1.1%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%

(cont.)

Q7. Excluding the summer holidays, where does your household do most of its shopping for household textiles and soft furnishings, including bedding?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	10	11.0%
	London	1	1.1%	0	.0%	1	1.1%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	4	4.4%
	Wincheap	0	.0%	0	.0%	0	.0%
	Medway Retail Park, Rochester	0	.0%	0	.0%	1	1.1%
	Rochester	0	.0%	0	.0%	2	2.2%
	Strood	0	.0%	0	.0%	2	2.2%
	Brentwood	0	.0%	0	.0%	0	.0%
	Eastbourne	0	.0%	0	.0%	1	1.1%
	Gerald Lukehurst & Son, High Street, Rainham	0	.0%	0	.0%	1	1.1%
	Peterborough	0	.0%	0	.0%	0	.0%
	Tankerton	0	.0%	0	.0%	0	.0%

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	1221	100.0%	164	100.0%	74	100.0%	78	100.0%
Canterbury City Centre	169	13.8%	42	25.6%	27	36.5%	22	28.2%
Ashford	142	11.6%	1	.6%	1	1.4%	1	1.3%
Canterbury City Retail Park (off Sturry Road), Canterbury	135	11.1%	33	20.1%	11	14.9%	18	23.1%
Sturry Road, Canterbury	110	9.0%	28	17.1%	13	17.6%	14	17.9%
Folkstone	87	7.1%	0	.0%	0	.0%	0	.0%
Westwood Cross	79	6.5%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	73	6.0%	23	14.0%	3	4.1%	8	10.3%
Wincheap Retail and Industrial Estate, Canterbury	46	3.8%	11	6.7%	11	14.9%	8	10.3%
Maidstone	40	3.3%	0	.0%	0	.0%	0	.0%
Sittingbourne	38	3.1%	0	.0%	0	.0%	0	.0%
Herne Bay town centre	29	2.4%	3	1.8%	0	.0%	0	.0%
Broadstairs	27	2.2%	0	.0%	0	.0%	0	.0%
Chatham	21	1.7%	0	.0%	0	.0%	0	.0%
Dover	21	1.7%	0	.0%	0	.0%	1	1.3%
Bluewater	17	1.4%	4	2.4%	1	1.4%	2	2.6%
Tenterden	16	1.3%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	15	1.2%	5	3.0%	3	4.1%	2	2.6%
Asda superstore, Sturry Road, Canterbury	14	1.1%	5	3.0%	1	1.4%	2	2.6%
Margate	13	1.1%	0	.0%	0	.0%	0	.0%
Ramsgate	13	1.1%	0	.0%	0	.0%	0	.0%
Whitstable town centre	10	.8%	0	.0%	0	.0%	0	.0%
Deal	9	.7%	0	.0%	0	.0%	0	.0%
Faversham	9	.7%	0	.0%	1	1.4%	0	.0%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Hempstead Valley	7	.6%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	6	.5%	0	.0%	1	1.4%	0	.0%
Sheerness	5	.4%	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	4	.3%	1	.6%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	3	.2%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	3	.2%	0	.0%	0	.0%	0	.0%
Sandwich	3	.2%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	3	.2%	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	2	.2%	1	.6%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	2	.2%	2	1.2%	0	.0%	0	.0%
Broad Oak Road, Canterbury	2	.2%	0	.0%	1	1.4%	0	.0%
John Wilson Business Park, Whitstable	2	.2%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	2	.2%	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	1	.1%	1	.6%	0	.0%	0	.0%
Thanington, Wincheap Road	1	.1%	1	.6%	0	.0%	0	.0%
Dartford	1	.1%	1	.6%	0	.0%	0	.0%
Hastings	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	Rochester	12	1.0%	0	.0%	0	.0%	0	.0%
	Ash	8	.7%	0	.0%	0	.0%	0	.0%
	Romney Marsh	3	.2%	0	.0%	0	.0%	0	.0%
	Westgate-on-Sea	3	.2%	0	.0%	0	.0%	0	.0%
	Dymchurch	2	.2%	0	.0%	0	.0%	0	.0%
	Gillingham	2	.2%	0	.0%	0	.0%	0	.0%
	Rainham	2	.2%	0	.0%	0	.0%	0	.0%
	Birchington	1	.1%	0	.0%	0	.0%	0	.0%
	Birmingham	1	.1%	1	.6%	0	.0%	0	.0%
	Brentwood	1	.1%	1	.6%	0	.0%	0	.0%
	Chillenden	1	.1%	0	.0%	0	.0%	0	.0%
	Peterborough	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Gravel Walk, Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Tankerton Road, Whitstable	1	.1%	0	.0%	0	.0%	0	.0%
	Welwyn Garden City	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	79	100.0%	92	100.0%	79	100.0%	87	100.0%
Canterbury City Centre	10	12.7%	17	18.5%	21	26.6%	1	1.1%
Ashford	0	.0%	0	.0%	1	1.3%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	26	32.9%	14	15.2%	14	17.7%	1	1.1%
Sturry Road, Canterbury	16	20.3%	14	15.2%	9	11.4%	0	.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Westwood Cross	2	2.5%	3	3.3%	0	.0%	44	50.6%
Marshwood Close (off Sturry Road), Canterbury	12	15.2%	7	7.6%	7	8.9%	1	1.1%
Wincheap Retail and Industrial Estate, Canterbury	3	3.8%	3	3.3%	4	5.1%	0	.0%
Maidstone	0	.0%	0	.0%	1	1.3%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%	0	.0%
Herne Bay town centre	3	3.8%	20	21.7%	3	3.8%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%	20	23.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater	0	.0%	1	1.1%	1	1.3%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	2	2.5%	2	2.2%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	3	3.8%	2	2.2%	0	.0%	0	.0%
Margate	1	1.3%	0	.0%	0	.0%	10	11.5%
Ramsgate	0	.0%	0	.0%	0	.0%	5	5.7%
Whitstable town centre	0	.0%	0	.0%	10	12.7%	0	.0%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Hempstead Valley	0	.0%	0	.0%	0	.0%	0	.0%		
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	2	2.2%	3	3.8%	0	.0%		
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%		
Stour Retail Park (off Sturry Road), Canterbury	1	1.3%	1	1.1%	1	1.3%	0	.0%		
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	3	3.3%	0	.0%	0	.0%		
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	3	3.3%	0	.0%	0	.0%		
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%		
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%		
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	1	1.3%	0	.0%		
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
John Wilson Business Park, Whitstable	0	.0%	0	.0%	2	2.5%	0	.0%		
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%		
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%		
Dartford	0	.0%	0	.0%	0	.0%	0	.0%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Ash	0	.0%	0	.0%	0	.0%	0	.0%
	Romney Marsh	0	.0%	0	.0%	0	.0%	0	.0%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	3	3.4%
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%	1	1.1%
	Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Chillenden	0	.0%	0	.0%	0	.0%	0	.0%
	Peterborough	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Gravel Walk, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Tankerton Road, Whitstable	0	.0%	0	.0%	1	1.3%	0	.0%
	Welwyn Garden City	0	.0%	0	.0%	0	.0%	1	1.1%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	84	100.0%	80	100.0%	82	100.0%	82	100.0%
Canterbury City Centre	6	7.1%	11	13.8%	3	3.7%	7	8.5%
Ashford	0	.0%	2	2.5%	6	7.3%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	8	9.5%	5	6.3%	2	2.4%	3	3.7%
Sturry Road, Canterbury	6	7.1%	4	5.0%	0	.0%	4	4.9%
Folkstone	0	.0%	14	17.5%	70	85.4%	0	.0%
Westwood Cross	23	27.4%	7	8.8%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	4	4.8%	5	6.3%	0	.0%	2	2.4%
Wincheap Retail and Industrial Estate, Canterbury	3	3.6%	3	3.8%	0	.0%	0	.0%
Maidstone	0	.0%	0	.0%	0	.0%	4	4.9%
Sittingbourne	0	.0%	0	.0%	0	.0%	38	46.3%
Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	7	8.3%	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	2	2.4%
Dover	2	2.4%	18	22.5%	0	.0%	0	.0%
Bluewater	0	.0%	1	1.3%	0	.0%	3	3.7%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	1	1.3%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	1	1.2%	0	.0%	0	.0%	0	.0%
Margate	2	2.4%	0	.0%	0	.0%	0	.0%
Ramsgate	8	9.5%	0	.0%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Deal	2	2.4%	7	8.8%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	8	9.8%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone									
	8		9		10		11			
	Num	%	Num	%	Num	%	Num	%		
Hempstead Valley	0	.0%	0	.0%	0	.0%	0	.0%		
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%	0	.0%		
Sheerness	0	.0%	0	.0%	0	.0%	5	6.1%		
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%		
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%		
Sandwich	3	3.6%	0	.0%	0	.0%	0	.0%		
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%		
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Broad Oak Road, Canterbury	0	.0%	1	1.3%	0	.0%	0	.0%		
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%		
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	1	1.2%		
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%		
Dartford	0	.0%	0	.0%	0	.0%	0	.0%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Rochester	0	.0%	0	.0%	0	.0%	5	6.1%
	Ash	7	8.3%	1	1.3%	0	.0%	0	.0%
	Romney Marsh	0	.0%	0	.0%	0	.0%	0	.0%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%	0	.0%
	Birmingham	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Chillenden	1	1.2%	0	.0%	0	.0%	0	.0%
	Peterborough	1	1.2%	0	.0%	0	.0%	0	.0%
	Tesco, Gravel Walk, Canterbury	0	.0%	0	.0%	1	1.2%	0	.0%
	Tesco, Tankerton Road, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Welwyn Garden City	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	82	100.0%	78	100.0%	80	100.0%
Canterbury City Centre	2	2.4%	0	.0%	0	.0%
Ashford	75	91.5%	54	69.2%	1	1.3%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	2	2.4%	0	.0%	0	.0%
Folkstone	1	1.2%	2	2.6%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	1	1.2%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%
Maidstone	1	1.2%	1	1.3%	33	41.3%
Sittingbourne	0	.0%	0	.0%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	19	23.8%
Dover	0	.0%	0	.0%	0	.0%
Bluewater	0	.0%	1	1.3%	3	3.8%
Tenterden	0	.0%	15	19.2%	1	1.3%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Margate	0	.0%	0	.0%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Hempstead Valley	0	.0%	0	.0%	7	8.8%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	3	3.8%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	1	1.3%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%
Dartford	0	.0%	0	.0%	0	.0%
Hastings	0	.0%	0	.0%	1	1.3%

(cont.)

Q8. Excluding the summer holidays, where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Rochester	0	.0%	0	.0%	7	8.8%
	Ash	0	.0%	0	.0%	0	.0%
	Romney Marsh	0	.0%	3	3.8%	0	.0%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	2	2.6%	0	.0%
	Gillingham	0	.0%	0	.0%	2	2.5%
	Rainham	0	.0%	0	.0%	2	2.5%
	Birchington	0	.0%	0	.0%	0	.0%
	Birmingham	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%
	Chillenden	0	.0%	0	.0%	0	.0%
	Peterborough	0	.0%	0	.0%	0	.0%
	Tesco, Gravel Walk, Canterbury	0	.0%	0	.0%	0	.0%
	Tesco, Tankerton Road, Whitstable	0	.0%	0	.0%	0	.0%
	Welwyn Garden City	0	.0%	0	.0%	0	.0%

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	1180	100.0%	164	100.0%	79	100.0%	73	100.0%
Canterbury City Centre	158	13.4%	37	22.6%	26	32.9%	16	21.9%
Canterbury City Retail Park (off Sturry Road), Canterbury	156	13.2%	35	21.3%	15	19.0%	13	17.8%
Ashford	149	12.6%	0	.0%	1	1.3%	2	2.7%
Sturry Road, Canterbury	114	9.7%	32	19.5%	15	19.0%	17	23.3%
Westwood Cross	76	6.4%	1	.6%	2	2.5%	1	1.4%
Folkstone	75	6.4%	0	.0%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	55	4.7%	18	11.0%	9	11.4%	11	15.1%
Marshwood Close (off Sturry Road), Canterbury	55	4.7%	21	12.8%	4	5.1%	5	6.8%
Maidstone	36	3.1%	1	.6%	1	1.3%	0	.0%
Sittingbourne	33	2.8%	0	.0%	0	.0%	0	.0%
Herne Bay town centre	24	2.0%	0	.0%	0	.0%	0	.0%
Broadstairs	24	2.0%	0	.0%	0	.0%	0	.0%
Bluewater	21	1.8%	1	.6%	1	1.3%	1	1.4%
Chatham	19	1.6%	0	.0%	1	1.3%	0	.0%
Dover	16	1.4%	0	.0%	0	.0%	1	1.4%
Margate	14	1.2%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	12	1.0%	2	1.2%	0	.0%	0	.0%
Tenterden	12	1.0%	1	.6%	0	.0%	0	.0%
Ramsgate	11	.9%	0	.0%	0	.0%	0	.0%
Hempstead Valley	10	.8%	0	.0%	0	.0%	0	.0%
Faversham	8	.7%	1	.6%	0	.0%	0	.0%
Hythe	8	.7%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Whitstable town centre	7	.6%	0	.0%	1	1.3%	0	.0%
Riverside Retail Park, Wincheap	6	.5%	3	1.8%	1	1.3%	0	.0%
Deal	6	.5%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	5	.4%	1	.6%	0	.0%	2	2.7%
Sheerness	5	.4%	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	4	.3%	1	.6%	1	1.3%	0	.0%
Sandwich	4	.3%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	3	.3%	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	2	.2%	1	.6%	0	.0%	1	1.4%
Thanington, Wincheap Road	2	.2%	0	.0%	0	.0%	2	2.7%
Herne Bay Trading Park, Sea Street, Herne Bay	2	.2%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	2	.2%	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	1	.1%	0	.0%	0	.0%	1	1.4%
Maybrook Retail Park, Canterbury	1	.1%	1	.6%	0	.0%	0	.0%
Broad Oak Road, Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
Hastings	1	.1%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	1	.1%	1	.6%	0	.0%	0	.0%
Sevenoaks	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	Rochester	8	.7%	0	.0%	0	.0%	0	.0%
	Gillingham	5	.4%	0	.0%	0	.0%	0	.0%
	Canterbury Retail Parks	3	.3%	2	1.2%	0	.0%	0	.0%
	Rainham	3	.3%	0	.0%	0	.0%	0	.0%
	Westgate-on-Sea	3	.3%	0	.0%	0	.0%	0	.0%
	Ash	2	.2%	0	.0%	0	.0%	0	.0%
	Dymchurch	2	.2%	0	.0%	0	.0%	0	.0%
	London	2	.2%	0	.0%	0	.0%	0	.0%
	Sturry	2	.2%	1	.6%	1	1.3%	0	.0%
	Tesco, Tankerton Road, Whitstable	2	.2%	1	.6%	0	.0%	0	.0%
	Beltinge, Herne Bay	1	.1%	0	.0%	0	.0%	0	.0%
	Brentwood	1	.1%	1	.6%	0	.0%	0	.0%
	Cranbrook	1	.1%	0	.0%	0	.0%	0	.0%
	Lidl, Sturry Road, Canterbury	1	.1%	1	.6%	0	.0%	0	.0%
	New Romney	1	.1%	0	.0%	0	.0%	0	.0%
	Norwich	1	.1%	0	.0%	0	.0%	0	.0%
	Peterborough	1	.1%	0	.0%	0	.0%	0	.0%
Swalecliffe	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	75	100.0%	92	100.0%	75	100.0%	80	100.0%
Canterbury City Centre	11	14.7%	22	23.9%	16	21.3%	4	5.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	32	42.7%	15	16.3%	18	24.0%	0	.0%
Ashford	0	.0%	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	14	18.7%	13	14.1%	11	14.7%	0	.0%
Westwood Cross	1	1.3%	2	2.2%	1	1.3%	38	47.5%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	2	2.7%	2	2.2%	4	5.3%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	7	9.3%	7	7.6%	4	5.3%	1	1.3%
Maidstone	0	.0%	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%	0	.0%
Herne Bay town centre	4	5.3%	19	20.7%	1	1.3%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%	18	22.5%
Bluewater	0	.0%	3	3.3%	2	2.7%	1	1.3%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%	0	.0%
Margate	0	.0%	0	.0%	0	.0%	9	11.3%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	2	2.2%	8	10.7%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%	6	7.5%
Hempstead Valley	1	1.3%	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Whitstable town centre	0	.0%	0	.0%	6	8.0%	0	.0%		
Riverside Retail Park, Wincheap	1	1.3%	0	.0%	1	1.3%	0	.0%		
Deal	0	.0%	0	.0%	0	.0%	0	.0%		
Asda superstore, Sturry Road, Canterbury	1	1.3%	1	1.1%	0	.0%	0	.0%		
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%		
Stour Retail Park (off Sturry Road), Canterbury	1	1.3%	0	.0%	1	1.3%	0	.0%		
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%		
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%		
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%		
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	2	2.2%	0	.0%	0	.0%		
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	2	2.2%	0	.0%	0	.0%		
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%		
Sevenoaks	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Rochester	0	.0%	0	.0%	0	.0%	0	.0%		
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%		
	Canterbury Retail Parks	0	.0%	0	.0%	1	1.3%	0	.0%		
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%		
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	3	3.8%		
	Ash	0	.0%	0	.0%	0	.0%	0	.0%		
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%		
	London	0	.0%	0	.0%	0	.0%	0	.0%		
	Sturry	0	.0%	0	.0%	0	.0%	0	.0%		
	Tesco, Tankerton Road, Whitstable	0	.0%	1	1.1%	0	.0%	0	.0%		
	Beltinge, Herne Bay	0	.0%	1	1.1%	0	.0%	0	.0%		
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%		
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%		
	Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%		
	Norwich	0	.0%	0	.0%	0	.0%	0	.0%		
	Peterborough	0	.0%	0	.0%	0	.0%	0	.0%		
Swalecliffe	0	.0%	0	.0%	1	1.3%	0	.0%			

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	79	100.0%	72	100.0%	79	100.0%	78	100.0%
Canterbury City Centre	9	11.4%	11	15.3%	1	1.3%	5	6.4%
Canterbury City Retail Park (off Sturry Road), Canterbury	11	13.9%	8	11.1%	3	3.8%	5	6.4%
Ashford	0	.0%	1	1.4%	7	8.9%	3	3.8%
Sturry Road, Canterbury	3	3.8%	6	8.3%	0	.0%	2	2.6%
Westwood Cross	24	30.4%	6	8.3%	0	.0%	0	.0%
Folkstone	1	1.3%	13	18.1%	58	73.4%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	4	5.1%	3	4.2%	0	.0%	1	1.3%
Marshwood Close (off Sturry Road), Canterbury	1	1.3%	2	2.8%	0	.0%	3	3.8%
Maidstone	0	.0%	0	.0%	0	.0%	2	2.6%
Sittingbourne	0	.0%	0	.0%	0	.0%	33	42.3%
Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	6	7.6%	0	.0%	0	.0%	0	.0%
Bluewater	1	1.3%	0	.0%	2	2.5%	6	7.7%
Chatham	0	.0%	0	.0%	1	1.3%	1	1.3%
Dover	2	2.5%	13	18.1%	0	.0%	0	.0%
Margate	2	2.5%	3	4.2%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Ramsgate	5	6.3%	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	0	.0%	1	1.3%
Faversham	0	.0%	0	.0%	0	.0%	7	9.0%
Hythe	0	.0%	0	.0%	7	8.9%	0	.0%

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Zone									
	8		9		10		11			
	Num	%	Num	%	Num	%	Num	%		
Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%		
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%	0	.0%		
Deal	1	1.3%	5	6.9%	0	.0%	0	.0%		
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%	5	6.4%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sandwich	4	5.1%	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Broad Oak Road, Canterbury	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Hastings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sevenoaks	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Rochester	0	.0%	0	.0%	0	.0%	3	3.8%
	Gillingham	0	.0%	0	.0%	0	.0%	1	1.3%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Ash	2	2.5%	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%
	London	1	1.3%	0	.0%	0	.0%	0	.0%
	Sturry	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Tankerton Road, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Beltinge, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Norwich	1	1.3%	0	.0%	0	.0%	0	.0%
	Peterborough	1	1.3%	0	.0%	0	.0%	0	.0%
Swalecliffe	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	83	100.0%	76	100.0%	75	100.0%
Canterbury City Centre	0	.0%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	1	1.2%	0	.0%	0	.0%
Ashford	79	95.2%	54	71.1%	2	2.7%
Sturry Road, Canterbury	1	1.2%	0	.0%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%
Folkstone	0	.0%	3	3.9%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	1	1.2%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Maidstone	1	1.2%	2	2.6%	29	38.7%
Sittingbourne	0	.0%	0	.0%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Bluewater	0	.0%	1	1.3%	2	2.7%
Chatham	0	.0%	0	.0%	16	21.3%
Dover	0	.0%	0	.0%	0	.0%
Margate	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	11	14.5%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	8	10.7%
Faversham	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	1	1.3%	0	.0%

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Whitstable town centre	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	3	4.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%
Hastings	0	.0%	1	1.3%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%
Sevenoaks	0	.0%	0	.0%	1	1.3%

(cont.)

