# GL Hearn 

Part of Capita plc

# Canterbury City Council Retail and Leisure Study <br> Canterbury City Council 

July 2020

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## DATE

July 2020

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## 1 INTRODUCTION

1.1 GL Hearn has been commissioned by Canterbury City Council to undertake a review of the future retail and commercial leisure needs of the Council's administrative area up to 2040. The aim of the Study is to understand how the existing facilities serve the district's residents and what potential there is to plan for any additional facilities over the study period in order to inform the emerging Local Plan.
1.2 This Retail and Commercial Leisure Study has as its evidence base a 1403 household telephone interview survey alongside on street and business surveys which sought to establish residents' shopping and leisure usage patterns. The overall study area has been divided into 14 Study Zones. Study Zones 1-6 comprise the Canterbury Council administrative area. Zones 7-14 comprise the fringe areas to Canterbury and are an area which the retail catchment is considered to reach.
1.3 The results of the household survey are applied to current and projected population and consumer spending to establish current and future retail and leisure provision. This analysis is provided on an overall city-wide basis and on a more local 'sectoral' basis for convenience goods, examining trade retention levels currently achieved by the individual centres (Canterbury, Whitstable and Herne Bay) as well as the district as a whole.
1.4 This information is supported by a series of vitality and viability assessments undertaken in the SubRegional Centre of Canterbury city and the district centres of Whitstable and Herne Bay. These studies allow the analysis of the role and function of each of the centres and their ability to serve the local community in which they are located. Health Checks have also been undertaken for the 'other Canterbury retail locations' identified under Policy TCL (A) of the Canterbury District Local Plan (adopted July 2017).
1.5 With regard to commercial leisure uses (cinema's, pubs, bars and restaurants, ten pin bowling, health and fitness centres, bingo and night clubs etc.) we have considered existing usage of facilities in the Canterbury's authoritative area and participation generally and then considered the potential which exists for improving that existing provision. We have also assessed whether future provision is needed.

## Purpose of Study

1.6 The Study is to provide a quantitative assessment of comparison and convenience goods shopping and leisure uses in Canterbury to meet the requirements of the National Planning Policy Framework. The primary purpose of the Study is to provide the evidence base for the Local Plan and other LDF documents. The Study will also assist in making informed decisions on retail and leisure development
proposals within Canterbury and will inform the Council's response to any retail applications which come forward.
1.7 The Study is required to provide:

- A non-technical/executive summary setting out the key findings of the Study;
- Sub-regional analysis of catchment areas and the role and function of the regional and town centres within that wider area;
- A quantitative and qualitative assessment of future retail and leisure needs within the district to enable the Council to consider its future strategy, including specific city/town centre strategies;
- Qualitative assessments of the vitality and viability of Canterbury City Centre, Herne Bay and Whitstable town centres along with 'Other Canterbury Retail Locations' including recommendations on specific issues which could be addressed to improve performance;
- Recommendations with regard to local floorspace thresholds for the impact test;
- Recommendations with regard to any potential changes in terms of the current retail hierarchy and boundaries for the town and district centres;
- Provide high level sequential assessment on potential broad locations for future retail and leisure development.


## 2 UK RETAIL AND LEISURE TRENDS

2.1 This section briefly considerers the main drivers and trends in retail and commercial leisure within the UK. The analysis draws upon a number of published data sources including; Goad Plan data, Experian, BCSC, Family Expenditure Survey, Centre for Retail Research, BFI and Mintel.
2.2 An assessment of future retail or leisure demand or need should have regard to emerging trends within the industry as these may influence the conclusions of the assessment. The retail sector is one of the most dynamic sectors of the UK economy and is constantly evolving and adapting in response to consumer and lifestyle trends and other market influences. These trends and influences could impact upon the nature of domestic retailing and commercial leisure development during the course of the Local Plan for Canterbury through to 2040. Therefore, these projected changes in patterns could have significant implications for the way in which the Centres within the district are used and how they will need to adapt and respond.
2.3 The section below sets out the projections for the year prior to the COVID-19 pandemic. There is also a separate section on the potential impact of COVID-19 on the retail and leisure sector.

## Expenditure Growth

2.4 According to Experian (February 2020), the outlook for retail floorspace requirements has been revised lower than Experian's projections last year. This is due to an upward revision of the forecasts for SFT and store efficiency gains. As online spending is expected to take an even greater share of overall spending, the outlook for spending in stores over the next decade has been revised down to $1.9 \%$ from $2.1 \%$ previously. At the same time, margin pressures will continue to threaten store viability and force retailers to pursue strategies which increase efficiencies from existing floorspace. Redevelopment of existing floorspace and new technologies will also help facilitate efficiency gains.
2.5 According to Experian (2020), household spending growth slowed to an 8 year low of $1.2 \%$ in 2019. Low confidence was a major drag, but tepid growth in household incomes was also a factor behind the lacklustre spending trend. Retail incomes is projected to average $1.3 \%$ this year and consumer spending growth will remain in sub $-1.5 \%$ territory.
2.6 According to Experian (2020), retail sales volumes grew by 3\% in 2019, the weakest reading since 2014. There was a marked slowdown in growth over the course of the year, reflecting lo confidence and sluggish incomes.
2.7 In the medium term (2021-25), retail sales volumes are expected to return to a stronger footing as the Brexit-related uncertainty unwinds and economic conditions improve. The baseline assumes a relatively orderly transition process, concluding with deep trade deal, with retail sales averaging $2.7 \%$.
2.8 Retail sales are forecast to grow at an annual average $2.3 \%$ over the longer term (2030-40). This is close to last year's forecast and well below the long-term trend (1997-2018) given the factors noted above.
2.9 Regarding the long term outlook, growth now forecast at 2.3\% during 2019-40 (Experian, 2020). This reflects weaker gains in population and household incomes.

## Table 1: Total Retail Sales Volume Growth

Chart 2: Total retail volume growth (\% change in the last 3 months to same period of previous year)

2.10 Expenditure growth wise, the economy has entered a slower growth trajectory over the past year, with GDP growth set to average close to $1-1.5 \%$ over 2020 and 2021 , well below the performance on previous years. This reflects the lacklustre pace of business investment as companies continue to hold back on capital spending due to uncertainty over Brexit negotiations, according to Experian (February 2020).
2.11 The medium to long term outlook for GDP is unchanged, with growth expected to remain below historic averages due to slower population rises and productivity. For the 2022-26 period overall, GDP growth is expected to average $1.8 \%$ per annum, compared with $2 \%$ between $2010-2018$ and $2.6 \%$ from 1987 to 2007 (Experian: February 2020).
2.12 According to the latest Retail Sales Monitor from the BRC and KPMG, overall retail sales in the UK decreased by 0.1 per cent in 2019, compared with the 1.2 per cent growth in 2018. Full year nonfood sales saw a decline of 1.3 per cent in 2019, with a 3.3 per cent increase in online sales failing to offset the 3.1 per cent drop from in-store sales.
2.13 BRC chief executive Helen Dickinson said the overall figures meant 2019 was the worst year on record and the first year to show an overall decline in retail sales. She pointed to the wave of CVAs and administrations, shop closures and job losses, and the ongoing impacts of Brexit uncertainty that the industry suffered in 2019.
2.14 Experian's estimates for floorspace requirement have been revised lower compared with last year's Retail Planner Briefing Note 16 due to an upgrade in the impact from Special Forms of Trading (SFT) and efficiency gains. The scope for expansion in floorspace will be limited over the next few years as margin pressures force retailers to continue focussing on strategies to increase efficiencies from existing floorspace. Redevelopment of existing floorspace and new technologies will also help facilitate efficiency gains.
2.15 According to figures from Experian's Goad database, the UK vacancy rate in July 2019 was $14.2 \%$ driven by a record number of closures and up from $13.7 \%$ in 2018 and close to the previous high of 14.4\% in 2012

In the absence of changes to retail floorspace between now and 2029, Experian calculations suggest that retail vacancy rates will remain close to current levels. Looking to 2040, Experian estimate a $4.9 \%$ rise in floorspace requirements between 2020 and 2040, which allow for modest reductions in void space over the long term.

## Internet Shopping and Special Forms of Trading

2.17 Internet spending and other forms of retailing that are not derived from physical floorspace need to be taken into account when undertaking retail studies. Special Forms of Trading (SFT) driven by the increasing use of the internet has significantly outpaced traditional retail sales in recent years and Experian expect this pattern to persist for several more years.
2.18 A key driver in the continued decline in town centre retail expenditure since 2000 has been the growth in online spending. This has risen from just $1.6 \%$ in 2002 (Bamfield 2018) to 19.2\% in 2019 (ONS 2020). GlobalData states that the online channel is forecast to account for $19.3 \%$ of total retail spend by 2024 and $28.2 \%$ of non-food retail spend. Clothing and footwear will remain the largest product sector in the online market until 2024, accounting for almost $35 \%$ of total clothing \& footwear spend.
2.19 Experian expect the SFT market share to continue to increase over the forecast period, reaching 26\% by 2025 and around $30 \%$ by 2030. The pace of e-commerce growth is expected to moderate over the longer term, reaching $32 \%$ of total sales by 2040.

Based on ONS data Experian estimate the value in 2019 of non-internet SFT at $£ 8.7 \mathrm{bn}$ giving a total broad definition (internet plus non-internet) of non-store retail of $£ 83.8 \mathrm{bn}$ in current prices, $£ 84.1 \mathrm{bn}$ in 2016 prices.
2.21 Expectations of how demand for retail floorspace will be affected by the expansion of SFT remain a key issue as the quantitative need calculations need to take account of this and small changes can create big differences over future years. While it is undeniable that the challenge to traditional store-based shopping will continue to grow strongly, a number of crucial factors temper the threat.

Home delivery (or 'store-to door') has become very common in the convenience sector, where goods are sourced from stores with a physical shopping presence (as opposed to a warehouse etc.). While the spend might end up as turnover in the same store, such transactions do not translate to activity on the high street and remove the potential for linked shopping. This trend is undermining the anchoring role that large foodstore operators traditionally fulfil in well-configured centres.

A significant development is multi channelling, where internet shopping actually drives demand for traditional outlets. An increasing number of retailers are using bricks-and-mortar stores as a showroom for products, a service location and collection/drop-off points for online orders. In-store product and services offer forms part of a co-ordinated multi-channel strategy and will continue to support demand for retail space. Pop up shops from the likes of Bohoo.com are current examples of this.

Mintel (the world's leading market intelligence agency) identify that retailers are keen to give online customers a reason to visit a store. This is where click and collect comes in and it is also one of the advantages of the drive through services. At least customers have to visit the store site (drive through location) and while there they might just pop into the store as well and potentially make additional purchases. Convenience operators and some comparison retailers, such as John Lewis, now offer a click-and-collect (C\&C) service where shoppers make their selection and purchase on-line but travel to a bricks-and-mortar store to collect their goods. This however is a major issue for businesses due to the cost of providing this service such that some stores are now charging but offering a voucher to
cover delivery costs to spend in store. This form of shopping however has the potential to contribute to the levels of vitality on the high street and the consequent opportunities for incidental shopping help underpin the viability of smaller operators who rely on pass-by trade.

Home delivery with the goods delivered and sourced from warehouses does not support the need for additional retail floorspace in centres It presents a major potential threat to future demand for retail floorspace in the high street. While warehouse space has increased, this has come mainly from online sellers and, in the case of supermarkets, Aldi and Lidl, rather than a concerted move on the part of retailers in general.

Mintel note that there is one other factor that affects both store-based and pure play online retailers - online shoppers tend to spend less. The reason is simple - the internet is still hard to browse, although it is acknowledged that this is improving. Shoppers tend to know what they are looking for, search for specific items and they buy it if they find it. It is hard to make opportunistic sales online as there is minimal passing trade and general 'browsing' compared to that experienced by physical stores.

Technological advancements and the ability to scan barcodes in-store and instantly research where the same item can be bought cheaper is driving competition and eroding retailers' profit margins. The rise of tablet and mobile technology is improving the browsing experience and facilitating on-line transactions. The distinction between on-line and in-store shopping channels is becoming less clear cut. The advent of click-and-collect and multi-channelling has meant that bricks-and-mortar stores will continue to play an important role in enhancing the shopping experience. There is evidence that more people are researching items on-line before making a purchase. Such multi-channelling, where the ultimate transaction is carried out in-store, or in cases where people touch and feel the goods instore before buying on-line, mark an instance where the rise of the internet can potentially bolster the performance of traditional bricks-and-mortar shops and the activity on the high street.

This had led to a number of online retailers setting up a physical presence on the high street (e.g Jacamo and Simply Be). This however proved to be short lived in these instances as they struggled and have subsequently closed stores. This may not necessarily be the case for other stores in the future however, especially as traditional online stores are opening pop up shops in various locations to increase brand awareness.

## Convenience Shopping

The short term outlook for convenience goods has been downgraded following the weaker recent performance. However, the longer terms outlook remains unchanged, with per head setting back to
$0.1 \%$ per annum. While this is weaker than recent trends, it remains comfortably above the exceptionally weak performance seen during 2007-2014.

This change in customer behaviour is fuelling the growth in 'discounters' namely Aldi and Lidl but also Iceland's 'The Food Warehouse'. These stores are gaining share because they have made a small, but significant move to the middle ground of food retailing, with wider ranges, much better fresh foods,
some branded products and some premium lines. Their main attraction remains value for money (and not just low prices).
2.41 Centre for Retail Research state that the further fall in retail store numbers to 2022 could result in 552,500 job losses, equivalent to almost one-in-five (19.4\%) of the retail labour force.

Despite the difficulties outlined above and the general decline in the comparison goods sector, other specific types of goods continue to perform well. The market for recreational goods has, on the whole, performed well in recent years, with healthy growth attributed to supermarket sales together with the growing popularity of online shopping, which continues to see an increase in sales year-on-year. However, the manner in which such purchases are made has changed considerably, with the increasing popularity of the internet to purchase books and music having a notable impact on the composition of town centres, with such stores all but disappearing from the high street.
2.43 Experian do note that nationally, high streets are benefiting from an increasing number of service outlets, with increased demand for space from units such as cafes, restaurants, betting shops, barbers and nail parlours. Typically, these are uses which offer a service, which for the exception of betting shops, cannot be provided online.
2.44 Comparison retailers have also responded to market conditions. The bulky goods warehouse sector has rationalised, including a number of mergers and failures, and scaled down store sizes. Other traditional high street retailers often seek large out-of-centre stores, for example Boots, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores across the UK. Sports clothing retail warehouses including Decathlon and Sports Direct have also expanded out-of-centre.
2.45 The charity shop sector has grown steadily over the past 20 years and there is no sign this trend will halt.
2.46 Discount comparison goods stores such as B\&M and Home Bargains are also experiencing good growth progress, making the most of town centre vacancies, but also out of centre bulky goods rationalisation.
2.47 Within town centres, many high street multiple comparison retailers have changed their format. High street national multiples are continuing to seek larger modern shop units (over $200 \mathrm{sq} . \mathrm{m}$ ) with an increasing polarisation of activity into the larger regional and sub-regional centres.

Operator demands for space have decreased and of those national multiples looking for space many prefer to locate in larger centres. Demand from multiples within smaller centres is likely to be weaker, which will affect the appropriate strategies for individual centres.

## Leisure Trends

2.49 The demand for leisure facilities has increased significantly during the last 25 years.

According to Mintel, The UK leisure sector continues to enjoy healthy growth and is valued to be worth $£ 111$ billion in 2019. The live music sector has earned the position of fastest-growing leisure segment, jumping 6\% since 2018.
2.51 Experian state that leisure spending per head is to grow by $0.9 \%$ in 2020, a further $1 \%$ in 2021 and a further $1.2 \%$ during 2022-26, with UK residents forecast to spend around $£ 141$ billion on 'enjoying themselves' by 2022, according to Mintel

Since the late 1990s the high street has seen a significant increase in the number of cafés, coffee shops and sandwich emporia. This includes the Caffé Nero, Costa Coffee and Starbucks coffee shop chains and sandwich providers Eat, Pret a Manger and Subway, alongside a growth in high-end independent retailers. A trend for 'posh' fast food, started by the likes of Gourmet Burger Kitchen, has extended into the independent sector and is delivering new vibrancy to some high streets, but is proving to be short-lived, with a number of the 'causal dining' restaurants undergoing Company Voluntary Arrangements to rid themselves of poorly performing outlets. Mintel finds that trampolining and outdoor assault courses are proving popular amongst adventure-seeking UK residents. One in seven (15\%) UK residents have tried an outdoor assault course. Other new leisure activities that have already captured UK residents interest include immersive theatre (with $13 \%$ having tried it), virtual reality theme park rides (11\%) and escape room challenges (10\%).

According to Mintel, Online gaming and betting (up 67\%), music, concerts and festivals (up 35\%) and tenpin bowling (up 28\%) were the top three fastest growing leisure markets by value between 2012 and 2017. In contrast, nightclubs were the worst performing sector of the leisure industry, suffering a $18 \%$ decline between 2012 and 2017.

The cinema sector is also performing well, although there were 176 million cinema admissions in the United Kingdom in 2019, a 1 million decline from 2018 which was the year when the most people went to the cinema since the start of the millennium (statista). . This sector is generally going through a period of change with less growth in Multiplex Cinema and an increase in smaller screen cinemas with an advanced viewing experience. Town centre cinemas tend to occupy a smaller footprint and are typically developed alongside other commercial businesses, including cafés, bars and restaurants.

The number of leisure centres and swimming pools has increased in the past five years. There has been a demand on public finances due to budget constraints and in some cases, Councils have had to scale back services. The Leisure Database Company notes the health and fitness private sector had a market value of approximately $£ 4.9$ billion in 2018, with an increase of $2.9 \%$ in market value. 1 in every 7 people in the UK are members of a gym, a market penetration rate of $14.9 \%$, the same as 2017.

The health and fitness sector is generally split into three sectors premium, such as Virgin active and David Lloyd, mid-range including Fitness First, Esporta and DW Sports and budget operators such as Pure Gym and total fitness. There has been some consolidation in this market recently with Pure Gym's acquisition of LA Fitness. Mintel identifies that there has been a growth in the popularity of innovative exercise classes and technological features to attract additional people to these clubs, with many of the higher end clubs also adding spa facilities to their offer.

## Coronavirus Impact

## Experian Projections

In light of the COVID-19 pandemic, in mid-April 2020, Experian produced a set of high level scenarios on the UK economy, presenting 4 different trajectories that the UK economy could follow depending on how the pandemic timescales and knock on effects on the economy play out. At the time of writing, Experian's view is that on-balance, the more likely trajectory based on the scale of response from the UK and other governments is a quick V shaped recovery. The Bank of England's chief economist also predicts a rapid V-shaped recovery from the coronavirus pandemic (27 ${ }^{\text {th }}$ May 2020).

In this scenario, Experian predict that the virus is contained in 2020 Q2 and the reduction in infection rates triggers a swift rebound in investor, business and consumer confidence. Financial markets rebound and sterling recovers. The tightening in credit conditions provides mild and short lived. Alongside this, mitigation efforts by the government to prevent large scale job shedding and business insolvencies, which enables activity to recover relatively swiftly as workers return to normal working hours, businesses reopen, and delayed investments are restarted. Under this scenario, the key economic outcomes are as follows;

- Suppression policies and the associated enforced lockdown triggers a sharp drop in output in 2020 Q2 as non-essential businesses and activities temporarily close.
- Consumer demand suffers as social distancing and low confidence leads to a big drop in discretionary spending, especially for big ticket items, recreation, leisure and travel. Sales of essential items rise sharply over this period due to stockpiling, but this is not sufficient to offset the decline in other areas, leading to an overall fall in spending.
- Investment declines as hits to business confidence and financial positions leads to the postponement/cancellation of projects
- The relatively short time frame for the suppression period in this scenario enables activity to spring back equally swiftly in Q3. With the majority of jobs safeguarded, companies are able to rapidly restore output via a return to normal working hours.
- The combination of a $V$-shaped recovery and minimal scarring effects.
- A focus of the UK government's response to the economic threat from the Covid-19 crisis has been how best to help companies of all sizes retain staff and prevent insolvencies.
- Experian expect this fiscal response will rein in the rate of job shedding. The working assumption is that the scale of impact will be less than that of the last recession. However, because the effects are mostly concentrated in Q2, the hit is considerably higher than seen in any single quarter of the 2008 recession
- Despite this, the unemployment rate is anticipated to rise sharply and substantially in the second quarter of the year, as a range of sectors of the economy such as retail, leisure and hospitality, reduce staff.


## Other Projections

2.59 The 'Centre for Retail Research forecasts that the lockdown will have a severe impact on the retail sector, most of which was in a poor state even before coronavirus. It will survive a long lockdown only with great difficulty. Department store groups, fashion and footwear, large general stores as well as the smaller independents are most vulnerable. They estimate that in 2020, a total of 20,622 stores will close (against 16,073 in 2029) and job losses will rise to 235,704 people (against 143,128 last year).
2.60 The 'centre for retail research' forecast (April 2020) that total retail sales in 2020 will fall overall by $4.6 \%$ compared to 2019 (or a reduction of $£ 17,281 \mathrm{~m}$ ). It is forecasted that the level of retail sales will not regain last year's level (2019) until 2022.
2.61 The 'centre for retail research' also forecast that the sales in bricks and mortar shops in total will fall by $£ 73.436$ bn or $-19.4 \%$ compared to last year, which will be 'disastrous' for many of them.
2.62 According to BDO, consumer behaviour may become fundamentally different from what it was before. As we are all restricted to staying at home, a vast proportion of consumer spend will now take place online. Increased home delivery and convenience may make this the 'new norm', even for those more traditional consumers who previously preferred the high street.
2.63 Although online businesses will benefit, their sales will not rise exponentially. According to Econsultancy, as lockdown continues to affect brick-and-mortar stores, online shopping as a proportion of all retail reached $30.7 \%$ in April, up from 22.4\% in March.
2.64 Retailing will have suffered a large drop in sales this spring and early summer according to the 'centre for retail research'.
2.65 Savills state that for leisure operators during the lockdown, it's all about brand building and staying relevant, connected and in the public consciousness so that they can ensure they are high on the priority of places to visit when it's feasible to do so.

It seems likely that the leisure market will have some of the most stringent restrictions placed on it and may be one of the last sectors to return to normal. Even when venues do reopen there may be a difference in what consumers are allowed to do and what they are willing to do which in turn will have an effect on the sector as a whole.
2.71 The medium / long term outlook for GDP is unchanged, with growth expected to remain below historic averages due to slower population rises and productivity.
2.72 Overall, retail sales projections are little changed from 2018 (prior to Covid-19), but the medium term outlook for special forms of trading (SFT) spending has been revised higher.
2.73 Prospects for retail floorspace have been revised down in line with stronger projections for sales efficiency and online sales.
2.74 The national trend analysis illustrates how adaptive and innovative the retail sector has been in responding to changing market conditions and how quickly new formats are introduced to capitalise on opportunities. The retail market is generally entering a period of significant change where the potential of the internet and e-retailing will be further realised and given the polarisation in the retail sector with national multiples dominating, larger centres with critical mass will become more dominant at the expense of smaller town centres.

In this context, there will be specific and localised impacts for Canterbury City and town centres.
Aside from the sub-regional centre of Canterbury city, which serves a wider catchment area, the other two towns of Whitstable and Herne Bay serve a more localised catchment. The strategy moving forward should therefore be to distinguish each centre from the higher order retail locations located
outside of the district by emphasising each town's individual character and selling points focusing on the local independent offer, quality of place and heritage assets.
2.77 It is inevitable that Coronavirus will have an impact on the centres within Canterbury in the short and medium term, and potentially the long term. There will likely be a reduction in retail sales, store closures, job losses, and less footfall as consumer habits changed but the full extent of this is largely unknown and cannot be readily predicted as the world has not been in a situation like this before.
2.78 According to Experian (April 2020), due to the unprecedented nature of the event and absence of hard data, it is however impossible at this point to be confident of the scale and duration of the outbreak and the economic consequences of the measures to limit contagion. Hence, all forecasts will be subject to greater than usual uncertainty and volatility.

## 3 PLANNING POLICY BACKGROUND

3.1 This section provides a summary of the national planning policy context relevant to future retail and commercial leisure development within Canterbury.
3.2 The purpose of a Retail and Leisure Study is to provide a sound evidence base for the town centre and retail policies which will be included within the Council's new Local Plan and to provide a robust basis for potential future floor space allocations. The Study should meet the requirements of the NPPF and the National Planning Practice Guidance (NPPG) as amended in October 2019.

## National Planning Policy Framework

3.3 National Planning Policy is contained within the revised National Planning Policy Framework, which was released on the 24th July 2018 and updated again in June 2019 (but no updates relate to retail matters).
3.4 The main aim of the NPPF is to help achieve sustainable development defined within the NPPF as "meeting the needs of the present without compromising the ability of future generations to meet their own needs".
3.5 Paragraph 8 outlines the three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles:
a) an economic objective - to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
b) a social objective - to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
c) an environmental objective - to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy
3.6 There is a general presumption in favour of sustainable development outlined in paragraph 11, in decision making this means approving development proposals that accord with the development plan without delay and where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless there are any adverse impacts of doing so would significantly and
demonstrably outweigh the benefits when assessed against policies in the NPPF or the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed.
3.7 Paragraph 15 states that succinct and up-to-date plans should provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings.
3.8 Paragraph 80 states that Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future.
3.9 Paragraph 81 states that Planning policies should:
a) set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;
b) set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
c) seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and
d) be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.
3.10 Paragraph 85 states that planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should:
a) define a network and hierarchy of town centres and promote their long-term vitality and viability - by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
b) define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
c) retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;
e) where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and
f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites
3.11 The sequential approach test indicates main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered (para. 86). When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored (para. 87).
3.12 The NPPF states that local planning authorities should require an impact assessment for applications for retail and leisure development outside of town centres, which are not in accordance with an up-to-date development plan and are over a proportionate, locally set floorspace threshold. If there is not a locally set threshold, the default threshold is $2,500 \mathrm{sq} . \mathrm{m}$ (para. 89). This should include an assessment of:
a) the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
b) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).
3.13 Where an application fails to satisfy the sequential test, or is likely to have a significant adverse impact on one of more of the above factors, it should be refused (para. 90).
3.14 Paragraph 117 states that planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. Strategic policies should set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or 'brownfield' land.

## National Planning Practice Guidance

3.15 The National Planning Practise Guidance (NPPG) was originally published in March 2014 and most recently updated in July 2019. It replaced and updated a number of older guidance notes and complements the National Planning Policy Framework.
3.16 The guidance covers the preparation of a Local Plan. This states that Local Authorities responsible for 'district matters' should prepare and maintain an up to date Local Plan for their area. In order to be effective these plans need to be kept up to date. The rate in which policies age will differ from area to area and the Local Planning Authority should review the relevance of the Local Plan at regular intervals to assess whether some or all of it may need updating.
3.17 The guidance acknowledges that the content of Local Plans will vary depending on the nature of the area and the issues to be addressed; however, they should concentrate on the critical issues facing the area including its development needs.

Paragraph 2b-002-20190722 states that the key way to set out a vision and strategy for town centres is through the development plan and if needed, supplementary planning documents. Planning policies are expected to define the extent of primary shopping areas. Where appropriate, authorities may wish to define primary and secondary retail frontages where their use can be justified in supporting the vitality and viability of centres. Additionally, a range of planning tools can help to support town centres to adapt and thrive. These include:

- Local Development Orders to provide additional planning certainty and help bring forward development as part of a wider strategy to regenerate a town centre.
- A Neighbourhood Development Order can be used in designated neighbourhood areas to grant planning permission for development specified in an Order. They give communities opportunity to bring forward the type of development they wish to see in their neighbourhood areas.
- Brownfield registers contain details of previously developed land that is suitable for housing development, which may help in identifying land in and around town centres that could be used for homes.
- Local Authorities have extensive compulsory purchasing powers, which may help to support identified development opportunities in town centres. The exercise of compulsory purchase powers can support delivery of a wide variety of development and regeneration projects.
3.21 Town centre strategies should be based on evidence from the current state of the town centre and opportunities to accommodate suitable development which would support their vitality and viability. Paragraph 2b-004-20190722 details what town centre strategies can be used to establish:
- Firstly, the realistic role, function and hierarchy of town centres over the plan period can be recognised given the uncertainty in forecasting long-term retail trends.
- The vision for the future of each town centre including the most appropriate mix of uses to enhance overall vitality and viability.
- The ability of the town centre to accommodate the scale of assessed need for main town centre uses and associated need for expansion, consolidation and restructuring.
- The way in which existing land can be used more effectively.
- Opportunities for improvements to the accessibility and wider quality of town centre locations including transport link improvements and enhancement of the public realm.
- Complementary strategies that are necessary or appropriate to enhance the town centre and contribute to the delivery of the future vision.
- The role of stakeholders when delivering the vision through possible cross-boundary or strategic workings between both the public and private sector.
- Appropriate policies to address environmental issues that face town centres including opportunities to conserve and enhance the historic environment.


## Permitted Development Rights

3.22 Land and building can perform certain types of work without needing to apply for planning permission. These are called "permitted development rights", where the Town and Country Planning (General Permitted Development) (England) Order 2015 is the principal order. The Order sets out classes of development for which a grant of planning permission is automatically given, provided that no restrictive condition is attached or that the development is exempt from the permitted development rights.