Q9. Excluding the summer holidays, where does your household do most of its shopping for audio-visual equipment, such as radio, TV, Hi-Fi, telephones, photographic goods and computer products?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Rochester	0	.0%	0	.0%	5	6.7%
	Gillingham	0	.0%	0	.0%	4	5.3%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	3	4.0%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%
	Ash	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	2	2.6%	0	.0%
	London	0	.0%	0	.0%	1	1.3%
	Sturry	0	.0%	0	.0%	0	.0%
	Tesco, Tankerton Road, Whitstable	0	.0%	0	.0%	0	.0%
	Beltinge, Herne Bay	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	1	1.3%
	Lidl, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	1	1.3%	0	.0%
	Norwich	0	.0%	0	.0%	0	.0%
	Peterborough	0	.0%	0	.0%	0	.0%
Swalecliffe	0	.0%	0	.0%	0	.0%	

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	1388	100.0%	189	100.0%	94	100.0%	92	100.0%
Sturry Road, Canterbury	320	23.1%	103	54.5%	36	38.3%	40	43.5%
Ashford	179	12.9%	0	.0%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	97	7.0%	30	15.9%	26	27.7%	23	25.0%
Folkstone	88	6.3%	0	.0%	0	.0%	0	.0%
Canterbury City Centre	86	6.2%	37	19.6%	14	14.9%	18	19.6%
John Wilson Business Park, Whitstable	79	5.7%	1	.5%	2	2.1%	0	.0%
Dover	79	5.7%	0	.0%	0	.0%	2	2.2%
Westwood Cross	67	4.8%	0	.0%	0	.0%	0	.0%
Sittingbourne	54	3.9%	0	.0%	1	1.1%	0	.0%
Maidstone	35	2.5%	0	.0%	1	1.1%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	33	2.4%	0	.0%	1	1.1%	0	.0%
Margate	25	1.8%	0	.0%	1	1.1%	0	.0%
Broadstairs	17	1.2%	0	.0%	0	.0%	0	.0%
Ramsgate	17	1.2%	0	.0%	0	.0%	0	.0%
Whitstable town centre	15	1.1%	0	.0%	2	2.1%	0	.0%
Chatham	14	1.0%	1	.5%	2	2.1%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	11	.8%	4	2.1%	1	1.1%	1	1.1%
Herne Bay town centre	11	.8%	0	.0%	0	.0%	0	.0%
Sandwich	11	.8%	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	10	.7%	0	.0%	1	1.1%	0	.0%
Faversham	8	.6%	0	.0%	0	.0%	0	.0%
Deal	5	.4%	0	.0%	0	.0%	0	.0%
Tenterden	5	.4%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Tunbridge Wells	5	.4%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	4	.3%	3	1.6%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	3	.2%	0	.0%	2	2.1%	1	1.1%
Marshwood Close (off Sturry Road), Canterbury	3	.2%	2	1.1%	0	.0%	1	1.1%
Thanington, Wincheap Road	2	.1%	0	.0%	1	1.1%	1	1.1%
Stour Retail Park (off Sturry Road), Canterbury	2	.1%	0	.0%	1	1.1%	0	.0%
Sheerness	2	.1%	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	1	.1%	1	.5%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	1	.1%	0	.0%	0	.0%	0	.0%
Dartford	1	.1%	1	.5%	0	.0%	0	.0%
Hythe	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	44	3.2%	0	.0%	0	.0%	0	.0%
	Whitfield	11	.8%	0	.0%	0	.0%	1	1.1%
	Canterbury Garden Centre, Canterbury Road, Herne Common	6	.4%	0	.0%	0	.0%	1	1.1%
	Rainham	4	.3%	0	.0%	0	.0%	0	.0%
	Thompsons Garden Centre, Petham, Canterbury	4	.3%	1	.5%	1	1.1%	2	2.2%
	Chestfield	3	.2%	0	.0%	0	.0%	0	.0%
	Dymchurch	3	.2%	0	.0%	0	.0%	0	.0%
	Alkham, Dover	2	.1%	0	.0%	0	.0%	0	.0%
	Canterbury Retail Parks	2	.1%	2	1.1%	0	.0%	0	.0%
	Meadow Grange Nurseries, Honey Hill, Whitstable	2	.1%	0	.0%	1	1.1%	0	.0%
	Rochester	2	.1%	0	.0%	0	.0%	0	.0%
	Wincheap	2	.1%	1	.5%	0	.0%	0	.0%
	Chartham Garden Centre, Ashford Road, Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
	Chillham	1	.1%	0	.0%	0	.0%	1	1.1%
	Cranbrook	1	.1%	0	.0%	0	.0%	0	.0%
	Jewsons, Hamilton Road, Whitstable	1	.1%	0	.0%	0	.0%	0	.0%
	Medway Retail Park	1	.1%	0	.0%	0	.0%	0	.0%
	Minster	1	.1%	0	.0%	0	.0%	0	.0%
	New Romney	1	.1%	0	.0%	0	.0%	0	.0%
	Paddock Wood	1	.1%	0	.0%	0	.0%	0	.0%
	Romford	1	.1%	1	.5%	0	.0%	0	.0%
	Selling	1	.1%	0	.0%	0	.0%	0	.0%
	Sturry	1	.1%	1	.5%	0	.0%	0	.0%
Westgate-on-Sea	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	95	100.0%	95	100.0%	91	100.0%	91	100.0%
Sturry Road, Canterbury	74	77.9%	18	18.9%	14	15.4%	1	1.1%
Ashford	0	.0%	0	.0%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	0	.0%	2	2.1%	2	2.2%	0	.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Canterbury City Centre	8	8.4%	1	1.1%	1	1.1%	0	.0%
John Wilson Business Park, Whitstable	1	1.1%	18	18.9%	55	60.4%	0	.0%
Dover	0	.0%	0	.0%	0	.0%	0	.0%
Westwood Cross	0	.0%	4	4.2%	0	.0%	44	48.4%
Sittingbourne	0	.0%	0	.0%	1	1.1%	0	.0%
Maidstone	0	.0%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	28	29.5%	3	3.3%	1	1.1%
Margate	0	.0%	0	.0%	0	.0%	18	19.8%
Broadstairs	1	1.1%	0	.0%	0	.0%	15	16.5%
Ramsgate	0	.0%	1	1.1%	0	.0%	8	8.8%
Whitstable town centre	0	.0%	2	2.1%	11	12.1%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	4	4.2%	0	.0%	0	.0%	0	.0%
Herne Bay town centre	1	1.1%	9	9.5%	1	1.1%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	9	9.5%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	1	1.1%	0	.0%	0	.0%

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	1	1.1%	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Dartford	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%
	Whitfield	0	.0%	0	.0%	0	.0%	0	.0%
	Canterbury Garden Centre, Canterbury Road, Herne Common	3	3.2%	0	.0%	1	1.1%	1	1.1%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Thompsons Garden Centre, Petham, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Chestfield	1	1.1%	1	1.1%	1	1.1%	0	.0%
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%
	Alkham, Dover	0	.0%	0	.0%	0	.0%	0	.0%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%	0	.0%
	Meadow Grange Nurseries, Honey Hill, Whitstable	1	1.1%	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Wincheap	0	.0%	0	.0%	0	.0%	0	.0%
	Chartham Garden Centre, Ashford Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Chillham	0	.0%	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%
	Jewsons, Hamilton Road, Whitstable	0	.0%	0	.0%	1	1.1%	0	.0%
	Medway Retail Park	0	.0%	0	.0%	0	.0%	0	.0%
	Minster	0	.0%	0	.0%	0	.0%	1	1.1%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Paddock Wood	0	.0%	0	.0%	0	.0%	0	.0%
Romford	0	.0%	0	.0%	0	.0%	0	.0%	
Selling	0	.0%	0	.0%	0	.0%	0	.0%	
Sturry	0	.0%	0	.0%	0	.0%	0	.0%	
Westgate-on-Sea	0	.0%	0	.0%	0	.0%	1	1.1%	

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	87	100.0%	93	100.0%	92	100.0%	90	100.0%
Sturry Road, Canterbury	19	21.8%	5	5.4%	1	1.1%	7	7.8%
Ashford	1	1.1%	0	.0%	6	6.5%	2	2.2%
Wincheap Retail and Industrial Estate, Canterbury	8	9.2%	1	1.1%	1	1.1%	2	2.2%
Folkstone	0	.0%	4	4.3%	79	85.9%	0	.0%
Canterbury City Centre	2	2.3%	0	.0%	1	1.1%	3	3.3%
John Wilson Business Park, Whitstable	0	.0%	1	1.1%	0	.0%	1	1.1%
Dover	16	18.4%	60	64.5%	1	1.1%	0	.0%
Westwood Cross	16	18.4%	2	2.2%	0	.0%	1	1.1%
Sittingbourne	0	.0%	0	.0%	0	.0%	51	56.7%
Maidstone	0	.0%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Margate	4	4.6%	2	2.2%	0	.0%	0	.0%
Broadstairs	1	1.1%	0	.0%	0	.0%	0	.0%
Ramsgate	5	5.7%	3	3.2%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	1	1.1%	0	.0%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Sandwich	11	12.6%	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	8	8.9%
Deal	0	.0%	5	5.4%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	2	2.2%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%	0	.0%
Dartford	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	1	1.1%	0	.0%

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	0	.0%	12	13.3%
	Whitfield	2	2.3%	8	8.6%	0	.0%	0	.0%
	Canterbury Garden Centre, Canterbury Road, Herne Common	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Thompsons Garden Centre, Petham, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Chestfield	0	.0%	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%
	Alkham, Dover	0	.0%	1	1.1%	1	1.1%	0	.0%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%	0	.0%
	Meadow Grange Nurseries, Honey Hill, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Wincheap	1	1.1%	0	.0%	0	.0%	0	.0%
	Chartham Garden Centre, Ashford Road, Canterbury	1	1.1%	0	.0%	0	.0%	0	.0%
	Chillham	0	.0%	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%
	Jewsons, Hamilton Road, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Medway Retail Park	0	.0%	0	.0%	0	.0%	1	1.1%
	Minster	0	.0%	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Paddock Wood	0	.0%	0	.0%	0	.0%	0	.0%
Romford	0	.0%	0	.0%	0	.0%	0	.0%	
Selling	0	.0%	0	.0%	1	1.1%	0	.0%	
Sturry	0	.0%	0	.0%	0	.0%	0	.0%	
Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	95	100.0%	89	100.0%	95	100.0%
Sturry Road, Canterbury	1	1.1%	1	1.1%	0	.0%
Ashford	92	96.8%	74	83.1%	4	4.2%
Wincheap Retail and Industrial Estate, Canterbury	1	1.1%	1	1.1%	0	.0%
Folkstone	0	.0%	5	5.6%	0	.0%
Canterbury City Centre	1	1.1%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	1	1.1%	0	.0%
Maidstone	0	.0%	1	1.1%	33	34.7%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%
Margate	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	11	11.6%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	4	4.5%	0	.0%

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Tunbridge Wells	0	.0%	0	.0%	5	5.3%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%
Dartford	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%

(cont.)

Q10. Excluding the summer holidays, where does your household do most of its shopping for DIY goods, decorating supplies and garden products?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Gillingham	0	.0%	0	.0%	32	33.7%
	Whitfield	0	.0%	0	.0%	0	.0%
	Canterbury Garden Centre, Canterbury Road, Herne Common	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	4	4.2%
	Thompsons Garden Centre, Petham, Canterbury	0	.0%	0	.0%	0	.0%
	Chestfield	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	1	1.1%	2	2.1%
	Alkham, Dover	0	.0%	0	.0%	0	.0%
	Canterbury Retail Parks	0	.0%	0	.0%	0	.0%
	Meadow Grange Nurseries, Honey Hill, Whitstable	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	2	2.1%
	Wincheap	0	.0%	0	.0%	0	.0%
	Chartham Garden Centre, Ashford Road, Canterbury	0	.0%	0	.0%	0	.0%
	Chillham	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	1	1.1%
	Jewsons, Hamilton Road, Whitstable	0	.0%	0	.0%	0	.0%
	Medway Retail Park	0	.0%	0	.0%	0	.0%
	Minster	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	1	1.1%	0	.0%
	Paddock Wood	0	.0%	0	.0%	1	1.1%
	Romford	0	.0%	0	.0%	0	.0%
Selling	0	.0%	0	.0%	0	.0%	
Sturry	0	.0%	0	.0%	0	.0%	
Westgate-on-Sea	0	.0%	0	.0%	0	.0%	

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	1438	100.0%	195	100.0%	96	100.0%	92	100.0%
Canterbury City Centre	326	22.7%	116	59.5%	53	55.2%	50	54.3%
Ashford	135	9.4%	0	.0%	1	1.0%	0	.0%
Folkstone	72	5.0%	2	1.0%	0	.0%	1	1.1%
Herne Bay town centre	64	4.5%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	57	4.0%	18	9.2%	3	3.1%	3	3.3%
Whitstable town centre	47	3.3%	1	.5%	2	2.1%	1	1.1%
Dover	47	3.3%	0	.0%	1	1.0%	0	.0%
Westwood Cross	42	2.9%	0	.0%	0	.0%	0	.0%
Deal	39	2.7%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	38	2.6%	0	.0%	4	4.2%	1	1.1%
Maidstone	36	2.5%	0	.0%	1	1.0%	0	.0%
Sittingbourne	32	2.2%	0	.0%	1	1.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	31	2.2%	18	9.2%	4	4.2%	2	2.2%
Faversham	31	2.2%	2	1.0%	1	1.0%	0	.0%
Riverside Retail Park, Wincheap	29	2.0%	10	5.1%	10	10.4%	6	6.5%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	27	1.9%	13	6.7%	3	3.1%	6	6.5%
Wincheap Retail and Industrial Estate, Canterbury	26	1.8%	5	2.6%	8	8.3%	9	9.8%
Tenterden	26	1.8%	0	.0%	0	.0%	0	.0%
Margate	25	1.7%	0	.0%	0	.0%	0	.0%
Sandwich	25	1.7%	0	.0%	0	.0%	0	.0%
Hythe	24	1.7%	0	.0%	0	.0%	0	.0%
Broadstairs	22	1.5%	0	.0%	0	.0%	0	.0%
Chatham	20	1.4%	0	.0%	3	3.1%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Ramsgate	17	1.2%	0	.0%	0	.0%	0	.0%
Hempstead Valley	13	.9%	0	.0%	0	.0%	0	.0%
Sheerness	13	.9%	0	.0%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	9	.6%	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	7	.5%	1	.5%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	3	.2%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	2	.1%	0	.0%	0	.0%	0	.0%
Bluewater	2	.1%	1	.5%	0	.0%	0	.0%
Tunbridge Wells	2	.1%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	1	.1%	0	.0%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
Dartford	1	.1%	0	.0%	0	.0%	0	.0%
Hastings	1	.1%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	1	.1%	0	.0%	0	.0%	0	.0%
Sevenoaks	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	New Romney	15	1.0%	0	.0%	0	.0%	0	.0%
	Sturry	14	1.0%	0	.0%	0	.0%	0	.0%
	Gillingham	13	.9%	0	.0%	0	.0%	0	.0%
	Rainham	10	.7%	0	.0%	0	.0%	0	.0%
	Swalecliffe	8	.6%	0	.0%	0	.0%	0	.0%
	Ash	7	.5%	0	.0%	0	.0%	1	1.1%
	Bridge, Canterbury	6	.4%	0	.0%	0	.0%	6	6.5%
	Hawkinge	5	.3%	0	.0%	0	.0%	0	.0%
	Aylesham	4	.3%	0	.0%	0	.0%	1	1.1%
	Northgate, Canterbury	4	.3%	4	2.1%	0	.0%	0	.0%
	Whitfield	4	.3%	1	.5%	0	.0%	0	.0%
	Beltinge, Herne Bay	3	.2%	0	.0%	0	.0%	0	.0%
	Birchington	3	.2%	0	.0%	0	.0%	0	.0%
	Cranbrook	3	.2%	0	.0%	0	.0%	0	.0%
	Dymchurch	3	.2%	0	.0%	0	.0%	0	.0%
	Elham, Canterbury	3	.2%	0	.0%	0	.0%	2	2.2%
	Lydd, Romney Marsh	3	.2%	0	.0%	0	.0%	0	.0%
	Westgate-on-Sea	3	.2%	0	.0%	0	.0%	0	.0%
	Bearsted	2	.1%	0	.0%	0	.0%	0	.0%
	Chestfield	2	.1%	0	.0%	0	.0%	0	.0%
	Eastry	2	.1%	0	.0%	0	.0%	1	1.1%
	Halfway	2	.1%	0	.0%	0	.0%	0	.0%
	Littlebourne	2	.1%	0	.0%	0	.0%	2	2.2%
	Lloyds, Sea Street, Herne Bay	2	.1%	0	.0%	0	.0%	0	.0%
	Minster	2	.1%	0	.0%	0	.0%	0	.0%
	Teynham	2	.1%	0	.0%	0	.0%	0	.0%
Willesborough	2	.1%	0	.0%	0	.0%	0	.0%	
Brentwood	1	.1%	1	.5%	0	.0%	0	.0%	

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	Broomfield	1	.1%	0	.0%	0	.0%	0	.0%
	Crooksfoot	1	.1%	0	.0%	0	.0%	0	.0%
	Hawkhurst	1	.1%	0	.0%	0	.0%	0	.0%
	Headcorn	1	.1%	0	.0%	0	.0%	0	.0%
	Lenham	1	.1%	0	.0%	0	.0%	0	.0%
	Londis, Longport, Canterbury	1	.1%	0	.0%	1	1.0%	0	.0%
	Parkwood	1	.1%	0	.0%	0	.0%	0	.0%
	Rochester	1	.1%	0	.0%	0	.0%	0	.0%
	Seasalter, Whitstable	1	.1%	1	.5%	0	.0%	0	.0%
	Staplehurst	1	.1%	0	.0%	0	.0%	0	.0%
	University Pharmacy, Giles Lane, Canterbury	1	.1%	1	.5%	0	.0%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	96	100.0%	98	100.0%	98	100.0%	97	100.0%
Canterbury City Centre	33	34.4%	12	12.2%	15	15.3%	7	7.2%
Ashford	0	.0%	0	.0%	0	.0%	1	1.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Herne Bay town centre	4	4.2%	58	59.2%	2	2.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	29	30.2%	0	.0%	1	1.0%	0	.0%
Whitstable town centre	1	1.0%	3	3.1%	39	39.8%	0	.0%
Dover	0	.0%	0	.0%	0	.0%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%	23	23.7%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	1	1.0%	6	6.1%	25	25.5%	1	1.0%
Maidstone	0	.0%	0	.0%	1	1.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	1	1.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	2	2.1%	1	1.0%	0	.0%	0	.0%
Faversham	0	.0%	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	3	3.1%	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	1	1.0%	0	.0%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	1	1.0%	0	.0%
Margate	0	.0%	1	1.0%	0	.0%	23	23.7%
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%	20	20.6%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Ramsgate	0	.0%	0	.0%	0	.0%	14	14.4%		
Hempstead Valley	0	.0%	0	.0%	0	.0%	0	.0%		
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%		
John Wilson Business Park, Whitstable	0	.0%	4	4.1%	5	5.1%	0	.0%		
Sturry Road, Canterbury	6	6.3%	0	.0%	0	.0%	0	.0%		
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	3	3.1%	0	.0%	0	.0%		
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	2	2.0%	0	.0%	0	.0%		
Bluewater	0	.0%	0	.0%	0	.0%	0	.0%		
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%		
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Stour Retail Park (off Sturry Road), Canterbury	1	1.0%	0	.0%	0	.0%	0	.0%		
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Dartford	0	.0%	0	.0%	0	.0%	0	.0%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	0	.0%		
Sevenoaks	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	New Romney	0	.0%	0	.0%	0	.0%	0	.0%		
	Sturry	14	14.6%	0	.0%	0	.0%	0	.0%		
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%		
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%		
	Swalecliffe	0	.0%	0	.0%	8	8.2%	0	.0%		
	Ash	0	.0%	0	.0%	0	.0%	0	.0%		
	Bridge, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Hawkinge	0	.0%	0	.0%	0	.0%	0	.0%		
	Aylesham	0	.0%	0	.0%	0	.0%	0	.0%		
	Northgate, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Whitfield	0	.0%	0	.0%	0	.0%	0	.0%		
	Beltinge, Herne Bay	0	.0%	3	3.1%	0	.0%	0	.0%		
	Birchington	0	.0%	0	.0%	0	.0%	0	.0%	3	3.1%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Elham, Canterbury	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Lydd, Romney Marsh	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%	3	3.1%
	Bearsted	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chestfield	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Eastry	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Halfway	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Littlebourne	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lloyds, Sea Street, Herne Bay	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Minster	0	.0%	0	.0%	0	.0%	0	.0%	2	2.1%
	Teynham	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Willesborough	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	
Brentwood	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

		Zone									
		4		5		6		7			
		Num	%	Num	%	Num	%	Num	%		
Other	Broomfield	0	.0%	1	1.0%	0	.0%	0	.0%		
	Crooksfoot	0	.0%	0	.0%	0	.0%	0	.0%		
	Hawkhurst	0	.0%	0	.0%	0	.0%	0	.0%		
	Headcorn	0	.0%	0	.0%	0	.0%	0	.0%		
	Lenham	0	.0%	0	.0%	0	.0%	0	.0%		
	Londis, Longport, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Parkwood	0	.0%	0	.0%	0	.0%	0	.0%		
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%		
	Seasalter, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%		
	Staplehurst	0	.0%	0	.0%	0	.0%	0	.0%		
	University Pharmacy, Giles Lane, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	94	100.0%	95	100.0%	99	100.0%	92	100.0%
Canterbury City Centre	13	13.8%	8	8.4%	5	5.1%	5	5.4%
Ashford	1	1.1%	0	.0%	2	2.0%	1	1.1%
Folkstone	1	1.1%	3	3.2%	63	63.6%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	3	3.2%	0	.0%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Dover	2	2.1%	44	46.3%	0	.0%	0	.0%
Westwood Cross	17	18.1%	2	2.1%	0	.0%	0	.0%
Deal	11	11.7%	28	29.5%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%	0	.0%
Maidstone	0	.0%	0	.0%	0	.0%	3	3.3%
Sittingbourne	0	.0%	0	.0%	0	.0%	30	32.6%
Sainsbury's superstore, Kingsmead Road, Canterbury	3	3.2%	0	.0%	0	.0%	1	1.1%
Faversham	0	.0%	0	.0%	0	.0%	27	29.3%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	2	2.1%	1	1.1%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	2	2.1%	0	.0%	0	.0%	1	1.1%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Margate	0	.0%	1	1.1%	0	.0%	0	.0%
Sandwich	24	25.5%	1	1.1%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	24	24.2%	0	.0%
Broadstairs	2	2.1%	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Ramsgate	2	2.1%	1	1.1%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	0	.0%	4	4.3%
Sheerness	0	.0%	0	.0%	0	.0%	13	14.1%
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	0	.0%	1	1.1%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	1	1.1%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	1	1.1%
Dartford	1	1.1%	0	.0%	0	.0%	0	.0%
Hastings	0	.0%	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	1	1.1%
Sevenoaks	1	1.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

		Zone									
		8		9		10		11			
		Num	%	Num	%	Num	%	Num	%		
Other	New Romney	0	.0%	0	.0%	0	.0%	0	.0%		
	Sturry	0	.0%	0	.0%	0	.0%	0	.0%		
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%		
	Rainham	0	.0%	0	.0%	0	.0%	1	1.1%		
	Swalecliffe	0	.0%	0	.0%	0	.0%	0	.0%		
	Ash	6	6.4%	0	.0%	0	.0%	0	.0%		
	Bridge, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Hawkinge	0	.0%	0	.0%	5	5.1%	0	.0%		
	Aylesham	1	1.1%	2	2.1%	0	.0%	0	.0%		
	Northgate, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Whitfield	0	.0%	3	3.2%	0	.0%	0	.0%		
	Beltinge, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%		
	Birchington	0	.0%	0	.0%	0	.0%	0	.0%		
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%		
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%		
	Elham, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
	Lydd, Romney Marsh	0	.0%	0	.0%	0	.0%	0	.0%		
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%		
	Bearsted	0	.0%	0	.0%	0	.0%	0	.0%		
	Chestfield	0	.0%	0	.0%	0	.0%	0	.0%		
	Eastry	1	1.1%	0	.0%	0	.0%	0	.0%		
	Halfway	1	1.1%	0	.0%	0	.0%	1	1.1%		
	Littlebourne	0	.0%	0	.0%	0	.0%	0	.0%		
	Lloyds, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%		
	Minster	0	.0%	0	.0%	0	.0%	0	.0%		
	Teynham	0	.0%	0	.0%	0	.0%	2	2.2%		
Willesborough	0	.0%	0	.0%	0	.0%	0	.0%			
Brentwood	0	.0%	0	.0%	0	.0%	0	.0%			

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Broomfield	0	.0%	0	.0%	0	.0%	0	.0%
	Crooksfoot	0	.0%	0	.0%	0	.0%	0	.0%
	Hawkhurst	0	.0%	0	.0%	0	.0%	0	.0%
	Headcorn	0	.0%	0	.0%	0	.0%	0	.0%
	Lenham	0	.0%	0	.0%	0	.0%	0	.0%
	Londis, Longport, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Parkwood	0	.0%	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Seasalter, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Staplehurst	0	.0%	0	.0%	0	.0%	0	.0%
	University Pharmacy, Giles Lane, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	98	100.0%	95	100.0%	93	100.0%
Canterbury City Centre	5	5.1%	3	3.2%	1	1.1%
Ashford	88	89.8%	40	42.1%	1	1.1%
Folkstone	0	.0%	2	2.1%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%
Maidstone	0	.0%	0	.0%	31	33.3%
Sittingbourne	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%
Faversham	0	.0%	1	1.1%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	1	1.0%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	1	1.0%	0	.0%	0	.0%
Tenterden	0	.0%	25	26.3%	0	.0%
Margate	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	17	18.3%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Ramsgate	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	9	9.7%
Sheerness	0	.0%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%
Eddington Business Centre, Eddington Way, Herne Bay	0	.0%	0	.0%	0	.0%
Bluewater	0	.0%	0	.0%	1	1.1%
Tunbridge Wells	0	.0%	1	1.1%	1	1.1%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%
Maybrook Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Dartford	0	.0%	0	.0%	0	.0%
Hastings	0	.0%	1	1.1%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%
Sevenoaks	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	New Romney	0	.0%	15	15.8%	0	.0%
	Sturry	0	.0%	0	.0%	0	.0%
	Gillingham	0	.0%	0	.0%	13	14.0%
	Rainham	0	.0%	0	.0%	9	9.7%
	Swalecliffe	0	.0%	0	.0%	0	.0%
	Ash	0	.0%	0	.0%	0	.0%
	Bridge, Canterbury	0	.0%	0	.0%	0	.0%
	Hawkinge	0	.0%	0	.0%	0	.0%
	Aylesham	0	.0%	0	.0%	0	.0%
	Northgate, Canterbury	0	.0%	0	.0%	0	.0%
	Whitfield	0	.0%	0	.0%	0	.0%
	Beltinge, Herne Bay	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	1	1.1%	2	2.2%
	Dymchurch	0	.0%	3	3.2%	0	.0%
	Elham, Canterbury	0	.0%	0	.0%	0	.0%
	Lydd, Romney Marsh	0	.0%	3	3.2%	0	.0%
	Westgate-on-Sea	0	.0%	0	.0%	0	.0%
	Bearsted	0	.0%	0	.0%	2	2.2%
	Chestfield	0	.0%	0	.0%	0	.0%
	Eastry	0	.0%	0	.0%	0	.0%
	Halfway	0	.0%	0	.0%	0	.0%
	Littlebourne	0	.0%	0	.0%	0	.0%
	Lloyds, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%
	Minster	0	.0%	0	.0%	0	.0%
	Teynham	0	.0%	0	.0%	0	.0%
	Willesborough	2	2.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%

(cont.)

Q11. Excluding the summer holidays, where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Broomfield	0	.0%	0	.0%	0	.0%
	Crooksfoot	1	1.0%	0	.0%	0	.0%
	Hawkhurst	0	.0%	0	.0%	1	1.1%
	Headcorn	0	.0%	0	.0%	1	1.1%
	Lenham	0	.0%	0	.0%	1	1.1%
	Londis, Longport, Canterbury	0	.0%	0	.0%	0	.0%
	Parkwood	0	.0%	0	.0%	1	1.1%
	Rochester	0	.0%	0	.0%	1	1.1%
	Seasalter, Whitstable	0	.0%	0	.0%	0	.0%
	Staplehurst	0	.0%	0	.0%	1	1.1%
	University Pharmacy, Giles Lane, Canterbury	0	.0%	0	.0%	0	.0%

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	1138	100.0%	151	100.0%	79	100.0%	70	100.0%
Canterbury City Centre	509	44.7%	118	78.1%	62	78.5%	54	77.1%
Ashford	123	10.8%	0	.0%	2	2.5%	1	1.4%
Westwood Cross	66	5.8%	0	.0%	0	.0%	0	.0%
Folkstone	51	4.5%	0	.0%	0	.0%	0	.0%
Bluewater	46	4.0%	6	4.0%	2	2.5%	1	1.4%
Maidstone	40	3.5%	0	.0%	0	.0%	0	.0%
Whitstable town centre	23	2.0%	0	.0%	2	2.5%	0	.0%
Dover	20	1.8%	0	.0%	0	.0%	1	1.4%
Sittingbourne	17	1.5%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	15	1.3%	0	.0%	2	2.5%	0	.0%
Herne Bay town centre	15	1.3%	0	.0%	0	.0%	0	.0%
Tenterden	15	1.3%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	13	1.1%	3	2.0%	0	.0%	2	2.9%
Deal	13	1.1%	0	.0%	0	.0%	1	1.4%
Chatham	12	1.1%	0	.0%	0	.0%	0	.0%
Margate	12	1.1%	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	11	1.0%	4	2.6%	0	.0%	3	4.3%
Broadstairs	11	1.0%	0	.0%	0	.0%	0	.0%
Hempstead Valley	11	1.0%	0	.0%	0	.0%	0	.0%
Ramsgate	10	.9%	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	8	.7%	4	2.6%	1	1.3%	0	.0%
Sandwich	7	.6%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	7	.6%	0	.0%	1	1.3%	0	.0%

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Base: Excluding Internet, Catalogue/ mail order etc		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Faversham	6	.5%	1	.7%	0	.0%	0	.0%
Hythe	6	.5%	0	.0%	0	.0%	0	.0%
Sainsbury's superstore, Kingsmead Road, Canterbury	5	.4%	4	2.6%	0	.0%	1	1.4%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	4	.4%	2	1.3%	1	1.3%	1	1.4%
Riverside Retail Park, Wincheap	4	.4%	1	.7%	2	2.5%	0	.0%
Lakeside, Thurrock	4	.4%	1	.7%	1	1.3%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	3	.3%	2	1.3%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	3	.3%	0	.0%	1	1.3%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	3	.3%	0	.0%	0	.0%	0	.0%
Sheerness	3	.3%	0	.0%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	2	.2%	0	.0%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	2	.2%	0	.0%	0	.0%	0	.0%
Hastings	2	.2%	0	.0%	0	.0%	0	.0%
Thanington, Wincheap Road	1	.1%	0	.0%	0	.0%	0	.0%
Broad Oak Road, Canterbury	1	.1%	1	.7%	0	.0%	0	.0%

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

		Base: Excluding Internet, Catalogue/ mail order etc		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	London	15	1.3%	2	1.3%	0	.0%	5	7.1%
	Gillingham	5	.4%	0	.0%	0	.0%	0	.0%
	Rainham	3	.3%	0	.0%	0	.0%	0	.0%
	Blean, Canterbury	2	.2%	0	.0%	1	1.3%	0	.0%
	Birchington	1	.1%	0	.0%	0	.0%	0	.0%
	Brentwood	1	.1%	1	.7%	0	.0%	0	.0%
	Bromley	1	.1%	0	.0%	0	.0%	0	.0%
	Castle Arcade, Cardiff	1	.1%	0	.0%	0	.0%	0	.0%
	Cranbrook	1	.1%	0	.0%	0	.0%	0	.0%
	Didcot	1	.1%	1	.7%	0	.0%	0	.0%
	New Romney	1	.1%	0	.0%	0	.0%	0	.0%
	Rye	1	.1%	0	.0%	0	.0%	0	.0%
	Southampton	1	.1%	0	.0%	1	1.3%	0	.0%

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	74	100.0%	80	100.0%	75	100.0%	74	100.0%
Canterbury City Centre	54	73.0%	42	52.5%	38	50.7%	14	18.9%
Ashford	0	.0%	0	.0%	0	.0%	1	1.4%
Westwood Cross	2	2.7%	8	10.0%	1	1.3%	30	40.5%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Bluewater	2	2.7%	1	1.3%	4	5.3%	2	2.7%
Maidstone	0	.0%	0	.0%	0	.0%	0	.0%
Whitstable town centre	0	.0%	2	2.5%	19	25.3%	0	.0%
Dover	0	.0%	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	4	5.0%	8	10.7%	0	.0%
Herne Bay town centre	3	4.1%	10	12.5%	2	2.7%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	2	2.7%	3	3.8%	1	1.3%	0	.0%
Deal	0	.0%	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Margate	0	.0%	1	1.3%	0	.0%	10	13.5%
Asda superstore, Sturry Road, Canterbury	2	2.7%	2	2.5%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%	10	13.5%
Hempstead Valley	0	.0%	0	.0%	0	.0%	0	.0%
Ramsgate	1	1.4%	0	.0%	0	.0%	6	8.1%
Sturry Road, Canterbury	2	2.7%	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Zone									
	4		5		6		7			
	Num	%	Num	%	Num	%	Num	%		
Faversham	0	.0%	0	.0%	1	1.3%	0	.0%		
Hythe	0	.0%	0	.0%	0	.0%	0	.0%		
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Riverside Retail Park, Wincheap	1	1.4%	0	.0%	0	.0%	0	.0%		
Lakeside, Thurrock	0	.0%	1	1.3%	0	.0%	0	.0%		
Wincheap Retail and Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Stour Retail Park (off Sturry Road), Canterbury	2	2.7%	0	.0%	0	.0%	0	.0%		
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	3	3.8%	0	.0%	0	.0%		
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%		
Canterbury City Retail Park (off Sturry Road), Canterbury	1	1.4%	1	1.3%	0	.0%	0	.0%		
John Wilson Business Park, Whitstable	0	.0%	2	2.5%	0	.0%	0	.0%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	0	.0%	0	.0%	1	1.3%	0	.0%		
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	London	0	.0%	0	.0%	0	.0%	0	.0%
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Blean, Canterbury	1	1.4%	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%	1	1.4%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Bromley	0	.0%	0	.0%	0	.0%	0	.0%
	Castle Arcade, Cardiff	1	1.4%	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%
	Didcot	0	.0%	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Rye	0	.0%	0	.0%	0	.0%	0	.0%
	Southampton	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	76	100.0%	70	100.0%	77	100.0%	70	100.0%
Canterbury City Centre	30	39.5%	35	50.0%	18	23.4%	22	31.4%
Ashford	0	.0%	0	.0%	6	7.8%	0	.0%
Westwood Cross	21	27.6%	3	4.3%	1	1.3%	0	.0%
Folkstone	1	1.3%	4	5.7%	45	58.4%	0	.0%
Bluewater	1	1.3%	0	.0%	2	2.6%	6	8.6%
Maidstone	2	2.6%	0	.0%	0	.0%	7	10.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%	0	.0%
Dover	1	1.3%	17	24.3%	0	.0%	1	1.4%
Sittingbourne	0	.0%	0	.0%	0	.0%	17	24.3%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%	1	1.4%
Herne Bay town centre	0	.0%	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	1	1.3%	0	.0%	0	.0%	1	1.4%
Deal	3	3.9%	9	12.9%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Margate	0	.0%	1	1.4%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	1	1.3%	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	0	.0%	5	7.1%
Ramsgate	2	2.6%	1	1.4%	0	.0%	0	.0%
Sturry Road, Canterbury	1	1.3%	0	.0%	0	.0%	0	.0%
Sandwich	7	9.2%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Zone									
	8		9		10		11			
	Num	%	Num	%	Num	%	Num	%		
Faversham	0	.0%	0	.0%	0	.0%	4	5.7%		
Hythe	0	.0%	0	.0%	4	5.2%	0	.0%		
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%	0	.0%		
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%	1	1.4%		
Wincheap Retail and Industrial Estate, Canterbury	1	1.3%	0	.0%	0	.0%	0	.0%		
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%		
Sheerness	0	.0%	0	.0%	0	.0%	3	4.3%		
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%		
Hastings	0	.0%	0	.0%	0	.0%	0	.0%		
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%	0	.0%		
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%		