## Retail and Leisure Permitted Development Rights

3.23 The table below outlines permitted development rights of relevance to town centre retail and leisure uses:

Table 2: Current Permitted Development Rights for Town Centre Uses

| From | To |
| :--- | :--- | :--- |
| A1 (shops) |  |

3.24 The permitted development rights allow certain permanent change of town centre uses, without area and location restrictions, or the need to obtain prior approval. This, for example, includes the change of use of $A 1$ to $A 2, A 2$ to $A 1$ and $A 3$ to $A 1$ or $A 2$ uses.
3.25 New Permitted Development Rights came into force on 25th May 2019, which include the following rights of relevance to the town centre:

- A new class JA allows the conversion of shops (A1, A2) and other high street uses, including takeaways (A5), betting offices (sui generis), payday loan shops (sui generis), and launderettes (sui generis), to offices (up to 500 sqm subject to prior approval);
- Takeaways (A5) can now change use to housing under class M of the GPDO, which already allows retail and sui generis uses to convert to residential without the need for planning permission;
- The temporary conversion of shops and other high street premises to a wider range of community uses; and
- Shops (A1), financial and professional services (A2), restaurants and cafes (A3), hot food takeaways (A5), offices (B1), non-residential institutions (D1), assembly and leisure uses (D2), betting shops and pay day loan shops (sui generis) will be able to change use to a 'flexible' temporary use as shop (A1), financial and professional service (A2), restaurant and cafe (A3) or office (B1) for up to 3 as opposed to 2 years.

The adopted development plan for Canterbury District principally comprises:

- The Local Plan (adopted in July 2017) which sets out plans to develop Canterbury and the surrounding areas until 2031
- Local Plan Proposals Map


## Local Plan 2017

The policies within the adopted Local Plan (2017) relevant to retail and town centre uses are outlined below;
3.31 Policy TCL1 (Town Centres) states that "within the designated town centres, planning permission will be granted for development of a range of town centres uses where they respond to changing need and/or contribute to the vitality and viability of the town centre. The Council will seek to enhance the established character and diversity of town centre uses, and avoid over-concentration of particular uses that would be detrimental to the character and function of an area or to the vitality or viability of a shopping frontage or locality. Development proposals within town centres should be of an appropriate scale in accordance with its function position in the retail hierarchy".

Policy TCL2 (Primary Shopping Frontages) states that the Council will strongly encourage proposals that promote A1 uses which strengthen the retail function as well as the appearance and character of the Primary Shopping Frontages. The change of use of ground floor premises from Class A1 shops to other uses will be permitted where:

- It can be shown that the premises is no longer needed for A1 use and the retention of A1 use at the premises have been fully explored, without success, by way of active marketing at a reasonable rate for a period of at least 12 months in Canterbury or at least 6 months in Herne Bay and Whitstable; and
- The proposed change of use does not have an unacceptable impact on the retail function of the frontage, the attractiveness, or on the vitality and viability of the primary shopping frontage, including pedestrian circulation.

Change of use to residential or other non-retail uses will not normally be permitted.
3.36 Policy TCL4 (Cultural Enhancement Area) states that within the Cultural Enhancement Area, as shown on the proposals map, planning permission for 'active' town centre uses including retail, recreation, art, creative, cultural and tourism development will be granted, provided an active
frontage/shopfront is maintained, where applicable, and it is compatible with adjacent land uses and the character of the area.

Policy TCL5 (Local Centres) states that the Council will protect and improve the provision of retail uses and other uses that meet local needs in the designated local centres and the Canterbury City areas of Wincheap, and St Dunstans. Planning permission will be granted for a change of use from a retail shop or other community use if:

- The proposed use does not threaten the vitality and viability of the local centre;
- The proposed use is not detrimental to residential amenity;
- The proposed use does not jeopardise the variety of services available in the local centre to meet the needs of the local community;
- There is evidence to demonstrate that there is no demand for the continued use of the premises for retail or community uses; and
- The use is no longer viable and the property has been actively marketed at a reasonable rate for a period of at least 12 months.

Proposals for new shopping or community provision within or adjacent to local centres will be permitted where the proposals meet a local need, widen the choice, quality or range of shopping or community facilities, and are of a scale appropriate to the function of that particular centre.

Policy TCL7 (Wincheap Retail Area) states that The Wincheap Retail Area, as shown on the proposals map, will be regenerated and developed predominantly as a retail area, complementary to the existing Canterbury City Centre offer, to include larger format retail and leisure provision. The City Council and/or its appointed agent will prepare a Masterplan in accordance with the total requirements of this policy and other relevant Local Plan Policies. The Council will facilitate the implementation of a comprehensive retail-led mixed-use redevelopment. Any scheme proposals will be required to:

- Accommodate up to 33,800 sqm (net) of large format comparison retail and leisure floorspace as identified by the Canterbury Retail and Leisure Study 2015 and phased in accordance with Policy SP2; and
- Form an effective, and functional retail location that is complementary to the Canterbury City Centre offer and that complies with the requirements of Policy TCL6; and
- Provide improved, attractive and convenient pedestrian links with Canterbury City Centre: and
- Contribute towards a package of transport improvements as set out in Policy T11.

Redevelopment of any discrete part of the Wincheap Retail Area must not impede the successful implementation of the overarching retail and leisure-led redevelopment aspirations and must also contribute financially to the overall delivery of the Wincheap Traffic Management Scheme.
3.41 The location and design of any new business and/or residential development identified as a necessary requirement to ensure the sustainable regeneration of the area, or as essential to the viability of the overall scheme must be compatible with the primary retail and leisure function of the site.

Policy TCL12 (Evening and Night-time Economy) states that within the City or town centres, the City Council will grant planning permission for development that could lead to significant evening and night-time activity provided that: a. The development should not lead to a significant increase in antisocial behaviour in the area in which it is located or on main transit routes to / from the area; and b . The proposal incorporates suitable measures to tackle crime and anti-social behaviour; and c . There
will be no unacceptable impact on residential amenity either as a result of the proposal itself or as a result of the cumulative impact with other similar uses nearby.

## Herne Bay Area Action Plan (2010)

3.46 The Herne Bay Area Action Plan (AAP) adopted 2010 sets out the redevelopment plans for Herne Bay. The Herne Bay AAP seeks to address overarching issues which involve the towns poor image (locally and nationally), the high levels of social deprivation, the lack of a coherent, attractive town centre and its limited retail offer. The vision for Herne Bay detailed within the AAP intends to create a vibrant seaside town offering quality jobs, houses, transport links and a strong leisure and entertainment sector. The policies specifically relating to town centre and retail set within the AAP are detailed below:
3.47 Policy HB 1 states that planning permission will be granted for proposals which deliver the comprehensive high-quality redevelopment of this prominent town centre site (Figure 1) to act as a catalyst for the regeneration. The policy states that redevelopment should provide additional community, residential, retail, health, office and leisure uses.


Figure 1: The Central Development Area
3.48 To retain a strong retail core within the commercial centre of Herne Bay, Policy HB 5 states the loss of ground floor retail uses will be restricted unless there is an overriding justification.
3.49 Policy HB 6 considers Herne Bay Market. The policy states that proposals which involve relocation within the town centre, of the Herne Bay market as part of the redevelopment of the Central Development Area will be supported to increase footfall and increase parking provision in the town on Saturdays. The council will collaborate with developers to identify suitable on-street locations.

Policy HB 8 requires the design, layout and landscaping of all new developments in Herne Bay town centre to enhance the public realm of the town. Developments should contribute to the creation of an attractive, co-ordinated sense of place and enhance the towns streetscapes through an innovative approach to street furniture and landscaping.

Policy HB 9 states that proposals that provide additional residential accommodation over commercial units in the town centre will be supported provided the development does not lead to a significant increase in demand for on-street parking and that there is no adverse impact on character and appearance of the area.

Policy HB 14 permits active ground floor uses including retail, restaurant and tourism along the seafront. Additionally, the policy goes on to state the loss of retail, restaurant and tourism ground uses will not be permitted.

Policy HB 15 deals with visitor accommodation stating that support will be given for the provision of quality, graded visitor accommodation along the Herne Bay seafront and within the town centre.

## Summary

3.54 This section has provided and overview of the national and local planning policy context material to plan-making and the determination of new retail and town centre uses.

In summary, the underlying objective of policy at all levels is to maintain and enhance the vitality and viability of town centres and to promote new sustainable development in town centre locations in accordance with the sequential approach. Existing and emerging PD Rights however need to be considered given their ability to change between various town centre uses which could have unintended consequences.
3.56 The NPPF, PPG and the Council's development plan provide an important context for the Retail and Leisure Study.

## 4 SURROUNDING SUB-REGIONAL CENTRES OVERVIEW

4.1 Canterbury city centre is the dominant (along with Maidstone) comparison shopping destination in Kent.
4.2 It is important to understand the nature of the existing and emerging retail and leisure offer in surrounding centres given than any changes in the retail offer in these centres may have an impact on centres within the district. Therefore, this section summaries existing and proposed changes to the retail and leisure offer within the Kent region.

## Maidstone

4.3 Maidstone is a large, historically important town in Kent. It is located approximately 28 miles west of Canterbury.
4.4 Boasting the largest high street retail centre in Kent, Maidstone town centre hosts many high street brands and one of the UK's largest selections of independent stores. The town boasts more than one million square feet of retail floor space.
4.5 Visitors spend over $£ 250$ million in the local economy, supporting jobs and services provided by local companies.
4.6 Leading off the High Street is Week Street, the main pedestrianised shopping street adjacent to this is Fremlin Walk (350,000 sq. ft.), which includes a House of Fraser as an anchor store, along with many well-known high street brands. The Mall Chequers (535,000 sq. ft ) is an indoor shopping centre that can be accessed off King Street and includes a wide variety of stores.
4.7 On the other side of the River Medway is St. Peter's Wharf: the location of large homeware, clothes and crafts stores. There is also the Broadway Shopping Centre, and twice a week Maidstone Market takes place at Lockmeadow. Lockmeadow is also home to Lockmeadow Centre which has a multiplex cinema, restaurants, nightclubs, and the town's market square.
4.8 Maidstone's supermarket convenience offer includes a Sainsbury's, Lidl and Iceland.
4.9 Leisure wise, high ropes, skydiving, flying and motorsports are some of the activities on offer in and around Maidstone. The town also boasts numerous visitor attractions, notably including Leeds Castle.
4.10 A £3 million project to give Maidstone Town Centre a facelift is underway after the third phase of regeneration work in the centre was launched in May 2018. The works will include improvements to
drainage, and resurfacing with block paving to produce a level surface, similar to that carried out in King Street and the High Street in 2013. There will also be better wayfinding, more landscaping and art works.
4.11 On the outskirts of town near Junction 7 there is Newnham Court Shopping Village which has 21 units and includes a 'Cotswold Outdoor', Edinburgh Woollen Mill and a number of independent shops, and Eclipse Park, which includes a Next and Marks and Spencer's.

## Ashford

Ashford is located approximately 15 miles south west of Canterbury.
4.13 The towns retail offer includes County Square shopping centre, which comprises more than 50 shops, alongside cafes and restaurants, County Square includes multiples including Next, Debenhams, Oasis, New Look, Dorothy Perkins, River Island, The Entertainer, Pandora and Superdrug.
4.14 Ashford's other shopping centre is 'Park Mall', which is located in the heart of the centre and comprises 32 shops, the majority of which are independent retailers.
4.15 Convenience wise, the town centre includes Aldi, Iceland, Lidl and Waitrose supermarkets.
4.16 Other recent developments in the town centre include Elwick Place, which opened in December 2018 and includes a six screen cinema and Travelodge Hotel.
4.17 Ashford also boasts McArthurGlen, a designer outlet on the edge of town, which recently expanded. In November 2019, a £90 million 100,000 sq. ft. expansion officially opened its doors. Ashford Designer Outlet is now one of the UK's largest fashion, food and homeware destinations, with over 130 stores, restaurants and cafes.

## Westwood Cross

4.18 Westwood Cross is a shopping centre at Westwood in Thanet District, located approximately 17 miles north east of Canterbury.
4.19 Westwood Cross' main shopping centre consists of an open pedestrianised arcade which includes 53 stores occupying an area of around 475,000 sq ft and includes two anchor stores - Debenhams and Marks and Spencer's. The centre also has 1,500 parking spaces.
4.20 Westwood Cross' convenience store offer includes a Sainsbury's, Asda and Tesco Extra.
4.21 In October 2007 an entertainment development opened on a site to the southwest of Westwood Cross. This development comprises four restaurants, a Vue multiplex cinema, a casino and Mecca bingo hall and equates to approximately $93,000 \mathrm{sq}$. ft .

## Dover

4.22 Dover is a coastal town in Kent, located approximately 16 miles south east of Canterbury.
4.23 The town's main shopping streets are the High Street, Biggin Street, Market Square, Cannon Street, Pencester Road and Castle Street.
4.24 The Charlton Shopping Centre is Dover's only purpose-built shopping centre, and has 23 shops, the majority of which are independents.
4.25 The convenience offer within the town includes a Morrison's and Asda Supermarket.
4.26 The new St James' Retail and Leisure Park is a £53 million 160,000 sq. ft. development which opened in 2018 and is a southern extension of the town centre. It consists of shops, restaurants, a Travelodge Hotel and a Cineworld Cinema, with the retail area anchored by Marks and Spencer and Next.
4.27 Further retail and leisure development within the town is also in the pipeline. Planning permission was granted in April 2019 for the development of land at Castle Street, previously occupied by Images and the Granada. The site is to be turned into a complex of flats, shops restaurants and bars.

## Bluewater

4.28 Bluewater Shopping Centre is an out-of-town shopping and Leisure centre in Stone, Kent, located approximately 42 miles west of Canterbury.
4.29 Occupying $154,000 \mathrm{~m} 2$ of floorspace, the Bluewater Shopping Centre is amongst the largest in England with over 330 stores. The centre employs 7,000 people and serves over 27 million visitors a year.
4.30 Leisure wise, Bluewater has a 17 screen Cinema de Lux along with a Gravity Trampoline Park, Pirate Cove Adventure Park and Dinotropolis Dinosaur themed soft play area.
4.31 The centre also has over 60 places to eat and drink, including chains such as Carluccio's, Bill's, Wagamama and Bella Italia.

## Conclusion

4.32 Canterbury is surrounded by various town and leisure destinations. It is noted that many locations are either strengthening their offer through various regeneration initiatives or extensions to existing retail and leisure facilities. The delivery of these projects and the potential implications of these for the city and town centres should be closely monitored during the Local Plan preparation.
4.33 In terms of the impact that retail and leisure development in surrounding centres has on Canterbury, the city centre has already had a significant investment in Whitefriars Shopping Centre, which opened in 2004. As such, this development established and cemented Canterbury's position in the retail hierarchy whilst ensuring that Canterbury's market share hasn't and won't be affected by the existing and emerging developments outlined above in surrounding sub regional centres.

## 5 OVERVIEW OF CANTERBURY'S CENTRES

5.1 The NPPF and PPG state that LPA's should identify a network and hierarchy of centres which is resistant to change. The Local Plan defines the existing retail hierarchy of centres in order to create a clear picture of the current state of the centres in Canterbury, vitality and viability studies were undertaken and the full assessments are set out in Appendix 6.
5.2 The retail hierarchy of centres in the district has been established in the Local Plan (adopted July 2017), specifically Policy TCL (A) - Retail Hierarchy and Network. This consists of:

- City Centre: Canterbury
- District Centres: Whitstable and Herne Bay
- Local Centres
- Larger Local Village Centres
- Other Canterbury Retail Locations
5.3 This Study has considered the City and District Centres, and also provides an overview of the 'Other Canterbury Retail Locations', which are as follows:
- Wincheap Industrial Estate
- Riverside Retail Park
- Marshwood Industrial Estate
- Stour and Maybrook Retail Parks
5.4 It should be noted that this Study has not considered lower order local centres as these assessments are being undertaken separately by the Council.
5.5 This section therefore explores the vitality and viability of Canterbury city centre and the district centres at Herne Bay and Whitstable against a range of key performance indicators in order to ascertain how healthily the centre is currently performing and to identify pertinent opportunities for and threats to - improving or sustaining the health of the centre. An overview of the 'other Canterbury retail locations' is also provided.


## Objectives and Methodology

5.6 The vitality and viability assessments undertaken seek to;

- Analyse the role and function of each of the district's centres including their position in the retail hierarchy and ability to serve the local community in which they are located;
- Recommend the overall key priorities for the centres in order to secure their long term vitality and viability;
- Recommend alterations to centre boundaries, allocate primary shopping areas and suggest potential development sites (if identified).
5.7 Upon the completion of the assessment's, recommendations have been made regarding the future status of the centre within the retail hierarchy and the level of intervention and investment necessary to support the centres and deliver a sustainable pattern of retailing and services for the local community.
5.8 For the centres, a health check assessment has been undertaken as per NPPG requirements. This is reflective of the limited information which may be available for some centres. As a minimum the health check for the centres covers:
- Diversity of uses
- Customers' views and behaviour
- Retailer representation and Intentions to change representation
- Proportion of vacant street level property
- Observations on pedestrian flows
- Accessibility
- Perception of safety and occurrence of crime
- State of town centre environmental quality
5.9 For the 'other Canterbury retail locations', it has not been possible to provide 'customers views and behaviours', 'retailer representation and Intentions to change representation' and 'observations on pedestrian flows' given that no in centre or business surveys have been undertaken, and the health checks were desk based.
5.10 These assessments also make a qualitative assessment of each of these centres however the studies do not include a detailed assessment of shopping rents or yields given that this information was not made available. The assessments also include the views of customers and business within the various centres, taken from the on street (Appendix 3) and business surveys (Appendix 4) in order to understand the overall perceptions of the centres and any common issues which could be addressed.
5.11 Please see Appendix 6 for the Vitality and Viability Assessments for each centre.


## General Overview of Centres

5.12 The Figure below identifies the number of units in each of the centres (April 2019). The centre sizes in terms of the number of units is 383 (Canterbury), 233 (Whitstable) and 198 (Herne Bay).

Figure 2: Number of Units per centre

5.13 Figure 3 below profiles the overall mix of town centre units by use class. All units have over a $30 \%$ proportion of A1 use class units (convenience and comparison). The centres with the largest proportion of A1 uses is Whitstable (46\%) and Herne Bay (42\%). The vast majority of A1 uses within the centres are A1 comparison. Whitstable has the highest proportion of A1 comparisons units, at 40\%.
5.14 As can be seen on the chart below, there is a large proportion of 'other uses' within each centre. This comprises all uses other than those specifically identified at the foot of the bar chart.

Figure 3: Use Class Makeup

5.15 The National averages for each of the use classes are outlined in Table 3 below. These figures have been taken from GOAD data (2019). Please see the Viability and Vitality Assessments at Appendix 6 for a breakdown of the percentages of uses in each centre, compared to the national average.

## Table 3: Use Class National Averages

| Use Class | National Average \% |
| :--- | :--- |
| A1 CONVENEINCE | 9.21 |
| A1 COMPARISON | 29.9 |
| RETAIL SERVICES | 14.83 |
| A2 | 10.07 |
| A3 | 9.44 |
| A4 | 4.49 |
| A5 | 5.78 |
| OTHER LEISURE | 2.01 |
| VACANT | 13.7 |

5.16 A short summary of the Viability and Vitality studies, enclosed at Appendix 6, are provided below:

## Canterbury City Centre

5.17 Canterbury city centre is the dominant (along with Maidstone) comparison shopping destination in Kent. It is a 'cathedral city' and a UNESCO World Heritage Site. As such, the overall environmental quality of Canterbury is very high.
5.18 Canterbury's economy is heavily geared towards the tourism sector and the city combines an impressive heritage draw with strong commercial offer. Around 7.2 million tourists visit Canterbury per annum with an estimated spend of $£ 45$ million.
5.19 Canterbury has an extensive shopping offer. This includes Whitefriars which is home to a number of popular high street names and a Fenwicks department store, while the more historic areas of the King's Mile, Westgate and St Dunstan's primarily offer specialist and independent shops and boutiques.
5.20 The city centre contains 383 units (as of 09/04/2019). The survey results show that the majority of units within the centre are A1 comparison use ( $30 \%$ ). This is similar to the national average of $29.9 \%$ (2019 - Experian).
5.21 The second highest representation of units are those classed as 'retail services', as of which there are $48(12 \%)$, which is lower than the national average of $14.83 \%$ as of July 2019 (Experian).

### 5.22

A Gap analysis has been undertaken in order to identify which multiple comparison retail operators are located within cities comparable to Canterbury. The analysis identifies which retailers and operators are located within these "comparable" cities, but not in Canterbury.
5.27 We have compared Canterbury against the similarly profiled Bath and York. These locations were selected as they represented 'broadly comparable' areas, with similar demographics, populations, and are also attractive to tourists.
5.28 The multiple retailers have been identified within each town using the most recent surveys undertaken by GOAD (January 2019). Please note that the GOAD surveys provide a snapshot in time and are not always reflective of the current mix of town centre operators.

## Comparison Retailers

It is apparent that the major operators listed below have no representation in the city centre:

- House of Fraser
- John Lewis
- Argos
- TK Maxx

Although not in the city, Argos is represented at both Wincheap and Sturry Road (Marshwood Close) and TK Maxx has a store on Sturry Road (Stour Retail Park).
5.31 In order to attain a deeper level of analysis we have compared Canterbury against the similarly profiled 'cathedral' cities of Bath and York. This is drawn from the most recent GOAD assessments for these centres and is based on the GOAD town centre boundaries, not the formal town centre boundaries identified in the relevant development plan and as such should not be considered an exhaustive list.

While Canterbury has a diverse range of comparison operators, our gap analysis has uncovered an extensive list of multiple retailers that are present in both Bath and York city centres but have no representation in Canterbury city centre. It is not clear whether these retailers would have any requirement to locate premises in Canterbury, however this list provides an indication of the type of operators that might seek to take up floorspace (for which capacity has been identified) and which Canterbury might hope to attract at some point in the future.

Table 4: Retailers present in Bath or York but not in Canterbury (as of December 2019)

| Present in Bath | Present in York |
| :--- | :--- |
| Dr Martens | Levi's Store |
| Size? | Links of London |
| Baby Gap | Miss Selfridge |
| French Connection | Monsoon Children |
| TM Lewin | Richer Sounds |
| Apple | Shoe Zone |
| Gieves \& Hawkes | Warehouse |
| Halfords (although located on Vauxhall | Argos |
| Road) | Molly Browns |
| Hollister Co |  |
| India Jane |  |
| Kurt Geiger |  |
| Scribbler |  |
| Space NK Apothecary |  |
| Sweaty Betty |  |
| The Kooples |  |
| Toast |  |
| Tommy Hilfiger |  |
| Wickes |  |
| Urban Outfitters |  |

5.32 This analysis suggests that Bath has the most comprehensive range of retailers given that its list of operators not located in Canterbury, exceeds York. Nevertheless, there is a reasonable range of retailers which could potentially be attracted to Canterbury. Canterbury BID and Whitefriars shopping centre have both confirmed that there is interest from numerous national operators who are interesting in occupying units in the city.

It is observed that the number of retailers present in Bath or York but not Canterbury has slightly reduced since the 2015 Retail and Leisure Study was published due to the addition of stores previously not present such as O2, Zara, Ted Baker, Moss and Jessops, indicating that the
comparison offer in Canterbury is improving, when compared to comparable centres. It is noted however that the differences when compared to the operators present in 2015 is also due to some operators vacating York and Bath, such as Trespass (York) and Vans (Bath).

## In Centre and Business Survey Results

5.34 The key in centre survey and business survey responses are outlined below.

## In Centre Survey

5.35 When asked 'What do you like about shopping in Canterbury', the most popular answer was 'selection / choice of multiple shops' ( $44 \%$ ). The second most popular answer was 'pedestrian friendly' ( $26 \%$ ). The third most popular answer was selection / choice of independent shops (25\%).
5.36 When asked 'What do you dislike about shopping in Canterbury', the most popular answers were 'don't know' (33\%), 'too busy' (26\%) and 'car parking cost' (18\%).
5.37 When asked 'What type of retail or service provision would persuade you to shop in the centre more often?', the most popular answer was 'none' ( $50 \%$ ). 'Foodstore' was the second most popular answer at $15 \%$.
5.38 When asked, 'What general improvements to the quality of the leisure and entertainment offer in Canterbury would persuade you to visit it more often', the most popular answers were 'nothing in particular' (41\%),' no opinion' (13\%) and 'new / improved cinema' (14\%).

When asked 'What general improvements to the quality of the environment in Canterbury would persuade you to visit it more often?', the most popular specific answer was 'More/improved outside entertainment spaces' (12\%).
5.40 When asked 'What general improvements to transport and accessibility would persuade you to visit Canterbury more often', the most popular specific answer was 'reduce cost of parking' ( $25 \%$ ).

## Business Survey Results

5.41 Regarding the business survey results, at $58 \%$, the main answer given for the 'main advantages of your town / city centre as a for your business' was 'busy location / good footfall / passing trade, although the second highest figure on average was that there were no advantages of the town/city as a location (11\%).
5.42 The majority of those surveyed (32\%) cited 'poor parking facilities' as the main weaknesses of being in the city centre. 'Expensive parking' was the second highest answer at $10 \%$.
5.43 When asked 'how might these weaknesses be overcome', the most popular answers were 'more / better parking facilities' (29.4\%) and 'cheaper parking' (27.1\%).
5.44 When asked 'what improvements would you like to see in your town / city centre to increase its attractiveness and prosperity', the most popular answer was 'cleaner streets / less litter' (15\%) and 'lower parking charges' (12\%).

## SWOT Analysis

5.45 A SWOT analysis of the centre is below. The strengths and weaknesses have been established through the health check surveys (Appendix 6), in centre shopper surveys (Appendix 3), household surveys (Appendix 2) business surveys (Appendix 4) and Canterbury BID monthly Performance Reports.

Table 5: Canterbury SWOT

| SWOT ANALYSIS: CANTERBURY CITY CENTRE |  |
| :--- | :--- |
| Sity of regional and national significance | Weaknesses |
| High footfall levels | There is a limited convenience offer |
| Low vacancy rates | Expensive parking facilities |
| The city is accessible and pedestrian friendly | Dwindling footfall levels |
| The centre has a low perception of crime | Perceived by some as being 'too busy' |
| The overall environmental quality of Canterbury is very <br> high |  |
| Selection / choice of multiple shops |  |
| Selection / choice of independent shops |  |
| Canterbury Connected Business Improvement District <br> (BID) imitative in place |  |
| Canterbury Connected Business Improvement District <br> (BID) imitative in place | Threats |
| Opportunities | Poor parking facilities |
| The Riverside at Canterbury development | Expensive parking facilities |
| Diversification of the retail offer | Dwindling footfall levels (Whitefriars) |
| Improve parking provision and facilities | Continued growth of online shopping |
| Provision of larger footplate retail units | Limited clear development opportunities within the City <br> Centre |
| Implement Article 4 directions | New Permitted Development Rights |
| Potential demand for additional food store in order to <br> attract more shoppers | Short, medium and long term impacts of Covid-19 |

5.46 As outlined in table 5, Canterbury has a number of strengths. It is important that the city continues to build on these and to ensure that planning policies are drafted in a way such that these positives are supported. A key action is to ensure that footfall levels do not continue to dwindle further. Although
dwindling footfall numbers is a national trend given the rise in SFT for example, some measures can be undertaken to tackle this. During discussions with Whitefriars Shopping Centre, a key message relayed was that there is a need to diversify the offer such that it is less dependent on retailing. This also applies to the city centre.
5.51 A small percentage of respondents cited parking related factors as an issue. It is important to note that Canterbury City Council have however undertaken parking analysis using data from their ANPR car parks in Canterbury (May 2019) and this showed that the combined parking demand at city centre car parks and park \& ride sites equated to $73 \%$ of overall capacity on a weekday and Saturdays.

### 5.52

A key objective of the current parking strategy is to increase the number of park \& ride spaces and gradually decrease the number of city centre parking spaces in order to reduce the number of car journeys made into the city centre. This objective, along with other measures in the adopted transport strategy, aims to tackle traffic congestion and poor air quality.
5.53 In conclusion, Canterbury is a healthily performing city of regional and national significance. Canterbury city centre has a comprehensive and diverse retail offer and is the dominant comparisonshopping destination in Kent, alongside Maidstone.

Given the various survey results and data established via the Convenience and Comparison Good Needs Assessment (see sections below), it is evident that the city should retain its sub regional status. The city's focus on the comparison and leisure-service provision underlines its role as a sub-regional shopping hub and a tourist destination. In order to maintain the city centres position as a centre of regional and national significance, it is important to build on the positives, consider the opportunities and address the weaknesses and threats outlined in the SWOT (table 5).

It is inevitable that Coronavirus will have an impact on the centre in the short and medium term, and potentially the long term. There will likely be a reduction in retail sales, store closures, job losses, and less footfall in the city centre as consumer habits changed.

According to Experian (April 2020), due to the unprecedented nature of the event and absence of hard data, it is however impossible at this point to be confident of the scale and duration of the outbreak and the economic consequences of COVID-19.

## Herne Bay

Herne Bay is a seaside town on the north coast of Kent, located 13 km north of Canterbury and 8 km east of Whitstable.
5.58 The vast majority of units within Herne Bay are A1 comparison (34\%), which is above the national average of $29.9 \%$ (2019 - Experian). The next highest proportion (19\%) comprises retail services, which is higher than the national average of $14.83 \%$ ( 2019 - Experian). The A1 convenience representation within the area surveyed amounts to $8 \%$, which is slightly below the national average of $9.21 \%$ (2019 - Experian).
5.60 Leisure wise, the only D2 use within the centre is The Kings Hall. There is the Herne Bay constitutional club also which is classed under 'other leisure' uses. There are also a number of 'other leisure' uses outside of the surveyed area. This includes the amusements on Central Parade and the Pier.
5.61 The vacancy rate is $7 \%$, which is approximately half of the national average figure of $13.7 \%$ (as of July 2018 - Experian), demonstrating that there is good occupancy rates and demand for space within the centre, with a healthy level of tenant retention.

Please see Appendix 6 for further details on the makeup of uses within the centre.

When asked 'What general improvements to the quality of the environment in Herne Bay would persuade you to visit it more often?', the most popular specific answer was 'More/improved outside entertainment spaces' (16\%).

## Business Survey Results

5.72 At $32 \%$, the main answer given for the 'main advantages of your town / city centre as a for your business' was that there was 'no advantages of town/city as a location. 'Busy location / good footfall / passing trade' however was the second most popular answer at 28\%.
5.73 The majority of those surveyed (26\%) cited 'poor parking facilities' as the main weaknesses of being in the city centre. The joint second most popular answer was 'Not busy enough / low footfall / passing trade' and 'No weaknesses of town/city as a location' at $18 \%$.
5.74 When asked 'how might these weaknesses be overcome', the most popular answers were 'more / better parking facilities' (35.1\%) and 'cheaper parking' (16.2\%).
5.75 When asked 'what improvements would you like to see in your town / city centre to increase its attractiveness and prosperity', the most popular answer at $24 \%$ was 'more parking available in general'. The joint second most popular answer at $16 \%$ was 'Shopping - more national high-street stores' and 'free parking.

## SWOT Analysis

5.76 A SWOT analysis of the centre is below. The strengths and weaknesses have been established through the health check surveys (Appendix 6), in centre shopper surveys (Appendix 3), household surveys (Appendix 2) and business surveys (Appendix 4) surveys.

## Table 6: Herne Bay SWOT

| SWOT ANALYSIS: HERNE BAY TOWN CENTRE |  |
| :--- | :--- |
| Strengths | Weaknesses |
| Low vacancy rates | Low footfall levels |
| Good accessibility via road and public transport | No cycle paths |
| Low perception of crime | Some run-down and unkempt shopfronts |
| Good range of public spaces, especially along seafront | Lack of parking |
| Strong A1 comparison and retail service provision | Limited evening economy |
| Lack of 'other leisure' uses within town centre boundary | Disconnect between central town centre and seafront |
| Good proportion of independent shops | Poor choice of multiple shops |
| Popular destination for main and top up food shopping, in <br> addition to DIY shopping |  |
| The Districts most popular private health / fitness clubs and <br> bingo destination |  |
| 'Buy in the Bay' imitative in place which supports <br> independent businesses and focuses on retaining 'local' <br> retail spend within the centres | Threats |
| Opportunities | Low footfall / passing trade according to business survey |
| More / better parking facilities | Lack of national high-street stores |
| Provision of cheaper parking | Continued growth of online shopping |
| Provision of more national high-street stores |  |

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A number of vacant buildings present development
Short, medium and long term effects of COVID-19 opportunities
Improved range of places to eat
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One of the key issues within Herne Bay which as identified during the health check survey is the sense of disconnect between the seafront area and town centre. The seafront is a relatively popular area for visitors, but the town centre is not benefitting from this, and experiences low footfall levels in comparison. This could potentially be stunting economic growth within Herne Bay, by not maximising on the opportunity that should be built upon.

In order to address this issue, it is important that measures are undertaken to improve connectivity between the seafront and the town centre shopping area via a wide pedestrianised thoroughfare, in order to create a visual axis and encourage people to travel between the two locations. At present, the connectivity routes are considered inadequate.

A suitable route should be identified and developed. No obvious locations currently present themselves, and buildings therefore may need to be cleared to make way for such a route.

It is also important to encourage more people to visit the centre, which currently suffers from low footfall levels. The shopper survey results indicated that there is a lack of multiple shops, The V+V surveys also identified a limited evening economy, given the below average presence of A3 and A4 uses within the centre. It is important that planning policy barriers do not exist which limits the introduction of such uses in certain locations, such as primary shopping frontages.

To create a thriving and commercially successful town centre for the benefit of the town's residents and visitors, it is also important to enhance Herne Bay's environmental appearance through the improvement of run down and unkempt shopfronts and buildings (a number of which were identified during the $\mathrm{V}+\mathrm{V}$ surveys), and high-quality public realm improvements.

This is turn should support higher footfall levels, which should have a positive impact on the trade levels of the other shops in the centre, helping create an environment which encourages investment and other business to occupy space in the centre, including national multiple retailers, which have a below average presence in the centre.

A number of objectives identified within The Herne Bay Area Action Plan have been met, such as the proposed Beach Street car park redevelopment, which members resolved to grant in May 2019. It is important that the remaining objectives within the Plan continue to be met, such as the introduction of cycle lanes in order to encourage sustainable modes of transport within Herne Bay.
5.84 As is identified in the SWOT, there are a number of strengths that the town centre can build on. The strategy moving forward should be to distinguish Herne Bay from the higher order retail locations located outside of the district by emphasising the town's individual character and selling points, as identified in the SWOT. It is also important to support the introduction of leisure and retail service uses where there is demand, in line with national trends.
5.85 This will maintain the centres relatively healthy status and further strengthen the town centres position in the wider sub regional hierarchy.
5.86 Given the various survey results, the overarching position of national retailers to withdraw from smaller more local centres and the data established via the Convenience and Comparison Good Needs Assessment, it is evident that the centre will continue to serve a more localised catchment. although given the national shopping trends as outlined within Section 2 of this report, the current high proportion of A1 uses within the centre may reduce and the low vacancy rates could rise. In accordance with national trends, the A1 convenience and comparison uses could be replaced by more retail service uses, which at $19 \%$ in the centre is already higher than the national average of 14.8\%.

According to Experian (April 2020), due to the unprecedented nature of the event and absence of hard data, it is however impossible at this point to be confident of the scale and duration of the outbreak and the economic consequences of the pandemic.

## Whitstable

5.89 Whitstable is a seaside town on the north coast of Kent in south-east England, 11 km north of Canterbury and 8 km west of Herne Bay. The centre is home to numerous independent shops, particularly in Harbour Street where there are independent art galleries, boutiques and gift shops.
5.90 The town has an important fishing and shell-fish community, is a gastronomic 'centre of excellence' and has a thriving artists' community.
5.91 The entire town centre is picturesque, has a distinctive character and is a designated Conservation Area. As such, it is of high environmental quality.
5.92 The vast majority of units within Whitstable are A1 comparison ( $40 \%$ ), which is higher than the national average of $29.9 \%$ ( 2018 - Experian). The town centre makeup largely reflects the fact that the town has a strong tourist industry.

The next highest proportion (12\%) comprises retail services, which is lower than the national average of $14.83 \%$ ( 2018 - Experian). The A1 convenience representation within the area surveyed amounts to $10 \%$, which is slightly higher than the national average of $9.21 \%$ (2018 - Experian).

Food wise (A3 and A5), there are 29 (13\%) A3 use class units within the centre, the vast majority of which are independents. This is higher than the national average of $9.44 \%$ and reflects the tearoom / coffee shop offer provided for tourist visitors.
5.95 The vacancy rate in Whitstable is extremely low at $2 \%$, which is significantly lower than the national average of $13.7 \%$ as of July 2018 (Experian), demonstrating that the centre is in good health in this respect.
5.96 The locations with the highest footfall levels during the survey was the northern end of the High Street (approximately north of Bonners Alley), and southern end of Harbour Road (approximately south of Albert Street.

## In Centre and Business Survey Results

5.97 The key in centre survey and business survey responses are outlined below.

## In Centre Survey Results

5.98 When asked 'What do you like about shopping in Whitstable, the most popular answers were 'near / convenient' ( $44 \%$ ) and 'selection / choice of independent shops (38\%).
5.99 When asked 'What do you dislike about shopping in Whitstable, the most popular answers were 'no particular reason' (32\%), car parking cost (20\%) and 'too busy' (20\%).
5.100 When asked 'What type of retail or service provision would persuade you to shop in the centre more often?', the most popular answer was 'none' (38\%). 'Ladies clothing shop' and 'ladies shoe shop' were the joint second most popular answer at $22 \%$.
5.101 When asked 'What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in the centre?' the most popular answers were 'good choice of restaurants' ( $44 \%$ ), 'good choice of cafes' (24\%) and 'good events / festivals' (20\%).
5.102 When asked, 'What general improvements to the quality of the leisure and entertainment offer in Whitstable would persuade you to visit it more often', the most popular answers were 'nothing in particular' (36\%),' and 'improved / new facilities for young adults' (24\%).
5.103 When asked 'What general improvements to the quality of the environment in the centre would persuade you to visit it more often?', the most popular answer was 'clean shopping streets (18\%).

## Business Survey Results

5.104 At $46 \%$, the main answer given for the 'main advantages of your town / city centre as a location for your business' question was the 'busy location / good footfall / passing trade' (28\%). The second most popular answer at $24 \%$ was that there was 'no advantage of the town/city as a location'.
5.105 The vast majority of those surveyed (52\%) cited 'poor parking facilities' as the main weaknesses of being in the town centre.
5.106 When asked 'how might these weaknesses be overcome', the most popular answers were 'more / better parking facilities' (52.6\%) and 'cheaper parking' (21.1\%).
5.107 When asked 'what improvements would you like to see in your town / city centre to increase its attractiveness and prosperity', the most popular answer at $38 \%$ was 'more parking available in general'. The second most popular answer at $20 \%$ was 'better traffic management'.

## SWOT Analysis

5.108 A SWOT analysis of the centre is below. The strengths and weaknesses have been established through the health check surveys (Appendix 6), in centre shopper surveys (Appendix 3), household surveys (Appendix 2) and business surveys (please see Appendix 4) surveys.

Table 7: Whitstable SWOT

| SWOT ANALYSIS: WHITSTABLE |  |
| :--- | :--- |
| Strengths | Weaknesses |
| Extremely low vacancy rates | Poor parking facilities' |
| Good footfall / passing trade levels | Expensive car parking |
| The town is well connected via road, rail and bus services | Lack of 'other leisure' uses |
| Low perception of crime | Especially low footfall levels on Oxford Street |
| The town has a distinctive character | High traffic levels |
| Above average comparison retail offer |  |
| Provides specialist/niche shopping |  |
| Good choice of restaurants and cafes |  |
| popular destination for main and top up food shopping, <br> books / DVD's and DIY shopping |  |


| 'Shop by the Sea' (Whitstable \& Tankerton) imitative in <br> place which is focused on retaining 'local' retail spend <br> within the centre |  |
| :--- | :--- |
| Opportunities | Threats |
| More / better parking facilities | The town centre does not have cycle paths |
| Cheaper Parking | Continued growth of online shopping |
| Better traffic management | Limited opportunities for expansion within town centre |
| Improvements to Harbour area | Prospect Retail Park expansion |
|  | Short, medium and long term effects of COVID-19 |

5.109 Although the town centre is in good health, there are some weaknesses which could be addressed in order to maintain the centres healthy status and to further strengthen Whitstable's position in the wider hierarchy.
5.110 During the $\mathrm{V}+\mathrm{V}$ survey, it was noted that the High Street experiences high levels of traffic. It was also noted that there are no cycle lanes within the centre. The introduction of these would help support sustainable modes of transport within the centre, and should subsequently alleviate traffic congestion. Nevertheless, this should be a comprehensive package of improvements and could also include park and ride and interactive signage to ensure less traffic needs to travel through the centre. This would also address the poor and expensive parking issues.
5.111 $52 \%$ of business survey respondents stated that 'poor parking facilities' was a weakness and $12 \%$ cited 'expensive parking'. The introduction of a parking facility within the centre should therefore be considered should a suitable site become available. The introduction of cycle paths would also alleviate the need for parking to a degree, given that more people would cycle to the centre, rather than drive.
5.112 A lack of footfall in the town centre was noted during the $\mathrm{V}+\mathrm{V}$ survey, especially on Oxford Street at the southern end of the centre. This was also identified in a survey undertaken by 'Pedestrian Market Research Services' in December 2018. There is a below national average A1 convenience presence in Whitstable. Although there is no identified need for a convenience floorspace facility in the centre in the short term, if a suitable location is identified in this area, then this should be supported where it would enhance the centre's market share. This would act as an anchor in this area of the centre, which should subsequently attract higher footfall levels.
5.113 Poor and expensive parking facilities were identified as a weakness in the business and shopper surveys.
5.114 Overall, the centre is in good health. Given the various survey results and data established via the Convenience and Comparison Good Needs Assessment (see sections below), the centre continues to predominantly serves a highly localised catchment but is also a popular tourist destination.
5.115 The strategy moving forward should therefore be to distinguish Whitstable from the higher order retail locations located outside of the district by emphasising the town's individual character and selling points, focusing on the local independent offer, quality of place and heritage assets. As is identified in the SWOT, there are also a number of strengths that the town centre can build on.
5.116 It is inevitable that Coronavirus will have an impact on the centre in the short and medium term, and potentially the long term. There will likely be a reduction in retail sales, store closures, job losses, and less footfall as consumer habits changed.
5.117 According to Experian (April 2020), due to the unprecedented nature of the event and absence of hard data, it is however impossible at this point to be confident of the scale and duration of the outbreak and the economic consequences of the pandemic.

## Other Canterbury Retail Locations

5.118 A basic desk-based health check has been undertaken (November 2019) for the 'other Canterbury retail locations' identified under Policy TCL (A) of the Canterbury District Local Plan (adopted July 2017).
5.119 These locations do not fall under the NPPF's definition of a town centre, but are out of centre locations which comprise retail and leisure uses.
5.120 Please see Appendix 6 for further details.

Riverside Retail Park
5.121 Riverside Retail Park is located approximately 1.75 km to the east of Canterbury. It is located in the Wincheap area of Canterbury bordering the A2 and the A28 to the south west of the city centre. The majority of the retail units are located to the north of the A28, however two retail units are located south of the A28, connected via Homersham.
5.122 This area is allocated as 'Main Town Centre Uses TCL6' on the Local Plan Proposals Map 2017.
5.123 The vast majority of the 11 units comprising the Riverside Retail Park are A1 comparison use (73\%) and consist of a number of national retail operators, including B\&M, Pets at Home, Office Outlets,

Carphone Warehouse, Boots and Dunelm. The Morrisons, which acts as an anchor for the retail park is the only A1 convenience use unit in the park, which equates to $9 \%$.
5.124 There is one 'other' use, which comprises the Morrisons petrol station and car wash (Sui Generis use) located to the west of the convenience store.
5.125 There is only one vacancy in the park due to the recent closure of Mothercare. Wincheap Park and Ride is located within a two-minute walk of Riverside Retail Park and consequently, the park is highly accessible by bus and car. Parking is located on site, with approximately 600 car parking spaces currently available. Planning permission was approved in October 2019 for an increase in size of the car park to provide a total 870 spaces, a tenth of which will be devoted to electric cars. Canterbury East rail station is located less than a mile away from the site.
5.126 Please see Appendix 6 for further information

## Summary and Conclusion

5.127 The retail park comprises only one convenience unit, with the remainder consisting of retail comparisons units. There is only one vacancy due to the recent closure of Mothercare.
5.128 The retail park is a relatively popular non-food sopping destination, particularly for Whitstable residents given that $2 \%$ of those surveyed in centre said that they do their non-food shopping there. The household survey results indicate that It is a particularly popular destination for floor coverings and furniture shopping in addition to DIY and garden products shopping, as to be expected given its composition.
5.129 The retail park benefits from being located next to the Wincheap Park and ride which is due to be increased in size to facilitate 870 spaces. This is a popular parking location, with $5.7 \%$ of respondents surveyed in Canterbury centre stating that they park here. This presents an opportunity for passing trade, which should be taken advantage of by encouraging people to visit the retail park before or after they have visited the city centre. This could be done by introducing improved pedestrian access points between the park and ride and retail park as well as enhancing the environmental quality of the retail park, which could include the introduction of seating areas.
5.130 It is also noted that there are no cycle paths leading to the retail park. The introduction of these could potentially attract additional visitors via bicycle.
5.131 Overall, the retail park is a dominant DIY location, supported by other complimentary retail uses but could be enhanced with better linkages to the park and ride.

## Stour, Maybrook \& Canterbury Retail Parks

5.132 The retail parks are further to the east of Marshwood Industrial Estate, again fronting onto the A28. This is around 2.6 km from Canterbury City Centre
5.133 Local Plan Policy TCL (A) identifies 'Stour and Maybrook Retail Parks' only as an 'other Canterbury retail location'. The area assessed in this Health Check however covers Stour, Maybrook and Canterbury Retail Parks, given that Canterbury Retail Park adjoins Maybrook and isn't identified as an 'other retail location' in the Local Plan.
5.134 It is therefore recommended that this area is collectively identified as 'Stour, Maybrook and Canterbury Retail Parks', given their close proximity to each other.
5.135 The area is allocated as 'Main Town Centre Uses TCL6' on the Local Plan Proposals map (2017).
5.136 Stour Retail Park comprises 6 units equating to $82,000 \mathrm{sq} \mathrm{ft}$ and is located south of the A28 Sturry Road. Maybrook Retail Park is situated north of the A28 to the northwest of Stour Retail Park and includes 5 units. Canterbury Retail Park contains 3 units and borders the A28 Sturry Road and Vauxhall Road, which separates Canterbury Retail Park with Maybrook Retail Park.
5.137 Across the retail parks, the majority of units (67\%) contain A1 comparison uses. The four units that make up Canterbury Retail Park are A1 comparison shops, containing the national multiples Currys PC World, The Range, Harveys and Carpetright.
5.138 Four of the retail units in Stour Retail Park are A1 comparison, comprising the national multiples TK Maxx, Sports Direct, Home Bargains and Matalan. Two of the five units at Maybrook Retail Park are A1 comparison and contain the retailers Tapi Carpets and Halfords.
5.139 There is a limited convenience offer across the three retail parks, amounting to $13 \%$ of the total units present and consisting of the national operators Iceland and Marks and Spencer Foodhall.
5.140 In terms of the food offer (A3 and A5 use) across the retail parks, two of the 15 units comprise A3 uses. The fast food chains KFC and McDonald's are present within the Stour and Maybrook Retail Parks, which both offer eat in and drive thru services.
5.1411 unit is classed as an 'other leisure use', which is the DW Sports Fitness, which is located in Maybrook Retail Park.
5.142 The retail parks are located off the A28 (Sturry Road), which enables easy access to the site by vehicle from Canterbury city centre. In addition, Vauxhall Road connects the retail parks with the B2248 Broad Oak Road to the north, which also provides a route into the city centre.
5.143 There are adequate car parking facilities across all three retail parks, with Stour Retail Park containing 246 free parking spaces and Maybrook containing 179 free parking spaces.
5.144 The Sturry Road Park and Ride is located south of Sturry Road, directly to the east of Stour Retail Park.
5.145 In general, the retail unit shopfronts are of good quality visually. Litter bins were evident, particularly around the Fast Food retailers, and as a result, there was limited evidence of litter identified during the research. Areas of vegetation border the car parks and trees are interspersed throughout the retail parks, helping to improve the visual aesthetics of the sites and enhance environmental quality.

## Summary and Conclusion

5.146 The centre has a good mix of uses, the majority of which A1 comparison uses, plus an equal provision of convenience A1 and A3 uses. The centre has no vacant units which indicates that it is in good health in this respect.
5.147 The household survey results indicate that the centre is a particularly popular shopping destination for bulky electrical goods, non-bulky electrical good and DIY and garden products. An insignificant percentage of people said that they do their food shopping in the centre.
5.148 The centre is in a highly accessible location and is also beside the Sturry Road Park and Ride. This facility is a popular parking location, with $5.7 \%$ of respondents surveyed in Canterbury city centre stating that they park here. This presents an opportunity for passing trade, which should be taken advantage of. At present, the centre is disjointed from the park and ride, with an absence of any pedestrian connections. This is something that could be improved in order to encourage those using the park and ride to visit the retail parks before or after visiting the city centre.
5.149 It is noted that there are no cycle paths leading to the park. The introduction of these could potentially attract additional visitors via bicycle.
5.150 Overall, the retail park is a particularly popular shopping destination for bulky electrical goods, nonbulky electrical good and DIY and garden products and is supplemented by other retail and leisure uses.

## Wincheap Industrial Estate

5.151 Wincheap Industrial Estate is located directly to the east of Riverside Retail Park off the A28 (Wincheap). It adjoins the proposed Canterbury City Centre boundary to the west. The estate is predominantly industrial / warehouse and small scale distribution in nature.
5.152 The area is allocated on the adopted Local Plan Proposals Map (2017) as the "Wincheap Retail Area TCL7'. Policy TCL7 states that "the Council will facilitate the implementation of a comprehensive retail led mixed use redevelopment" of this site.
5.153 Of the four 'other Canterbury retail locations' assessed; the Wincheap Industrial Estate contains the largest number of units (57).
5.154 A1 comparison uses make up $19 \%$ of the units in Wincheap Industrial Estate. These consist of both national multiples including Dreams and GO Outdoors, as well as a number of independent operators, largely specialising in furniture.
5.155 Only 1 of the 57 units ( $2 \%$ ) contains an A1 convenience use. Iceland occupies a central location on the Estate with 10 car parking spaces fronting the store.
5.156 Leisure uses total $12 \%$ (7). This mainly comprises D2 Assembly and Leisure uses and includes Escape Rooms, a trampoline club and multiple fitness centres.
5.157 The vast majority of units (65\%) comprise 'other' uses. These include vehicle garages, DIY/trade stores, such as Screwfix and Topps Tiles, as well as storage and distribution units (B8).
5.158 The site is accessible of the A28 Wincheap via Cow Lane and Simmonds Road.
5.159 Maynard Road car park, containing 113 car parking spaces, is located in the middle of the site. Car parking facilities are also provided at the front of the majority of units.
5.160 Wincheap Park and Ride is located approximately 0.4 miles to the west of the industrial estate, and therefore the site is well serviced by public transport along the A28 towards the city centre. 4 bus stops are also located on the A28 opposite the site.
5.161 Canterbury East train station, one of two stations serving the city of Canterbury, is located 0.5 miles from the site and provides regular services to Dover and London Victoria
5.162 The overall appearance of the site is typical of an average industrial estate comprising large, visually unattractive units. Limited green space and trees was evident across the site, restricting the site's overall environmental quality and visual appeal.
5.163 There is one brownfield site in the estate which presents a development opportunity. This comprises the former gas distribution centre on the north eastern edge of the site, although a comprehensive scheme for the site should be preferred, in accordance with TLC7, rather than an individual site development

## Summary and Conclusions

5.164 The centre predominately comprises industrial and warehouse / distribution uses. The centre has the largest number of units for any of the 'other retail locations'. The centre has no vacant units, which is an indication of the centre's good health in this respect.
5.165 The site is in a highly accessible location and has an adequate supply of parking. There are however no cycle lanes leading to the centre.
5.166 The perception of safety in the centre is quite low, and the environmental quality is also below average. These are things that could be improved.
5.167 There were no in centre and household survey results of any significance, indicating that the centre is not a popular destination for shopping or leisure activities. This is to be expected given the makeup of uses within the centre.

## Marshwood Industrial Estate

5.168 Marshwood Industrial Estate is located approximately 2.25k to the east of Canterbury, accessed off the A28. The estate is located to the west of the Stour, Maybrook and Canterbury Retail Parks located off the A28 Sturry Road, which runs through the site. 4 units are located south of the A28, whilst the majority of units are located to the north.
5.169 The site is allocated as 'Main Town Centre Uses TCL6' on the Local Plan Proposals map (2017).
5.170 Marshwood Business Park adjoins the site to the north east.
5.171 Across the 13 units that make up Marshwood Industrial Estate, the majority of units contain A1 comparison uses, including the national multiples $\mathrm{B} \& Q$, Argos and $\mathrm{B} \& M$. Planning permission (CA/20/00621) was granted in May 2020 for the subdivision of the $B \& Q$ unit to form 2 no. retail units
and 1 no. retail/cafe unit. The plan is for Aldi to occupy approximately $45 \%$ of the existing DIY store, while a national coffee chain takes on $5 \%$ of the floorspace and $B \& Q$ retains $50 \%$.
$5.17223 \%$ of the site is made up of A1 convenience uses. Asda occupies a large site to the north of the A28, whilst Lidl is located to the south of the A28 and is accessed off Old Park Avenue. Majestic Wine is also located on the industrial estate.
5.173 3 units contain A3 uses. Subway and Greggs are located next to each other to the south of the A28. Additionally, the coffeehouse chain Costa is also located within the Estate.
5.174 Leisure wise, one unit comprises a D2 Assembly and Leisure Use, which is a Pure Gym.
5.175 Other uses total 8\%. A sui generis use is evident due to the presence of an Asda Petrol Station on site.
5.176 The A28 runs through the middle of the Marshwood Industrial Estate. Consequently, the Estate is easily accessible by vehicle, with significant numbers of parking spaces available also.
5.177 Numerous bus stops are located within close proximity of the Industrial Estate, providing regular services down the A28 to the city centre. The site is also serviced by the Park and Ride facilities at Sturry Road, which is located approximately 0.7 miles to the east.
5.178 However, the A28 does not contain dedicated cycle paths and therefore, the site is not easily accessible to cyclists.

## Summary and Conclusion

5.179 The majority of the site comprises comparison uses, with the second most amount of uses being convenience. There are no vacancies within the retail park which indicates that the centre is healthy in this respect.
5.180 The centre is in a highly accessible location, and the parking provision is considered adequate.
5.181 The centre also has a low sense of crime and is of good environmental quality.
5.182 The entre is a relatively popular location for food shopping. This is especially the case for the ASDA. $8 \%$ of those surveyed in Canterbury city centre said this is their primary food shopping destination. The Lidl is also a relatively popular destination for food shopping with those surveyed in Canterbury city centre, with $2 \%$ of respondents saying they undertake their food shopping there.
5.183 The survey results for the other uses within the centre were insignificant however, indicating that the centre is not a popular comparison shopping location.
5.184 Overall, the centre has a mix of uses more akin to a normal town centre location, which will be further enhanced by the addition of the Aldi/coffee shop if implemented

## 6 EXISTING SHOPPING AND LEISURE PATTERNS

6.1 In this section we review the headline results of the household telephone survey which was undertaken to provide the background evidence base detailing existing shopping and leisure patterns within the study area.
6.2 The study area, study zones and study sectors are shown on the Map at Appendix 1. This study area plan also identifies centres as currently designated in the Local Plan.
6.3 The study area broadly reflects the district's geography and its attraction for shopping and leisure activities. The overall study area has been divided into 14 Study Zones. Study Zones 1-6 comprise the Canterbury Council administrative area and the remainder zones comprise the fringe areas which the retail catchment is considered to reach. This is the same as the previous Retail and Leisure Study (2015).

## Household Survey

6.4 In May 2019, NEMS market research undertook a 1,403 interview household telephone survey across the Study Area (Appendix 1). It has not been possible to make direct comparison between the two shopper surveys as the data from the 2015 survey has not been made available.
6.5 The new survey was sampled on the basis of residents within various zones and the number of interviews in each zone reflects the number of households and population in each of the study zones.
6.6 The main purpose of the household survey was to establish usage patterns for the following broad convenience, comparison and commercial leisure sectors:

- Main food shopping
- Top up food and grocery shopping
- Non food shopping (comparison goods), including
- Clothing and footwear
- Furniture floor coverings
- Books, stationery, CDs, DVDs, and videos
- Glassware, tableware and jewellery
- Bulky and non-bulky electrical goods
- Toys, sports and leisure goods
- DIY and Garden products
- Leisure activities, including:
- Health and fitness
- Cinemas and theatres
- Ten pin bowling
- Visiting restaurants
- Visiting pubs and bars
- Playing bingo
- Visiting casinos
- Visiting night club
- Visiting indoor and outdoor activity centres
6.7 The survey also sought to establish on a zone by zone basis which was the nearest shopping centre, high street, or retail park to the respondent's home and the positive and negative characteristics of that centre / location.
6.8 In connection with main food and grocery shopping, respondents were also asked how they travelled to do their shopping, approximately how much they spend on their main food shopping and whether on their main food shopping trip they linked a trip with another activity such as going to the bank, post office, building society, getting petrol, shopping for other food items, shopping for non-food items or using leisure or other service.
6.9 It should be noted that the results have focused on Zones $1-6$ as this broadly reflects the Canterbury district area.


## Food and Grocery Shopping Patterns Main Food Shopping (Question 1 and 6)

6.10 Large foodstores are the main destinations for respondents undertaking main food shopping trips across the study area. The most popular stores used within the shopper survey (Q1) include the Tesco Extra, Courtney Road, Gillingham (3.4\%); Morrisons, Ten Perch Road Canterbury (2.6\%) and Alid, Well Road, Maidstone (2.3\%), with the second choice (Q6) main responses including: Tesco Extra, Margate Road, Westwood, Broadstairs (1.9\%), Sainsbury's Superstore, Simone Weil Avenue, Ashford (1.7\%) and Tesco Superstore, Grovewood Drive, Maidstone (2\%).
6.11 It was noted that $40.2 \%$ of respondents do not shop anywhere else except their answer at question 1.