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	London	4	5.3%	0	.0%	1	1.3%	1	1.4%
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	1	1.4%
	Blean, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%	0	.0%
	Bromley	0	.0%	0	.0%	0	.0%	0	.0%
	Castle Arcade, Cardiff	0	.0%	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%
	Didcot	0	.0%	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Rye	0	.0%	0	.0%	0	.0%	0	.0%
Southampton	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: Excluding Internet, Catalogue/ mail order etc	82	100.0%	79	100.0%	81	100.0%
Canterbury City Centre	14	17.1%	5	6.3%	3	3.7%
Ashford	64	78.0%	48	60.8%	1	1.2%
Westwood Cross	0	.0%	0	.0%	0	.0%
Folkstone	0	.0%	1	1.3%	0	.0%
Bluewater	2	2.4%	1	1.3%	16	19.8%
Maidstone	1	1.2%	0	.0%	30	37.0%
Whitstable town centre	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%
Joseph Wilson Industrial Estate, Millstrood Road	0	.0%	0	.0%	0	.0%
Herne Bay town centre	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	15	19.0%	0	.0%
Marshwood Close (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	12	14.8%
Margate	0	.0%	0	.0%	0	.0%
Asda superstore, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	1	1.3%	5	6.2%
Ramsgate	0	.0%	0	.0%	0	.0%
Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
Sandwich	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	2	2.5%	4	4.9%

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Faversham	0	.0%	0	.0%	0	.0%
Hythe	0	.0%	1	1.3%	1	1.2%
Sainsbury's superstore, Kingsmead Road, Canterbury	0	.0%	0	.0%	0	.0%
Morrisons superstore, Perch Road, Riverside Retail Park, Canterbury	0	.0%	0	.0%	0	.0%
Riverside Retail Park, Wincheap	0	.0%	0	.0%	0	.0%
Lakeside, Thurrock	0	.0%	0	.0%	0	.0%
Wincheap Retail and Industrial Estate, Canterbury	0	.0%	0	.0%	0	.0%
Stour Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
Herne Bay Trading Park, Sea Street, Herne Bay	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%
Canterbury City Retail Park (off Sturry Road), Canterbury	0	.0%	0	.0%	0	.0%
John Wilson Business Park, Whitstable	0	.0%	0	.0%	0	.0%
Hastings	0	.0%	2	2.5%	0	.0%
Thanington, Wincheap Road	0	.0%	0	.0%	0	.0%
Broad Oak Road, Canterbury	0	.0%	0	.0%	0	.0%

(cont.)

Q12. Excluding the summer holidays, where does your household do most of its shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	London	1	1.2%	0	.0%	1	1.2%
	Gillingham	0	.0%	0	.0%	5	6.2%
	Rainham	0	.0%	0	.0%	2	2.5%
	Blean, Canterbury	0	.0%	0	.0%	0	.0%
	Birchington	0	.0%	0	.0%	0	.0%
	Brentwood	0	.0%	0	.0%	0	.0%
	Bromley	0	.0%	1	1.3%	0	.0%
	Castle Arcade, Cardiff	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	1	1.2%
	Didcot	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	1	1.3%	0	.0%
	Rye	0	.0%	1	1.3%	0	.0%
	Southampton	0	.0%	0	.0%	0	.0%

Q13. When members of your household do non-food shopping, how do they usually travel?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%
Car	1017	67.7%	72	35.8%	77	77.0%	73	73.0%
Walk	177	11.8%	91	45.3%	3	3.0%	0	.0%
Bus	158	10.5%	22	10.9%	11	11.0%	11	11.0%
Car (including park and ride)	116	7.7%	11	5.5%	8	8.0%	13	13.0%
Cycle	7	.5%	1	.5%	1	1.0%	0	.0%
Train	6	.4%	0	.0%	0	.0%	0	.0%
Taxi	5	.3%	0	.0%	0	.0%	0	.0%
Motorcycle	3	.2%	1	.5%	0	.0%	0	.0%
Other								
Goods delivered	6	.4%	2	1.0%	0	.0%	3	3.0%
Park & ride	4	.3%	0	.0%	0	.0%	0	.0%
Mobility scooter	2	.1%	1	.5%	0	.0%	0	.0%
Varies	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. When members of your household do non-food shopping, how do they usually travel?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	101	100.0%	100	100.0%
Car	67	67.0%	69	69.0%	70	69.3%	69	69.0%
Walk	3	3.0%	7	7.0%	11	10.9%	9	9.0%
Bus	15	15.0%	8	8.0%	13	12.9%	14	14.0%
Car (including park and ride)	14	14.0%	13	13.0%	5	5.0%	5	5.0%
Cycle	0	.0%	1	1.0%	0	.0%	0	.0%
Train	0	.0%	0	.0%	0	.0%	1	1.0%
Taxi	0	.0%	1	1.0%	0	.0%	1	1.0%
Motorcycle	0	.0%	0	.0%	1	1.0%	0	.0%
Goods delivered	0	.0%	0	.0%	0	.0%	0	.0%
Park & ride	1	1.0%	1	1.0%	0	.0%	1	1.0%
Other								
Mobility scooter	0	.0%	0	.0%	1	1.0%	0	.0%
Varies	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q13. When members of your household do non-food shopping, how do they usually travel?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%
Car	78	78.0%	69	69.0%	74	74.0%	72	72.0%
Walk	4	4.0%	4	4.0%	8	8.0%	8	8.0%
Bus	14	14.0%	8	8.0%	13	13.0%	10	10.0%
Car (including park and ride)	3	3.0%	15	15.0%	4	4.0%	8	8.0%
Cycle	0	.0%	1	1.0%	0	.0%	0	.0%
Train	0	.0%	1	1.0%	0	.0%	2	2.0%
Taxi	0	.0%	1	1.0%	0	.0%	0	.0%
Motorcycle	0	.0%	0	.0%	0	.0%	0	.0%
Other								
Goods delivered	1	1.0%	0	.0%	0	.0%	0	.0%
Park & ride	0	.0%	1	1.0%	0	.0%	0	.0%
Mobility scooter	0	.0%	0	.0%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

Q13. When members of your household do non-food shopping, how do they usually travel?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%
Car	76	76.0%	83	83.0%	68	68.0%
Walk	12	12.0%	3	3.0%	14	14.0%
Bus	3	3.0%	8	8.0%	8	8.0%
Car (including park and ride)	5	5.0%	5	5.0%	7	7.0%
Cycle	2	2.0%	0	.0%	1	1.0%
Train	2	2.0%	0	.0%	0	.0%
Taxi	0	.0%	1	1.0%	1	1.0%
Motorcycle	0	.0%	0	.0%	1	1.0%
Goods delivered	0	.0%	0	.0%	0	.0%
Park & ride	0	.0%	0	.0%	0	.0%
Other	0	.0%	0	.0%	0	.0%
Mobility scooter	0	.0%	0	.0%	0	.0%
Varies	0	.0%	0	.0%	0	.0%

Q14. What do you like most about Canterbury City Centre for shopping and services?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%
Good mix of multiple and independent retailers	230	15.3%	23	11.4%	14	14.0%	12	12.0%
Don't use Canterbury City Centre	209	13.9%	4	2.0%	1	1.0%	2	2.0%
Good non-food shops	169	11.3%	13	6.5%	13	13.0%	9	9.0%
Nothing/very little	168	11.2%	31	15.4%	10	10.0%	19	19.0%
Easy to get around	125	8.3%	29	14.4%	10	10.0%	9	9.0%
Attractive environment/nice place	111	7.4%	18	9.0%	5	5.0%	8	8.0%
Easy to get to from home	99	6.6%	31	15.4%	14	14.0%	17	17.0%
Traffic free pedestrian areas	38	2.5%	6	3.0%	3	3.0%	3	3.0%
Good cafes, restaurants or public houses	30	2.0%	3	1.5%	4	4.0%	2	2.0%
Clean streets	16	1.1%	1	.5%	1	1.0%	1	1.0%
Good food shops	11	.7%	1	.5%	1	1.0%	0	.0%
Easy to park the car	11	.7%	0	.0%	1	1.0%	0	.0%
Easy to get to from work	10	.7%	0	.0%	1	1.0%	0	.0%
Good public transport	9	.6%	0	.0%	0	.0%	2	2.0%
Whitefriars shopping centre	8	.5%	2	1.0%	0	.0%	1	1.0%
Good market	5	.3%	0	.0%	1	1.0%	0	.0%
Street entertainment/events/lots going on	1	.1%	0	.0%	0	.0%	0	.0%
Well maintained streets	1	.1%	0	.0%	0	.0%	0	.0%
Good quality car parks	1	.1%	0	.0%	0	.0%	0	.0%
Good safety/security	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

	Base: All respondents		Zone							
	Num	%	1		2		3			
			Num	%	Num	%	Num	%		
General convenience	42	2.8%	9	4.5%	9	9.0%	4	4.0%		
Character/ unique character/ atmosphere	31	2.1%	6	3.0%	2	2.0%	1	1.0%		
Old Town/ historic sites/ historical value	31	2.1%	7	3.5%	0	.0%	3	3.0%		
Everything is there – shops/ services/ things to do	28	1.9%	5	2.5%	3	3.0%	1	1.0%		
Like the park & ride	26	1.7%	0	.0%	2	2.0%	1	1.0%		
Architecture	12	.8%	0	.0%	0	.0%	2	2.0%		
Range/ quality of department stores	12	.8%	0	.0%	2	2.0%	0	.0%		
Good for clothes shopping	7	.5%	0	.0%	0	.0%	0	.0%		
Fenwick	6	.4%	0	.0%	1	1.0%	1	1.0%		
Busy/ lively	5	.3%	1	.5%	0	.0%	0	.0%		
The Cathedral	5	.3%	0	.0%	1	1.0%	0	.0%		
A change/ day out	4	.3%	0	.0%	0	.0%	0	.0%		
Christmas shopping/ market/ decorations	4	.3%	0	.0%	0	.0%	1	1.0%		
New development of shops	4	.3%	1	.5%	1	1.0%	0	.0%		
Nightlife/ theatre etc	4	.3%	1	.5%	0	.0%	0	.0%		
Don't know/ no opinion	3	.2%	1	.5%	0	.0%	0	.0%		
The quality of the shops/ upmarket	3	.2%	0	.0%	0	.0%	0	.0%		
The Market	3	.2%	1	.5%	0	.0%	1	1.0%		
Whitefriars shopping centre	3	.2%	1	.5%	0	.0%	0	.0%		
Familiarity	2	.1%	2	1.0%	0	.0%	0	.0%		
Good shops generally	2	.1%	0	.0%	0	.0%	0	.0%		
Good pubs and bars	2	.1%	1	.5%	0	.0%	0	.0%		
BHS	1	.1%	0	.0%	0	.0%	0	.0%		
Boots	1	.1%	0	.0%	0	.0%	0	.0%		
Friendly	1	.1%	0	.0%	0	.0%	0	.0%		

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

		Base: All respondents				Zone					
		Num	%	1		2		3			
				Num	%	Num	%	Num	%		
Other	Good disabled parking	1	.1%	0	.0%	0	.0%	0	.0%		
	Jane Norman	1	.1%	0	.0%	0	.0%	0	.0%		
	Ricemans	1	.1%	0	.0%	0	.0%	0	.0%		
	Lakeland Ltd	1	.1%	0	.0%	0	.0%	0	.0%		
	Tesco	1	.1%	1	.5%	0	.0%	0	.0%		
	Marks & Spencer	1	.1%	1	.5%	0	.0%	0	.0%		
	Wilkinsons	1	.1%	1	.5%	0	.0%	0	.0%		

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	101	100.0%	100	100.0%
Good mix of multiple and independent retailers	19	19.0%	15	15.0%	18	17.8%	14	14.0%
Don't use Canterbury City Centre	8	8.0%	5	5.0%	0	.0%	24	24.0%
Good non-food shops	6	6.0%	18	18.0%	12	11.9%	18	18.0%
Nothing/very little	21	21.0%	14	14.0%	11	10.9%	7	7.0%
Easy to get around	5	5.0%	8	8.0%	12	11.9%	2	2.0%
Attractive environment/nice place	4	4.0%	7	7.0%	7	6.9%	6	6.0%
Easy to get to from home	12	12.0%	7	7.0%	6	5.9%	0	.0%
Traffic free pedestrian areas	2	2.0%	2	2.0%	3	3.0%	4	4.0%
Good cafes, restaurants or public houses	2	2.0%	0	.0%	2	2.0%	1	1.0%
Clean streets	0	.0%	1	1.0%	1	1.0%	0	.0%
Good food shops	1	1.0%	2	2.0%	0	.0%	1	1.0%
Easy to park the car	0	.0%	0	.0%	3	3.0%	2	2.0%
Easy to get to from work	1	1.0%	1	1.0%	0	.0%	2	2.0%
Good public transport	0	.0%	0	.0%	0	.0%	3	3.0%
Whitefriars shopping centre	1	1.0%	2	2.0%	1	1.0%	0	.0%
Good market	0	.0%	0	.0%	0	.0%	3	3.0%
Street entertainment/events/lots going on	0	.0%	0	.0%	1	1.0%	0	.0%
Well maintained streets	0	.0%	0	.0%	0	.0%	1	1.0%
Good quality car parks	0	.0%	0	.0%	0	.0%	0	.0%
Good safety/security	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	General convenience	4	4.0%	3	3.0%	5	5.0%	0	.0%
	Character/ unique character/ atmosphere	1	1.0%	1	1.0%	1	1.0%	4	4.0%
	Old Town/ historic sites/ historical value	3	3.0%	1	1.0%	4	4.0%	0	.0%
	Everything is there – shops/ services/ things to do	2	2.0%	5	5.0%	5	5.0%	0	.0%
	Like the park & ride	2	2.0%	3	3.0%	0	.0%	3	3.0%
	Architecture	1	1.0%	0	.0%	1	1.0%	1	1.0%
	Range/ quality of department stores	0	.0%	2	2.0%	3	3.0%	0	.0%
	Good for clothes shopping	0	.0%	0	.0%	0	.0%	0	.0%
	Fenwick	0	.0%	0	.0%	0	.0%	1	1.0%
	Busy/ lively	0	.0%	2	2.0%	0	.0%	0	.0%
	The Cathedral	1	1.0%	0	.0%	0	.0%	0	.0%
	A change/ day out	0	.0%	0	.0%	1	1.0%	1	1.0%
	Christmas shopping/ market/ decorations	0	.0%	0	.0%	1	1.0%	0	.0%
	New development of shops	1	1.0%	0	.0%	0	.0%	0	.0%
	Nightlife/ theatre etc	0	.0%	0	.0%	0	.0%	0	.0%
	Don't know/ no opinion	0	.0%	1	1.0%	0	.0%	1	1.0%
	The quality of the shops/ upmarket	0	.0%	0	.0%	0	.0%	0	.0%
	The Market	1	1.0%	0	.0%	0	.0%	0	.0%
	Whitefriars shopping centre	1	1.0%	0	.0%	1	1.0%	0	.0%
	Familiarity	0	.0%	0	.0%	0	.0%	0	.0%
Good shops generally	0	.0%	0	.0%	2	2.0%	0	.0%	
Good pubs and bars	0	.0%	0	.0%	0	.0%	0	.0%	
BHS	0	.0%	0	.0%	0	.0%	0	.0%	
Boots	1	1.0%	0	.0%	0	.0%	0	.0%	
Friendly	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Good disabled parking	0	.0%	0	.0%	0	.0%	0	.0%
	Jane Norman	0	.0%	0	.0%	0	.0%	0	.0%
	Ricemans	0	.0%	0	.0%	0	.0%	1	1.0%
	Lakeland Ltd	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinsons	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%
Good mix of multiple and independent retailers	18	18.0%	17	17.0%	24	24.0%	15	15.0%
Don't use Canterbury City Centre	13	13.0%	13	13.0%	10	10.0%	21	21.0%
Good non-food shops	12	12.0%	16	16.0%	16	16.0%	12	12.0%
Nothing/very little	15	15.0%	7	7.0%	5	5.0%	8	8.0%
Easy to get around	10	10.0%	13	13.0%	7	7.0%	10	10.0%
Attractive environment/nice place	1	1.0%	6	6.0%	10	10.0%	10	10.0%
Easy to get to from home	5	5.0%	1	1.0%	0	.0%	1	1.0%
Traffic free pedestrian areas	6	6.0%	0	.0%	0	.0%	2	2.0%
Good cafes, restaurants or public houses	1	1.0%	2	2.0%	3	3.0%	3	3.0%
Clean streets	2	2.0%	4	4.0%	1	1.0%	0	.0%
Good food shops	0	.0%	0	.0%	3	3.0%	0	.0%
Easy to park the car	1	1.0%	0	.0%	2	2.0%	2	2.0%
Easy to get to from work	3	3.0%	1	1.0%	0	.0%	1	1.0%
Good public transport	1	1.0%	1	1.0%	0	.0%	1	1.0%
Whitefriars shopping centre	0	.0%	0	.0%	0	.0%	0	.0%
Good market	0	.0%	0	.0%	0	.0%	0	.0%
Street entertainment/events/lots going on	0	.0%	0	.0%	0	.0%	0	.0%
Well maintained streets	0	.0%	0	.0%	0	.0%	0	.0%
Good quality car parks	0	.0%	0	.0%	0	.0%	1	1.0%
Good safety/security	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	General convenience	2	2.0%	4	4.0%	2	2.0%	0	.0%
	Character/ unique character/ atmosphere	0	.0%	1	1.0%	3	3.0%	1	1.0%
	Old Town/ historic sites/ historical value	1	1.0%	1	1.0%	2	2.0%	2	2.0%
	Everything is there – shops/ services/ things to do	1	1.0%	3	3.0%	2	2.0%	1	1.0%
	Like the park & ride	1	1.0%	5	5.0%	4	4.0%	0	.0%
	Architecture	0	.0%	1	1.0%	0	.0%	4	4.0%
	Range/ quality of department stores	0	.0%	1	1.0%	1	1.0%	0	.0%
	Good for clothes shopping	2	2.0%	1	1.0%	1	1.0%	2	2.0%
	Fenwick	0	.0%	1	1.0%	0	.0%	0	.0%
	Busy/ lively	0	.0%	0	.0%	0	.0%	1	1.0%
	The Cathedral	3	3.0%	0	.0%	0	.0%	0	.0%
	A change/ day out	0	.0%	0	.0%	1	1.0%	0	.0%
	Christmas shopping/ market/ decorations	0	.0%	1	1.0%	0	.0%	0	.0%
	New development of shops	0	.0%	0	.0%	1	1.0%	0	.0%
	Nightlife/ theatre etc	0	.0%	0	.0%	0	.0%	1	1.0%
	Don't know/ no opinion	0	.0%	0	.0%	0	.0%	0	.0%
	The quality of the shops/ upmarket	1	1.0%	0	.0%	0	.0%	0	.0%
	The Market	0	.0%	0	.0%	0	.0%	0	.0%
	Whitefriars shopping centre	0	.0%	0	.0%	0	.0%	0	.0%
	Familiarity	0	.0%	0	.0%	0	.0%	0	.0%
Good shops generally	0	.0%	0	.0%	0	.0%	0	.0%	
Good pubs and bars	0	.0%	0	.0%	0	.0%	0	.0%	
BHS	1	1.0%	0	.0%	0	.0%	0	.0%	
Boots	0	.0%	0	.0%	0	.0%	0	.0%	
Friendly	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Good disabled parking	0	.0%	0	.0%	0	.0%	0	.0%
	Jane Norman	0	.0%	0	.0%	0	.0%	1	1.0%
	Ricemans	0	.0%	0	.0%	0	.0%	0	.0%
	Lakeland Ltd	0	.0%	0	.0%	1	1.0%	0	.0%
	Tesco	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer	0	.0%	0	.0%	0	.0%	0	.0%
	Wilkinsons	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%
Good mix of multiple and independent retailers	22	22.0%	17	17.0%	2	2.0%
Don't use Canterbury City Centre	22	22.0%	28	28.0%	58	58.0%
Good non-food shops	7	7.0%	12	12.0%	5	5.0%
Nothing/very little	9	9.0%	7	7.0%	4	4.0%
Easy to get around	6	6.0%	3	3.0%	1	1.0%
Attractive environment/nice place	8	8.0%	11	11.0%	10	10.0%
Easy to get to from home	1	1.0%	2	2.0%	2	2.0%
Traffic free pedestrian areas	1	1.0%	4	4.0%	2	2.0%
Good cafes, restaurants or public houses	3	3.0%	1	1.0%	3	3.0%
Clean streets	3	3.0%	1	1.0%	0	.0%
Good food shops	0	.0%	2	2.0%	0	.0%
Easy to park the car	0	.0%	0	.0%	0	.0%
Easy to get to from work	0	.0%	0	.0%	0	.0%
Good public transport	1	1.0%	0	.0%	0	.0%
Whitefriars shopping centre	0	.0%	1	1.0%	0	.0%
Good market	0	.0%	1	1.0%	0	.0%
Street entertainment/events/lots going on	0	.0%	0	.0%	0	.0%
Well maintained streets	0	.0%	0	.0%	0	.0%
Good quality car parks	0	.0%	0	.0%	0	.0%
Good safety/security	0	.0%	0	.0%	0	.0%