Table 8: Main Food Shopping Locations

| Shop | 2019 |
| :--- | :--- |
| Tesco Extra, Courtney Road, Gillingham | $3.4 \%$ |
| Morrisons, Ten Perch Road Canterbury | $2.6 \%$ |
| Aldi, Well Road, Maidstone | $2.3 \%$ |

6.12 For the individual zones, the most popular stores are identified below.

Table 9: Main Food Shopping - most visited by zone

| Zone | Main Food Shopping location |
| :--- | :--- |
| $\mathbf{1}$ | Morrisons, Ten Perch Road, Canterbury (19\%) |
| $\mathbf{2}$ | Morrisons, Ten Perch Road, Canterbury (19\%) |
| $\mathbf{3}$ | Morrisons, Ten Perch Road, Canterbury (33.3\%) |
| $\mathbf{4}$ | Asda, Sturry Road, Canterbury (41.2\%) |
| $\mathbf{5}$ | Aldi, Kings Road, Herne Bay (25.5\%) |
| $\mathbf{6}$ | Tesco Extra, Millstrood Road, Whitstable (29.9\%) |

## Mode of Travel for Main Food Shopping (Question 2)

6.13 Across the whole of the study area, use of private car is the most popular mode of travel when undertaking main food shopping ( $75 \%$ ), with a further $9.1 \%$ travelling as a passenger in a car. Walking is the second highest at $10 \%$.

Table 10: First and Second Choice Modes of Transport to Main Food Store

|  | First | Second |
| :--- | :--- | :--- |
| Zone 1 | Car 52.5\% | Walk 28.5\% |
| Zone 2 | Car 81\% | Passenger 14\% |
| Zone 3 | Car 86.6\% | Passenger 9.5\% |
| Zone 4 | Car 87.1\% | Bus / Coach 7\% |
| Zone 5 | Car 77.6\% | Passenger 10\% |
| Zone 6 | Car 76.1\% | Passenger 9.4\% |

6.14 Overall, people responding to the survey typically shop once a week ( $59.5 \%$ ), with the second most popular 2-3 times per week ( $15.6 \%$ ). This is reflected across all zones.

## Average Spend (Question 3)

6.15 Of those who provided an answer ( $83 \%$ ), the average spend on a main food shop was $£ 76.11$, with the highest average amount split between £56-60 (9.8\%), £46-50 (9.8\%) and £96-100 (12.4\%). 15.6\% of respondents did not know how much they spent.
6.16 The highest average spend was in Zone 12 (£92.03) and the lowest average spend in Zone 1 (£63.49).

Table 11: Average Convenience Spend

|  | $\mathbf{2 0 1 9}$ |
| :--- | :--- |
| Average Spend £56- £60 | $9.8 \%$ |
| Average Spend £46-£50 | $9.8 \%$ |
| Average spend £96-100 | $12.4 \%$ |

## Linked Trip Shopping (Question 4)

6.17 The shopper survey sought to understand whether the respondents undertook another activity when main food shopping. The largest response to this answer was no at $65.3 \%$. Of those who did undertake another activity, the most popular responses were: non-food shopping (11.4\%), other food shopping ( $7.1 \%$ ) with $5.9 \%$ undertaking a main food shopping trip on the way to/from work.
6.18 The most popular locations across the study area for linked trips include Canterbury City Centre (7\%) and Ashford Town Centre (7\%).

## Top up Food Shopping (Questions 7, 8, 10 and 11)

6.19 Top up food shopping trips are normally made to supplement main food shopping trips and are therefore undertaken on a more frequent basis and will include the purchase of everyday staples such as bread and milk. Despite this, $24.8 \%$ do not do this type of shopping.
6.21 For the individual zones, the most popular top up stores are identified below.

Table 12: Top up Shopping - most visited by zone

| Zone | Top up Food Shopping location |
| :--- | :--- |
| Zone 1 | Waitrose, St. Georges Centre, Canterbury |
| Zone 2 | Morrisons, Ten Perch Road, Canterbury |
| Zone 3 | Morrisons, Ten Perch Road, Canterbury |
| Zone 4 | Co-op, Island Road, Sturry |
| Zone 5 | Morrisons, Beach Street, Herne Bay |
| Zone 6 | Tesco Extra, Millstrood Road, Whitstable |

In terms of travel (Q10), 58.7\% of respondents drive to undertake a top up shop, with 28.9\% choosing to walk.
6.24 Around $42 \%$ of people spend under $£ 10$ on these trips with $21.3 \%$ spending between $£ 16-20$ and $18.6 \%$ spending between $£ 6-10$. The highest average spend is from zone 11 at $£ 24.42$.

## Non Food Shopping Patterns (Questions 13 to 21)

6.25 Respondents were asked where they purchase a range of non-food goods. Within the District, Canterbury is the most popular destination for a range of comparison goods. Thereafter there is some, use of the retail parks and surrounding centres.
6.26 A brief overview of the centres non-food goods performance across a number of different goods categories is identified below:

Table 13: Non-food Shopping Results

| Centre | Clothing | Furniture | Books/ <br> DVDS | Glassware | Bulky <br> Electrical | Small <br> electrical | Toys | DIY |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Canterbury <br> City Centre | $15 \%$ | $7 \%$ | $8.6 \%$ | $9.7 \%$ | $3.4 \%$ | $3.2 \%$ | $7.3 \%$ | $3.4 \%$ |
| Whitstable <br> Town Centre | $0.7 \%$ | $0.5 \%$ | $1.3 \%$ | $0.4 \%$ | $0.3 \%$ | $0.4 \%$ | $0.3 \%$ | $2.2 \%$ |
| Herne Bay <br> Town Centre | $0.7 \%$ | $0.8 \%$ | $0.8 \%$ | $0.6 \%$ | $0.6 \%$ | $0.5 \%$ | $0.6 \%$ | $1.8 \%$ |

6.27 The use of the internet and mail order is strong for certain components of the comparison goods shopping sector. In particular the use of the internet for the purchase of books and stationery, CDs, DVDs, and recorded media (Question 16) is high at around $43.8 \%$ overall for the study area and this is reflected across all of the study zones. The use of the internet for the purchase of clothing and footwear items (Question 14 at $24.2 \%$ ) is less significant than for recorded media etc, however it is still a reasonably substantial proportion compared to 'bricks and mortar' facilities and is still the most popular answer in the study area.
6.28 The table below identifies the most popular shopping destinations within the Canterbury Local Authority area zones ( $1-6$ ), not including the internet.

Table 14: Most popular locations for various goods in Canterbury Local Authority Area

|  | Clothing | Furniture | Books/ DVDs | Glassware | Bulky Electrical | Small electrical | Toys | DIY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { Zone } \\ & 1 \end{aligned}$ | Canterbur y City Centre (58.5\%) | Canterbury City Centre (21.3\%) | Canterbury City Centre (50\%) | Canterbury City Centre (40.6\%) | Sturry Road Retail Parks, Canterbury (27.3\%) | Sturry Road Retail Parks, Canterbury (26.1\%) | Canterbury City Centre (38\%) | Sturry <br> Road Retail Parks, Canterbury (36.5\%) |
| $\begin{aligned} & \text { Zone } \\ & 2 \end{aligned}$ | Canterbur <br> y City <br> Centre (54.5\%) | Canterbury City Centre (29.3\%) | Canterbury City Centre (46.8\%) | Canterbury City Centre (31.4\%) | Sturry Road Retail Parks, Canterbury (36.7\%) | Sturry Road Retail Parks, Canterbury (42.7\%) | Canterbury City Centre (40.8\%) | Sturry <br> Road Retail <br> Parks, <br> Canterbury (37.8\%) |


| $\begin{aligned} & \text { Zone } \\ & 3 \end{aligned}$ | Canterbur y City Centre (61.7\%) | Canterbury City Centre (44.3\%) | Canterbury City Centre (35.1\%) | Canterbury City Centre (33.1\%) | Sturry Road Retail Parks, Canterbury (48.5\%) | Sturry Road Retail Parks, Canterbury (43.3\%) | Canterbury City Centre (25.3\%) | Sturry <br> Road Retail Parks, Canterbury (48.5\%) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { Zone } \\ & 4 \end{aligned}$ | Canterbur y City Centre (63.3\%) | Canterbury City Centre (14.2\%) | Canterbury City Centre (47.7\%) | Canterbury City Centre (51.6\%) | Sturry Road Retail Parks, Canterbury (29.4\%) | Sturry Road Retail Parks, Canterbury (41.4\%) | Canterbury City Centre (36.7\%) | Sturry <br> Road Retail <br> Parks, <br> Canterbury (41\%) |
| $\begin{aligned} & \text { Zone } \\ & 5 \end{aligned}$ | Canterbur y City Centre (39.6\%) | Canterbury City Centre (21.7\%) | Canterbury City Centre (24.9\%) | Canterbury City Centre (21.6\%) | Sturry Road Retail Parks, Canterbury (18.7\%) | Sturry Road Retail Parks, Canterbury (31.5\%) | Canterbury City Centre (26.6\%) | Herne Bay Town Centre (41\%) |
| $\begin{aligned} & \text { Zone } \\ & 6 \end{aligned}$ | Canterbur <br> y City <br> Centre <br> (37.7\%) | Canterbury City Centre (22\%) | Whitstable Town Centre (34.5\%) | Canterbury City Centre (42\%) | Sturry Road Retail Parks, Canterbury (27.9\%) | Sturry Road Retail Parks, Canterbury (25.6\%) | Canterbury City Centre (21.1\%) | Whitstable Town Centre (54.9\%) |

## N.B.: Sturry Road Retail Parks, Canterbury (includes Marshwood Retail Park, Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park.

6.29 As can be seen in the table above, the most popular shopping destination for the vast majority of categories in each zone is Canterbury City Centre. It is noted that Sturry Road Retail Parks are also cited as the main shopping location in all zones for bulky and small electrical goods, and the majority of zones for DIY goods.
6.30 The Stour Road Retail Parks comprise 'Marshwood Industrial Estate', and 'Stour, Maybrook and Canterbury' retail parks.
6.31 In terms of travel to these comparison goods facilities, $71.7 \%$ undertake this in a car, with a further $8.7 \%$ doing so as a passenger in a car.
6.32 This varies in scale from $40.9 \%$ using a car for Zone 1 to $85.2 \%$ by car for Zone 3.

## Leisure Activities

6.33 The survey investigated the use of facilities for leisure and entertainment activities, to establish overall participation rates for the various commercial leisure categories analysed. The table below sets out the overall study area participation rates.

## Study Area Participation (Question 23)

6.34 Below are the results of the leisure questions, in terms of those activities undertaken by the respondents.

Table 15: Shopper Survey - Leisure Responses

| Activity | 2019 |
| :--- | :--- |
| Health and Fitness | $23.5 \%$ |
| Cinema | $56.7 \%$ |
| Ten Pin bowling | $18.5 \%$ |
| Restaurants | $72.2 \%$ |
| Pubs / Bars | $48.5 \%$ |
| Bingo | $8.6 \%$ |
| Casinos | $3.5 \%$ |
| Night Clubs | $4.9 \%$ |
| soft play / trampoline centres | $16.2 \%$ |
| theatres | $42.5 \%$ |
| art galleries / museums | $26.8 \%$ |
| escape rooms | $5.7 \%$ |
| events and festivals | $23.9 \%$ |

6.35 With regard to health and fitness (Q24), the most popular locations across the surveyed area were Maidstone Town Centre (10.3\%) and Ashford Town Centre (8.1\%). The main commercial gym operators were represented by DW Fitness First Canterbury (1.3\%) and Bannatyne Health Club, Lower Terrace Eureka Leisure Park, Ashford (1.2\%). The most popular specific destinations located in the city and town centres of Canterbury district are Kingsmead Leisure Centre (2.1\%), Herons Leisure Centre (0.4\%) in Herne Bay and Tankerton Road in Whitstable (0.8\%).
6.36 With regard to cinema visits (Q25), the most popular location is Cineworld, Eureka Entertainment Centre, Rutherford Road, Ashford (19.2\%), followed by Vue Cinema, Westwood Cross, Broadstairs (18.1\%). In Canterbury, the most popular cinema is the Curzon on Westgate Hall Road (3.3\%). The Kavanagh Cinema on William Street (3.3\%) is the most popular destination located in Herne Bay. There are no cinemas in Whitstable.
6.37 For ten pin bowling (Q26) the two main destinations are the Hollywood Bowl, Ashford (27.7\%) and Hollywood Bowl, Rochester (25.3\%). Within Canterbury district, the most popular location is MFA Bowl in Whitstable at 9.9\%.
6.38 For restaurant visits (Q27), Canterbury City Centre (13.9\%) is the main location of choice within the district. The 'town centre' was also given as the most popular destinations for Herne Bay and Whitstable. Outside of the Canterbury Local Authority area, Folkestone ( $43 \%$ ) is the most popular destination.
6.39 Participation in bingo (Q30) is $8.6 \%$. The majority (31.4\%) of people play Bingo at Mecca Bingo, Westwood Cross in Broadstairs. There are no bingo destinations in Canterbury or Whitstable. The most popular bingo destination in Herne Bay is the Connaught Bingo and Social Club (3.2\%).
6.40 Participation in casino activity (Q31) is low, with just $3.5 \%$ of respondent households visiting Casino's. This probably reflects the lack of casino facilities within the district, with everyone attending a casino outside of the district. The majority of people (67.1\%) attend the Grosvenor Casino at Westwood Cross, Broadstairs.
6.41 When visiting a nightclub (Q32), the household survey results indicate that Maidstone Town Centre is the most popular destination (45.1\%), with the next location being Canterbury City Centre (27.3\%). No respondents specified Herne Bay or Whitstable as a destination.
6.42 When asked 'Where do you or members of your household most frequently go to visit soft play / trampoline centres?' (Q33), the most popular answer was Flip Out, Henwood Industrial Estate, St. James Business Park in Ashford (2.1.\%). Canterbury District wise, the most popular destinations located in each centre included Play Island, Simmonds Road in Zone 1 (Canterbury), Playzone in Eddington Business Park (3.5\%) in Zone 5 (Herne Bay) and Snappy's, Millstrood Road in Zone 6 (Whitstable), despite this centre being closed.
$42.5 \%$ of respondents visit the theatre. When asked what the most popular theatre destination was (Q34), the most popular answer was The Marlow in Canterbury (45\%), with central London in second place (39.7\%). The most popular destination in Herne Bay (Zone 5) was specified as Herne Bay Town Centre $(0.9 \%)$. The most popular destination located in Whitstable is the Playhouse Theatre ( $0.4 \%$ ).
$6.4426 .8 \%$ of respondents visit museums / art galleries. The most popular destinations (Q35) were cited as Central London ( $61.3 \%$ ) and Margate Town Centre (7.3\%). In Canterbury, the most popular destination is The Beany House of Art and Knowledge (3\%). Herne Windmill (6\%) is the most popular destination in Herne Bay and Tankerton Road and the town centre (both 4\%) are the most popular destinations in Whitstable.
6.45 $23.9 \%$ of respondents attend events and festivals, the majority of which are within Canterbury City Centre and Rochester Town Centre (both 10.5\%). In Herne Bay, the most popular location is the town centre ( $1.5 \%$ ). The town centre is also the most popular destination in Whitstable.
6.46 Q38A asked 'Why don't you visit any town or city centres for shopping and leisure activities?' At $28.8 \%$, the most popular answer was 'Prefer shopping at retail / shopping parks'.
6.47 Q38B asked 'Which of those centres is the one you visit most often for shopping and leisure activities?' The most popular answers were Canterbury City Centre (28.7\%) and Maidstone Town Centre (19.5\%).
6.48 In terms of frequency (Q39), the majority of visits to the identified centre were weekly (25.1\%) although the second most popular frequency was once a month (17.6\%). The majority ( $75.8 \%$ ) of visits were not on the way from / to work and therefore tend to be a separate leisure visit.

Q41 asked 'What do you and your household like about (centre mentioned at Q38B)?' The most popular answers for each centre was as follows:

| Centre | Most Popular Answer | $2^{\text {nd }}$ most popular answer |  | $3^{\text {rd }}$ most popular answer |
| :---: | :---: | :---: | :---: | :---: |
| Canterbury | Selection / choice multiple shops: 49.4\% | $\begin{aligned} & \text { Nice } \\ & 16.8 \% \end{aligned}$ | environment: | Near to home convenient: $12.5 \%$ |
| Whitstable | Selection / choice independent shops: 31.5\% | Nice 26.9\% | environment: | Selection / choice multiple shops: 12.1\% |
| Herne Bay | Near to home / convenient: $28 \%$ | Nice $24.7 \%$ | environment: | Selection / choice multiple shops: 12.2\% |

Table 16: What people like about each centre
6.50 Question 42 asked about what respondents most disliked about each centre (Q38b). Please see the table below for the most popular answers.

Table 17: What people dislike about the centre

| Centre | Most Popular Answer | $2^{\text {nd }}$ most <br> popular answer | $3^{\text {rd }}$ most popular answer |
| :---: | :---: | :---: | :---: |
| Canterbury | Car parking cost: $16.6 \%$ | Too busy: 11.4\% | Lack of car parking: 8.3\% |
| Whitstable | Lack of car parking: $28.2 \%$ | Too busy: $22 \%$ | Ca parking cost: $10.2 \%$ |
| Herne Bay | Vacant shops: 9.3\% | Needs a revamp: $8.2 \%$ | Poor choice of multiple shops: 8.1\% |

6.51 Question 43 asked 'What type of retail provision would persuade you to shop at (centre mentioned at Q38b) more often and Q44 asked "What general improvements to the quality of the leisure and entertainment offer in (centre mentioned at Q38b) would persuade you to visit it more often?". Please see the tables below for the most popular answers.

Table 18: What type of retail provision would persuade you to shop at (centre mentioned at Q38b) more often?

| Centre | Most Popular <br> Answer | 2nd most popular <br> answer | 3rd most popular answer |
| :--- | :--- | :--- | :--- |
| Canterbury | None: $53.3 \%$ | Department store: $15.6 \%$ | Ladies clothing shops: $9.5 \%$ |
| Whitstable | None: $54.5 \%$ | Ladies clothing shops: $9.9 \%$ | Unisex shoe shops: $9.6 \%$ |
| Herne Bay | $35.2 \%:$ None | Ladies clothing shop: $26.6 \%$ | Electrical retail shops: $18.6 \%$ |

Table 19: "What general improvements to the quality of the leisure and entertainment offer in (centre mentioned at Q38b) would persuade you to visit it more often?".

| Centre | Most Popular Answer | $2^{\text {nd }}$ most popular answer | $3^{\text {rd }}$ most popular answer |
| :---: | :---: | :---: | :---: |
| Canterbury | Nothing in particular: $71.8 \%$ | Improved range of places to eat: $5 \%$ | New / improved cinema: $5.6 \%$ |
| Whitstable | Nothing particular: 57.9\% | New / improved cinema: $24.4 \%$ | Don't know: 11.2\% |
| Herne Bay | Nothing particular: 63.3\% | Improved theatre / music provision: 9.1\% | Improved range of places to eat: 8.9\% |

## 7 THE NEED FOR ADDITIONAL RETAIL FACILITIES

7.1 In this section we consider the need for additional floorspace in Canterbury up to 2040.
7.2 The detailed retail capacity calculations are provided within Appendices 7 and 8 . The methodology, data input and results of the analysis are explained and summarised below. This quantitative analysis is a theoretical exercise and the following section provides an interpretation of the theoretical analysis to provide practical application of the capacity results.
7.3 The quantitative retail need work has considered the following matters:

- Existing and projected population within the study area;
- Consumer retail expenditure per head and total retail expenditure within the defined study area;
- Analysis of shopping market shares being claimed by centres and facilities within Canterbury (and outside) based upon household survey shopping patterns in 2019;
- An estimate of available consumer expenditure on convenience and comparison goods and the growth in expenditure up to 2040 (and for the intervening years 2020, 2025, 2030 and 2035);
- Quantification of the convenience and comparison goods expenditure which is claimed by the city and towns and other centres and retail facilities beyond the authority; and
- Retail capacity (quantitative need) results are expressed as theoretical expenditure shortfalls and surpluses, (in both $£$ and sqm) providing indicative estimates for the amount of additional convenience and comparison goods shopping turnover which can be supported during the study period to 2040.
7.4 These retail capacity forecasts are provided on the basis of information and available evidence. We consider that the data adopted, and assumptions made provide a robust basis for the preparation of short and medium-term forecasting of retail floor space requirements. We consider that the quantitative retail capacity estimates beyond 2025, and in particular 2030, 2035 and 2040 should be regarded as providing only a very broad indication of potential growth and turnover capacity over that time horizon.
7.5 In accordance with best practice and to ensure that the Council have an up to date and robust estimate and forecasts upon which to make policy and development decisions, we consider that the calculations should be monitored and updated periodically over the Local Plan period to take account of updated data inputs when they become available and to include any implemented commitments and new permissions which will alter current shopping patterns.
7.6 Please note that this section considers the following two different scenarios which could be pursued over the local plan period, each of which result in different forecasted floorspace capacity figures:

1. Constant Market Share (21\%);
2. Constant Market Share with increased population (if the economic and housing growth being considered within the SHMA is delivered over the plan period;
7.7 The two different scenarios are discussed further under the relevant headings below.

## Study Area and Zones

7.8 In preparing this quantitative retail need assessment for Canterbury City Council, we have adopted a study area which broadly reflects the areas geography and its attraction as a shopping and leisure destination. The overall study area has been divided into 14 Study Zones, similar to the previous study to allow direct comparison of the results, with Study Zones 1-6 comprising the Canterbury district area.
7.9 The study area and study zones are shown on the Map at Appendix 1 and are shown in the figure below.

Figure 4: Study Area


## Study Period and Population

7.10 The population of the study zones and study area for 2020 through to 2040 are set out in Table 1, Appendix 7. This base population and the population projections for 2020, 2025, 2030, 2035 and 2040 have been obtained from Experian.
7.11 The projections take account of demographic trends, including migration, mortality and fertility rates, but do not have regard to local housing forecasts.
7.12 The previous Experian projection based population figures were slightly lower than the new updates, and the population comparison (over slightly different time frames) is provided below:

Table 20: Catchment Population

|  | Growth | Year on Year <br> Average |
| :--- | :---: | :---: |
| Experian 2013 base - <br> $\mathbf{2 0 1 5 - 2 0 3 1}$ (16 years) | 157,256 | 9,829 |
| Experian 2016 base <br> $\mathbf{2 0 2 0 - 2 0 4 0}$ (20 years) | 176,092 | 8,804 |

7.13 The latest Experian projection-based population figures show a high population growth across the study zones over the study period, rising from $1,193,061$ (2020) to $1,369,153$ by 2040 which is a growth of 176,092
7.14 The zone with the highest growth forecast is zone 14, with a growth of 53,643 . The highest growth area in the Canterbury administrative area (1-6) is Zone 1, at 11,389. The lowest growth rate is in Zone 3 at 573.
7.15 The previous Study (June 2015), based on ONS projections at the time, expected the population to increase from $1,135,044$ in 2015 to $1,292,256$ in 2031, which is slightly lower than the most recent projections. This is a growth of around 157,221 over a 16-year period.

## Potential additional housing growth

7.16 It should be noted that Canterbury City Council have recently prepared a Strategic Housing Market Assessment (SHMA). The purpose of the Assessment is to respond to the need to provide evidence to underpin the new Housing Strategy being produced by the Council in 2018 and to reflect a commitment within the adopted Local Plan to undertake a review of local housing needs within one year of its adoption (i.e. by July 2018).
7.17 Following a review of market signals, affordability and household formation rates, the Assessment suggests that Canterbury District has some poorly performing indicators, particularly related to the cost of housing. In addition, the SHMA has identified a significant need for affordable housing. On this basis it is concluded that the OAN for Canterbury District is 1,140 dwellings per annum 20162031.
7.18 In addition, the Government has identified a 'standard method' to identify the minimum number of homes expected to be planned for, in a way which addresses projected household growth and historic under-supply. The figure for Canterbury as a district is 1,120 dwellings per annum, which is similar to the SHMA figure identified above.
7.19 Given the closeness of these figures and given that the standard method is identified as a minimum figure, the following section uses the OAN figure as a guide for the potential future population growth. If these dwellings are delivered, this could result in a population growth (above that identified in the ONS figures) of around to 18,281 to 2035 and 24,375 by 2040 (based on an average household size of 2.25 from Figure 4.3 of the SHMA).
7.20 The implication of this additional potential population growth within the Canterbury area zones is considered further below under the relevant heading

## Expenditure

7.21 The expenditure data we have used in our model is derived from Experian Micromarketer which provides information on average convenience and comparison expenditure per head by zone. The base year for the retail model is 2020. Annual expenditure growth rates were then applied to these figures (derived from Experian's Retail Planner Briefing Note 17) to produce expenditure per capita figures for 2018 (when the survey was undertaken) and the various assessment years (2020, 2025, 2030,2035 and 2040).
7.22 All prices are set to a 2018 price base, being the year for which the latest expenditure per capita figures from Experian are available. These per capita expenditure figures were then applied, per zone, to the population projections to produce the total amount of available convenience and comparison expenditure in 2020 and future assessment years.
7.23 Our approach has been to take the forecast figures for annual growth in expenditure as it is considered that these take into account the predicted growth in expenditure rather than being based on the previous cyclical nature of the economy and the significant growth in convenience and comparison goods since the 1960's and 70's.
7.24 The 2014 Experian Brief (which informed the previous Study) identified a falling year on year growth for convenience goods and a growth in comparison goods, as high as $3.3 \% \mathrm{p} / \mathrm{a}$.
7.31 Expectations as to how demand for retail floorspace will be affected by the continued expansion of SFT remains a key issue for retail capacity modelling. Rather than remove SFT as a base position, given that it is likely to increase in the near future, GL Hearn now remove SFT at the appropriate levels at 2020, 2025, 2030, 2035 and 2040 as per the forecasts from Experian (RPBN 17).
7.32 Using actual data, where available, this better reflects the changing market use of elements such as click and collect and the use of technology such as mobile apps to purchase goods. As technologies
improve and operators move towards a seamless online order, delivery and return procedure it is expected that SFT will increase and this is better reflected in the forecasts, rather than a static position presented previously.
7.33 The per head expenditure figures were then applied, per zone, to the population projections to produce the total amount of available convenience and comparison expenditure in 2020 and future assessment years.
7.34 Bringing the population and expenditure together identifies the expenditure per capita (EPC) in the catchment area. These are identified below along with the results from the previous Study (please note the different time frames):

Table 22: Expenditure Per Capita (less SFT)

| Comparison | Growth $(£ m)$ | Year on Year <br> Average Growth |
| :--- | :---: | :---: |
| Experian 2014 base $-2015-2031(16$ years $)$ | $£ 3,688.8$ | $£ 230.6$ |
| Experian 2018 base $-2020-2040(20$ years $)$ | $£ 3,359.0$ | $£ 167.9$ |
| Convenience |  |  |
| Experian 2014 base $-2015-2031(16$ years $)$ | $£ 594.80$ | $£ 37.18$ |
| Experian 2018 base $-2020-2040(20$ years $)$ | $£ 323.76$ | $-£ 16.18$ |

As a comparative exercise, the comparison EPC in 2025 in the previous study was $£ 6,102.9 \mathrm{~m}$, whereas using more up to date evidence, the 2025 position is $£ 4,617.28 \mathrm{~m}$, growing to $£ 6,296.64 \mathrm{~m}$ by 2035 and to $£ 7,515.34 \mathrm{~m}$ by 2040 .
7.36 In relation to convenience goods, the previous Study expected there to be $£ 2.73$ bn by 2025, whereas the current Study expects this to be around $£ 2.70$ bn in 2025 (less SFT). It should be noted that the starting position for the new data is significantly higher than the previous one and as such the EPC growth is expected to be lower than previously expected.

## Market Shares / Distribution of Expenditure

7.37 Survey responses directly inform the market share calculations. The survey established inter alia, the locations which residents within the study area visited to undertake shopping for various broad categories of goods, comprising food shopping (convenience goods) and component elements of non-food (comparison goods) shopping.
7.38 The full results of the household survey are reproduced at Appendix 2 and a brief summary of the shopping patterns are provided in Section 8.
7.39 For the retail capacity calculations, the survey responses 'varies', 'don't know' and 'don't buy' have been removed from the survey results and the results re-based. This adjustment has been made as such responses do not enable all consumer expenditure to be allocated to retail centres or locations
7.40 With respect to convenience expenditure, an assumption of a $70: 30 \%$ split has been adopted for main food and top-up shopping. This has been selected to reflect retail trends and changing shopping behaviour whereby more people are undertaking a greater number of smaller shopping trips thereby increasing the proportion of 'top-up' shopping expenditure. This has then been analysed further by splitting this expenditure $70 \%$ first choice and $30 \%$ second choice for both main and top up shopping.
7.41 The table below identifies the convenience turnovers for the top 4 destinations for convenience goods expenditure within the survey area, compared to the previous Retail Capacity Study (2015).