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	General convenience	0	.0%	0	.0%	0	.0%
	Character/ unique character/ atmosphere	6	6.0%	1	1.0%	3	3.0%
	Old Town/ historic sites/ historical value	1	1.0%	3	3.0%	3	3.0%
	Everything is there – shops/ services/ things to do	0	.0%	0	.0%	0	.0%
	Like the park & ride	3	3.0%	1	1.0%	1	1.0%
	Architecture	2	2.0%	0	.0%	0	.0%
	Range/ quality of department stores	1	1.0%	1	1.0%	1	1.0%
	Good for clothes shopping	1	1.0%	0	.0%	0	.0%
	Fenwick	0	.0%	1	1.0%	1	1.0%
	Busy/ lively	0	.0%	1	1.0%	0	.0%
	The Cathedral	0	.0%	0	.0%	0	.0%
	A change/ day out	1	1.0%	0	.0%	0	.0%
	Christmas shopping/ market/ decorations	1	1.0%	0	.0%	0	.0%
	New development of shops	0	.0%	0	.0%	0	.0%
	Nightlife/ theatre etc	0	.0%	1	1.0%	1	1.0%
	Don't know/ no opinion	0	.0%	0	.0%	0	.0%
	The quality of the shops/ upmarket	0	.0%	1	1.0%	1	1.0%
	The Market	0	.0%	0	.0%	0	.0%
	Whitefriars shopping centre	0	.0%	0	.0%	0	.0%
	Familiarity	0	.0%	0	.0%	0	.0%
	Good shops generally	0	.0%	0	.0%	0	.0%
	Good pubs and bars	0	.0%	0	.0%	1	1.0%
	BHS	0	.0%	0	.0%	0	.0%
Boots	0	.0%	0	.0%	0	.0%	
Friendly	1	1.0%	0	.0%	0	.0%	

(cont.)

Q14. What do you like most about Canterbury City Centre for shopping and services?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Good disabled parking	0	.0%	0	.0%	1	1.0%
	Jane Norman	0	.0%	0	.0%	0	.0%
	Ricemans	0	.0%	0	.0%	0	.0%
	Lakeland Ltd	0	.0%	0	.0%	0	.0%
	Tesco	0	.0%	0	.0%	0	.0%
	Marks & Spencer	0	.0%	0	.0%	0	.0%
	Wilkinsons	0	.0%	0	.0%	0	.0%

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%
Nothing or very little	427	28.4%	51	25.4%	23	23.0%	22	22.0%
Don't use Canterbury City Centre	209	13.9%	4	2.0%	1	1.0%	2	2.0%
Too busy/crowded	174	11.6%	30	14.9%	12	12.0%	10	10.0%
Car parking too expensive	155	10.3%	12	6.0%	13	13.0%	14	14.0%
Difficult to park near shops	96	6.4%	5	2.5%	2	2.0%	9	9.0%
Difficult to get to by car	67	4.5%	8	4.0%	8	8.0%	5	5.0%
Poor range of non-food shops	38	2.5%	16	8.0%	6	6.0%	2	2.0%
Poor quality car parks	22	1.5%	3	1.5%	0	.0%	4	4.0%
Too many religious groups/charity collectors/street pedlars	15	1.0%	6	3.0%	2	2.0%	1	1.0%
Unattractive environment/not a very nice place	12	.8%	3	1.5%	2	2.0%	2	2.0%
Streets are dirty	11	.7%	2	1.0%	1	1.0%	2	2.0%
Poor range of food shops	10	.7%	4	2.0%	2	2.0%	2	2.0%
Poor access for the disabled	9	.6%	1	.5%	1	1.0%	0	.0%
Not enough seats/litter bins/public telephones/public toilet	7	.5%	0	.0%	1	1.0%	1	1.0%
Poor market	6	.4%	1	.5%	1	1.0%	0	.0%
Poor cafes/restaurants/pubs	5	.3%	0	.0%	2	2.0%	0	.0%
Difficult to get to by public transport	4	.3%	1	.5%	0	.0%	0	.0%
Streets are badly maintained	4	.3%	1	.5%	0	.0%	1	1.0%
Danger from vehicles in some streets/ not fully pedestrianised	2	.1%	0	.0%	0	.0%	0	.0%
Don't feel safe	2	.1%	2	1.0%	0	.0%	0	.0%
Not having a particular shop or service	2	.1%	0	.0%	0	.0%	0	.0%
Poor range of services	1	.1%	1	.5%	0	.0%	0	.0%

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Too many students/ tourists	22	1.5%	5	2.5%	4	4.0%	0	.0%
	Lack of small independent shops	21	1.4%	8	4.0%	3	3.0%	3	3.0%
	Modernisation/ loss of character/ architecture does not blend	19	1.3%	1	.5%	2	2.0%	5	5.0%
	Too many empty shops	16	1.1%	5	2.5%	3	3.0%	4	4.0%
	Too far away	15	1.0%	0	.0%	0	.0%	0	.0%
	Too many cafes/ coffee shops	12	.8%	5	2.5%	2	2.0%	1	1.0%
	Expensive shops	11	.7%	2	1.0%	1	1.0%	1	1.0%
	Too many chain stores/ shops that are all the same	9	.6%	4	2.0%	0	.0%	0	.0%
	Too spread out	9	.6%	0	.0%	0	.0%	0	.0%
	Dislike new centre – detracts from the rest of the city	7	.5%	1	.5%	0	.0%	2	2.0%
	Too many cheap shops/ pound shops/ charity shops	7	.5%	3	1.5%	0	.0%	1	1.0%
	More large stores/ department stores needed	6	.4%	1	.5%	1	1.0%	0	.0%
	Anti-social behaviour	6	.4%	2	1.0%	0	.0%	0	.0%
	Park & ride does not operate in the evenings/ on Sundays	6	.4%	0	.0%	0	.0%	0	.0%
	Lack of under cover shopping	5	.3%	0	.0%	0	.0%	0	.0%
	Expensive public transport	3	.2%	0	.0%	0	.0%	0	.0%
	Not child friendly	3	.2%	2	1.0%	0	.0%	0	.0%
	Not enough evening entertainment	3	.2%	0	.0%	1	1.0%	1	1.0%
	One way streets	3	.2%	0	.0%	0	.0%	0	.0%
	Whitefriars Shopping Centre	3	.2%	2	1.0%	0	.0%	1	1.0%
Fast food stands are ruining high street	2	.1%	0	.0%	0	.0%	0	.0%	
Chewing gum on the streets	2	.1%	0	.0%	0	.0%	0	.0%	
Generally dislike	2	.1%	1	.5%	0	.0%	0	.0%	

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Green spaces/ trees are disappearing	2	.1%	2	1.0%	0	.0%	0	.0%
	No direct cycle lane	2	.1%	1	.5%	0	.0%	0	.0%
	No Waitrose	2	.1%	1	.5%	0	.0%	1	1.0%
	Poor range of shops generally	2	.1%	1	.5%	0	.0%	1	1.0%
	The school children congregating after school	2	.1%	0	.0%	1	1.0%	0	.0%
	Too many boutiques	2	.1%	0	.0%	1	1.0%	0	.0%
	Market should be somewhere else – spoils the centre	2	.1%	0	.0%	1	1.0%	0	.0%
	Bikes in the city centre	1	.1%	0	.0%	0	.0%	1	1.0%
	Cinema too far out of centre	1	.1%	0	.0%	0	.0%	0	.0%
	High rent is restricting new shops from coming to Canterbury	1	.1%	1	.5%	0	.0%	0	.0%
	Taking too long to reopen the Marlowe	1	.1%	0	.0%	0	.0%	0	.0%
	No Ikea	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer isn't very good	1	.1%	0	.0%	0	.0%	0	.0%
	No Argos	1	.1%	0	.0%	0	.0%	0	.0%
	No Gap store	1	.1%	0	.0%	0	.0%	0	.0%
	Noisy/ loud music wherever you go	1	.1%	0	.0%	0	.0%	0	.0%
	Paying to go to the Catherdal	1	.1%	0	.0%	0	.0%	0	.0%
	Shops close too early	1	.1%	0	.0%	1	1.0%	0	.0%
	Shortage of high-end ladies' clothes shops	1	.1%	1	.5%	0	.0%	0	.0%
	Smokers in the street	1	.1%	0	.0%	1	1.0%	0	.0%
	Some of the shops are run down	1	.1%	1	.5%	0	.0%	0	.0%
	Some shops difficult with buggies	1	.1%	0	.0%	0	.0%	1	1.0%
	They just cater for children	1	.1%	0	.0%	0	.0%	0	.0%
	Too much building work going on	1	.1%	0	.0%	1	1.0%	0	.0%
Uneven pavements	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	101	100.0%	100	100.0%
Nothing or very little	19	19.0%	29	29.0%	38	37.6%	33	33.0%
Don't use Canterbury City Centre	8	8.0%	5	5.0%	0	.0%	24	24.0%
Too busy/crowded	11	11.0%	14	14.0%	16	15.8%	11	11.0%
Car parking too expensive	13	13.0%	16	16.0%	15	14.9%	10	10.0%
Difficult to park near shops	10	10.0%	9	9.0%	12	11.9%	6	6.0%
Difficult to get to by car	6	6.0%	7	7.0%	3	3.0%	5	5.0%
Poor range of non-food shops	3	3.0%	3	3.0%	2	2.0%	0	.0%
Poor quality car parks	2	2.0%	0	.0%	1	1.0%	1	1.0%
Too many religious groups/charity collectors/street pedlars	0	.0%	0	.0%	0	.0%	1	1.0%
Unattractive environment/not a very nice place	1	1.0%	0	.0%	0	.0%	0	.0%
Streets are dirty	1	1.0%	0	.0%	0	.0%	0	.0%
Poor range of food shops	1	1.0%	1	1.0%	0	.0%	0	.0%
Poor access for the disabled	0	.0%	1	1.0%	0	.0%	0	.0%
Not enough seats/litter bins/public telephones/public toilet	1	1.0%	0	.0%	0	.0%	1	1.0%
Poor market	0	.0%	2	2.0%	1	1.0%	0	.0%
Poor cafes/restaurants/pubs	0	.0%	0	.0%	0	.0%	0	.0%
Difficult to get to by public transport	0	.0%	0	.0%	0	.0%	0	.0%
Streets are badly maintained	1	1.0%	0	.0%	0	.0%	1	1.0%
Danger from vehicles in some streets/ not fully pedestrianised	1	1.0%	1	1.0%	0	.0%	0	.0%
Don't feel safe	0	.0%	0	.0%	0	.0%	0	.0%
Not having a particular shop or service	1	1.0%	1	1.0%	0	.0%	0	.0%
Poor range of services	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Too many students/ tourists	2	2.0%	2	2.0%	3	3.0%	0	.0%
	Lack of small independent shops	3	3.0%	2	2.0%	0	.0%	0	.0%
	Modernisation/ loss of character/ architecture does not blend	1	1.0%	1	1.0%	1	1.0%	0	.0%
	Too many empty shops	2	2.0%	0	.0%	1	1.0%	0	.0%
	Too far away	0	.0%	0	.0%	1	1.0%	2	2.0%
	Too many cafes/ coffee shops	2	2.0%	0	.0%	0	.0%	0	.0%
	Expensive shops	3	3.0%	0	.0%	1	1.0%	0	.0%
	Too many chain stores/ shops that are all the same	1	1.0%	0	.0%	1	1.0%	0	.0%
	Too spread out	1	1.0%	0	.0%	1	1.0%	0	.0%
	Dislike new centre – detracts from the rest of the city	1	1.0%	1	1.0%	0	.0%	0	.0%
	Too many cheap shops/ pound shops/ charity shops	1	1.0%	1	1.0%	0	.0%	0	.0%
	More large stores/ department stores needed	0	.0%	1	1.0%	1	1.0%	0	.0%
	Anti-social behaviour	0	.0%	0	.0%	1	1.0%	1	1.0%
	Park & ride does not operate in the evenings/ on Sundays	0	.0%	0	.0%	0	.0%	1	1.0%
	Lack of under cover shopping	0	.0%	1	1.0%	0	.0%	2	2.0%
	Expensive public transport	1	1.0%	1	1.0%	1	1.0%	0	.0%
	Not child friendly	0	.0%	0	.0%	0	.0%	0	.0%
	Not enough evening entertainment	1	1.0%	0	.0%	0	.0%	0	.0%
	One way streets	0	.0%	1	1.0%	0	.0%	0	.0%
	Whitefriars Shopping Centre	0	.0%	0	.0%	0	.0%	0	.0%
Fast food stands are ruining high street	0	.0%	0	.0%	0	.0%	0	.0%	
Chewing gum on the streets	0	.0%	0	.0%	0	.0%	0	.0%	
Generally dislike	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Green spaces/ trees are disappearing	0	.0%	0	.0%	0	.0%	0	.0%
	No direct cycle lane	0	.0%	0	.0%	0	.0%	0	.0%
	No Waitrose	0	.0%	0	.0%	0	.0%	0	.0%
	Poor range of shops generally	0	.0%	0	.0%	0	.0%	0	.0%
	The school children congregating after school	0	.0%	0	.0%	1	1.0%	0	.0%
	Too many boutiques	0	.0%	0	.0%	0	.0%	0	.0%
	Market should be somewhere else – spoils the centre	0	.0%	0	.0%	0	.0%	0	.0%
	Bikes in the city centre	0	.0%	0	.0%	0	.0%	0	.0%
	Cinema too far out of centre	0	.0%	0	.0%	0	.0%	0	.0%
	High rent is restricting new shops from coming to Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Taking too long to reopen the Marlowe	0	.0%	0	.0%	0	.0%	0	.0%
	No Ikea	1	1.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer isn't very good	0	.0%	0	.0%	0	.0%	0	.0%
	No Argos	0	.0%	0	.0%	0	.0%	0	.0%
	No Gap store	0	.0%	0	.0%	0	.0%	0	.0%
	Noisy/ loud music wherever you go	0	.0%	0	.0%	0	.0%	0	.0%
	Paying to go to the Catherdal	0	.0%	0	.0%	0	.0%	0	.0%
	Shops close too early	0	.0%	0	.0%	0	.0%	0	.0%
	Shortage of high-end ladies' clothes shops	0	.0%	0	.0%	0	.0%	0	.0%
	Smokers in the street	0	.0%	0	.0%	0	.0%	0	.0%
	Some of the shops are run down	0	.0%	0	.0%	0	.0%	0	.0%
	Some shops difficult with buggies	0	.0%	0	.0%	0	.0%	0	.0%
	They just cater for children	0	.0%	0	.0%	0	.0%	1	1.0%
Too much building work going on	0	.0%	0	.0%	0	.0%	0	.0%	
Uneven pavements	1	1.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%
Nothing or very little	29	29.0%	40	40.0%	37	37.0%	28	28.0%
Don't use Canterbury City Centre	13	13.0%	13	13.0%	10	10.0%	21	21.0%
Too busy/crowded	16	16.0%	6	6.0%	17	17.0%	7	7.0%
Car parking too expensive	13	13.0%	12	12.0%	6	6.0%	9	9.0%
Difficult to park near shops	2	2.0%	7	7.0%	5	5.0%	11	11.0%
Difficult to get to by car	1	1.0%	5	5.0%	3	3.0%	3	3.0%
Poor range of non-food shops	2	2.0%	0	.0%	2	2.0%	1	1.0%
Poor quality car parks	1	1.0%	0	.0%	2	2.0%	3	3.0%
Too many religious groups/charity collectors/street pedlars	2	2.0%	0	.0%	1	1.0%	0	.0%
Unattractive environment/not a very nice place	1	1.0%	1	1.0%	0	.0%	0	.0%
Streets are dirty	1	1.0%	1	1.0%	1	1.0%	1	1.0%
Poor range of food shops	0	.0%	0	.0%	0	.0%	0	.0%
Poor access for the disabled	3	3.0%	1	1.0%	0	.0%	0	.0%
Not enough seats/litter bins/public telephones/public toilet	1	1.0%	1	1.0%	0	.0%	1	1.0%
Poor market	1	1.0%	0	.0%	0	.0%	0	.0%
Poor cafes/restaurants/pubs	0	.0%	1	1.0%	0	.0%	0	.0%
Difficult to get to by public transport	0	.0%	0	.0%	2	2.0%	1	1.0%
Streets are badly maintained	0	.0%	0	.0%	0	.0%	0	.0%
Danger from vehicles in some streets/ not fully pedestrianised	0	.0%	0	.0%	0	.0%	0	.0%
Don't feel safe	0	.0%	0	.0%	0	.0%	0	.0%
Not having a particular shop or service	0	.0%	0	.0%	0	.0%	0	.0%
Poor range of services	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Too many students/ tourists	1	1.0%	0	.0%	2	2.0%	2	2.0%
	Lack of small independent shops	1	1.0%	1	1.0%	0	.0%	0	.0%
	Modernisation/ loss of character/ architecture does not blend	5	5.0%	1	1.0%	0	.0%	1	1.0%
	Too many empty shops	0	.0%	0	.0%	1	1.0%	0	.0%
	Too far away	0	.0%	1	1.0%	2	2.0%	0	.0%
	Too many cafes/ coffee shops	0	.0%	1	1.0%	0	.0%	1	1.0%
	Expensive shops	0	.0%	1	1.0%	1	1.0%	1	1.0%
	Too many chain stores/ shops that are all the same	0	.0%	0	.0%	2	2.0%	0	.0%
	Too spread out	1	1.0%	2	2.0%	1	1.0%	2	2.0%
	Dislike new centre – detracts from the rest of the city	0	.0%	1	1.0%	0	.0%	1	1.0%
	Too many cheap shops/ pound shops/ charity shops	1	1.0%	0	.0%	0	.0%	0	.0%
	More large stores/ department stores needed	0	.0%	1	1.0%	0	.0%	1	1.0%
	Anti-social behaviour	1	1.0%	0	.0%	1	1.0%	0	.0%
	Park & ride does not operate in the evenings/ on Sundays	1	1.0%	1	1.0%	1	1.0%	0	.0%
	Lack of under cover shopping	0	.0%	0	.0%	0	.0%	1	1.0%
	Expensive public transport	0	.0%	0	.0%	0	.0%	0	.0%
	Not child friendly	0	.0%	0	.0%	0	.0%	1	1.0%
	Not enough evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%
	One way streets	0	.0%	0	.0%	1	1.0%	0	.0%
	Whitefriars Shopping Centre	0	.0%	0	.0%	0	.0%	0	.0%
Fast food stands are ruining high street	0	.0%	1	1.0%	1	1.0%	0	.0%	
Chewing gum on the streets	1	1.0%	0	.0%	0	.0%	0	.0%	
Generally dislike	0	.0%	0	.0%	0	.0%	1	1.0%	