Table 23: Top 4 Convenience Stores Turnover

| Store | Combined Main / <br> Top Up 2015 <br> (ONS Growth <br> Scenario) | Combined Main / <br> Top Up 2020 |
| :--- | :--- | :--- |
| Morrisons, Ten Perch <br> Road, Canterbury | E55.9m | $£ 50.44 \mathrm{~m}$ |
| Asda, Sturry Road | $£ 42.5 \mathrm{~m}$ | $£ 31.4 \mathrm{~m}$ |
| Sainsbury's, <br> Kingsmead | $£ 34.6 \mathrm{~m}$ | $£ 23.38 \mathrm{~m}$ |

Note: different price bases so not directly comparable
7.42 The three stores with the highest convenience turnovers as of 2020 are Morrisons on Ten Perch Road ( $£ 50.44 \mathrm{~m}$ ), Asda on Sturry Road ( $£ 31.44 \mathrm{~m}$ ) and the Aldi at Prospect Retail Park ( $£ 31.42 \mathrm{~m}$ )
7.43 For comparison shopping, people were asked where they undertake various subcategories of comparison shopping and their percentage responses (with don't know/don't do etc removed) were applied to the proportion of total comparison spend in each subcategory.

Table 24: Main Comparison Location Turnovers

| Main Centres | 2015 | 2020 |
| :--- | :--- | :--- |
| Canterbury city centre | $£ 557.3 \mathrm{~m}$ | $£ 559.67 \mathrm{~m}$ |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs <br> Retail Park / East Kent Retail Park (all at Broadstairs) | $£ 389.1 \mathrm{~m}$ | $£ 476.98 \mathrm{~m}$ |
| Ashford Town Centre | $£ 349.9 \mathrm{~m}$ | $£ 322.64 \mathrm{~m}$ |
| Maidstone Town Centre | $£ 559.5 \mathrm{~m}$ | $£ 365.00 \mathrm{~m}$ |
| Wincheap retail area | $£ 41.9 \mathrm{~m}$ | $£ 36.10 \mathrm{~m}$ |
| Herne Bay | $£ 18.7 \mathrm{~m}$ | $£ 33.74 \mathrm{~m}$ |
| Whitstable | $£ 50.6 \mathrm{~m}$ | $£ 39.04 \mathrm{~m}$ |

Note: 2015 figures taken from 2015 Retail and Leisure Study. Different price bases so not directly comparable

## Retail Capacity Modelling

7.44 According to Experian (February 2020), the outlook for retail floorspace requirements has been revised lower than Experian's projections last year. This is due to an upward revision of the forecasts for SFT and store efficiency gains. As online spending is expected to take an even greater share of overall spending, the outlook for spending in stores over the next decade has been revised down to $1.9 \%$ from $2.1 \%$ previously. At the same time, margin pressures will continue to threaten store viability and force retailers to pursue strategies which increase efficiencies from existing floorspace. Redevelopment of existing floorspace and new technologies will also help facilitate efficiency gains.
7.45 Having established the convenience and comparison shopping market shares of each of the retail locations, the available expenditure within the study area for each of the study years is distributed to centres/facilities on the basis of those market shares. This provides the implied or market share turnover of these centres and retailing locations. These shares are based upon the 2020 shopping patterns and in this theoretical capacity analysis those 2020 market share patterns are used as a base to identify the trading position for stores and centres, using a constant market share for 2020, 2025, 2030, 2035 and 2040. This establishes the baseline position.
7.46 Given the difficulty in obtaining company average sales densities for all comparison stores in any given area (due to the number of separate businesses involved and wide divergence in the performance of individual operators), we assumed an equilibrium position at the base year (2020 in this case). This is a standard feature of quantitative comparison capacity modelling unless the retail provision is clearly overtrading.
7.47 We have applied annual efficiency rates to benchmark sales densities, derived from Experian's latest briefing note Number 17.
7.48 The expenditure attracted to each centre/location over the study years to 2040 is provided within Tables 6 to 11 (Appendix 7) for convenience shopping and Tables $F$ to $J$ (Appendix 8) for comparison goods shopping. This is projected forward using constant market share.
7.49 Overall and sector analysis of convenience goods (Table 12 - Appendix 7) and comparison goods (Tab M - Appendix 8) is provided. This identifies the current Market Share, for Canterbury as a district.
7.50 For convenience goods, where shopping patterns are more localised, Tables 12A-D identify the inflows and outflow levels from the various sub-sectors for the various study years within Canterbury in order to provide a more fine grained level of detail as to the flows of convenience expenditure.
7.51 Tables 13 (convenience) and $L$ (comparison) in Appendix 7 and 8 identify the commitments which are yet to be implemented and open for trading which are likely to have an effect upon Canterbury district. This identifies their anticipated overall trading performance based on company average levels, as well the level of trade expected to be drawn from Zones 1-6, which equates to the Canterbury district, and trade drawn from outside of the Authority.

The capacity or need for additional convenience shopping is reviewed within Table 12 (Appendix 7) on a district wide basis and at Tables 12A-D for the 6 Zones within Canterbury district (Zones 1-6). Tables 12A-D are provided to understand in more detail the more localised impact of commitments and what it may mean to convenience shopping and the level of need within the zones.

For comparison goods, this figure is only presented on a global basis given the likelihood for comparison trips to be undertaken on a wider basis. This is provided in Table M (Appendix 8).
7.54 The floorspace capacity for both convenience and comparison goods is also discussed under the relevant headings below.

## Floorspace Capacity

In accordance with the methodology set out above, it is advisable that floorspace capacity projections beyond 2025 be treated with a significant degree of caution due to the increasing propensity for longer range forecasts to be less accurate and the current unknown issues with Covid-19. We recommend that this capacity exercise be re-run at five year intervals and that the Council monitor key modelling inputs such as population growth, expenditure growth, new development in competing centres and the vitality and viability of the centres.
7.61 Overall, the convenience goods within the study area (all zones) trade at £2.7 billion, which equates to a market share of around $96 \%$.

Table 25: Study Area Market Share - Total Expenditure in Catchment Area

|  | 2020 | 2025 | 2030 | 2035 | 2040 |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Total Expenditure in | 2.604 | 2.701 | 2.769 | 2.843 | 2.927 |
| Catchment Area (£) | billion | billion | billion | billion | billion |
| Market Share | $97 \%$ | $97 \%$ | $97 \%$ | $97 \%$ | $97 \%$ |

7.62 The previous 2015 Study did not present the findings of the overall catchment retention. Accordingly, this Study provides a finer grained analysis of the retail needs moving forwards, for the Canterbury district area as a whole and then Canterbury city centre, Herne Bay and Whitstable areas separately.

## Canterbury City Council's Localised Capacity: Convenience

7.63 On a more localised basis, the 2020 convenience EPC within Canterbury District (Zones 1-6) is £345.08 million, which equates to a market share of around $97 \%$ (Table 12A, Appendix 7).
7.64 Given that the need to purchase convenience goods is typically undertaken on a more localised basis, the need assessment is considered on the basis of Canterbury city, Herne Bay and Whitstable. One can calculate the volume of headroom (i.e. the expenditure that could support new retail floorspace) by comparing these anticipated turnover levels against the potential turnovers at benchmark sales densities.
7.65 This also needs to be compared with the commitments in the Canterbury district area. Table 13 (appendix 7) identifies that there is some 3,100 sqm (net) of convenience floorspace approved within Canterbury (zone 1-6), which has a trading potential of around £27.48m.
7.66 An assumed sales density of $£ 11,400$ per sqm of new convenience floorspace (grown from 2019 using the floorspace productivity figures from RPBN 17) is applied to any residual figures, based upon the average of the 'big 4' operators plus Aldi and Lidl.

## Canterbury City

The survey results reveal that the convenience provision in Canterbury city (zone 1) has a $45 \%$ market share from the survey area and a total turnover £21.59 million in 2020.

Table 26: Convenience Trade Flows - Canterbury City (Table 12b: Appendix 7)

|  | 2020 | 2025 | 2030 | 2035 | 2040 |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Total Expenditure Available | $£ 345.08$ | $£ 357.51$ | $£ 369.66$ | $£ 378.91$ | $£ 390.81$ |
| Market Share | $45 \%$ | $45 \%$ | $45 \%$ | $45 \%$ | $45 \%$ |
| Total Turnover/Expenditure Drawn <br> Canterbury City Centre | 21.59 | 22.36 | 23.12 | 23.70 | 24.45 |
| Total Turnover/Expenditure Drawn <br> to Edge of Canterbury | 24.58 | 25.47 | 26.33 | 26.99 | 27.84 |
| Total Turnover/Expenditure Drawn <br> to Out of Canterbury Stores | 109.58 | 113.53 | 117.38 | 120.32 | 124.10 |
| Inflow of Expenditure | $£ 59.20$ | $£ 61.33$ | $£ 63.41$ | $£ 65.00$ | $£ 67.04$ |
| Retention plus Inflows | $£ 214.94$ | $£ 222.69$ | $£ 230.25$ | $£ 236.02$ | $£ 243.43$ |

7.68 Convenience floorspace in Canterbury city centre is currently trading at around $£ 21.59 \mathrm{~m}$ which is what would be expected for a centre of this size given the blend of both national and local retailers.

The table below sets out the Canterbury city Convenience floorspace capacity details.
Table 27: $\quad$ Canterbury Convenience Floorspace Capacity (Table 14 - Appendix 7)

|  | 2020 | 2025 | 2030 | 2035 | 2040 |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Total Available Convenience <br> Expenditure | 345.08 | 357.51 | 369.66 | 378.91 | 390.81 |  |
| Market Share |  |  |  |  |  |  |
| Convenience Turnover In <br> Canterbury (inc Inflow) | 214.94 | 222.69 | 230.25 | 236.02 | 243.43 |  |
| Total Convenience Turnover |  |  |  |  |  |  |
| Growth in trading Turnover | 214.94 | 216.67 | 216.67 | 216.67 | 216.67 |  |
| Capacity pre-commitments | 0.00 | 6.02 | 13.59 | 19.35 | 26.76 |  |
|  |  |  |  |  |  |  |
| Turnover of Commitments | 12.57 | 12.67 | 12.67 | 12.67 | 12.67 |  |
| Residual Expenditure | -12.57 | -6.65 | 0.91 | 6.68 | 14.09 |  |
| Benchmark Sales Density | 11,400 |  |  |  |  | 11,492 |
| Floorspace Capacity (sqm) | $(1,1 \times 03)$ | $(579)$ | 80 | 581 | 1,226 |  |

7.71 The forecast expenditure growth will be able to support 581 sqm additional convenience floorspace over the period to 2035 and potentially up to 1,226 sqm by 2040 .

## Herne Bay

7.72 Table 12c (Appendix 7) reveals that the overall convenience provision in Herne Bay has a $23 \%$ market share from the Canterbury survey area, which equates to a total turnover $£ 43.56 \mathrm{~m}$ million in 2020 (Herne Bay centre only). A further $£ 34.11 \mathrm{~m}$ is drawn to the remainder of the Herne Bay zone (5).

Table 28: Convenience Trade Flows - Herne Bay (Appendix 7 - Table 12c)

|  | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ | $\mathbf{2 0 3 5}$ | $\mathbf{2 0 4 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Total Expenditure Available | $£ 345.08$ | $£ 357.51$ | $£ 369.66$ | $£ 378.91$ | $£ 390.81$ |
| Market Share | $23 \%$ | $23 \%$ | $23 \%$ | $23 \%$ | $23 \%$ |
| Total Turnover/Expenditure Drawn to <br> Herne Bay Centre | $£ 43.56$ | $£ 45.13$ | $£ 46.67$ | $£ 47.84$ | $£ 49.34$ |
| Total Turnover/Expenditure drawn to <br> remainder of Herne Bay Zone | $£ 34.11$ | $£ 35.34$ | $£ 36.54$ | $£ 37.45$ | $£ 38.63$ |
| Inflow - From Rest Of Study Area | $£ 2.21$ | $£ 2.29$ | $£ 2.36$ | $£ 2.42$ | $£ 2.50$ |
| Retention plus Inflows | $£ 79.88$ | $£ 82.76$ | $£ 85.57$ | $£ 87.71$ | $£ 90.47$ |

7.73 Overall the market share of the Herne Bay area from Canterbury district as a whole is relatively good and around $23 \%$, reflecting the popularity of both the Morrisons and Aldi within the centre.
7.74 Convenience floorspace in Herne Bay centre is currently trading very healthily at around $£ 43.56 \mathrm{~m}$, which is what would be expected for a centre of this size given the blend of both national and local retailers.
7.75 It should be noted that the largest convenience commitment is located in the Herne Bay area, and this is the proposed Lidl at Thanet Way. Planning permission was granted for this proposal in June 2019.

Table 29: Herne Bay Convenience Floorspace Capacity (Table 14a - Appendix 7)

| Total Available | 2020 | 2025 | 2030 | 2035 | 2040 |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Convenience <br> Expenditure | 345.08 | 357.51 | 369.66 | 378.91 | 390.81 |
| Market Share | $23 \%$ | $23 \%$ | $23 \%$ | $23 \%$ | $23 \%$ |
| Convenience Turnover <br> In Herne Bay | 79.88 | 82.76 | 85.57 | 87.71 | 90.47 |
| Total Convenience <br> Turnover | 79.88 | 80.52 | 80.52 | 80.52 | 80.52 |
| Growth in trading <br> Turnover | 0.00 | 2.24 | 5.05 | 7.19 | 9.95 |
| Capacity pre- <br> commitments | 13.13 | 13.23 | 13.23 | 13.23 | 13.23 |
| Turnover of <br> Commitments | -13.13 | -10.99 | -8.18 | -6.04 | -3.29 |
| Residual <br> Expenditure | 11,400 | 11,492 | 11,492 | 11,492 | 11,492 |
| Benchmark Sales <br> Density | $(1,151)$ | $(957)$ | $(712)$ | $(526)$ | $(286)$ |
| Floorspace Capacity |  |  |  |  |  |
|  |  |  |  |  |  |

7.76 As is outlined in the table above, on a constant market share basis and given the existing commitment, there would be no quantitative need for additional retail floorspace within Herne Bay. Nevertheless, this should be re-assessed once the Lidl has been implemented and stable trading has been established.

## Whitstable

7.77 The table below reveals that the overall convenience provision in Whitstable has a $24 \%$ market share from the Canterbury area, which equates to a total turnover £9.10m million in 2019 (town centre only). In addition, the turnover to other stores/centres in Whitstable zone is $£ 75.28 \mathrm{~m}$.

Table 30: Convenience Trade flows - Whitstable (table 12d - Appendix 7)

|  | 2020 |  | 2025 | 2030 |  | 2035 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Total Expenditure <br> Available | $£ 345.08$ | $£ 357.51$ | $£ 369.66$ | $£ 378.91$ | $£ 390.81$ |  |
| Market Share | $26 \%$ | $26 \%$ | $26 \%$ | $26 \%$ | $26 \%$ |  |
| Total <br> Turnover/Expenditure <br> to Whitstable Centre | $£ 9.88$ | $£ 10.24$ | $£ 10.59$ | $£ 10.85$ | $£ 11.19$ |  |
| Turnover to other <br> stores/centres in <br> Whitstable zone | $£ 79.82$ | $£ 82.69$ | $£ 85.50$ | $£ 87.64$ | $£ 90.40$ |  |
| Inflow - From Rest Of <br> Study Area | $£ 14.19$ | $£ 14.71$ | $£ 15.21$ | $£ 15.59$ | $£ 16.08$ |  |
| Retention plus <br> Inflows | $£ 103.90$ | $£ 107.64$ | $£ 111.30$ | $£ 114.08$ | $£ 117.67$ |  |

7.78 Convenience floorspace in Whitstable is currently trading very healthily at around $£ 9.8 \mathrm{~m}$. This is reflective of the average turnover of the big four national operators. This suggests that the convenience offer from Sainsburys and Co-Op, is an asset to this centre as these two stores likely generate the bulk of the convenience turnover within the centre.
7.79 On a constant market share basis, there would be a need for additional convenience retail floorspace in the short term, growing to 253 sqm by 2025 , 572 sqm by 2030,814 sqm by 2035 and potentially up to 1,126 sqm by 2040 . If a suitable location in or on edge of Whitstable is identified, then this should be supported to ensure its market share is maintained and the growing need is accommodated.

## Potential Additional Housing Growth: Convenience

7.80 If the housing growth results in additional population growth as identified earlier in the study, the growth in convenience turnover could be closer to £266.92m (2040).
7.81 The pre-commitment convenience capacity expenditure would be of the order of $£ 50.25 \mathrm{~m}$ for Canterbury, $£ 21.66 \mathrm{~m}$ for Whitstable and $£ 26.47 \mathrm{~m}$ for Herne Bay in 2040.
7.82 Once commitments in Canterbury city are taken into account, there would be a convenience capacity of 2,119 sqm (net) in 2035, potentially rising to 3,270 sqm in 2040. In respect to Herne Bay the capacity is 241 sqm in 2035 and 734 sqm in 2040 . The position for Whitstable is that there is some convenience retail need in 2035 ( 1,700 sqm) which could rise to 2,303 sqm by 2040.
7.83 As such, if the SHMA 'population' is delivered through the Council supporting economic growth and its associated housing delivery as part of the Local Plan review, there could be a larger requirement for additional convenience goods over the plan period.
7.84 Nevertheless, given the uncertainty over the actual delivery of housing and economic growth and the potential issues with projecting retail needs so far into the future, this potential uplifted floorspace figure should be used with a significant degree of caution.

## Comparison Goods

7.85 This section specifically discusses the comparison goods capacity.

## Scenario Options

7.86 As previously outlined, there are the following two scenarios which could be pursued over the local plan period:

- Scenario 1: Constant Market Share (21\%);
- Scenario 2: Constant Market Share with increased population (if the economic and housing growth being considered within the SHMA is delivered over the plan period;
7.87 The first scenario assumes that Canterbury will maintain constant market share of $21 \%$ and adopt the baseline population growth projections. The second scenario assumes that the current market share will remain the same, but the population growth is as per the economic and housing growth being considered within the SHMA period.
7.88 Overall, Canterbury District's trade retention rate equals a very strong and healthy $84 \%$. Zone one's retention rate which includes the city centre is even higher at $88 \%$.
7.89 Proposing to maintain a constant market share is a commercial and defensive approach that seeks to protect Canterbury's existing position in the retail hierarchy by meeting identified needs in full.
7.90 The shopper survey indicates that broadly $47 \%$ of Canterbury City Centres trade is drawn from Canterbury district, with $53 \%$ coming from out of the district. Of the projected $£ 1,049.86 \mathrm{~m}$ (in 2040) which is available to spend by existing residents of Canterbury District, only $£ 163.82 \mathrm{~m}$ is projected to leave the district.
7.91 Scenario 2 applies if the SHMA 'population' is delivered through the Council supporting economic growth and its associated housing delivery as part of the Local Plan review, resulting in a slightly larger requirement for additional comparison goods over the plan period.


## Comparison Capacity Modelling

7.92 The combination of population and expenditure growth is expected to increase comparison expenditure from $£ 4.156$ billion in 2020 to $£ 6.295$ billion in 2035 , and potentially $£ 7.515$ billion by 2040. This is an uplift in total available comparison expenditure across the survey area over the plan period of $£ 3.358$ billion, which equates to an $80 \%$ growth.

## Study Area Capacity.

Overall, the comparison goods within the Canterbury district trade at $£ 877.98 \mathrm{~m}$ (2020), which equates to a market share of around $21 \%$. This is expected to grow to over $£ 1,329.86 \mathrm{~m}$ by 2035 and potentially to $£ 1,587.51 \mathrm{~m}$ by 2040 (table M - Appendix 8). This is an increase from the $19 \%$ market share of facilities identified in the previous 2015 Retail Study.
7.94 The market share and turnover retained in the study area is presented below:

Table 31: Comparison Market Share (table M - Appendix 8)

|  | 2020 | 2025 | 2030 | 2035 | 2040 |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Total Available Comparison <br> Expenditure (£m) | $4,156.39$ | $4,617.28$ | $5,331.96$ | $6,295.64$ | $7,515.34$ |
| Market Share | $21 \%$ | $21 \%$ | $21 \%$ | $21 \%$ | $21 \%$ |
| Total Comparison Turnover <br> (£m) including inflow to <br> Canterbury @ 5\% | 906.01 | $1,006.47$ | $1,162.26$ | $1,372.32$ | $1,638.19$ |

7.95 The comparison commitments within the catchment are identified in Table $L$ of Appendix 8. This includes the comparison elements of the foodstores identified in the convenience section, and also solely comparison proposals. There is currently 3,442 sqm of comparison floorspace approved within Canterbury (Zone 1-6), which is expected to trade at $£ 17.62 \mathrm{~m}$.
7.96 It should be noted that there is a significant commitment proposed at Prospect Retail Park, which comprises the erection of two 2 storey retail units. This could potentially add an additional $1,256 \mathrm{sqm}$ of comparison floorspace and turnover at $£ 6.28 \mathrm{~m}$.
7.97 There are other significant comparison proposals located out of the catchment which will inevitably draw some trade from Canterbury. This notably includes the Bluewater Shopping Centre 19,950 sqm (net) extension in Dartford, for which a reserved matters application was approved in October 2019.
7.98 It is advised that this proposal is monitored to establish what tenants the centre eventually attracts. Final tenant line up will ultimately dictate any implications for Canterbury, albeit they are considered minimal at this point.
7.99 The net effects of all commitments in terms of the clawback of trade, relocation of trade within the Canterbury District and also the loss of trade to new commitments elsewhere have been considered. However, the net effect is an overall loss of trade across the District of around $£ 9 \mathrm{~m}$, which is largely imperceptible in the overall scheme of the level of trade in the district and does not change the market share from its $21 \%$ position.
7.100 To assess the level of capacity potentially available to support new floorspace, the retained expenditure (calculated on the basis of constant market shares) is compared against an estimate of the potential trading turnover to grow annually by a floorspace efficiency rate as derived from the Experian Retail Planner Briefing Note 17 and removing the trade already 'claimed' by commitments.
7.101 The potential comparison capacity is presented below:

Table 32: Potential Comparison Capacity in Canterbury District (Table M - Appendix
8)

|  | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ | $\mathbf{2 0 3 5}$ | $\mathbf{2 0 4 0}$ |
| :--- | :--- | :--- | :--- | :--- | :--- |
| Capacity pre- <br> commitments | 0.00 | -62.31 | -70.74 | -36.36 | 28.78 |
| Turnover of <br> Commitments | 17.62 | 20.79 | 23.98 | 27.40 | 31.30 |
| Residual Expenditure | $\mathbf{- 1 7 . 6 2}$ | $\mathbf{- 8 3 . 1 0}$ | $\mathbf{- 9 4 . 7 2}$ | $\mathbf{- 6 3 . 7 6}$ | $\mathbf{- 2 . 5 2}$ |
| Benchmark Sales <br> Density | 7,000 | 8,258 | $\mathbf{9 , 5 2 6}$ | 10,884 | 12,435 |
| Floorspace Capacity | $\mathbf{( 2 , 5 1 7 )}$ | $\mathbf{( 1 0 , 0 6 3 )}$ | $\mathbf{( 9 , 9 4 3 )}$ | $\mathbf{( 5 , 8 5 8 )}$ | $\mathbf{( 2 0 2 )}$ |

7.102 Unlike the convenience capacity modelling exercise, capacity has not been examined on a centre by centre basis, but instead overall capacity has been modelled on a district-wide basis.
7.103 On a constant market share basis, the overarching capacity from the study area shows that once commitments have been taken into account there is a minus 202 quantitative comparison retail capacity over the plan period, as shown in table 32. The table clearly shows that existing floorspace efficiency and the turnover of commitments will absorb the projected growth in available expenditure to 2040.
7.104 The previous 2015 Study identified an overarching capacity for 8,564 sqm of net comparison floorspace by 2020 , growing to 19,924 sqm by 2025 , and 33,800 sqm by 2031 . This lower amount of convenience goods floorspace generally reflects GL Hearn's findings in other Retail Studies elsewhere in the country where the growth in expenditure is less than previously expected and comparison goods operators are seeking to maximise opportunities in their existing estate through improving floorspace productivity which in turn further depresses the need for additional retail floorspace.

## Potential Additional Housing Growth: Comparison

7.105 If the housing growth results in additional population growth as identified earlier in the study, the overall level of expenditure could increase to $£ 7.65$ bn by 2040 . This is an additional $£ 133.59 \mathrm{~m}$ of comparison goods expenditure when compared to the standard population growth scenario.
7.106 In respect of comparison goods, the assessment again follows the same methodology as above and the position is set out in the table below:

Table 33: SHMA Population Growth Retail Need - Comparison Goods

| Total Available Comparison | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ | $\mathbf{2 0 3 5}$ | $\mathbf{2 0 4 0}$ |
| :--- | :--- | :--- | :--- | :--- |
| Expenditure (£m) | $5,376.77$ | $6,382.36$ | $7,648.93$ |  |
| Market Share | $21 \%$ | $21 \%$ | $21 \%$ | $21 \%$ |
| Comparison Turnover (£m) | 980.09 | $1,135.77$ | $1,348.18$ | $1,615.73$ |
| Inflow of Expenditure (£m) | 31.14 | 35.96 | 42.46 | 50.68 |
| Total Comparison Turnover <br> (£m) | $\mathbf{1 , 0 1 1 . 2 3}$ | $\mathbf{1 , 1 7 1 . 7 3}$ | $\mathbf{1 , 3 9 0 . 6 4}$ | $\mathbf{1 , 6 6 6 . 4 1}$ |
| Growth in trading Turnover <br> (£m) | $1,068.79$ | $1,233.00$ | $1,408.68$ | $1,609.41$ |
| Capacity pre-commitments <br> (sqm) | -57.56 | -61.27 | -18.04 | 57.00 |
| Turnover of Commitments (£m) | 20.79 | 23.98 | 27.40 | 31.30 |
| Residual Expenditure (£m) | $\mathbf{- 7 8 . 3 5}$ | $\mathbf{- 8 5 . 2 5}$ | $\mathbf{- 4 5 . 4 4}$ | $\mathbf{2 5 . 7 0}$ |
| Benchmark Sales Density <br> (/sqm) | 8,258 | 9,526 | 10,884 | 12,435 |
| Floorspace Capacity (sqm) | $\mathbf{( 9 , 4 8 8 )}$ | $\mathbf{( 8 , 9 4 9 )}$ | $\mathbf{( 4 , 1 7 5 )}$ | $\mathbf{2 , 0 6 7}$ |

7.107 Once commitments are taken into account for comparison goods, there would be a floorspace capacity of $-9,488$ sqm in 2025 , rising to 2,067 sqm in 2040.
7.108 As such if the SHMA 'population' is delivered through the Council supporting economic growth and its associated housing delivery as part of the Local Plan review, there would be a requirement for additional comparison goods over the plan period.
7.109 Nevertheless, given the uncertainty over the actual delivery of housing and economic growth and the potential issues with projecting retail needs so far into the future, this potential uplifted floorspace figure should be used with a significant degree of caution.
7.110 A decision as to where any potential capacity would best be allocated should take into consideration the aspirations for the growth and development of individual centres, with respect to the retail market and the potential attraction of the centres for additional comparison goods investment. Over the short to medium term any increased demand for space from retailers will however have to be met by the current retail stock and / or existing commitments. This is because there is limited new retail floorspace in the pipeline in town centres and, in any case, it can take a long time to deliver new development on complex town centres sites. Those retail locations that are unable to accommodate and deliver new development over the next 5-10 years should be in a good position to attract operator interest. This will depend on retail floorspace being in the right location and being the right size, format and specification to meet the need of modern retailers.

## Summary

7.111 The latest Experian projection-based population figures show a high population growth across the study zones over the study period, rising from 1,193,061 (2020) to $1,369,153$ by 2040 which is a growth of 176,092.
7.112 According to Experian (February 2020), the outlook for floorspace requirement has been revised lower than Experian's projections last year. This is due to an upward revision of the forecasts for SFT and store efficiency gains. As online spending is expected to take an even greater share of overall spending, the outlook for spending in stores over the next decade has been revised down to $1.9 \%$ from $2.1 \%$ previously. At the same time, margin pressures will continue to threaten store viability and force retailers to pursue strategies which increase efficiencies from existing floorspace.

## Convenience

7.113 When a combination of spend per capita and forecast growth rates is applied to these population figures it is calculated that the total pool of available convenience expenditure in the survey area will increase from $£ 2,604.10$ million in 2020 to $£ 2,843.34$ million by 2035 and potentially to $£ 2,927.86$ million by 2040 (increase of $£ 239.24$ m by 2035 and potentially $£ 323.76 \mathrm{~m}$ by 2040).
7.114 When a constant market share approach is used and the growth in productivity in floorspace in factored into the benchmark turnover, indicates a convenience capacity (pre-commitments) of 19.35 m at 2035 , and potentially 26.76 m over the plan period to 2040.
7.115 When the existing commitments are factored in, there is a quantitative capacity to support 581 sqm additional convenience floorspace in Canterbury city over the period to 2035 and potentially up to 1,226 sqm by 2040.
7.116 When this is distilled down further into the local sector markets of Canterbury, Herne Bay and Whitstable, the following convenience floorspace figures are identified by 2035 and 2040:

- Canterbury city centre: 581 (2035) and potentially 1,226 sqm (2040)
- Herne Bay: -526 sqm (2035) and potentially -286 sqm (2040)
- Whitstable: 814 sqm (2035) and potentially 1,126 sqm (2040)
7.117 If the housing growth results in additional population growth as identified earlier in the study, the floorspace capacity could be as follows:
- $\quad$ Canterbury city centre: 2,199 sqm (2035) and potentially 3,270 sqm (2040)
- Herne Bay: 241 sqm (2035) and potentially 734 sqm (2040)
- Whitstable: 1,700 sqm (2035) and potentially 2,303 sqm (2040)
7.118 What GL Hearn recommends is that the convenience market is monitored to understand the scope for additional retail floorspace from a quantitative perspective, especially on suitable sequential sites. Furthermore, if suitable foodstore proposals in (first priority) or on the edge (subject to sequential test) of the centres can be identified (as per NPPF paragraph 86), then this should be supported where it would enhance the centre's market share.