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Green spaces/ trees are disappearing	0	.0%	0	.0%	0	.0%	0	.0%
	No direct cycle lane	0	.0%	0	.0%	0	.0%	0	.0%
	No Waitrose	0	.0%	0	.0%	0	.0%	0	.0%
	Poor range of shops generally	0	.0%	0	.0%	0	.0%	0	.0%
	The school children congregating after school	0	.0%	0	.0%	0	.0%	0	.0%
	Too many boutiques	0	.0%	0	.0%	0	.0%	1	1.0%
	Market should be somewhere else – spoils the centre	1	1.0%	0	.0%	0	.0%	0	.0%
	Bikes in the city centre	0	.0%	0	.0%	0	.0%	0	.0%
	Cinema too far out of centre	0	.0%	0	.0%	0	.0%	1	1.0%
	High rent is restricting new shops from coming to Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Taking too long to reopen the Marlowe	0	.0%	0	.0%	0	.0%	0	.0%
	No Ikea	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer isn't very good	0	.0%	0	.0%	0	.0%	0	.0%
	No Argos	0	.0%	0	.0%	1	1.0%	0	.0%
	No Gap store	1	1.0%	0	.0%	0	.0%	0	.0%
	Noisy/ loud music wherever you go	0	.0%	1	1.0%	0	.0%	0	.0%
	Paying to go to the Catherdal	0	.0%	0	.0%	0	.0%	0	.0%
	Shops close too early	0	.0%	0	.0%	0	.0%	0	.0%
	Shortage of high-end ladies' clothes shops	0	.0%	0	.0%	0	.0%	0	.0%
	Smokers in the street	0	.0%	0	.0%	0	.0%	0	.0%
	Some of the shops are run down	0	.0%	0	.0%	0	.0%	0	.0%
	Some shops difficult with buggies	0	.0%	0	.0%	0	.0%	0	.0%
	They just cater for children	0	.0%	0	.0%	0	.0%	0	.0%
Too much building work going on	0	.0%	0	.0%	0	.0%	0	.0%	
Uneven pavements	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%
Nothing or very little	33	33.0%	27	27.0%	18	18.0%
Don't use Canterbury City Centre	22	22.0%	28	28.0%	58	58.0%
Too busy/crowded	11	11.0%	12	12.0%	1	1.0%
Car parking too expensive	11	11.0%	4	4.0%	7	7.0%
Difficult to park near shops	7	7.0%	6	6.0%	5	5.0%
Difficult to get to by car	6	6.0%	5	5.0%	2	2.0%
Poor range of non-food shops	0	.0%	1	1.0%	0	.0%
Poor quality car parks	1	1.0%	4	4.0%	0	.0%
Too many religious groups/charity collectors/street pedlars	0	.0%	1	1.0%	1	1.0%
Unattractive environment/not a very nice place	0	.0%	1	1.0%	1	1.0%
Streets are dirty	0	.0%	1	1.0%	0	.0%
Poor range of food shops	0	.0%	0	.0%	0	.0%
Poor access for the disabled	0	.0%	1	1.0%	1	1.0%
Not enough seats/litter bins/public telephones/public toilet	0	.0%	0	.0%	0	.0%
Poor market	0	.0%	0	.0%	0	.0%
Poor cafes/restaurants/pubs	2	2.0%	0	.0%	0	.0%
Difficult to get to by public transport	0	.0%	0	.0%	0	.0%
Streets are badly maintained	0	.0%	0	.0%	0	.0%
Danger from vehicles in some streets/ not fully pedestrianised	0	.0%	0	.0%	0	.0%
Don't feel safe	0	.0%	0	.0%	0	.0%
Not having a particular shop or service	0	.0%	0	.0%	0	.0%
Poor range of services	0	.0%	0	.0%	0	.0%

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Too many students/ tourists	0	.0%	1	1.0%	0	.0%
	Lack of small independent shops	0	.0%	0	.0%	0	.0%
	Modernisation/ loss of character/ architecture does not blend	1	1.0%	0	.0%	0	.0%
	Too many empty shops	0	.0%	0	.0%	0	.0%
	Too far away	3	3.0%	4	4.0%	2	2.0%
	Too many cafes/ coffee shops	0	.0%	0	.0%	0	.0%
	Expensive shops	0	.0%	0	.0%	0	.0%
	Too many chain stores/ shops that are all the same	0	.0%	0	.0%	1	1.0%
	Too spread out	0	.0%	1	1.0%	0	.0%
	Dislike new centre – detracts from the rest of the city	0	.0%	0	.0%	0	.0%
	Too many cheap shops/ pound shops/ charity shops	0	.0%	0	.0%	0	.0%
	More large stores/ department stores needed	0	.0%	0	.0%	0	.0%
	Anti-social behaviour	0	.0%	0	.0%	0	.0%
	Park & ride does not operate in the evenings/ on Sundays	1	1.0%	1	1.0%	0	.0%
	Lack of under cover shopping	1	1.0%	0	.0%	0	.0%
	Expensive public transport	0	.0%	0	.0%	0	.0%
	Not child friendly	0	.0%	0	.0%	0	.0%
	Not enough evening entertainment	0	.0%	0	.0%	0	.0%
	One way streets	0	.0%	0	.0%	1	1.0%
	Whitefriars Shopping Centre	0	.0%	0	.0%	0	.0%
Fast food stands are ruining high street	0	.0%	0	.0%	0	.0%	
Chewing gum on the streets	0	.0%	1	1.0%	0	.0%	
Generally dislike	0	.0%	0	.0%	0	.0%	

(cont.)

Q15. What do you dislike most about Canterbury City Centre for shopping and services?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Green spaces/ trees are disappearing	0	.0%	0	.0%	0	.0%
	No direct cycle lane	0	.0%	1	1.0%	0	.0%
	No Waitrose	0	.0%	0	.0%	0	.0%
	Poor range of shops generally	0	.0%	0	.0%	0	.0%
	The school children congregating after school	0	.0%	0	.0%	0	.0%
	Too many boutiques	0	.0%	0	.0%	0	.0%
	Market should be somewhere else – spoils the centre	0	.0%	0	.0%	0	.0%
	Bikes in the city centre	0	.0%	0	.0%	0	.0%
	Cinema too far out of centre	0	.0%	0	.0%	0	.0%
	High rent is restricting new shops from coming to Canterbury	0	.0%	0	.0%	0	.0%
	Taking too long to reopen the Marlowe	1	1.0%	0	.0%	0	.0%
	No Ikea	0	.0%	0	.0%	0	.0%
	Marks & Spencer isn't very good	0	.0%	0	.0%	1	1.0%
	No Argos	0	.0%	0	.0%	0	.0%
	No Gap store	0	.0%	0	.0%	0	.0%
	Noisy/ loud music wherever you go	0	.0%	0	.0%	0	.0%
	Paying to go to the Catherdal	0	.0%	0	.0%	1	1.0%
	Shops close too early	0	.0%	0	.0%	0	.0%
	Shortage of high-end ladies' clothes shops	0	.0%	0	.0%	0	.0%
	Smokers in the street	0	.0%	0	.0%	0	.0%
	Some of the shops are run down	0	.0%	0	.0%	0	.0%
	Some shops difficult with buggies	0	.0%	0	.0%	0	.0%
	They just cater for children	0	.0%	0	.0%	0	.0%
	Too much building work going on	0	.0%	0	.0%	0	.0%
Uneven pavements	0	.0%	0	.0%	0	.0%	

Q16. Where do you go most often to the cinema?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%
Don't go to the cinema	475	31.6%	67	33.3%	27	27.0%	33	33.0%
Cineworld, Eureka Entertainment Centre, Ashford	338	22.5%	36	17.9%	37	37.0%	19	19.0%
Vue Cinema, Westwood Cross	265	17.6%	21	10.4%	9	9.0%	19	19.0%
Odeon, St Georges Place, Canterbury	120	8.0%	56	27.9%	19	19.0%	19	19.0%
Kavanagh Cinema, William Street, Herne Bay	51	3.4%	0	.0%	2	2.0%	0	.0%
Odeon, Leviathan Way, Chatham	42	2.8%	0	.0%	0	.0%	0	.0%
Empire Cinema, Sandwich	32	2.1%	0	.0%	0	.0%	1	1.0%
Gulbenkian, University of Kent, Canterbury	31	2.1%	12	6.0%	4	4.0%	6	6.0%
Don't know/ no answer	26	1.7%	2	1.0%	0	.0%	1	1.0%
Odeon, Lockmeadow, Maidstone	25	1.7%	0	.0%	0	.0%	0	.0%
Royal Cinema, Market Place, Faversham	16	1.1%	1	.5%	1	1.0%	0	.0%
Showcase Cinemas, Bluewater	15	1.0%	1	.5%	1	1.0%	0	.0%
Silver Screen Cinema, Guildhall Street, Folkstone	9	.6%	0	.0%	0	.0%	0	.0%
Dreamland Cinema, Marine Terrace, Margate	3	.2%	1	.5%	0	.0%	1	1.0%
The Palace Cinema, Broadstairs	1	.1%	0	.0%	0	.0%	0	.0%
Empire Cinema, High Street, Bromley	1	.1%	0	.0%	0	.0%	0	.0%
New Century Cinema, High Street, Sittingbourne	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Where do you go most often to the cinema?

		Base: All respondents											
		Num		%		Zone							
						1		2		3			
		Num	%	Num	%	Num	%	Num	%				
Other	Cineworld, Medway Valley Leisure Park, Rochester	15	1.0%	0	.0%	0	.0%	0	.0%				
	Carlton Cinema, St Mildreds Road, Westgate-on-Sea	13	.9%	0	.0%	0	.0%	0	.0%				
	Varies	6	.4%	2	1.0%	0	.0%	1	1.0%				
	Kino, Rye Road, Hawkhurst	4	.3%	0	.0%	0	.0%	0	.0%				
	Odeon, Knights Way, Tunbridge Wells	3	.2%	0	.0%	0	.0%	0	.0%				
	Silver Screen Cinema, Market Square, Dover	3	.2%	0	.0%	0	.0%	0	.0%				
	Granville, Victoria Parade, Ramsgate	2	.1%	0	.0%	0	.0%	0	.0%				
	Thanet	2	.1%	1	.5%	0	.0%	0	.0%				
	London	1	.1%	0	.0%	0	.0%	0	.0%				
	Odeon Cinema, High Street, Beckenham	1	.1%	1	.5%	0	.0%	0	.0%				
	Stroud	1	.1%	0	.0%	0	.0%	0	.0%				

(cont.)

Q16. Where do you go most often to the cinema?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	101	100.0%	100	100.0%
Don't go to the cinema	30	30.0%	27	27.0%	39	38.6%	36	36.0%
Cineworld, Eureka Entertainment Centre, Ashford	5	5.0%	3	3.0%	7	6.9%	1	1.0%
Vue Cinema, Westwood Cross	38	38.0%	36	36.0%	28	27.7%	47	47.0%
Odeon, St Georges Place, Canterbury	10	10.0%	2	2.0%	4	4.0%	1	1.0%
Kavanagh Cinema, William Street, Herne Bay	7	7.0%	25	25.0%	17	16.8%	0	.0%
Odeon, Leviathan Way, Chatham	0	.0%	0	.0%	0	.0%	0	.0%
Empire Cinema, Sandwich	0	.0%	0	.0%	0	.0%	0	.0%
Gulbenkian, University of Kent, Canterbury	2	2.0%	0	.0%	1	1.0%	1	1.0%
Don't know/ no answer	3	3.0%	4	4.0%	3	3.0%	0	.0%
Odeon, Lockmeadow, Maidstone	0	.0%	0	.0%	0	.0%	0	.0%
Royal Cinema, Market Place, Faversham	0	.0%	0	.0%	2	2.0%	0	.0%
Showcase Cinemas, Bluewater	0	.0%	0	.0%	0	.0%	0	.0%
Silver Screen Cinema, Guildhall Street, Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Dreamland Cinema, Marine Terrace, Margate	0	.0%	1	1.0%	0	.0%	0	.0%
The Palace Cinema, Broadstairs	0	.0%	0	.0%	0	.0%	1	1.0%
Empire Cinema, High Street, Bromley	0	.0%	0	.0%	0	.0%	0	.0%
New Century Cinema, High Street, Sittingbourne	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Where do you go most often to the cinema?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Cineworld, Medway Valley Leisure Park, Rochester	1	1.0%	0	.0%	0	.0%	0	.0%
	Carlton Cinema, St Mildreds Road, Westgate-on-Sea	3	3.0%	1	1.0%	0	.0%	9	9.0%
	Varies	1	1.0%	0	.0%	0	.0%	2	2.0%
	Kino, Rye Road, Hawkhurst	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Knights Way, Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
	Silver Screen Cinema, Market Square, Dover	0	.0%	0	.0%	0	.0%	0	.0%
	Granville, Victoria Parade, Ramsgate	0	.0%	0	.0%	0	.0%	2	2.0%
	Thanet	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	1	1.0%	0	.0%	0	.0%
	Odeon Cinema, High Street, Beckenham	0	.0%	0	.0%	0	.0%	0	.0%
	Stroud	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Where do you go most often to the cinema?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%
Don't go to the cinema	22	22.0%	36	36.0%	29	29.0%	34	34.0%
Cineworld, Eureka Entertainment Centre, Ashford	5	5.0%	20	20.0%	56	56.0%	13	13.0%
Vue Cinema, Westwood Cross	36	36.0%	30	30.0%	0	.0%	0	.0%
Odeon, St Georges Place, Canterbury	4	4.0%	2	2.0%	3	3.0%	0	.0%
Kavanagh Cinema, William Street, Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
Odeon, Leviathan Way, Chatham	0	.0%	0	.0%	0	.0%	17	17.0%
Empire Cinema, Sandwich	26	26.0%	4	4.0%	0	.0%	0	.0%
Gulbenkian, University of Kent, Canterbury	3	3.0%	0	.0%	2	2.0%	0	.0%
Don't know/ no answer	2	2.0%	4	4.0%	1	1.0%	2	2.0%
Odeon, Lockmeadow, Maidstone	0	.0%	0	.0%	0	.0%	6	6.0%
Royal Cinema, Market Place, Faversham	1	1.0%	0	.0%	0	.0%	11	11.0%
Showcase Cinemas, Bluewater	0	.0%	0	.0%	0	.0%	8	8.0%
Silver Screen Cinema, Guildhall Street, Folkstone	0	.0%	2	2.0%	7	7.0%	0	.0%
Dreamland Cinema, Marine Terrace, Margate	0	.0%	0	.0%	0	.0%	0	.0%
The Palace Cinema, Broadstairs	0	.0%	0	.0%	0	.0%	0	.0%
Empire Cinema, High Street, Bromley	0	.0%	0	.0%	1	1.0%	0	.0%
New Century Cinema, High Street, Sittingbourne	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q16. Where do you go most often to the cinema?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Cineworld, Medway Valley Leisure Park, Rochester	0	.0%	0	.0%	0	.0%	8	8.0%
	Carlton Cinema, St Mildreds Road, Westgate-on-Sea	0	.0%	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%	0	.0%
	Kino, Rye Road, Hawkhurst	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon, Knights Way, Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
	Silver Screen Cinema, Market Square, Dover	0	.0%	2	2.0%	1	1.0%	0	.0%
	Granville, Victoria Parade, Ramsgate	0	.0%	0	.0%	0	.0%	0	.0%
	Thanet	1	1.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%
	Odeon Cinema, High Street, Beckenham	0	.0%	0	.0%	0	.0%	0	.0%
	Stroud	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Where do you go most often to the cinema?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%
Don't go to the cinema	25	25.0%	34	34.0%	36	36.0%
Cineworld, Eureka Entertainment Centre, Ashford	74	74.0%	58	58.0%	4	4.0%
Vue Cinema, Westwood Cross	0	.0%	0	.0%	1	1.0%
Odeon, St Georges Place, Canterbury	0	.0%	0	.0%	0	.0%
Kavanagh Cinema, William Street, Herne Bay	0	.0%	0	.0%	0	.0%
Odeon, Leviathan Way, Chatham	0	.0%	0	.0%	25	25.0%
Empire Cinema, Sandwich	0	.0%	0	.0%	1	1.0%
Gulbenkian, University of Kent, Canterbury	0	.0%	0	.0%	0	.0%
Don't know/ no answer	1	1.0%	2	2.0%	1	1.0%
Odeon, Lockmeadow, Maidstone	0	.0%	1	1.0%	18	18.0%
Royal Cinema, Market Place, Faversham	0	.0%	0	.0%	0	.0%
Showcase Cinemas, Bluewater	0	.0%	1	1.0%	4	4.0%
Silver Screen Cinema, Guildhall Street, Folkstone	0	.0%	0	.0%	0	.0%
Dreamland Cinema, Marine Terrace, Margate	0	.0%	0	.0%	0	.0%
The Palace Cinema, Broadstairs	0	.0%	0	.0%	0	.0%
Empire Cinema, High Street, Bromley	0	.0%	0	.0%	0	.0%
New Century Cinema, High Street, Sittingbourne	0	.0%	0	.0%	0	.0%

(cont.)