## Comparison

7.119 The combination of population and expenditure growth is expected to increase comparison expenditure from $£ 4.156$ billion in 2020 to $£ 6.295$ billion in 2035 , and potentially $£ 7.515$ billion by
2040. This is an uplift in total available comparison expenditure across the survey area over the plan period of $£ 3.358$ billion, which equates to an $80 \%$ growth.
7.120 Overall, Canterbury city centre has a $21 \%$ market share of available expenditure in the Canterbury District area and a total turnover of $£ 911.93 \mathrm{~m}$ in 2020 from the survey area. This is expected to grow to $£ 1.372$ billion in 2035 and potentially 1.638 billion in 2040 . Using a constant market share approach the level of capacity before commitments is identified at -36.36 sqm in 2035 and potentially 28.78 sqm in 2040.
7.121 Once commitments have been included, the overall capacity for comparison retail equates to a floorspace capacity of $-5,858$ sqm in 2035 and potentially -202 sqm in 2040.
7.122 As such, under a constant market share, there is no quantitative need to support additional floorspace up to the plan period to 2040. However, it is advisable that capacity figures beyond 2025 (especially 2035 onwards) be treated with a high degree of caution, and that the retail capacity modelling exercise is revisited in 2025, in line with national planning policy guidance.
7.123 If the SHMA 'population' is delivered through the Council supporting economic growth and its associated housing delivery as part of the Local Plan review, there could be a slightly larger requirement for additional comparison goods over the plan period, equating to $-4,175 \mathrm{sqm}$ in 2035 and 2,067 sqm in 2040
7.124 Nevertheless, given the uncertainty over the actual delivery of housing and economic growth and the potential issues with projecting retail needs so far into the future, this potential floorspace figure should be used with a significant degree of caution.

## 8 THE NEED FOR ADDITIONAL COMMERCIAL LEISURE USES

## Introduction

8.1 This section assesses the need and potential for commercial leisure uses with reference to the study area and Canterbury's district area. We have considered the potential for improving the provision of a range of commercial leisure uses including cinema/multiplex, ten pin bowling, bingo, casinos, nightclubs, private health and fitness clubs, restaurants, cafes, pubs and bars, theatres, galleries/museums, outdoor and indoor activity centres and festivals.

## District Wide Catchment Potential

8.2 The latest Experian projection-based population figures show a high population growth across the study zones over the study period, rising from $1,193,061$ (2020) to $1,369,153$ by 2040 which is a growth of 176,092.
8.3 For the purposes of this Study, Canterbury district has a population of around 171,206 people in 2020 rising to around 191,400 in 2035 based on the ONS data and potentially 198,131 in 2040 (Zones 1-6 of the Study Area).
8.4 It should be noted that Canterbury City Council have recently prepared a Strategic Housing Market Assessment (SHMA). The purpose of the Assessment is to respond to the need to provide evidence to underpin the new Housing Strategy being produced by the Council in 2018 and to reflect a commitment within the adopted Local Plan to undertake a review of local housing needs within one year of its adoption (i.e. by July 2018).
8.5 Following a review of market signals, affordability and household formation rates, the Assessment suggests that Canterbury District has some poorly performing indicators, particularly related to the cost of housing. In addition, the SHMA has identified a significant need for affordable housing. On this basis it is concluded that the OAN for Canterbury District is 1,140 dwellings per annum 20162031.
8.6 In addition, the Government has identified a 'standard method' to identify the minimum number of homes expected to be planned for, in a way which addresses projected household growth and historic under-supply. The figure for Canterbury as a district is 1,120 dwellings per annum, which is similar to the SHMA figure identified above.
8.7 Given the closeness of these figures and given that the standard method is identified as a minimum figure, the following section uses the OAN figure as a guide for the potential future population growth.

If these dwellings are delivered, this could result in a population growth (above that identified in the ONS figures) of around to 18,281 (2020-2035) and 24,375 (2020-2040) (based on an average household size of 2.25 from Figure 4.3 of the SHMA).
8.8 In general, commercial leisure facilities will draw the main part of their trade from residents living within a twenty-minute drive time of facilities. In addition, major leisure facilities such as multiplex cinemas and ten pin bowling centres, family entertainment centres etc. require large catchment populations and often benefit from locating in town centre locations with significant customer draw or co-locating with retail facilities in out of centre parks.
8.9 In general terms, whilst it is possible to assess the need for future requirements for commercial leisure facilities, the assessment criteria and methodologies are less sophisticated than the methodologies in place to assess retail capacity. As a consequence, whilst we explore in this section the potential need for additional commercial leisure facilities, we would stress that need is very much demand led, with operators seeking out potential opportunities where there is a perceived shortfall or competitive advantage. We therefore consider that Canterbury City Council should be alive to and monitor operator demand and this is most obvious as the Riverside development in Canterbury is developed and delivered over the coming years.

## The Cinema Market

8.10 Within Canterbury district there are a number of cinemas including the Curzon (3 screens) and Odeon (2 screens) in Canterbury as well as smaller cinemas in Herne Bay (2 screens) and at the University of Kent ( 1 screen). It is noted that the Gulbenkian at the University of Kent is also their performing art space, so it is not in use as a cinema at all times. In addition, it is acknowledged as part of this assessment that there is a new cinema, to be operated by Curzon, at Canterbury Riverside, resulting in two Curzon's located in Canterbury. This will include 5 screens when it opens.
8.11 Outside the Council's administrative area, popular cinemas include:

- Vue, Broadstairs
- Cineworlds at Ashford, Rochester and Dover
- Odeon, Maidstone
8.12 The Household Telephone Interview Survey indicates that around $56.7 \%$ of respondents in the study area visit cinemas. With the highest proportion of respondents visiting Cineworld, Ashford (19.2\%), Vue Cinema, Broadstairs (18.1\%) and Cineworld, Rochester (11.8\%). Within the Canterbury city area, the most popular cinema is the Curzon (3.3\%) followed by the Odeon $(2.8 \%)$.
8.13 Overall, based on the results of the Household Survey, the retention rate for cinema visits within Canterbury (Zones 1-6) is calculated to be $39.3 \%$.
8.14 The approach taken by consultants to the assessment of quantitative need in the leisure sector is less well developed than the assessment of need in the retail sector. Accordingly, there are a number of different assessment methodologies which could be used to assess the level of current cinema provision and also the need for further provision.
8.15 The Competition Commission assessment of Cineworld's takeover of City Screen considered the cinema industry including the types of cinema, economics, geography as well as competition.
8.16 Paragraph 7 of the Competition Commission report identified that the market for a cinema is based on 20 -minute isochrones; with paragraph 5.13 specifically stating that "the parties told us that outside London, a 20-minute drive-time broadly accorded with industry practice for multiplexes. In planning openings of new multiplexes, Cineworld often used a drive-time of 20 minutes to determine the optimal location of a site".
8.17 The Canterbury district area broadly covers a 20 -minute drive time and Experian identify a population of 191,400 by 2035 . The projected potential population for 2040 is 198,131 .
8.18 The UK average for cinema provision is 6.5 screens per 100,000 people (BFI 2018). Using this to calculate an estimate of the need for the Canterbury District, a requirement of 12.4 screen by 2035 and 12.8 screens by 2040 is identified. There are currently 8 cinema screens in Canterbury, rising to 13 once the Riverside Curzon opens. On this basis, provision within the study area is currently inadequate, but would be sufficient following the delivery of the Riverside Curzon.
8.19 Another method would be to consider the number of screens which would be supported by the catchment. This compares the catchment with the average cinema visits per person (2.7) to provide a 'cinema population'. This is then divided by the average screen attendance in the UK of approximately 45,000 .

Table 34: Cinema Population in 2035 and 2040

|  | 2035 | 2040 |
| :--- | :--- | :--- |
| 20 mins Drive time Population | 191,400 | 198,131 |
| Average cinema attendance per <br> person | 2.7 | 2.7 |
| Canterbury District 'cinema <br> population' | 516,780 | 534,953 |
| Average Screen Attendance | 45,000 | 45,000 |
| Number of screens required | 11.5 | 11.8 |

8.20 Overall, the current cinema density within Canterbury is again below average screen density in the UK when using this method of calculation. Following delivery of the Riverside Curzon cinema, the provision would be slightly in excess of the average, however.
8.21 Accordingly, there is sufficient cinema provision in Canterbury and there is no need to identify further cinema provision over that already provided and currently being delivered.

## Private Health and Fitness Clubs

The average national membership rate for a gym is currently around $15.6 \%$ (2019 State of the UK Fitness Industry); however the average participation rate in the catchment (whole study area) is slightly higher at $23.5 \%$, indicting around 280,369 'active users' (2020) against an average of 186,117 users, based on the national average rate.

As such an operator may choose to come forward to address specific or locational needs e.g. office workers or students. Nevertheless, new proposals for gyms and health and fitness centres should be considered on their own merits and in accordance with local and national policy, supported by the sequential approach to development where necessary.

## Ten Pin Bowling

8.27 Within the Canterbury administrative area there is only one ten pin bowling facility, located at the MFA Bowl, Whitstable. This accounts for $9.9 \%$ of trips to bowling centres across the wider survey area, or
nearly $65 \%$ of trips within the Canterbury Area. This is understood to provide 10 lanes. Just outside of the Canterbury district area, the most popular locations are the Hollywood Bowls at Ashford (27.7\%) and Rochester (25.3\%).

In respect of this market, it is unlikely to be in the form of a large bowling alley, as the growth area in Bowling is within smaller bowling alleys. Operators such as Lane 7 and All Star Lanes are developing smaller bowling venues nationally serving cocktails, drinks and food while you bowl. Alongside this, they typically provide other facilities such as pool tables, beer pong, karaoke booths and shuffle board.
8.31 Given that Canterbury has a large student population and the existing provision is at Whitstable, the focus should be to deliver this within Canterbury City Centre within the plan period.

Again, suitable sites which comply with the sequential approach to town centre developments should be supported if the operators are keen to invest in additional bowling facilities in Canterbury.

## Bingo

Canterbury district appears to benefit from some formal bingo facilities, with the most popular location being the Connaught, Herne Bay (3.2\%). Across the study area, the most popular location to play bingo is the Mecca Bingo, Broadstairs (31.4\%), with the second most popular answer being Buzz Bingo, Rochester (20.1\%).

The household telephone survey indicates that the playing of bingo has a participation rate of approximately $8.6 \%$ across the study area, but this is lower at around $5.3 \%$ for the Canterbury area.

Both of these calculations exceed the general UK visitation rate, which is around $5 \%$. On the basis that the household survey will have recorded 'normally' or regular players of bingo, it suggests that bingo playing in the Canterbury Area is aligned with the level of regular bingo play in the UK.
8.36 Accordingly, the single bingo facility in Canterbury's Authoritative Area is likely to address the locally arising bingo needs. Nevertheless, competition in the market is healthy and if a suitably located proposal, which complied with the relevant tests within the Development Plan and the NPPF came forward, then the Council should consider supporting this.

## Casinos

8.37 The household survey results indicate that casino participation within the study area is low at 3.5\% (around $3.1 \%$ for Canterbury), although this is a relativity good participation rate when compared to other shopper surveys elsewhere across the country.
8.38 There are no named casinos within Canterbury district, with the most popular locations being found at Broadstairs ( $67.1 \%$ ) and Margate ( $10.3 \%$ ).
8.39 Given the low participation within the study area and the Gambling Act restrictions placed upon the development of new casinos, it is considered that there is no scope for additional casino provision to serve the district over the study period. Indeed, the casino market is heavily regulated and controlled by the Gambling Act rather than the Planning Act.

## Nightclubs

8.40 Within the study area, the household survey indicates that only $4.9 \%$ of households visit nightclubs. The most popular location within Canterbury district is the city centre, which appears to command $100 \%$ of visits within the Canterbury area.
8.41 Nightclubs have suffered over recent years due to legislation that extended the licensing hours of other drinking establishments and as such they have lost their competitive advantage because customers can now stay in pubs or bars, many of which offer a wider selection of drinks, lower prices and a more relaxed atmosphere. This has contributed significantly to the industry's long-term decline coupled with customers purchasing cheaper alcohol at home to drink before heading out rather than buying more expensive alcohol when out.
8.42 There is no prescribed formula to understand the future requirements for nightclubs within a study area. Rather it is a qualitative assessment and must have regard to the demand for new nightclub premises by nightclub operators. Nevertheless, given the recent decline in this sector, we are not aware of any current requirements for nightclub uses within the Canterbury district area.

## Bars, Cafes and Restaurants

8.43 Within the study area, the household survey indicates that approximately $72.2 \%$ of households regularly visit restaurants, $54.7 \%$ visit cafes and around $48.5 \%$ of households also visit bars and pubs. Canterbury city centre is the most popular location across the entire study area for restaurants ( $13.9 \%$ ), cafes ( $9.6 \%$ ) and bars ( $8.9 \%$ ).
8.44 Estimates of leisure based spending are provided by Experian. The spend within the catchment area and also with zones 1-6 in restaurants, cafes and bars/pubs in the study area for 2019 is identified below. To this the leisure spend rates identified in Retail Planner Briefing Note 17 (Table 1a) are applied to take the total to 2020 and 2040 and this is also identified below:

Table 35: Leisure Spend

| Year | Leisure Spend | Spend <br> per head | Zones 1-6 <br> Spend |
| :--- | :--- | :--- | :--- |
| $\mathbf{2 0 2 0}$ | $£ 1,466.20 \mathrm{~m}$ | $£ 1,245 \mathrm{~m}$ | $£ 213.68 \mathrm{~m}$ |
| $\mathbf{2 0 4 0}$ | $£ 2,101.76 \mathrm{~m}$ | $£ 1,555 \mathrm{~m}$ | $£ 309.12 \mathrm{~m}$ |

8.45 In context, the national spend per head is around $£ 1,301$, so the spend within the catchment area broadly reflects the general position. Advice from Experian (Retail Planner Briefing Note 17) indicates that the growth in leisure spending is $1 \%$ per annum between 2020-2040. The expenditure per head in the leisure sector plus annual growth can be applied to the projected population in the study area to establish the projected growth in spending over the study period.
8.46 The additional expenditure generated by residents in the study area is around $£ 635 \mathrm{~m}$ by 2040 and in the Canterbury district area specifically is around $£ 95 \mathrm{~m}$ between 2020 and 2040.
8.47 There is no publicly available information on trading efficiency or the ability of food and drink operators to absorb expenditure growth. If it is assumed $50 \%$ of the expenditure growth in Canterbury district would support new facilities, with the remainder flowing to existing units, other locations and leisure complexes, this leaves around $£ 47.72 \mathrm{~m}(2040)$ of expenditure generated in the catchment to support new food and drink businesses within Canterbury.
8.48 As the food and drink sector has a diverse range of operators and turnovers it is necessary to take an approximate average turnover for the sector as a whole. Applying $£ 1 \mathrm{~m}$ as a national sector average suggests that in very broad terms there is potential for around 48 new food and drink outlets in the catchment by 2040.
8.49 It is important to note that over recent months, the national multiple restaurant sector has seen a significant shift with many operators now seeking to contract their operations and dispose of
unprofitable branches, even entering CVA's to remove themselves from loss making units. This is principally due to a number of economic factors, increased operating costs such as business rates and because of the increased minimum wage, national living wage, costs of imports given the strength in the pound. We are therefore seeing a slowdown in this sector whilst it adjusts to these challenges. Further challenges will also be posed by COVID-19, given that the hospitality industry has been heavily hit by the pandemic.
8.50 Even if the sector average needed to adjust and increase to say $£ 2 \mathrm{~m}$ per outlet per year however, this would still require in the order of 24 new outlets during the plan period to 2040.
8.51 GL Hearn is aware that Canterbury city centre and Whitstable have a strong food and drink sector, and this is evidenced in the high levels of A3 uses within the vitality and viability surveys, where around $13 \%$ in both centres fall within these uses, when compared to the national average of around $9 \%$. Nevertheless, given the current sector issues this should continue to be assessed by the Council. In this respect the development of the Curzon cinema at Canterbury Riverside and the interest shown by any food and beverage retailers in the ancillary units should be used as a reasonable barometer of occupier interest in Canterbury. If the interest is strong, then the Council should consider identifying further opportunities within Canterbury and Whitstable to address some of this identified need. This also applies to Herne Bay where the current A3 use provision is below the national average, at $8 \%$.
8.52 In addition, the Council should be aware that any other town centre developments coming forwards elsewhere will be likely to include an element of A3 to A5 uses.

Overall, additional café, bar and restaurant uses should be supported within suitable locations within town and district centres to help diversify uses and enhance dwell times into the evening, but out of centre units should continue to comply with the town centre tests in the Local Plan and the NPPF.

## Art Galleries/Museums/Theatres

8.54 In relation to art galleries/museums, the most popular locations across the study area is central London which attracts $61 \%$ of trips. This is perhaps not surprising given the range and quality of galleries and museums within London and the accessibility of these from the study area.

Within Canterbury the most popular locations include The Beaney House of Art and Knowledge (3\%), Canterbury Museum and Gallery (1.8\%) and Canterbury City Centre (1.7\%). Thereafter there are a number of locations which in total do not exceed $2 \%$ of visits.
8.56 Theatres are a popular choice for residents in the catchment, with $42.5 \%$ saying they visit theatres. The most popular location for theatre visits within the study area is The Marlow in Canterbury (45\%). Thereafter the second most popular location is Central London (39.7\%) with the remainder in various locations throughout the study area. It is noted that the Gulbenkian does attract some theatre visits ( $1 \%$ ), despite it also being used for other uses such as a cinema.
8.57 This sector of the market is hard to predict in terms of potential need and locations. Nevertheless, Canterbury performs well for visits given the locations currently available. Although its overall draw is good given its heritage and regional status, its overall demand will inevitably be limited by its proximity and the ease of access to London.
8.58 Nevertheless, this sector should be monitored and if suitable proposals come forward in suitable locations they should be supported by the Council.

## Events and festivals

8.59 The question around events and festivals sought to understand whether Canterbury district was a location which attracted many visitors due to the festivals held there. What the results show is that within the Canterbury district area, Canterbury City Centre is the most popular location for events and festivals commanding around $40 \%$ of visits. The only other popular choices for these residents include don't know/varies at $20 \%$ with the remainder going to a large range of different locations.
8.60 Although there is no formula for identifying the needs for events and festivals, these types of events should be supported within the centres as they will attract various visitors to these centres, enhancing footfall and providing a boost (albeit temporarily) to the vitality and viability of the centre.

## Outdoor and Indoor Activity Centres

8.61 Within the study area $15.7 \%$ of participants use soft play/trampoline centres. The most popular locations with Canterbury include Big Fun House, Chartham (4.8\%), Playzone, Herne Bay (3.5\%) and Play Islands, Simmonds Road (2.1\%). The retention rate of these visits within Canterbury is good at around $65 \%$.
8.62 The survey also asked a specific question about escape rooms, which $5.7 \%$ of respondents have visited. The most popular locations for these within Canterbury include Escape Kent (20.8\%). There are fewer visits to Escape in the Towers (4.9\%) and Escape Room: Marlow's Ghost (3.2\%).
8.63 As this is a relatively new and emerging market there may be potential to increase provision within the area. These soft play/trampoline facilities generally occupy relatively large ( 500 sqm to 2,500
sqm) units with high ceiling heights and are often found in former employment or retail premises on business parks and retail parks.
8.64

Escape rooms however can occupy smaller units and can make the most of unorthodox floorspace and building layouts, incorporating it into the challenge. These uses within town centre locations should be supported, especially in cases where other occupiers may not be interested in occupying these units.

Although this is an emerging sector which is operator led, its growth should be monitored and proposals outside of town centres should continue to address the relevant sequential and impact tests.

## Conclusions on Leisure Need

The residents of Canterbury have good range and choice of commercial, leisure, entertainment and cultural facilities. This is strongest in Canterbury City Centre and reflects its sub regional status.

Cinema provision within the study area is considered to be below average but will be strengthened through the addition of the 5 screen Curzon at the Canterbury Riverside development. Accordingly, there is no quantitative need to actively seek additional provision in Canterbury district over that currently available and proposed.

In terms of health and fitness, notwithstanding the good participation rate in Canterbury there may be a need for two (2040) additional gym facilities. As such an operator may choose to come forward to address specific or locational needs e.g. office workers or students. Nevertheless, new proposals for gyms and health and fitness centres should be considered on their own merits and in accordance with local and national policy, supported by the sequential approach to development.

In relation to bowling, there may be a need to plan for additional provision within Canterbury city centre over the plan period. This is unlikely to be in the form of a large bowling alley given the need identified and in light of the growth area in bowling is within a smaller bowling alley. Given that Canterbury has a large student population and shortfall in lanes when compared to the national average, this is an area the Council should look to accommodate over the local plan period.

The single bingo location in the Canterbury district area is likely to address bingo demand and as such there is no need to plan for any further provision. In relation to casinos, participation rates are low at $3.1 \%$ such that there is no scope for additional casino provision to serve the district over the study period. Indeed, the casino market is heavily regulated and controlled by the Gambling Act rather
than the Planning Act. Nightclubs are again operator driven but this is a declining market overall such that there is no requirement to plan for additional facilities.
8.71 In terms of bars and restaurants the Canterbury area is anticipated to generate an additional expenditure of around $£ 95 \mathrm{~m}$ between 2020 and 2040 . If it is assumed that $50 \%$ of the expenditure growth is captured by new facilities, with the remainder flowing to existing units, other centres and leisure complex elsewhere, this potentially leaves around $£ 47.72 \mathrm{~m}$ of new expenditure generated in the catchment to support new food and drink businesses. Applying £1m as a national sector average suggests the potential for around 48 new food and drink outlets by 2040, although given the uncertainties in the market, if the sector average rises to say $£ 2 m$ by the end of the plan period, this could equate to a need for only 24 (by 2040) new units.
8.72 Nevertheless, this market should be monitored and the interest in the Canterbury Riverside development used as a barometer of interest in the food and beverage market. If the interest is strong, then the Council should consider identifying further opportunities within Canterbury district to address some of this identified need.
8.73 The art gallery/galleries/museum sector of the market is hard to predict in terms of potential need and locations. Nevertheless, Canterbury performs well for visits given the facilities currently available. In any case its overall demand will be limited by its proximity and ease of access to London, but proposals in suitable town centre locations should be supported.
8.74 In relation to festivals and events, Canterbury is a popular location, although there is no formula for identifying future needs. These types of events should be supported within the centres as they will attract various visitors to these centres, enhancing footfall and providing a boost (albeit temporarily) to the vitality and viability of the centre.
8.75

Finally, indoor/outdoor activity centres are an identified growing market, but this is generally operator led, such that there is no requirement to allocate additional sites.

## 9 RECOMMENDATIONS

9.1 Further to the information outlined throughout the report, this section provides analysis and makes recommendations on the following points:

- Centre Boundaries and Primary Shopping Area Allocations
- Potential Additions to the Hierarchy
- Permitted Development Rights: Consequences for Canterbury
- Floorspace Thresholds for Impact Assessments
9.2 Please see the sections below for further information.


## Centre Boundary Recommendations and Primary Shopping Area Allocations

9.3 The current Canterbury City, Whitstable and Herne Bay Town centre boundaries are identified within the adopted Local Plan Proposals Map (2017). Under the new Local Plan, there is the opportunity to make amendments to these boundaries. There is also an opportunity to consider identifying the boundaries of the 'other Canterbury retail locations'
9.4 Paragraph 85 of the NPPF requires local planning authorities to define the extent of town centres and primary shopping areas. There is no requirement to identify primary and secondary shopping frontages. The Ministry for Housing, Communities and Local Government has confirmed that the deletion of this requirement is to encourage a more positive and flexible approach to planning for the future of town centres due to the rapid changes taking place in the retail and leisure industries. However, the removal does not preclude local planning authorities from identifying primary and secondary shopping frontages where their use can be justified.
9.5 Whilst the NPPF does not provide specific guidance on the identification of town centre boundaries. it advises that they should include primary shopping areas, areas predominantly occupied by town centre uses, and areas within or adjacent to primary shopping areas.
9.6 Town centres should therefore not include areas predominately comprising non-town centre uses.
9.7 At present, the Canterbury, Whitstable and Herne Bay centre boundaries cover a wide area including a number of non-retail and leisure uses, such as dwellings. Although this has only occurred infrequently on a small scale basis thus far, in theory, these buildings could change use to a town centre use without having to undertake a sequential test. A tighter centre boundary would stop this scenario.
9.8 In addition to defining the town centre boundary to include primary shopping areas and town centre uses, it is also necessary to consider whether to allocate a tight boundary, or a wider one, as outlined under the two options below.
9.9 Two potential options when identifying a city / town centre boundary are:

- Option 1: Draw a tight boundary around the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area, such that investment and activity is focused in this location. This is in accordance with the NPPF's definition of a town centre
- Option 2: Allocate a wider boundary which covers a larger area, and potentially includes sites and buildings not currently operating as a town centre use. This offers more scope for expansion of the centre.
9.10 Considering these options is important when applying the sequential approach to direct retail and Town centre uses to sustainable locations and determine whether an impact assessment is required. The boundaries will determine whether a site is within an in, edge or out-of-centre location. The NPPF indicates that the first preference for retail uses should be the primary shopping area, where retail development is concentrated.
9.11 Depending on the centre boundary, a site could be either 'in centre', 'out of centre' or 'edge of centre'. A wider centre boundary opens up the potential for more sites to come forward as town centre uses given that they could be classed as 'in centre'. It also makes the locations which are considered edge of centre much wider. As such this could lead to a sprawling of the town centre, rather than a concentration of town centre uses in a closely defined area.
9.12 Alternatively, if a tighter centre boundary exists, more sites may be classed as edge and 'out of centre', thus making more sites consider the sequential approach to development. This could focus town centre developments into a more defined area but could also frustrate some investment from coming forwards given the additional requirements for those schemes to have to demonstrate.
9.13 In short, excluding a specific area from the boundary provides greater control of that location, whilst still providing opportunities for development in the future should an appropriate scheme come forward and addresses the relevant policy tests.
9.14 It is therefore necessary to consider the aspirations for the centre going forward, and whether the intention is to have a tightly contained centre such that activity and investment is focused in this area, or a larger centre boundary where the main town centre uses are spread out over a larger area.
9.15 The town centre boundary should also offer scope for expansion to accommodate any identified need over the plan period.
9.16 Considerations and recommended amendments to the city and town, and 'other retail locations' boundaries are outlined under the headings below.


## Canterbury city centre

9.17 At present, a number of non-retail and leisure uses are included within the boundary. This primarily includes residential uses. In accordance with the NPPF, it is recommended that the city centre boundary is amended such that it only includes the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area city, as per figure 3 below.

Figure 5: Canterbury proposed city centre boundary (red outline)

9.18 It is recommended that the units located on the A28 (west of Gordon Road), which are currently included within the Canterbury city centre boundary are added to the Wincheap local centre boundary
instead. This is on the basis that the retail uses in this location arguably more closely relate to and are adjacent to the Wincheap local centre, rather than the city centre. These uses are also severed from the main retail location not only by a run of mainly residential properties heading east from this location, but also the inner ring road.
9.19 The NPPF only requires the allocation of the 'primary shopping area'. A primary shopping area has been allocated on the adopted 2017 Proposals Map, an area which is still considered appropriate and should therefore remain as is. The NPPF does not require the allocation of primary and secondary frontages, and the allocation of these in Canterbury is deemed unnecessary to encourage a more positive and flexible approach to planning for the future of the city centre, as per the reason for the deletion of this requirement in the NPPF.

## Herne Bay town centre

9.21 In accordance with the NPPF, it is recommended that the town centre boundary is revised such that it includes the already allocated primary shopping areas, areas predominantly occupied by retail/leisure uses, and areas within or adjacent to primary shopping areas.
9.22 Regarding the exact town centre boundary, it is necessary to consider the two options outlined at paragraph 7.9, and the aspirations for the centre, taking into consideration the circumstances where a sequential test and impact assessment (if the proposal is over the locally set floorspace threshold) would be required.

If the town centre boundary was drawn as per option 1 , it could be interpreted that the units on Central Parade fronting the bay could be excluded, given that they are disjointed from the town centre primary shopping areas.
9.24 Given the Councils aspirations for improved connectivity between the primary shopping area and Central Parade, it is recommended that the Central Parade frontage dominated by Town centre uses should be included within the town centre boundary. This strategy would be in accordance with Option 2.

The recommended town centre boundary (orange outline) is therefore identified at figure 5 below.