Q16. Where do you go most often to the cinema?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Cineworld, Medway Valley Leisure Park, Rochester	0	.0%	0	.0%	6	6.0%
	Carlton Cinema, St Mildreds Road, Westgate-on-Sea	0	.0%	0	.0%	0	.0%
	Varies	0	.0%	0	.0%	0	.0%
	Kino, Rye Road, Hawkhurst	0	.0%	4	4.0%	0	.0%
	Odeon, Knights Way, Tunbridge Wells	0	.0%	0	.0%	3	3.0%
	Silver Screen Cinema, Market Square, Dover	0	.0%	0	.0%	0	.0%
	Granville, Victoria Parade, Ramsgate	0	.0%	0	.0%	0	.0%
	Thanet	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%
	Odeon Cinema, High Street, Beckenham	0	.0%	0	.0%	0	.0%
	Stroud	0	.0%	0	.0%	1	1.0%

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%
Don't use leisure facilities	492	32.8%	56	27.9%	29	29.0%	34	34.0%
Kingsmead Leisure Centre, Canterbury	166	11.1%	66	32.8%	22	22.0%	34	34.0%
Ashford	151	10.1%	10	5.0%	11	11.0%	7	7.0%
Margate	54	3.6%	3	1.5%	1	1.0%	3	3.0%
Maidstone	40	2.7%	1	.5%	2	2.0%	0	.0%
Hérons Leisure Pool, Herne Bay	37	2.5%	0	.0%	0	.0%	0	.0%
Dover	33	2.2%	1	.5%	0	.0%	1	1.0%
Faversham	32	2.1%	4	2.0%	3	3.0%	2	2.0%
Folkstone	31	2.1%	1	.5%	0	.0%	0	.0%
Deal	29	1.9%	1	.5%	3	3.0%	0	.0%
Hythe	25	1.7%	0	.0%	0	.0%	0	.0%
Don't know/ no answer	24	1.6%	1	.5%	1	1.0%	0	.0%
Whitstable Swimming Pool, Tower Parade, Whitstable	21	1.4%	1	.5%	1	1.0%	1	1.0%
Tenterden	21	1.4%	0	.0%	0	.0%	0	.0%
Chatham	20	1.3%	0	.0%	2	2.0%	0	.0%
DW Sports Fitness	19	1.3%	6	3.0%	5	5.0%	3	3.0%
Sittingbourne	18	1.2%	0	.0%	0	.0%	0	.0%
Kings School Recreation Centre, St Stephen's Road, Canterbury	17	1.1%	5	2.5%	3	3.0%	2	2.0%
Ramsgate	16	1.1%	0	.0%	0	.0%	0	.0%
Whitstable Sports Centre, Bellevue Road, Whitstable	13	.9%	2	1.0%	0	.0%	0	.0%
Westwood Cross	13	.9%	2	1.0%	1	1.0%	1	1.0%
AMF Bowling, Whitstable	10	.7%	0	.0%	2	2.0%	0	.0%
Bugsy's Ice n Bowl, St Georges, Canterbury	9	.6%	5	2.5%	1	1.0%	0	.0%
Pier Sports Centre, Central Parade, Herne Bay	8	.5%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Sandwich	7	.5%	1	.5%	0	.0%	0	.0%
University Sports Centre, Giles Lane, Canterbury	6	.4%	5	2.5%	1	1.0%	0	.0%
Tunbridge Wells	6	.4%	0	.0%	0	.0%	0	.0%
Broadstairs	4	.3%	0	.0%	0	.0%	0	.0%
Canterbury High School	3	.2%	1	.5%	1	1.0%	0	.0%
Sheerness	3	.2%	0	.0%	0	.0%	0	.0%
Bromley	1	.1%	0	.0%	0	.0%	0	.0%
Gravesend	1	.1%	0	.0%	0	.0%	0	.0%
Hempstead Valley	1	.1%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

		Base: All respondents				Zone			
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Whitstable	33	2.2%	3	1.5%	3	3.0%	1	1.0%
	Herne Bay	29	1.9%	1	.5%	2	2.0%	0	.0%
	Canterbury	22	1.5%	11	5.5%	0	.0%	4	4.0%
	Varies	19	1.3%	2	1.0%	2	2.0%	2	2.0%
	Gillingham	7	.5%	0	.0%	0	.0%	0	.0%
	Thanet	6	.4%	0	.0%	0	.0%	1	1.0%
	Rainham	4	.3%	0	.0%	0	.0%	0	.0%
	Body and Mind, Knight Avenue, Canterbury	3	.2%	2	1.0%	0	.0%	0	.0%
	Canterbury Golf Course, Scotland Hills, Canterbury	3	.2%	1	.5%	1	1.0%	0	.0%
	Ladies of Leisure, St Dunstons Street, Canterbury	3	.2%	2	1.0%	1	1.0%	0	.0%
	Sturry	3	.2%	0	.0%	0	.0%	1	1.0%
	Aylesford	2	.1%	0	.0%	0	.0%	0	.0%
	Fit4less, Lower Bridge Street, Canterbury	2	.1%	1	.5%	0	.0%	0	.0%
	Ickham	2	.1%	0	.0%	0	.0%	0	.0%
	London	2	.1%	1	.5%	0	.0%	0	.0%
	Strood	2	.1%	0	.0%	0	.0%	0	.0%
	Westgate-on-sea	2	.1%	0	.0%	0	.0%	0	.0%
	Active Life, Amphenol Complex, Thanet Way, Whitstable	1	.1%	0	.0%	0	.0%	0	.0%
	Ashford/ Faversham	1	.1%	0	.0%	0	.0%	0	.0%
	Bexley Heath	1	.1%	1	.5%	0	.0%	0	.0%
Broome Park Golf Course, Canterbury Road, Canterbury	1	.1%	0	.0%	1	1.0%	0	.0%	
Canterbury College, New Dover Road, Canterbury	1	.1%	0	.0%	1	1.0%	0	.0%	
Canterbury/Whitstable	1	.1%	1	.5%	0	.0%	0	.0%	
Chatham/ Rainham	1	.1%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Chelmsford	1	.1%	1	.5%	0	.0%	0	.0%
	Cliftonville	1	.1%	0	.0%	0	.0%	0	.0%
	Cranbrook	1	.1%	0	.0%	0	.0%	0	.0%
	Dymchurch	1	.1%	0	.0%	0	.0%	0	.0%
	Ebury Hotel, New Dover Road, Canterbury	1	.1%	0	.0%	0	.0%	1	1.0%
	Etchinghill	1	.1%	0	.0%	0	.0%	0	.0%
	Gym, Sturry Road, Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
	Hawkhurst	1	.1%	0	.0%	0	.0%	0	.0%
	Langton Lane Swimming Club, Nackington Road, Canterbury	1	.1%	1	.5%	0	.0%	0	.0%
	Longshore Farm Fishery, Calcott Hill, Sturry, Canterbury	1	.1%	0	.0%	0	.0%	0	.0%
	Marlow	1	.1%	0	.0%	0	.0%	1	1.0%
	Medway Park, Rochester	1	.1%	0	.0%	0	.0%	0	.0%
	New Romney	1	.1%	0	.0%	0	.0%	0	.0%
	Pulse, St Georges Centre, Canterbury	1	.1%	0	.0%	0	.0%	1	1.0%
	Rochester	1	.1%	0	.0%	0	.0%	0	.0%
	Romney	1	.1%	0	.0%	0	.0%	0	.0%
	Rye	1	.1%	0	.0%	0	.0%	0	.0%
	Stonlea Golf Centre, Richborough	1	.1%	0	.0%	0	.0%	0	.0%
Twydell	1	.1%	0	.0%	0	.0%	0	.0%	
Westgate Hall, Canterbury	1	.1%	1	.5%	0	.0%	0	.0%	

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	101	100.0%	100	100.0%
Don't use leisure facilities	25	25.0%	23	23.0%	34	33.7%	40	40.0%
Kingsmead Leisure Centre, Canterbury	28	28.0%	1	1.0%	5	5.0%	0	.0%
Ashford	2	2.0%	1	1.0%	3	3.0%	0	.0%
Margate	4	4.0%	2	2.0%	2	2.0%	29	29.0%
Maidstone	0	.0%	0	.0%	2	2.0%	0	.0%
Hérons Leisure Pool, Herne Bay	2	2.0%	30	30.0%	4	4.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%	0	.0%
Faversham	1	1.0%	2	2.0%	2	2.0%	0	.0%
Folkstone	0	.0%	0	.0%	0	.0%	0	.0%
Deal	1	1.0%	0	.0%	0	.0%	2	2.0%
Hythe	0	.0%	1	1.0%	0	.0%	0	.0%
Don't know/ no answer	3	3.0%	2	2.0%	2	2.0%	1	1.0%
Whitstable Swimming Pool, Tower Parade, Whitstable	2	2.0%	0	.0%	15	14.9%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	0	.0%
Chatham	0	.0%	0	.0%	1	1.0%	0	.0%
DW Sports Fitness	1	1.0%	0	.0%	1	1.0%	3	3.0%
Sittingbourne	1	1.0%	0	.0%	1	1.0%	0	.0%
Kings School Recreation Centre, St Stephen's Road, Canterbury	2	2.0%	1	1.0%	0	.0%	0	.0%
Ramsgate	1	1.0%	0	.0%	0	.0%	11	11.0%
Whitstable Sports Centre, Bellevue Road, Whitstable	2	2.0%	1	1.0%	6	5.9%	0	.0%
Westwood Cross	0	.0%	0	.0%	0	.0%	6	6.0%
AMF Bowling, Whitstable	1	1.0%	1	1.0%	4	4.0%	0	.0%
Bugsy's Ice n Bowl, St Georges, Canterbury	1	1.0%	1	1.0%	1	1.0%	0	.0%
Pier Sports Centre, Central Parade, Herne Bay	0	.0%	6	6.0%	1	1.0%	0	.0%

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

	Zone							
	4		5		6		7	
	Num	%	Num	%	Num	%	Num	%
Sandwich	0	.0%	0	.0%	0	.0%	0	.0%
University Sports Centre, Giles Lane, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	1	1.0%	0	.0%	3	3.0%
Canterbury High School	1	1.0%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	0	.0%
Bromley	0	.0%	0	.0%	0	.0%	0	.0%
Gravesend	0	.0%	0	.0%	0	.0%	0	.0%
Hempstead Valley	1	1.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Whitstable	6	6.0%	4	4.0%	13	12.9%	0	.0%
	Herne Bay	5	5.0%	19	19.0%	2	2.0%	0	.0%
	Canterbury	2	2.0%	0	.0%	1	1.0%	2	2.0%
	Varies	1	1.0%	1	1.0%	1	1.0%	1	1.0%
	Gillingham	0	.0%	0	.0%	0	.0%	0	.0%
	Thanet	1	1.0%	1	1.0%	0	.0%	1	1.0%
	Rainham	0	.0%	0	.0%	0	.0%	0	.0%
	Body and Mind, Knight Avenue, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Canterbury Golf Course, Scotland Hills, Canterbury	0	.0%	1	1.0%	0	.0%	0	.0%
	Ladies of Leisure, St Dunstons Street, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Sturry	1	1.0%	1	1.0%	0	.0%	0	.0%
	Aylesford	0	.0%	0	.0%	0	.0%	0	.0%
	Fit4less, Lower Bridge Street, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Ickham	0	.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%
	Strood	0	.0%	0	.0%	0	.0%	0	.0%
	Westgate-on-sea	1	1.0%	0	.0%	0	.0%	1	1.0%
	Active Life, Amphenol Complex, Thanet Way, Whitstable	1	1.0%	0	.0%	0	.0%	0	.0%
	Ashford/ Faversham	1	1.0%	0	.0%	0	.0%	0	.0%
	Bexley Heath	0	.0%	0	.0%	0	.0%	0	.0%
Broome Park Golf Course, Canterbury Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	
Canterbury College, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	
Canterbury/Whitstable	0	.0%	0	.0%	0	.0%	0	.0%	
Chatham/ Rainham	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

		Zone							
		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%
Other	Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%
	Cliftonville	0	.0%	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%
	Ebury Hotel, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Etchinghill	0	.0%	0	.0%	0	.0%	0	.0%
	Gym, Sturry Road, Canterbury	1	1.0%	0	.0%	0	.0%	0	.0%
	Hawkhurst	0	.0%	0	.0%	0	.0%	0	.0%
	Langton Lane Swimming Club, Nackington Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Longshore Farm Fishery, Calcott Hill, Sturry, Canterbury	1	1.0%	0	.0%	0	.0%	0	.0%
	Marlow	0	.0%	0	.0%	0	.0%	0	.0%
	Medway Park, Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Pulse, St Georges Centre, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Rye	0	.0%	0	.0%	0	.0%	0	.0%
	Stonlea Golf Centre, Richborough	0	.0%	0	.0%	0	.0%	0	.0%
	Twydell	0	.0%	0	.0%	0	.0%	0	.0%
Westgate Hall, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%
Don't use leisure facilities	42	42.0%	39	39.0%	30	30.0%	35	35.0%
Kingsmead Leisure Centre, Canterbury	5	5.0%	4	4.0%	0	.0%	1	1.0%
Ashford	3	3.0%	2	2.0%	20	20.0%	3	3.0%
Margate	7	7.0%	3	3.0%	0	.0%	0	.0%
Maidstone	1	1.0%	0	.0%	0	.0%	7	7.0%
Hérons Leisure Pool, Herne Bay	1	1.0%	0	.0%	0	.0%	0	.0%
Dover	7	7.0%	23	23.0%	1	1.0%	0	.0%
Faversham	1	1.0%	0	.0%	0	.0%	14	14.0%
Folkstone	0	.0%	3	3.0%	26	26.0%	0	.0%
Deal	7	7.0%	13	13.0%	2	2.0%	0	.0%
Hythe	0	.0%	1	1.0%	16	16.0%	1	1.0%
Don't know/ no answer	5	5.0%	2	2.0%	2	2.0%	3	3.0%
Whitstable Swimming Pool, Tower Parade, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
Tenterden	0	.0%	0	.0%	0	.0%	1	1.0%
Chatham	0	.0%	0	.0%	0	.0%	4	4.0%
DW Sports Fitness	0	.0%	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%	16	16.0%
Kings School Recreation Centre, St Stephen's Road, Canterbury	3	3.0%	0	.0%	1	1.0%	0	.0%
Ramsgate	2	2.0%	2	2.0%	0	.0%	0	.0%
Whitstable Sports Centre, Bellevue Road, Whitstable	0	.0%	0	.0%	1	1.0%	0	.0%
Westwood Cross	2	2.0%	1	1.0%	0	.0%	0	.0%
AMF Bowling, Whitstable	0	.0%	0	.0%	0	.0%	1	1.0%
Bugsy's Ice n Bowl, St Georges, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Pier Sports Centre, Central Parade, Herne Bay	0	.0%	0	.0%	0	.0%	1	1.0%

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

	Zone							
	8		9		10		11	
	Num	%	Num	%	Num	%	Num	%
Sandwich	6	6.0%	0	.0%	0	.0%	0	.0%
University Sports Centre, Giles Lane, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	0	.0%	0	.0%	0	.0%
Broadstairs	0	.0%	0	.0%	0	.0%	0	.0%
Canterbury High School	0	.0%	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%	3	3.0%
Bromley	0	.0%	0	.0%	0	.0%	1	1.0%
Gravesend	0	.0%	0	.0%	0	.0%	0	.0%
Hempstead Valley	0	.0%	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Whitstable	0	.0%	1	1.0%	0	.0%	2	2.0%
	Herne Bay	0	.0%	0	.0%	0	.0%	0	.0%
	Canterbury	1	1.0%	0	.0%	1	1.0%	0	.0%
	Varies	1	1.0%	3	3.0%	0	.0%	1	1.0%
	Gillingham	0	.0%	0	.0%	0	.0%	3	3.0%
	Thanet	2	2.0%	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	0	.0%	1	1.0%
	Body and Mind, Knight Avenue, Canterbury	1	1.0%	0	.0%	0	.0%	0	.0%
	Canterbury Golf Course, Scotland Hills, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Ladies of Leisure, St Dunstons Street, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Sturry	0	.0%	0	.0%	0	.0%	0	.0%
	Aylesford	0	.0%	0	.0%	0	.0%	1	1.0%
	Fit4less, Lower Bridge Street, Canterbury	0	.0%	1	1.0%	0	.0%	0	.0%
	Ickham	2	2.0%	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	0	.0%	0	.0%
	Strood	0	.0%	0	.0%	0	.0%	0	.0%
	Westgate-on-sea	0	.0%	0	.0%	0	.0%	0	.0%
	Active Life, Amphenol Complex, Thanet Way, Whitstable	0	.0%	0	.0%	0	.0%	0	.0%
	Ashford/ Faversham	0	.0%	0	.0%	0	.0%	0	.0%
	Bexley Heath	0	.0%	0	.0%	0	.0%	0	.0%
Broome Park Golf Course, Canterbury Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	
Canterbury College, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	
Canterbury/Whitstable	0	.0%	0	.0%	0	.0%	0	.0%	
Chatham/ Rainham	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

		Zone							
		8		9		10		11	
		Num	%	Num	%	Num	%	Num	%
Other	Chelmsford	0	.0%	0	.0%	0	.0%	0	.0%
	Cliftonville	0	.0%	1	1.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	0	.0%	0	.0%
	Dymchurch	0	.0%	0	.0%	0	.0%	0	.0%
	Ebury Hotel, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Etchinghill	0	.0%	1	1.0%	0	.0%	0	.0%
	Gym, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Hawkhurst	0	.0%	0	.0%	0	.0%	0	.0%
	Langton Lane Swimming Club, Nackington Road, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Longshore Farm Fishery, Calcott Hill, Sturry, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Marlow	0	.0%	0	.0%	0	.0%	0	.0%
	Medway Park, Rochester	0	.0%	0	.0%	0	.0%	0	.0%
	New Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Pulse, St Georges Centre, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%	1	1.0%
	Romney	0	.0%	0	.0%	0	.0%	0	.0%
	Rye	0	.0%	0	.0%	0	.0%	0	.0%
	Stonlea Golf Centre, Richborough	1	1.0%	0	.0%	0	.0%	0	.0%
	Twydell	0	.0%	0	.0%	0	.0%	0	.0%
Westgate Hall, Canterbury	0	.0%	0	.0%	0	.0%	0	.0%	