Figure 6: Herne Bay proposed town centre boundary (red outline)


A primary shopping area is currently not allocated on the adopted 2017 Proposals Map. The NPPF states that primary shopping areas are to include areas where retail development is concentrated. It is recommended that this is allocated to include the primary and secondary shopping frontages currently allocated on the adopted Proposal Map (2017), in addition to William Street (north of Mortimer Street) and the remainder of High Street (west of Richmond Street). The NPPF does not require the allocation of primary and secondary shopping frontages, and the allocation of these in Herne Bay is deemed unnecessary.

## Whitstable town centre

9.27 As per the city centre and Herne Bay, Whitstable town centre currently includes a high proportion of non-town centre uses, such as the dwellings on Woodlawn Street, Sydenham Street, Albert Street, Argyle Road and King Edwards Street.
9.28 In accordance with the NPPF definition of a town centre, it is recommended that the town centre boundary is revised such that it only includes the primary shopping areas, areas predominantly occupied by town centre uses, and areas within or adjacent to primary shopping areas.

Figure 7: Whitstable proposed town centre map (red outline)

9.29 Regarding the exact town centre boundary, it is necessary to consider the two options outlined at paragraph 7.9, and the aspirations for the centre, taking into consideration the circumstances where a sequential test and impact assessment (if the proposal is over the locally set floorspace threshold) would be required. It is recommended that the town centre boundary is drawn in accordance with option 1 (paragraph 7.9), This can be seen at Figure 6 below.
9.30 If option 2 was to be pursued instead of option 1 (as outlined at paragraph 7.9), the town centre could also include the Harbour area, including the units on Tower Parade (such as MFA Bowl) as of which are currently included within the Town centre boundary identified on the adopted Proposals Map (2017). Not including this area within the town centre boundary provides greater control of that location, whilst still providing opportunities for development in the future should an appropriate scheme come forward, subject to a sequential test and impact assessment (if the proposal is over the locally set floorspace threshold).
9.31 A primary shopping area is currently not allocated on the adopted Proposals Map, but primary and secondary shopping frontages are. The NPPF only requires the allocation of primary shopping areas, and states that these are to include areas where retail development is concentrated. It is recommended that this is allocated to include the current allocated primary and secondary shopping frontages.
9.32 The NPPF does not require the allocation of primary and secondary shopping frontages, and the allocation of these in Whitstable is deemed unnecessary.

## Other Canterbury Retail Locations

9.33 These locations do not fall under the NPPF's definition of a town centre, but are out of centre locations for the purposes of the NPPF which include some retail and leisure uses.
9.34 The boundaries of these locations have not been officially allocated, but the extent of the retail uses have been identified for each of the retail locations identified below.

## Riverside Retail Park

9.35 The estate boundary is below (red outline). This encompasses the retail and leisure uses north of the A28 and the two units south of this road which includes a Dunelm And Carpetright. The boundary is the same as the area identified as 'Main Town Centre Uses TCL6' on the Local Plan Proposal Map 2017.


Figure 8: Riverside Retail Park boundary

## Stour, Maybrook \& Canterbury Retail Parks

9.36 Local Plan Policy TCL (A) identifies 'Stour and Maybrook Retail Parks' only as an 'other Canterbury retail location'. The area assessed in this Health Check however covers Stour, Maybrook and Canterbury Retail Parks, given that Canterbury Retail Park adjoins Maybrook and isn't identified as an 'other retail location' in the Local Plan.
9.37 It is therefore recommended that this area is collectively identified as 'Stour, Maybrook and Canterbury Retail Parks', given their close proximity to each other.
9.38 The proposed estate boundary is identified at figure 8 below (red outline). This encompasses the Canterbury, Stour and Maybrook Retail Parks, and excludes the light industrial / storage and distribution uses to the north, given their non retail / leisure use nature.


Figure 9: Stour Maybrook and Canterbury Retail Park boundary

## Wincheap Industrial Estate

9.39 The proposed boundary for the estate is identified at figure 9 below (red outline).
9.40 The boundary separates the site from Riverside Retail Park to the west, and is essentially in accordance with the 'Wincheap Retail Area TCL7' allocated on the adopted Local Plan Proposals Map (2017), with the key addition being the former gas distribution centre site.


Figure 10: Wincheap boundary

## Marshwood Industrial Estate

9.41 The boundary is identified at figure 10 below (red outline). This encompasses the retail uses within the area and is similar to the boundary allocated on the Local Plan Proposals Map (2017), but also includes the Lidl and Majestic Wine units on Sturry Road, given that these are retail uses.


Figure 11: Marshwood Retail Park boundary
9.42 It is also recommended that the site is identified as 'Marshwood Retail Park', instead of Industrial Estate as it is referred to within the Local Plan (July 2017), given the nature of uses within the park.

## Potential Additions to the Hierarchy

9.43 It is considered that the current hierarchy as designated within the Canterbury District Local Plan (2017), which allocates Canterbury as a city centre and Herne Bay and Whitstable as district centres should continue. It is not possible to advise on whether the remaining hierarchy of local centres and larger local village centres should retain / lose this status given the absence of available data relating to these centres. The 'allocated other Canterbury retail locations' should also remain.
9.44 The Canterbury Local Plan identified a number of strategic allocations which are likely to deliver significant numbers of residential and employment floorspace. As part of Policy SP3, a number of these allocations also include the potential consideration of additional retail and community facilities in order to address the needs of residents locally. These allocations are identified below:

## Table 36: Policy SP3 Strategic Allocations with a Retail element

| Location | General development <br> expectations | Retail Potential |
| :--- | :--- | :--- |
| South Canterbury | 4,000 dwellings <br> 70,000 sqm of employment | Local shopping centre facilities |
| Sturry/Broad Oak | 1,000 dwellings <br> Local business/office needs | Local shopping facilities |
| Hillsborough, <br> Herne Bay | 1,300 dwellings <br> 33,000 sqm employment | Local centre scale |
| Herne Bay Golf <br> Course | 600 dwellings <br> 1 ha of mixed employment | Local centre scale |
| Strode Farm, <br> Herne Bay | 800 dwellings <br> 15,000 sqm employment | Local centre scale |
| Cockerington <br> Farm,Thannington | 1,150 dwellings <br> 1.5 ha of employment space |  |

9.45 As can be seen, there is an expectation that a number of the allocations when they are delivered will include an element of shopping facilities.
9.46 GL Hearn has only been made aware that the Thannington and South Canterbury sites have come forwards with an element of local centre facilities. In relation to Thannington, this extends to around 1,400 sqm (gross) of retail and service floorspace and in relation to South Canterbury, this is understood to be up to 2,000 sqm (gross).
9.47 As such, both of these areas have the potential to be considered as a local centre addressing the needs created at their respective locations, although it is recommended that the delivery of these are monitored and a centre is only designated once there is sufficient comfort that this proposed floorspace will be delivered and it contains a suitable range of uses to be considered a centre.
9.48 Thereafter the delivery of the wider strategic sites should be monitored for their delivery and also their potential local floorspace provision.
9.49 In addition, it should be noted that if the Council consider there is a need to allocate further strategic sites to deliver the housing and economic requirements of Canterbury, the identification of a suitable level of retail and service floorspace to address local needs should be considered. This however is a detailed matter for the Council to consider during the review of the local plan.

It should also be noted that the Council are reviewing local centres and as such the results of these surveys should be considered when making any addition or removals from the retail hierarchy.

## Permitted Development Rights: Consequences for Canterbury

9.51 The table below outlines permitted development rights of relevance to town centre retail and leisure uses:

Table 37: Current Permitted Development Rights for Town Centre Uses

| From | To |
| :---: | :---: |
| A1 (shops) | - A2 <br> - A3 up to $150 \mathrm{~m}^{2}$ and subject to Prior Approval <br> - B1 up to $500 \mathrm{~m}^{2}$ and subject to Prior Approval <br> - C3 up to $150 \mathrm{~m}^{2}$ and subject to Prior Approval <br> - D2 up to $200 \mathrm{~m}^{2}$ and subject to Prior Approval and only if the premises was in A1 use on 5th December 2013 <br> - A mixed use comprising an A1 or A2 use and up to 2 flats may also be permitted subject to meeting certain conditions |
| A2 (professional and financial services) when premises have a display window at ground level | - A1 <br> - A3 up to 150 m 2 and subject to Prior Approval <br> - B1 up to 500 m 2 and subject to Prior Approval <br> - C3 up to 150 m 2 and subject to Prior Approval <br> - D2 subject to Prior Approval and only if the premises was in A2 use on 5th December 2013 <br> - A mixed use comprising an A1 or A2 use and up to 2 flats may also be permitted subject to meeting certain conditions |
| A3 (restaurants and cafes) | - A1 or A2 |
| A5 (hot food takeaways) | - A1, A2 or A3 <br> - B1 up to $500 \mathrm{~m}^{2}$ and subject to Prior Approval <br> - C3 |
| Sui Generis (betting offices and pay day loan shops) | - A1 <br> - A 2 <br> - A3 up to $150 \mathrm{~m}^{2}$ and subject to Prior Approval <br> - B1 up to 500m² and subject to Prior Approval <br> - C3 up to $150 \mathrm{~m}^{2}$ and subject to Prior Approval <br> - A mixed use comprising a betting office or a pay day loan shop, or an A1 or A2 use and up to 2 flats may also be permitted subject to meeting certain conditions. <br> - D2 |

The permitted development rights allow certain permanent change of town centre uses, without area and location restrictions, or the need to obtain prior approval. This, for example, includes the change of use of A1 to A2, A2 to A1 and A3 to A1 or A2 uses. This can have an impact on the makeup of
town centre uses due to the inability to control the retention of A1 uses for example due to no restrictions applying on their change of use to A2.
9.56 The new regulation outlined above could result in the loss of town centre uses within centres such as Canterbury, Whitstable and Herne Bay.
9.57 While certain PD rights might be beneficial in areas with high vacancy rates by introducing a degree of flexibility to appeal to a wider range of occupiers, it can adversely impact the vitality, viability and diversity of successful retail areas such as those in Canterbury district where vacancy levels are low. This is likely to compromise the ability of the Council to plan properly for these areas and ensure valuable local services are protected and local wellbeing is maintained.
9.58 The new PD right will mean un-planned changes to ground floor shopping frontages which could detrimentally affect those parts of high streets that may still be vibrant. B1 office uses could create
ground floor 'dead frontages' which do not generate passing trade, resulting in decreased footfall and thus undermining the vitality and viability of the centre.

The new permitted development rights could also disadvantage disabled people. Existing retail uses to be converted to B1 use would not need to offer inclusive level access and passenger lifts for example.

Although the new Permitted Development rights could further restrict Councils' ability to shape their high streets, resulting in a disjointed offer and makeup of uses, the new class JA permitted development rights mean that local authorities will be able to refuse some prior approval applications. This allows Councils to assess whether there is adequate provision of the existing use before granting consent. Under the prior approval application, an applicant will likely be required to produce evidence that it has tried and failed to attract occupiers under the existing use. Councils could also turn down an application on the basis that the change of use would undermine the sustainability of its shopping area.

Permitted development rights to C3 typically creates poor quality living conditions and insufficient space standards. Given that PD rights now also apply for A5 to C3 use, this could further enhance this issue. It also causes potential amenity issues given that C3 uses could be located at ground floor level next to a takeaway for example.

Canterbury's centres have a diverse retail character with a strong emphasis on small and independent shopping (especially Whitstable). It is important to ensure that the vitality and viability of the retail hierarchy is not adversely affected, and that these centres are able to continue to provide a diverse range of services to safeguard the attraction of the centre and amenity for residents, businesses and visitors.

Regarding Canterbury city centre, there are a low proportion of A1 convenience uses, at $4 \%$, which is significantly below the national average. The new permitted development rights allow the change of use of these units to additional other uses, which puts them at risk of being lost and potentially causing an imbalance to the town centre use offer.

Regarding Herne Bay, there is a high proportion of A1 comparison uses. This proportion could increase further as a result of permitted development rights. Given the current national retail trends however, this is unlikely.

In setting a locally appropriate threshold the PPG identifies that it will be important to consider the:

- scale of proposals relative to town centres
- the existing viability and vitality of town centres
- cumulative effects of recent developments
- whether local town centres are vulnerable
- likely effects of development on any town centre strategy
- impact on any other planned investment
9.69 An analysis has been undertaken on the scale of the existing units with the existing town and district centres. Within Canterbury, the average convenience unit is 249 sqm. The average comparison unit is slightly larger at 265 sqm. For the avoidance of doubt this excludes the street markets.
9.70 The largest units within Canterbury City Centre are the Fenwicks Department Store ( 10,980 sqm), M\&S ( $6,180 \mathrm{sqm}$ ), and Boots ( $2,450 \mathrm{sqm}$ ). Outside of the city centre the largest units include the Asda (11,191 sqm), and Morrisons (6,093 sqm).
9.71 Elsewhere in the District, the stores within Herne Bay and Whitstable are generally smaller. The largest stores in Herne Bay are the Morrisons ( $2,810 \mathrm{sqm}$ ) and Aldi ( $2,140 \mathrm{sqm}$ ) and in Whitstable, the Sainsburys Local is approximately 600 sqm, as is the Copperfields store.
9.73 The vast majority of applications for A1-A5 floorspace have been small in scale, the average being around 160 sqm, although around $90 \%$ of proposals less than 100 sqm and $98 \%$ less than 500 sqm less than $1 \%$ being over 1,000 sqm
9.74 This assessment has only considered the health of the higher order centres at Canterbury, Herne Bay and Whitstable, whereas there are further retail locations elsewhere in the Canterbury district which are not covered by this assessment, as such the potential floorspace threshold should consider the potential impacts of any town centre proposal on these lower order centres.
9.75 It is therefore essential that the impact of retail and leisure developments outside of these centres are given due consideration and appropriately tested as even modest levels of trade diversion can have significant adverse impacts.

In order to provide these centres additional protection from edge and out of centre proposals, it is recommended that the impact threshold is set at 500 sqm, which is based on a blend of the existing and proposed unit sizes. This would ensure that the vast majority of proposals do not have to consider impact, but it will ensure that larger edge and out of centre proposals are properly considered during the application process.

## 10 HIGH LEVEL SEQUENTIAL ASSESSMENT

10.1 As outlined in Section 9 of this study, once commitments have been included, the overall capacity for comparison retail equates to a floorspace capacity of 25 sqm in 2040 on a constant market share basis. The convenience capacity is 2,906 sqm in the three centres combined, up until 2040. if the SHMA 'population' is delivered through the Council supporting economic growth and its associated housing delivery as part of the Local Plan review, there could be a slightly larger requirement for additional comparison goods over the plan period, equating to 2,249 sqm in 2040 There would be a convenience capacity of $4,117 \mathrm{sqm}$ in 2040 in this scenario.
10.2 There is also an identified need for private health and fitness clubs, ten pin bowling, bars, restaurants and cafes.
10.3 The need for main town centre uses above considers the current situation, the demand for land for main town centre uses, forecast of future need and the type of land needed for main town centre uses as required by the PPG.
10.5 This is advocated by the NPPF, with the PPG stating that:
"The sequential test guides main town centre uses towards town centre locations first, then, if no town centre locations are, available, to edge of centre locations, and, if neither town centre locations nor edge of centre locations are available, to out of centre locations (with preference for accessible sites which are well connected to the town centre)".

It goes on to confirm that in plan-making, the sequential approach requires a thorough assessment of the suitability, viability and availability of locations for main town centre uses. It requires clearly explained reasoning if more central opportunities to locate main town centre uses are rejected. The checklist identifies that the need for town centres uses needs to be assessed, which is undertaken above. It then states:

- "can the identified need for main town centre uses be accommodated on town centre sites? When identifying sites, the suitability, accessibility, availability and viability of the site should be considered, with particular regard to the nature of the need that is to be addressed;
- If the additional main town centre uses required cannot be accommodated on town centre sites, what are the next sequentially preferable sites that they can be accommodated on?"
10.7 This high level assessment starts by considering sites either within or on the edge of Canterbury and the District Centres identified in the adopted Local Plan in order to consider the ability for town centre
sites to accommodate the identified need. In order to identify potential sites a number of sources have been used:
- Development Plan Search: identification of sites allocated in adopted or emerging LDPs for development;
- Existing Permissions or Proposals: the existence of any extant permissions or current applications for retail development provided by the Council as part of their annual monitoring exercise; and
- On the Ground Site Survey and discussions with Officers: the presence of any other sites or buildings with potential for development, such as cleared sites, undeveloped sites or redundant buildings, based on visits to and discussions around the above centres.


## Site Assessment

10.8 The 'Canterbury Sequential Assessment and Wincheap Capacity Study' was published in April 2016. This included a Sequential Site Assessment to inform the Local Plan Examination in Public.
10.9 Where sites were identified, an assessment was made of them, in order to establish their suitability and availability to accommodate some or all of the retail need. A site proforma was prepared to assess the sites, which takes into account the following:

- Site Size: the overall size of the site to be considered;
- Location: to establish whether the site is within or on the edge of any of the centres and if edge of centre the scope to foster links with the centre;
- Existing Uses: to establish what current uses are at each site, whether the sites are identified as suitable for retention in evidence based documents such as the Employment Land Review or the SHLAA;
- Other Constraints: to establish whether there are other constraints to potential development, for example, conservation area or listed building status, tree preservation orders, topography, etc;
- Policy Issues: to consider development plan policies, in particular site specific policies, relevant to the sites identified and other constraints to a retail development for the site;
- Servicing/Accessibility Considerations: considering if sites can be satisfactorily serviced and accessed by vehicles, with consideration given to potential impact on the local highway network and safety;
- Planning Permissions and Other Proposals: whether there are any extant permissions for development on the sites identified, the likelihood and timescale of permissions being implemented, and details of any other proposals; and
- Commercial Viability: to consider whether the site is likely to be commercially attractive to retail and leisure operators.
10.10 It should be noted that site ownership/land assembly requirements were not considered for the smaller in and edge of centre sites, as it would be expected that sites within multiple ownership, or other land assembly issues could potentially be overcome during the plan period.
10.11 Once the above considerations have been taken into account, an assessment was made as to the overall suitability of the site for retailing and leisure purposes. If it was considered suitable, then an assessment was made given the site's location and its constraints as to whether it is more suited for a standalone retail development or a potential extension to an existing unit(s).
10.12 In terms of the potential for sites to deliver retail floorspace, the key assumptions are:
- Town centre sites - car parking provided elsewhere
- Edge of centre sites - car parking provided on site
- The gross to net ratio is $70 \%$, reflecting town centre proposals
- Commercial assumptions - whether there is scope for mezzanine, if so $50 \%$ coverage at first floor
10.13 This assessment was prepared to feed into the 2017 EIP, where the following sequential sites were considered:
- White Horse Lane - potentially 280 sqm of net floorspace
- Car Park adjacent to Canterbury west station - no longer available, as a new multi storey car park is being delivered on the site
- Peugeot Garage - no longer available, as student accommodation scheme delivered on the site
- Watling Street Car Park - still no longer considered suitable due to its identification as a scheduled ancient monument
- Herne Bay Bus Station - planning permission in place for retail units, included within the capacity assessment
- Herne Bay Central Development Area - This site is not being made available for development at this point in time
10.14 Since the completion of the EIP, there have been few opportunities that have come forwards within the man town centre. At the Inception meeting, the only potential additional sites identified included the:
- Former Fiat site, Victoria Row, Northgate, Canterbury - This site is however subject to a pending planning application (ref: CA//19/01463) which does not propose any retail or leisure uses. As such, it can no longer be considered.
- Beach Street site, Herne Bay - This site is currently subject to planning application CA//19/00296. See below for further details.


## Beach Street, Herne Bay

10.15 It is noted that the Beach Street site in Herne Bay was identified as a potential location for some retail floorspace throughout the plan period. In this respect there was a Development Principles Document prepared in 2010.
10.16 This expects that the potential uses on the site could include restaurant and gallery or artist workshop units at ground-floor level, with residential accommodation on upper floors. Although not specifically identifying retail uses, this is a town centre location where retail would be an acceptable and suitable use.
10.17 Planning permission was granted on this site in December 2019 (ref: CA//19/00296). This proposal includes the provision of 110 sqm of A1 floorspace and will therefore only accommodate a small proportion of the retail need.

## Other in Centre / Edge of Centre sites

10.18 From inspection of the centres ( $\mathrm{V}+\mathrm{V}$ assessments) and its immediate surrounding area, and in discussion with the Council's Planning Officers, we note that there are few sites in or on the edge of the centres which could potentially accommodate some new retail development together with its servicing requirements.
10.19 As set out in the Vitality and Viability Assessments, some vacant sites have been identified, which could accommodate retail or leisure floorspace. Some of the larger more prominent vacant sites are as follows:

- 56-58 Central Parade, Herne Bay
- 27 - 31 High Street, Whitstable


## 27 - 31 High Street, Whitstable

10.20 This site, which is a prominent 3 storey vacant building located on the High Street in Whitstable is currently available to let or for sale. To the rear of the premises is a small yard with parking for 2 cars. The ground floor unit, which equates to 315 sqm gross was formerly in operation as a convenience store but vacated in early 2019.
10.21 Given the sites in centre location, it would be suitable for a retail or leisure use and this is assumed to have a neutral effect on retail need given it is already in a retail use.

## 56-58 Central Parade, Herne Bay

10.22 This is an in-centre site which has been vacant for approximately 5 years. The building is prominently located on the Central Parade and is currently an eyesore. The site contains 3 units, which formerly included the Neptune's Amusement centre and a former fish and chips restaurant.
10.23 Planning permission (ref: $\mathrm{CA} / / 10 / 01988$ ) was granted for commercial use at ground floor level with 10 flats above in February 2011. This application has now lapsed. The ground floor level area equates to approximately 600 sqm (gross).
10.24 This site is currently being marketed and remains available.
10.25 The site would be best suited to a leisure use, given the surrounding uses and its location outside of the towns central shopping location.
10.26 The building does not appear to currently be available to let or for sale, but would expect to be so during the local plan period

## Summary

10.27 As has been Identified above, some of the capacity identified could potentially be accommodated at a range of small in-centre (and edge of centre) sites. It should however be noted that some existing retail units will be lost soon and the replacement retail floorspace is likely to be less than that currently in operation. Nevertheless, it is acknowledged that there would be a lack of available sites within the town centres to accommodate all of the identified needs.
10.28 The sites which have been identified within and on the edge of centres to accommodate some of the identified need are summarised below:

Table 38: In and edge of centre sites with retail development potential

| Site | Capacity (sqm, net) |
| :--- | :---: |
| ElP Position | 280 |
| White Horse Lane |  |
| Current Update | 110 |
| Beach Street, Herne Bay | 420 (estimated) |
| $56-58$ Central parade, Herne |  |
| Bay | 220 (estimated) |
| $27-31$ High Street, Whitstable | 1,030 |
| Total |  |

10.29 The prominently located and large Debenhams site located in the city centre was vacated in January 2020. Planning permission (ref: $\mathrm{CA} / / 19 / 01886$ ) for 74 residential units and 12 retail units at ground floor level to comprise 3,235 sqm of retail floorspace was granted in January 2020. It has not been considered as a sequential site as its redevelopment will actually result in a net loss of $4,958 \mathrm{sqm}$ retail floorspace.
10.30 It is also acknowledged that the former Nason's store which closed in August 2018 and remains vacant could accommodate some retail and / or commercial floorspace. A planning application for the redevelopment of the site is due to be submitted imminently. Although the proposals are yet to be confirmed, it will likely comprise a mixed-use scheme with flexible use retail / commercial uses at ground floor level and residential uses above. The vacant store is approximately $2,300 \mathrm{sqm}$ in area. It is unknown how much of this floorspace is proposed for retail or leisure development, but it is again likely to result in a reduction in retail floorspace.
10.31 There may well be some further opportunities for increasing retail floorspace by extensions to existing buildings, changes of use, and minor infill developments. Collectively, whilst they could perhaps deliver some new retail and leisure floorspace, they may not be able to accommodate the scale of need identified by our quantitative retail assessment over the plan period. These sites may also not come forward for retail or leisure uses.

## Edge of / Out of Centre sites

10.32 It is therefore necessary to identify edge of centre and out of centre sites which could potentially accommodate retail and leisure floorspace, in the scenario where floorspace requirements cannot be accommodated in centre. The four 'Other Canterbury Retail' locations as outlined in Section 6 of this Statement and identified under Local Plan (adopted July 2017) policy TCL(A) are potential locations for out of centre retail and leisure development. The 'other Canterbury retail locations comprise:

- Wincheap Industrial Estate
- Riverside Retail Park
- Marshwood Industrial Estate
- Stour, Maybrook and Canterbury Retail Parks
10.33 These are locations with existing retail and leisure provision and have the potential to accommodate further town centre use floorspace, Due to their location on the A28 and proximity to the city centre, these centres are positioned to bring potential trade into Canterbury, although it is acknowledged that this may not necessarily be in the retail core of the City. The exact locations where these uses could be accommodated is identified at Figures 7-10 (proposed boundaries) within this Study.


## Wincheap

10.34 Canterbury City Council (CCC) has long held plans to promote the regeneration of the Wincheap area of the City.

Policy TCL7 (Wincheap Retail Area) states that The Wincheap Retail Area, as shown on the proposals map, will be regenerated and developed predominantly as a retail area, complementary to
the existing Canterbury City Centre offer, to include larger format retail and leisure provision. The City Council and/or its appointed agent will prepare a Masterplan in accordance with the total requirements of this policy and other relevant Local Plan Policies. The Council will facilitate the implementation of a comprehensive retail-led mixed-use redevelopment. Policy TCL7 states that any scheme proposals will be required to:
a. Accommodate up to 33,800 sqm (net) of large format comparison retail and leisure floorspace as identified by the Canterbury Retail and Leisure Study 2015 and phased in accordance with Policy SP2; and
b. Form an effective, and functional retail location that is complementary to the Canterbury City Centre offer and that complies with the requirements of Policy TCL6; and
c. Provide improved, attractive and convenient pedestrian links with Canterbury City Centre: and
d. Contribute towards a package of transport improvements as set out in Policy T11.
10.36 It is located south west of Canterbury City Centre, around 0.5 miles from Canterbury East railway station and 1 mile from Canterbury West railway station. It covers an area of approximately 25 acres (10 hectares).
10.37 To the north is an area of natural open space, which is bordered by the Great Stour River. The site is bordered to the south by Wincheap, which is currently the main vehicular route (A28) into the City Centre from the south west (Ashford). To the east lies the Canterbury's historic city centre and to the west, modern retail units, a Park and Ride car park and the A2 London to Dover road. Within the Regeneration Zone, Canterbury City Council is one of the principal land owners.

### 10.38

If in centre sites alone cannot accommodate the identified need and edge of centre sites are then subsequently considered, then the site at Wincheap could potentially accommodate any retail and leisure surplus need identified with this Retail and Leisure Study. This site was also identified as the Council's preferred location to accommodate the 33,800sqm comparison floorspace capacity identified within the previous evidence supporting the currently adopted Local Plan.

## Other locations

The remaining 'other Canterbury retail locations' are relatively contained, have limited vacant sites/opportunities, and already predominately contain retail and leisure uses. As such, there is limited opportunity to introduce additional retail and leisure floorspace under these uses within these locations without wholesale changes to the existing retail floorspace, car parking and servicing and incorporating adjacent land holdings. The other Canterbury retail locations are discussed below.

## Riverside Retail Park

10.40 Riverside Retail Park is located approximately 1.75 km to the east of Canterbury, to the west of Wincheap
10.41 In relation to Riverside Retail Park itself, the potential is limited given the existing retail uses on the site, along with the new park and ride facility and the inability to expand. The obvious potential is on the adjoining Wincheap area, covered above.
10.42 The park and ride could be seen as a benefit in terms of its connectivity and accessibility into the City Centre to the east. Furthermore, a redevelopment of the retail park could also provide some contributions towards the A28 improvements identified above for Wincheap
10.43 In terms of availability and viability, GLH have not been commissioned to assess this is detail and suggest this is a more detailed piece of work undertaken by the Council and their advisors if this is an opportunity which is to be pursued through the Local Plan. It should however be noted that even if the entire site were to be made available and a wholesale redevelopment of the site were viable, it is could only, at best and without re-providing the exiting retail floorspace accommodate about $3 / 4$ of the needs identified given that in its totality the site extends to around 7.5 Ha .

## Marshwood Industrial Estate

10.44 Marshwood Industrial Estate is located approximately 2.25 k to the east of Canterbury, accessed off the A28.
10.45 The retail uses benefit from some main road retail frontage, although this is less so for the existing B\&M unit. The adjacent Industrial Estate does not have any frontage to the A28 and as such it is likely that there would need to be a wholesale redevelopment of the existing retail and the adjacent industrial estate site for it to be considered a retail proposition. The availability of the adjoining industrial site has not been assessed, nor the ownership or the viability and this must be considered in detail by the Council if it is a potential location to accommodate some retail needs.
10.46 The accessibility of the site also needs to be considered. Unlike the Kingsmead and the adjacent Riverside Retail Park, this site does not benefit from a park and ride facility into Canterbury City Centre, which has the potential to facilitate some linked trips. Nevertheless, it does have some Aroad frontage as identified above.
10.47 Again, the site is smaller than that which would be needed to accommodate all of the retail floorspace identified. Including the adjacent industrial estate and without re-providing the existing retail floorspace on the site it could only accommodate around half of the needs identified.