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%
Don't use leisure facilities	29	29.0%	39	39.0%	37	37.0%
Kingsmead Leisure Centre, Canterbury	0	.0%	0	.0%	0	.0%
Ashford	60	60.0%	28	28.0%	1	1.0%
Margate	0	.0%	0	.0%	0	.0%
Maidstone	2	2.0%	1	1.0%	24	24.0%
Hérons Leisure Pool, Herne Bay	0	.0%	0	.0%	0	.0%
Dover	0	.0%	0	.0%	0	.0%
Faversham	1	1.0%	2	2.0%	0	.0%
Folkstone	0	.0%	1	1.0%	0	.0%
Deal	0	.0%	0	.0%	0	.0%
Hythe	2	2.0%	4	4.0%	0	.0%
Don't know/ no answer	1	1.0%	1	1.0%	0	.0%
Whitstable Swimming Pool, Tower Parade, Whitstable	1	1.0%	0	.0%	0	.0%
Tenterden	2	2.0%	17	17.0%	1	1.0%
Chatham	0	.0%	0	.0%	13	13.0%
DW Sports Fitness	0	.0%	0	.0%	0	.0%
Sittingbourne	0	.0%	0	.0%	0	.0%
Kings School Recreation Centre, St Stephen's Road, Canterbury	0	.0%	0	.0%	0	.0%
Ramsgate	0	.0%	0	.0%	0	.0%
Whitstable Sports Centre, Bellevue Road, Whitstable	0	.0%	0	.0%	1	1.0%
Westwood Cross	0	.0%	0	.0%	0	.0%
AMF Bowling, Whitstable	0	.0%	1	1.0%	0	.0%
Bugsy's Ice n Bowl, St Georges, Canterbury	0	.0%	0	.0%	0	.0%
Pier Sports Centre, Central Parade, Herne Bay	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

	Zone					
	12		13		14	
	Num	%	Num	%	Num	%
Sandwich	0	.0%	0	.0%	0	.0%
University Sports Centre, Giles Lane, Canterbury	0	.0%	0	.0%	0	.0%
Tunbridge Wells	0	.0%	1	1.0%	5	5.0%
Broadstairs	0	.0%	0	.0%	0	.0%
Canterbury High School	0	.0%	0	.0%	0	.0%
Sheerness	0	.0%	0	.0%	0	.0%
Bromley	0	.0%	0	.0%	0	.0%
Gravesend	0	.0%	0	.0%	1	1.0%
Hempstead Valley	0	.0%	0	.0%	0	.0%

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Whitstable	0	.0%	0	.0%	0	.0%
	Herne Bay	0	.0%	0	.0%	0	.0%
	Canterbury	0	.0%	0	.0%	0	.0%
	Varies	1	1.0%	2	2.0%	1	1.0%
	Gillingham	0	.0%	0	.0%	4	4.0%
	Thanet	0	.0%	0	.0%	0	.0%
	Rainham	0	.0%	0	.0%	3	3.0%
	Body and Mind, Knight Avenue, Canterbury	0	.0%	0	.0%	0	.0%
	Canterbury Golf Course, Scotland Hills, Canterbury	0	.0%	0	.0%	0	.0%
	Ladies of Leisure, St Dunstons Street, Canterbury	0	.0%	0	.0%	0	.0%
	Sturry	0	.0%	0	.0%	0	.0%
	Aylesford	0	.0%	0	.0%	1	1.0%
	Fit4less, Lower Bridge Street, Canterbury	0	.0%	0	.0%	0	.0%
	Ickham	0	.0%	0	.0%	0	.0%
	London	0	.0%	0	.0%	1	1.0%
	Strood	0	.0%	0	.0%	2	2.0%
	Westgate-on-sea	0	.0%	0	.0%	0	.0%
	Active Life, Amphenol Complex, Thanet Way, Whitstable	0	.0%	0	.0%	0	.0%
	Ashford/ Faversham	0	.0%	0	.0%	0	.0%
	Bexley Heath	0	.0%	0	.0%	0	.0%
	Broome Park Golf Course, Canterbury Road, Canterbury	0	.0%	0	.0%	0	.0%
	Canterbury College, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%
	Canterbury/Whitstable	0	.0%	0	.0%	0	.0%
Chatham/ Rainham	0	.0%	0	.0%	1	1.0%	

(cont.)

Q17. Where do you go most often for commercial leisure activities (e.g. swimming, bowling etc)?

		Zone					
		12		13		14	
		Num	%	Num	%	Num	%
Other	Chelmsford	0	.0%	0	.0%	0	.0%
	Cliftonville	0	.0%	0	.0%	0	.0%
	Cranbrook	0	.0%	0	.0%	1	1.0%
	Dymchurch	1	1.0%	0	.0%	0	.0%
	Ebury Hotel, New Dover Road, Canterbury	0	.0%	0	.0%	0	.0%
	Etchinghill	0	.0%	0	.0%	0	.0%
	Gym, Sturry Road, Canterbury	0	.0%	0	.0%	0	.0%
	Hawkhurst	0	.0%	0	.0%	1	1.0%
	Langton Lane Swimming Club, Nackington Road, Canterbury	0	.0%	0	.0%	0	.0%
	Longshore Farm Fishery, Calcott Hill, Sturry, Canterbury	0	.0%	0	.0%	0	.0%
	Marlow	0	.0%	0	.0%	0	.0%
	Medway Park, Rochester	0	.0%	0	.0%	1	1.0%
	New Romney	0	.0%	1	1.0%	0	.0%
	Pulse, St Georges Centre, Canterbury	0	.0%	0	.0%	0	.0%
	Rochester	0	.0%	0	.0%	0	.0%
	Romney	0	.0%	1	1.0%	0	.0%
	Rye	0	.0%	1	1.0%	0	.0%
	Stonlea Golf Centre, Richborough	0	.0%	0	.0%	0	.0%
	Twydell	0	.0%	0	.0%	1	1.0%
Westgate Hall, Canterbury	0	.0%	0	.0%	0	.0%	

Q19. SEG of chief income earner

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%	100	100.0%
A/B	364	24.2%	48	23.9%	29	29.0%	33	33.0%	20	20.0%
C1	490	32.6%	69	34.3%	33	33.0%	29	29.0%	32	32.0%
C2	362	24.1%	43	21.4%	24	24.0%	19	19.0%	24	24.0%
D/E	201	13.4%	29	14.4%	10	10.0%	15	15.0%	13	13.0%
Refused	85	5.7%	12	6.0%	4	4.0%	4	4.0%	11	11.0%

(cont.)

Q19. SEG of chief income earner

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
A/B	14	14.0%	16	15.8%	24	24.0%	31	31.0%	27	27.0%
C1	34	34.0%	47	46.5%	34	34.0%	22	22.0%	22	22.0%
C2	32	32.0%	30	29.7%	20	20.0%	24	24.0%	25	25.0%
D/E	16	16.0%	5	5.0%	14	14.0%	17	17.0%	19	19.0%
Refused	4	4.0%	3	3.0%	8	8.0%	6	6.0%	7	7.0%

(cont.)

Q19. SEG of chief income earner

	Zone									
	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%
A/B	26	26.0%	20	20.0%	29	29.0%	21	21.0%	26	26.0%
C1	32	32.0%	31	31.0%	34	34.0%	30	30.0%	41	41.0%
C2	26	26.0%	33	33.0%	24	24.0%	21	21.0%	17	17.0%
D/E	13	13.0%	10	10.0%	9	9.0%	22	22.0%	9	9.0%
Refused	3	3.0%	6	6.0%	4	4.0%	6	6.0%	7	7.0%

Q20. How many people are there in your household who are aged 0 to 15 years?

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%	100	100.0%
None	1038	69.1%	139	69.2%	65	65.0%	69	69.0%	66	66.0%
One	180	12.0%	25	12.4%	16	16.0%	12	12.0%	12	12.0%
Two	182	12.1%	27	13.4%	14	14.0%	9	9.0%	12	12.0%
Three	58	3.9%	4	2.0%	3	3.0%	8	8.0%	5	5.0%
Four or more	23	1.5%	2	1.0%	1	1.0%	0	.0%	0	.0%
Refused	21	1.4%	4	2.0%	1	1.0%	2	2.0%	5	5.0%

(cont.)

Q20. How many people are there in your household who are aged 0 to 15 years?

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
None	66	66.0%	74	73.3%	74	74.0%	69	69.0%	75	75.0%
One	9	9.0%	14	13.9%	11	11.0%	11	11.0%	10	10.0%
Two	16	16.0%	8	7.9%	10	10.0%	14	14.0%	9	9.0%
Three	6	6.0%	3	3.0%	3	3.0%	2	2.0%	3	3.0%
Four or more	3	3.0%	2	2.0%	2	2.0%	2	2.0%	2	2.0%
Refused	0	.0%	0	.0%	0	.0%	2	2.0%	1	1.0%

(cont.)

Q20. How many people are there in your household who are aged 0 to 15 years?

	Zone									
	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%
None	70	70.0%	65	65.0%	61	61.0%	75	75.0%	70	70.0%
One	12	12.0%	12	12.0%	20	20.0%	7	7.0%	9	9.0%
Two	12	12.0%	15	15.0%	10	10.0%	13	13.0%	13	13.0%
Three	3	3.0%	3	3.0%	7	7.0%	3	3.0%	5	5.0%
Four or more	3	3.0%	3	3.0%	1	1.0%	1	1.0%	1	1.0%
Refused	0	.0%	2	2.0%	1	1.0%	1	1.0%	2	2.0%

Q20. How many people are there in your household who are aged 16 years or over?

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%	100	100.0%
One	330	22.0%	43	21.4%	22	22.0%	17	17.0%	15	15.0%
Two	790	52.6%	94	46.8%	58	58.0%	57	57.0%	52	52.0%
Three	209	13.9%	31	15.4%	9	9.0%	15	15.0%	18	18.0%
Four or more	153	10.2%	29	14.4%	10	10.0%	9	9.0%	10	10.0%
Refused	20	1.3%	4	2.0%	1	1.0%	2	2.0%	5	5.0%

(cont.)

Q20. How many people are there in your household who are aged 16 years or over?

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
One	21	21.0%	26	25.7%	26	26.0%	21	21.0%	25	25.0%
Two	57	57.0%	50	49.5%	54	54.0%	51	51.0%	54	54.0%
Three	15	15.0%	10	9.9%	14	14.0%	17	17.0%	17	17.0%
Four or more	7	7.0%	15	14.9%	6	6.0%	9	9.0%	4	4.0%
Refused	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%

(cont.)

Q20. How many people are there in your household who are aged 16 years or over?

	Zone									
	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%
One	28	28.0%	19	19.0%	18	18.0%	25	25.0%	24	24.0%
Two	49	49.0%	55	55.0%	56	56.0%	54	54.0%	49	49.0%
Three	10	10.0%	17	17.0%	11	11.0%	13	13.0%	12	12.0%
Four or more	13	13.0%	7	7.0%	14	14.0%	7	7.0%	13	13.0%
Refused	0	.0%	2	2.0%	1	1.0%	1	1.0%	2	2.0%

Q21. How many people (men and women) aged 16 – 64 are there in your household who are...?

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%	100	100.0%
In part-time employment										
None	1046	69.6%	133	66.2%	65	65.0%	67	67.0%	64	64.0%
One	352	23.4%	46	22.9%	25	25.0%	28	28.0%	25	25.0%
Two	66	4.4%	13	6.5%	9	9.0%	2	2.0%	5	5.0%
Three	9	.6%	1	.5%	0	.0%	1	1.0%	1	1.0%
Four or more	2	.1%	2	1.0%	0	.0%	0	.0%	0	.0%
Refused	27	1.8%	6	3.0%	1	1.0%	2	2.0%	5	5.0%
In full-time employment										
None	569	37.9%	71	35.3%	35	35.0%	31	31.0%	33	33.0%
One	467	31.1%	62	30.8%	39	39.0%	42	42.0%	29	29.0%
Two	329	21.9%	49	24.4%	22	22.0%	16	16.0%	23	23.0%
Three	76	5.1%	8	4.0%	1	1.0%	6	6.0%	9	9.0%
Four or more	34	2.3%	5	2.5%	2	2.0%	3	3.0%	1	1.0%
Refused	27	1.8%	6	3.0%	1	1.0%	2	2.0%	5	5.0%
Unemployed but available or seeking employment										
None	1376	91.6%	180	89.6%	92	92.0%	92	92.0%	86	86.0%
One	83	5.5%	12	6.0%	7	7.0%	6	6.0%	8	8.0%
Two	15	1.0%	3	1.5%	0	.0%	0	.0%	1	1.0%
Three	2	.1%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	26	1.7%	6	3.0%	1	1.0%	2	2.0%	5	5.0%

(cont.)

Q21. How many people (men and women) aged 16 – 64 are there in your household who are...?

		Zone									
		5		6		7		8		9	
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
	None	71	71.0%	68	67.3%	79	79.0%	75	75.0%	77	77.0%
	One	26	26.0%	25	24.8%	16	16.0%	18	18.0%	21	21.0%
In part-time employment	Two	3	3.0%	8	7.9%	2	2.0%	4	4.0%	1	1.0%
	Three	0	.0%	0	.0%	2	2.0%	1	1.0%	1	1.0%
	Four or more	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	0	.0%	0	.0%	1	1.0%	2	2.0%	0	.0%
In full-time employment	None	42	42.0%	38	37.6%	37	37.0%	41	41.0%	47	47.0%
	One	32	32.0%	34	33.7%	33	33.0%	30	30.0%	27	27.0%
	Two	19	19.0%	20	19.8%	22	22.0%	20	20.0%	22	22.0%
	Three	6	6.0%	7	6.9%	4	4.0%	4	4.0%	3	3.0%
	Four or more	1	1.0%	2	2.0%	3	3.0%	3	3.0%	1	1.0%
Unemployed but available or seeking employment	Refused	0	.0%	0	.0%	1	1.0%	2	2.0%	0	.0%
	None	96	96.0%	93	92.1%	95	95.0%	93	93.0%	92	92.0%
	One	2	2.0%	6	5.9%	4	4.0%	4	4.0%	6	6.0%
	Two	2	2.0%	1	1.0%	0	.0%	1	1.0%	2	2.0%
	Three	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Refused	0	.0%	0	.0%	1	1.0%	2	2.0%	0	.0%

(cont.)

Q21. How many people (men and women) aged 16 – 64 are there in your household who are...?

		Zone									
		10		11		12		13		14	
		Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		100	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%
None		69	69.0%	72	72.0%	66	66.0%	75	75.0%	65	65.0%
One		27	27.0%	21	21.0%	25	25.0%	20	20.0%	29	29.0%
In part-time employment	Two	3	3.0%	3	3.0%	5	5.0%	4	4.0%	4	4.0%
	Three	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
	Four or more	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Refused	1	1.0%	4	4.0%	2	2.0%	1	1.0%	2	2.0%
None		48	48.0%	31	31.0%	34	34.0%	48	48.0%	33	33.0%
One		20	20.0%	29	29.0%	36	36.0%	26	26.0%	28	28.0%
In full-time employment	Two	21	21.0%	28	28.0%	23	23.0%	15	15.0%	29	29.0%
	Three	8	8.0%	5	5.0%	2	2.0%	9	9.0%	4	4.0%
	Four or more	2	2.0%	3	3.0%	3	3.0%	1	1.0%	4	4.0%
	Refused	1	1.0%	4	4.0%	2	2.0%	1	1.0%	2	2.0%
None		92	92.0%	90	90.0%	89	89.0%	95	95.0%	91	91.0%
One		5	5.0%	7	7.0%	6	6.0%	3	3.0%	7	7.0%
Unemployed but available or seeking employment	Two	1	1.0%	1	1.0%	2	2.0%	1	1.0%	0	.0%
	Three	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Refused	2	2.0%	2	2.0%	2	2.0%	1	1.0%	2	2.0%

Q22. How many cars does your household own or have the use of?

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%	100	100.0%
None	143	9.5%	27	13.4%	5	5.0%	8	8.0%	7	7.0%
1	656	43.7%	110	54.7%	47	47.0%	31	31.0%	38	38.0%
2	495	33.0%	49	24.4%	32	32.0%	43	43.0%	34	34.0%
3 or more	184	12.3%	11	5.5%	14	14.0%	16	16.0%	16	16.0%
Refused	24	1.6%	4	2.0%	2	2.0%	2	2.0%	5	5.0%

(cont.)

Q22. How many cars does your household own or have the use of?

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
None	10	10.0%	4	4.0%	15	15.0%	6	6.0%	13	13.0%
1	43	43.0%	51	50.5%	45	45.0%	38	38.0%	53	53.0%
2	36	36.0%	30	29.7%	28	28.0%	36	36.0%	27	27.0%
3 or more	11	11.0%	16	15.8%	12	12.0%	19	19.0%	7	7.0%
Refused	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

(cont.)

Q22. How many cars does your household own or have the use of?

	Zone									
	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%
None	13	13.0%	11	11.0%	8	8.0%	10	10.0%	6	6.0%
1	45	45.0%	40	40.0%	40	40.0%	40	40.0%	35	35.0%
2	30	30.0%	34	34.0%	37	37.0%	34	34.0%	45	45.0%
3 or more	11	11.0%	11	11.0%	13	13.0%	15	15.0%	12	12.0%
Refused	1	1.0%	4	4.0%	2	2.0%	1	1.0%	2	2.0%

Q23. Would you be willing to be recontacted for future quality control purposes?

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%	100	100.0%
Yes	1148	76.4%	157	78.1%	77	77.0%	78	78.0%	80	80.0%
No	354	23.6%	44	21.9%	23	23.0%	22	22.0%	20	20.0%

(cont.)

Q23. Would you be willing to be recontacted for future quality control purposes?

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
Yes	84	84.0%	78	77.2%	78	78.0%	72	72.0%	77	77.0%
No	16	16.0%	23	22.8%	22	22.0%	28	28.0%	23	23.0%

(cont.)

Q23. Would you be willing to be recontacted for future quality control purposes?

	Zone									
	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%
Yes	76	76.0%	68	68.0%	73	73.0%	70	70.0%	80	80.0%
No	24	24.0%	32	32.0%	27	27.0%	30	30.0%	20	20.0%

Q24. Gender of respondent

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1502	100.0%	201	100.0%	100	100.0%	100	100.0%	100	100.0%
Male	501	33.4%	76	37.8%	32	32.0%	33	33.0%	35	35.0%
Female	1001	66.6%	125	62.2%	68	68.0%	67	67.0%	65	65.0%

(cont.)

Q24. Gender of respondent

	Zone									
	5		6		7		8		9	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
Male	32	32.0%	33	32.7%	35	35.0%	35	35.0%	30	30.0%
Female	68	68.0%	68	67.3%	65	65.0%	65	65.0%	70	70.0%

(cont.)

Q24. Gender of respondent

	Zone									
	10		11		12		13		14	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	100	100.0%	100	100.0%	100	100.0%	100	100.0%	100	100.0%
Male	30	30.0%	31	31.0%	33	33.0%	27	27.0%	39	39.0%
Female	70	70.0%	69	69.0%	67	67.0%	73	73.0%	61	61.0%