## Stour, Maybrook and Canterbury Retail Parks

10.48 The retail Parks at Stour, Maybrook and Canterbury are further to the east of Marshwood Industrial Estate, again fronting onto the A28. This is around 2.6 km from Canterbury City Centre
10.49 The parks are well occupied and also benefit from the adjacent park and ride, similar to the Riverside Retail Park, so its accessibility to the town centre is similar. Given the good occupation of the existing retail units, there would need to be an extension into adjoining land if any retail need were to be accommodated in this location.
10.50 To the north of the existing this is occupied by various car showrooms to the west of Vauxhall Road and as such is likely to be in multiple ownerships, which in total extends to around 3ha. To the east the majority landowner appears to be Parker Steel and John Parker \& Sons limited and in total this extends to around 5ha. Extending to the retail to the east would remove an area safeguarded for an extension to the park and ride and to the east and south of this would conflict with an area of high landscape value.
10.51 As such this site could accommodate some of the needs identified, although this would require the redevelopment of significant third-party ownerships, across Vauxhall Road. Even then, there would be a shortfall in the site area required to deliver all of the identified needs in this location. The majority of the floorspace would also be separated from park and ride area and therefore the potential benefits of this retail area providing some benefits into the city centre is reduced.

The final option would be to introduce a new out of centre location, which currently contains no retail or leisure uses. Such a location could act as a standalone park with no / little connection to any of the 3 centres. However, this option should only be pursued if the enhancement of the existing retail locations discussed above are clearly not suitable, viable and available and given that the Council have a significant land interested in Wincheap, this option is unlikely to be required.

## Conclusion

### 10.53

There are limited opportunities for in centre retail and leisure development, and if the sites identified could not accommodate the identified retail and leisure need, then this has to be accommodated in edge of and out of centre locations.
10.54 If it is necessary to accommodate retail and leisure need outside of centres, Wincheap continues to be sequentially a suitable location, with the potential for some infill retail and leisure uses within the city and town centres and other retail locations to maintain market share, subject to it being suitably controlled.
10.55 Alternatively, the other options identified could provide different types of opportunities. The Council will need to consider the balance between the level of accessibility and connectivity into the city centre and wider benefits such as improvements to access into the city centre Wincheap as a location could bring against the benefits and challenges of the other locations.

## 11 SUMMARY AND RECOMMENDATIONS

11.1 GL Hearn has been commissioned by Canterbury City Council to undertake a review of the future retail and commercial leisure needs of the Council's administrative area up to 2040. The primary purpose of the Study is to provide the evidence base for the Local Plan and other LDF documents. The aim of the Study is to understand how the existing facilities serve the district's residents and what potential there is to plan for any additional facilities over the study period in order to inform the emerging Local Plan.
11.2 This Retail and Commercial Leisure Study has as its evidence base a 1,403 household telephone interview survey alongside on street and business surveys which sought to establish residents' shopping and leisure usage patterns.
11.3 The overall study area has been divided into 14 Study Zones. Study Zones 1-6 comprise the Canterbury Council administrative area and Zones 7-14 comprise the fringe areas to Canterbury and are an area which the retail catchment is considered to reach.

## Retail and Leisure Trends

11.4 Prior to the Coronavirus pandemic, Experian projected that the economy would remain on a slower growth path this year due to lingering uncertainty during the Brexit transition period and a sluggish global economy. Prospects for retail floorspace have been revised down in line with stronger projections for sales efficiency and online sales.
11.5 The retail market is generally entering a period of significant change where the potential of the internet and e-retailing will be further realised and given the polarisation in the retail sector with national multiples dominating, larger centres with critical mass will become more dominant at the expense of smaller town centres.
11.6 Furthermore, it is inevitable that Coronavirus will have an impact on the centres within Canterbury in the short and medium term, and potentially the long term. There will likely be a reduction in retail sales, store closures, job losses, and less footfall as consumer habits changed but the full extent of this is largely unknown and cannot be readily predicted as the world has not been in a situation like this before.
11.7 It is therefore essential that the evidence base is kept up to date. This should take into account the impact of COVID-19 once this is understood to a greater degree than at present.

## General Overview of Centres

11.8 The centre sizes in terms of the number of units is Canterbury (383), Whitstable (233) and Herne Bay (198).
11.9 All units have over a $30 \%$ proportion of A1 use class units (convenience and comparison). The centres with the largest proportion of A1 uses is Whitstable (46\%) and Herne Bay (42\%). The vast majority of A1 uses within the centres are A1 comparison. Whitstable has the highest proportion of A1 comparisons units, at $40 \%$.

## Canterbury City Centre

11.10 Canterbury city centre is the dominant (along with Maidstone) comparison shopping destination in Kent. It is a 'cathedral city' and a UNESCO World Heritage Site. As such, the overall environmental quality of the city is very high.
11.11 Canterbury's economy is heavily geared towards the tourism sector and the city combines an impressive heritage draw with strong commercial offer. Around 7.2 million tourists visit Canterbury per annum with an estimated spend of $£ 45$ million.
11.12 Canterbury has an extensive shopping offer. This includes Whitefriars which is home to a number of popular high street names and a Fenwicks department store, while the more historic areas of the King's Mile, Westgate and St Dunstan's primarily offer specialist and independent shops and boutiques.
11.13 A SWOT analysis of the centre is below.

Table 39: Canterbury SWOT

| SWOT ANALYSIS: CANTERBURY CITY CENTRE |  |
| :--- | :--- |
| Strengths | Weaknesses |
| City of regional and national significance | There is a limited convenience offer |
| High footfall levels | Expensive parking facilities |
| Low vacancy rates | Dwindling footfall levels |
| The city is accessible and pedestrian friendly | Perceived by some as being 'too busy' |
| The centre has a low perception of crime |  |
| The overall environmental quality of Canterbury is very <br> high |  |
| Selection / choice of multiple shops |  |
| Selection / choice of independent shops |  |
| Canterbury Connected Business Improvement <br> District (BID) initiative in place | Threats |
| Opportunities | Poor parking facilities |
| The Riverside at Canterbury development | Expensive parking facilities |
| Diversification of the retail offer |  |


| Improve parking provision and facilities | Dwindling footfall levels (Whitefriars) |
| :--- | :--- |
| Provision of larger footplate retail units | Continued growth of online shopping |
| Implement Article 4 directions | Limited clear development opportunities within the City <br> Centre |
| Potential demand for additional food store in order to <br> attract more shoppers | New Permitted Development Rights |
|  | Short, medium and long term impacts of Covid-19 |

11.14 Canterbury is a healthily performing city of regional and national significance.
11.15 Given the various survey results and data established via the Convenience and Comparison Good Needs Assessment, it is evident that the city should retain its sub regional status. The city's focus on the comparison and leisure-service provision underlines its role as a sub-regional shopping hub and a tourist destination. In order to maintain the city centres position as a centre of regional and national significance, it is important to build on the positives, consider the opportunities and address the weaknesses and threats outlined in the SWOT.

## Herne Bay

11.16 Herne Bay is a seaside town on the north coast of Kent, located 13 km north of Canterbury and 8 km east of Whitstable.
11.17 The vast majority of units within Herne Bay are A1 comparison (34\%), which is above the national average of $29.9 \%$ (2019 - Experian). The next highest proportion (19\%) comprises retail services, which is higher than the national average of $14.83 \%$ (2018 - Experian)
11.18 A SWOT analysis of the centre is below.

Table 40: Herne Bay SWOT

| SWOT ANALYSIS: HERNE BAY TOWN CENTRE |  |
| :--- | :--- |
| Low vacancy rates | Weaknesses |
| Good accessibility via road and public transport | Low footfall levels |
| Low perception of crime | No cycle paths |
| Good range of public spaces, especially along seafront | Some run-down and unkempt shopfronts |
| Strong A1 comparison and retail service provision | Limited evening economy |
| Lack of 'other leisure' uses within town centre boundary | Disconnect between central town centre and seafront |
| Good proportion of independent shops | Poor choice of multiple shops |
| Popular destination for main and top up food shopping, in <br> addition to DIY shopping |  |
| The Districts most popular private health / fitness clubs and <br> bingo destination |  |
| 'Buy in the Bay' imitative in place which supports <br> independent businesses and focuses on retaining 'local' <br> retail spend within the centres |  |
| Opportunities | Threats |
| More / better parking facilities | Low footfall / passing trade according to business survey |


|  |  |
| :--- | :--- |
| Provision of cheaper parking | Lack of national high-street stores |
| Provision of more national high-street stores | Continued growth of online shopping |
| A number of vacant buildings present development <br> opportunities | Short, medium and long term effects of COVID-19 |
| Improved range of places to eat |  |

11.19 One of the key issues within Herne Bay which as identified during the health check survey is the sense of disconnect between the seafront area and town centre. In order to address this issue, it is important that measures are undertaken to improve connectivity between the seafront and the town centre shopping area via a wide pedestrianised thoroughfare, in order to create a visual axis and encourage people to travel between the two locations.
11.20 As is identified in the SWOT, there are a number of strengths that the town centre can build on. The strategy moving forward should be to distinguish Herne Bay from the higher order retail locations located outside of the district by emphasising the town's individual character and selling points, as identified in the SWOT. It is also important to support the introduction of leisure and retail service uses where there is demand, in line with national trends.
11.21 This measure, alongside the other recommendations will maintain the centres relatively healthy status and further strengthen the town centres position in the wider sub regional hierarchy.

## Whitstable

11.22 Whitstable is a seaside town on the north coast of Kent in south-east England, 11 km north of Canterbury and 8 km west of Herne Bay. The centre is home to numerous independent shops, particularly in Harbour Street where there are independent art galleries, boutiques and gift shops.
11.23 The town has an important fishing and shell-fish community, is a gastronomic 'centre of excellence' and has a thriving artists' community.
11.24 The entire town centre is picturesque, has a distinctive character and is a designated Conservation Area. As such, it is of high environmental quality.
11.25 The vast majority of units within Whitstable are A1 comparison ( $40 \%$ ), which is higher than the national average of $29.9 \%$ ( 2018 - Experian). The town centre makeup largely reflects the fact that the town has a strong tourist industry.
11.26 A SWOT analysis of the centre is below:

| SWOT ANALYSIS: WHITSTABLE |  |
| :--- | :--- |
| Strengths | Weaknesses |
| Extremely low vacancy rates | Poor parking facilities' |
| Good footfall / passing trade levels | Expensive car parking |
| The town is well connected via road, rail and bus services | Lack of 'other leisure' uses |
| Low perception of crime | Especially low footfall levels on Oxford Street |
| The town has a distinctive character | High traffic levels |
| Above average comparison retail offer |  |
| Provides specialist/niche shopping |  |
| Good choice of restaurants and cafes |  |
| popular destination for main and top up food shopping, <br> books / DVD's and DIY shopping |  |
| 'Shop by the Sea' (Whitstable \& Tankerton) imitative in <br> place which is focused on retaining 'local' retail spend <br> within the centre | Threats |
| Opportunities | The town centre does not have cycle paths |
| More / better parking facilities | Continued growth of online shopping |
| Cheaper Parking | Limited opportunities for expansion within town centre |
| Better traffic management | Prospect Retail Park expansion |
| Improvements to Harbour area | Short, medium and long term effects of COVID-19 |
|  |  |

11.27 Although the town centre is in good health, there are some weaknesses which could be addressed in order to maintain the centres healthy status and to further strengthen Whitstable's position in the wider hierarchy.
11.28 Given the various survey results and data established via the Convenience and Comparison Good Needs Assessment (see sections below), the centre continues to predominantly serves a localised catchment but is also a popular tourist destination.
11.29 The strategy moving forward should therefore be to distinguish Whitstable from the higher order retail locations located outside of the district by emphasising the town's individual character and selling points, focusing on the local independent offer, quality of place and heritage assets. As is identified in the SWOT, there are also a number of strengths that the town centre can build on.

## Existing Shopping and Leisure Patterns

11.30 In May 2019, NEMS market research undertook a 1,403 interview household telephone survey across the Study Area (Appendix 2). It has not been possible to make direct comparison between the two shopper surveys as the data from the 2015 survey has not been made available.
11.31 The main purpose of the household survey was to establish usage patterns for the convenience, comparison and commercial leisure sectors:
11.32 Large foodstores are the main destinations for respondents undertaking main food shopping trips across the study area. The most popular stores used within the study area (Q1) include the Tesco Extra, Courtney Road, Gillingham (3.4\%); Morrisons, Ten Perch Road Canterbury (2.6\%) and Alid, Well Road, Maidstone (2.3\%), with the second choice (Q6) main responses including: Tesco Extra, Margate Road, Westwood, Broadstairs (1.9\%), Sainsbury's Superstore, Simone Weil Avenue, Ashford (1.7\%) and Tesco Superstore, Grovewood Drive, Maidstone (2\%).
11.33 Respondents were asked where they purchase a range of non-food goods. Within the District, Canterbury is the most popular destination for a range of comparison goods. Thereafter there is some, use of the retail parks and surrounding centres.
11.34 The table below identifies the most popular shopping destinations within the Canterbury Local Authority area zones (1-6), not including the internet.

Table 41: Most popular locations for various goods in Canterbury Local Authority Area

|  | Clothing | Furnitur e | Books/D VDs | Glasswar e | Bulky Electric al | Small electric al | Toys | DIY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { Zone } \\ & 1 \end{aligned}$ | Canterbury City Centre (58.5\%) | Canterbu <br> ry City <br> Centre <br> (21.3\%) | Canterbury City Centre (50\%) | Canterbury <br> City <br> Centre (40.6\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (27.3\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (26.1\%) | Canterbur <br> y City <br> Centre <br> (38\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbur <br> y <br> (36.5\%) |
| $\begin{aligned} & \text { Zone } \\ & 2 \end{aligned}$ | Canterbury <br> City Centre <br> (54.5\%) | Canterbu <br> ry City <br> Centre (29.3\%) | Canterbury <br> City <br> Centre (46.8\%) | Canterbury <br> City <br> Centre (31.4\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (36.7\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (42.7\%) | Canterbur <br> y City <br> Centre <br> (40.8\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbur <br> y (37.8\%) |
| $\begin{aligned} & \text { Zone } \\ & 3 \end{aligned}$ | Canterbury City Centre (61.7\%) | Canterbu <br> ry City <br> Centre <br> (44.3\%) | Canterbury City Centre (35.1\%) | Canterbury City Centre (33.1\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (48.5\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (43.3\%) | Canterbur <br> y City <br> Centre <br> (25.3\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbur <br> y (48.5\%) |
| $\begin{aligned} & \text { Zone } \\ & 4 \end{aligned}$ | Canterbury City Centre (63.3\%) | Canterbu ry City Centre (14.2\%) | Canterbury City Centre (47.7\%) | Canterbury City Centre (51.6\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (29.4\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (41.4\%) | Canterbur y City Centre (36.7\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbur <br> y <br> (41\%) |


| Zone <br> 5 | Canterbury City Centre (39.6\%) | Canterbu <br> ry City <br> Centre <br> (21.7\%) | Canterbury <br> City <br> Centre (24.9\%) | Canterbury <br> City <br> Centre <br> (21.6\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (18.7\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (31.5\%) | Canterbur <br> y City <br> Centre <br> (26.6\%) | Herne Bay <br> Town <br> Centre <br> (41\%) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone <br> 6 | Canterbury City Centre (37.7\%) | Canterbu ry City Centre (22\%) | Whitstable Town Centre (34.5\%) | Canterbury City Centre (42\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (27.9\%) | Sturry <br> Road <br> Retail <br> Parks, <br> Canterbu <br> ry <br> (25.6\%) | Canterbur y City Centre (21.1\%) | Whitstable <br> Town <br> Centre <br> (54.9\%) |

NB: Sturry Road Retail Parks, Canterbury (includes Marshwood Retail Park, Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park.
11.35 The survey investigated the use of facilities for leisure and entertainment activities, to establish overall participation rates for the various commercial leisure categories analysed. The table below sets out the overall study area participation rates.

Table 42: Shopper Survey - Leisure Responses

| Activity | 2019 |
| :--- | :--- |
| Health and Fitness | $23.5 \%$ |
| Cinema | $56.7 \%$ |
| Ten Pin bowling | $18.5 \%$ |
| Restaurants | $72.2 \%$ |
| Pubs / Bars | $48.5 \%$ |
| Bingo | $8.6 \%$ |
| Casinos | $3.5 \%$ |
| Night Clubs | $4.9 \%$ |
| soft play / trampoline centres | $16.2 \%$ |
| theatres | $42.5 \%$ |
| art galleries / museums | $26.8 \%$ |
| escape rooms | $5.7 \%$ |
| events and festivals | $23.9 \%$ |

11.36 With regard to health and fitness (Q24), the most popular specific destinations located in the city and town centres of Canterbury are Kingsmead Leisure Centre ( $2.1 \%$ ), Herons Leisure Centre ( $0.4 \%$ ) in Herne Bay and Tankerton Road in Whitstable (0.8\%).
11.37 With regard to cinema visits (Q25), the most popular location in Canterbury District is the Curzon on Westgate Hall Road (3.3\%).
11.38 For restaurant visits (Q27), Canterbury City Centre (13.9\%) is the main location of choice within the district. The 'town centre' was also given as the most popular destinations for Herne Bay and Whitstable.
11.39 Q38B asked 'Which of those centres is the one you visit most often for shopping and leisure activities?' The most popular answers were Canterbury City Centre (28.7\%) and Maidstone Town Centre (19.5\%).
11.40 Question 42 asked about what respondents most disliked about each centre (Q38b). Please see the table below for the most popular answers.

Table 43: What people dislike about the centre

| Centre | Most Popular Answer | $2^{\text {nd }}$ most <br> popular answer | $3^{\text {rd }}$ most popular answer |
| :---: | :---: | :---: | :---: |
| Canterbury | Car parking cost: $16.6 \%$ | Too busy: 11.4\% | Lack of car parking: 8.3\% |
| Whitstable | Lack of car parking: 28.2\% | Too busy: $22 \%$ | Ca parking cost: $10.2 \%$ |
| Herne Bay | Vacant shops: 9.3\% | Needs a revamp: $8.2 \%$ | Poor choice of multiple shops: 8.1\% |

## The Need for Additional Retail Facilities

11.41 The latest Experian projection-based population figures show a high population growth across the study zones over the study period, rising from $1,193,061$ (2020) to $1,369,153$ by 2040 which is a growth of 176,092.
11.42 According to Experian (February 2020), the outlook for retail floorspace requirements has been revised lower than Experian's projections last year. This is due to an upward revision of the forecasts for SFT and store efficiency gains. As online spending is expected to take an even greater share of overall spending, the outlook for spending in stores over the next decade has been revised down to $1.9 \%$ from $2.1 \%$ previously. At the same time, margin pressures will continue to threaten store viability and force retailers to pursue strategies which increase efficiencies from existing floorspace. Redevelopment of existing floorspace and new technologies will also help facilitate efficiency gains.

## Convenience

11.43 When a combination of spend per capita and forecast growth rates is applied to these population figures it is calculated that the total pool of available convenience expenditure in the survey area will increase from $£ 2,604.10$ million in 2020 to $£ 2,843.34$ million by 2035 and potentially to $£ 2,927.86$ million by 2040 (increase of $£ 239.24$ m by 2035 and potentially $£ 323.76 \mathrm{~m}$ by 2040).
11.44 When a constant market share approach is used and the growth in productivity in floorspace in factored in to the benchmark turnover, indicates a convenience capacity (pre-commitments) of 19.35 m at 2035 , and potentially 26.76 m over the plan period to 2040 ..
11.45 When the existing commitments are factored in, there is a quantitative capacity to support 581 sqm additional convenience floorspace in Canterbury city over the period to 2035 and potentially up to 1,226 sqm by 2040. When this is distilled down further into the local sector markets of Canterbury, Herne Bay and Whitstable, the following convenience floorspace figures are identified by 2041:

- Canterbury city centre: 581 (2035) and potentially 1,226 sqm (2040)
- Herne Bay: -526 sqm (2035) and potentially -286 sqm (2040)
- Whitstable: 814 sqm (2035) and potentially 1,126 sqm (2040)
11.46 If the housing growth results in additional population growth as identified earlier in the study, the floorspace capacity could be as follows:
- Canterbury city centre: 2,199 sqm (2035) and potentially 3,270 sqm (2040)
- Herne Bay: 241 sqm (2035) and potentially 734 sqm (2040)
- Whitstable: 1,700 sqm (2035) and potentially 2,303 sqm (2040)
11.47 What GL Hearn recommends is that the convenience market is monitored to understand the scope for additional retail floorspace from a quantitative perspective, especially on suitable sequential sites. Furthermore, if suitable foodstore proposals in (first priority) or on the edge (subject to sequential test) of the centres can be identified (as per NPPF paragraph 86), then this should be supported where it would enhance the centre's market share.


## Comparison

11.48 The combination of population and expenditure growth is expected to increase comparison expenditure from $£ 4.156$ billion in 2020 to $£ 6.295$ billion in 2035 , and potentially $£ 7.515$ billion by 2040. This is an uplift in total available comparison expenditure across the survey area over the plan period of $£ 3.358$ billion, which equates to an $80 \%$ growth.
11.49 Overall, Canterbury city centre has a $21 \%$ market share of available expenditure in the Canterbury District area and a total turnover of $£ 911.93 \mathrm{~m}$ in 2020 from the survey area. This is expected to grow to $£ 1.372$ billion in 2035 and potentially 1.638 billion in 2040 . Using a constant market share approach the level of capacity before commitments is identified at -36.36 sqm in 2035 and potentially 28.78 sqm in 2040.
11.50 Once commitments have been included, the overall capacity for comparison retail equates to a floorspace capacity of $-5,858$ sqm in 2035 and potentially -202 sqm in 2040.
11.51 As such, under a constant market share, there is no quantitative need to support additional floorspace up to the plan period to 2040. However, it is advisable that capacity figures beyond 2025 (especially 2035 onwards) be treated with a high degree of caution, and that the retail capacity modelling exercise is revisited in 2025, in line with national planning policy guidance.
11.52 If the SHMA 'population' is delivered through the Council supporting economic growth and its associated housing delivery as part of the Local Plan review, there could be a slightly larger requirement for additional comparison goods over the plan period, equating to -4,175 sqm in 2035 and 2,067 sqm in 2040
11.53 Nevertheless, given the uncertainty over the actual delivery of housing and economic growth and the potential issues with projecting retail needs so far into the future, this potential floorspace figure should be used with a significant degree of caution.

## The Need for Additional Commercial Leisure Facilities

11.54 The residents of Canterbury have good range and choice of commercial, leisure, entertainment and cultural facilities. This is strongest in Canterbury City Centre and reflects its sub regional status.
11.55 Cinema provision within the study area is considered to be below average but will be strengthened through the addition of the 5 screen Curzon at the Canterbury Riverside development. Accordingly, there is no quantitative need to actively seek additional provision in Canterbury district over that currently available and proposed.
11.56 In terms of health and fitness, notwithstanding the good participation rate in Canterbury there may be a need for two (2040) additional gym facilities. As such an operator may choose to come forward to address specific or locational needs e.g. office workers or students. Nevertheless, new proposals for gyms and health and fitness centres should be considered on their own merits and in accordance with local and national policy, supported by the sequential approach to development.
11.57 In relation to bowling, there may be a need to plan for additional provision within Canterbury city centre over the plan period. This is unlikely to be in the form of a large bowling alley given the need identified and in light of the growth area in bowling is within a smaller bowling alley. Given that Canterbury has a large student population and shortfall in lanes when compared to the national average, this is an area the Council should look to accommodate over the local plan period.
11.58 The single bingo location in the Canterbury district area is likely to address demand and as such there is no need to plan for any further provision. In relation to casinos, participation rates are low at 3.1\% such that there is no scope for additional casino provision to serve the district over the study period. Indeed, the casino market is heavily regulated and controlled by the Gambling Act rather than the Planning Act. Nightclubs are again operator driven but this is a declining market overall such that there is no requirement to plan for additional facilities.
11.59 In terms of bars and restaurants the Canterbury area is anticipated to generate an additional expenditure of around $£ 95 \mathrm{~m}$ between 2020 and 2040 . If it is assumed that $50 \%$ of the expenditure growth is captured by new facilities, with the remainder flowing to existing units, other centres and leisure complex elsewhere, this potentially leaves around $£ 47.72 \mathrm{~m}$ of new expenditure generated in the catchment to support new food and drink businesses. Applying £1m as a national sector average suggests the potential for around 48 new food and drink outlets by 2040, although given the uncertainties in the market, if the sector average rises to say $£ 2 m$ by the end of the plan period, this could equate to a need for only 24 (by 2040) new units.
11.60 Nevertheless, this market should be monitored and the interest in the Canterbury Riverside development used as a barometer of interest in the food and beverage market. If the interest is strong, then the Council should consider identifying further opportunities within Canterbury district to address some of this identified need.
11.61 The art gallery/galleries/museum sector of the market is hard to predict in terms of potential need and locations. Nevertheless, Canterbury performs well for visits given the facilities currently available. In any case its overall demand will be limited by its proximity and ease of access to London, but proposals in suitable town centre locations should be supported.
11.62 In relation to festivals and events, Canterbury is a popular location, although there is no formula for identifying future needs. These types of events should be supported within the centres as they will attract various visitors to these centres, enhancing footfall and providing a boost (albeit temporarily) to the vitality and viability of the centre.
11.63 Finally, indoor/outdoor activity centres are an identified growing market, but this is generally operator led, such that there is no requirement to allocate additional sites.

## High Level Sequential Assessment

11.64 There are limited opportunities for in centre retail and leisure development.
11.65 If it is necessary to accommodate retail and leisure need outside of centres, Wincheap continues to be sequentially a suitable location to accommodate this floorspace, with the potential for some infill retail and leisure uses within the city and town centres and other retail locations to maintain market share, subject to it being suitably controlled.
11.66 The development of Wincheap would also be in accordance with Local Plan (2017) Policy TCL7 (Wincheap Retail Area) which states that the area "will be regenerated and developed predominantly as a retail area, complementary to the existing Canterbury City Centre offer, to include larger format retail and leisure provision".
11.67 The other options identified would require significant third-party land interests to be acquired and radical redevelopment options to be pursued, but in any case, would be unlikely to deliver the same level of accessibility and connectivity into the city centre as Wincheap could and wider benefits such as improvements to access into the city centre.

## Recommendations

## Town Centre Boundary and Primary Shopping Areas Allocation

11.68 The NPPF does not require the allocation of primary and secondary frontages, and the allocation of these in each centre is deemed unnecessary to encourage a more positive and flexible approach to planning for the future of the city centre, as per the reason for the deletion of this requirement in the NPPF.

## Canterbury

11.69 At present, a number of non-town centre uses are included within the boundary. In accordance with the NPPF, it is recommended that the city centre boundary is amended such that it only includes the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area city.
11.70 It is also recommended that the area (Figure 3) south west of Wincheap roundabout is included within the 'Wincheap retail area' centre boundary (as allocated on the adopted 2017 Proposals Map) instead of the Canterbury city centre one, given that it is disjointed from the City.

## Herne Bay

11.71 In accordance with the NPPF, it is recommended that the town centre boundary is revised such that it only includes the primary shopping areas, areas predominantly occupied by retail/leisure uses, and areas within or adjacent to primary shopping areas.
11.72 Given the Councils aspirations for improved connectivity between the primary shopping area, it is recommended that the Central Parade frontage dominated by town centre uses should be included within the Town centre boundary.
11.73 A primary shopping area is currently not allocated on the adopted 2017 Proposals Map. It is recommended that this is allocated to include the primary and secondary shopping frontages currently allocated on the adopted Proposal Map (2017), in addition to William Street (north of Mortimer Street) and the remainder of High Street (west of Richmond Street).

## Whitstable

11.74 Regarding the exact town centre boundary, it is necessary to consider the aspirations for the centre, taking into consideration the circumstances where a sequential test and impact assessment (if the proposal is over the locally set floorspace threshold) would be required. It is recommended that the town centre boundary is drawn in accordance with option 1, This can be seen at Figure 5.
11.75 The NPPF only requires the allocation of primary shopping areas, and states that these are to include areas where retail development is concentrated. It is recommended that this is allocated to include the current allocated primary and secondary shopping frontages.

## Potential Additions to the Hierarchy

11.76 It is considered that the current hierarchy which allocates Canterbury as a city centre and Herne Bay and Whitstable as district centres should continue as designated within the Canterbury District Local Plan (2017). The currently allocated 'other Canterbury retail locations' are also considered appropriate. It is not possible to advise on whether the remaining hierarchy of local centres and larger local village centres should retain this status given the absence of available data relating to these centres.
11.77 The Canterbury Local Plan identified a number of strategic allocations which are likely to deliver significant numbers of residential and employment floorspace. As part of Policy SP3, a number of these allocations also include the potential consideration of additional retail and community facilities in order to address the needs of residents locally.
11.78 There is an expectation that a number of the allocations when they are delivered include an element of shopping facilities. the delivery of the wider strategic sites should be monitored for their delivery and also their potential local floorspace provision.
11.79 In addition, it should be noted that if the Council consider there is a need to allocation further strategic allocations to deliver the housing and economic requirements of Canterbury over the period to 2036, the identification of a suitable level of retail and service floorspace to address local needs should be considered. This however is a detailed matter for the Council to consider during the preparation of the local plan.
11.80 It should also be noted that the Council are reviewing local centres and as such the results of these surveys should be considered when making any addition or removals from the retail hierarchy in the emerging Local Plan.

## Permitted Development Rights

11.81 New Permitted Development Rights came into force on 25th May 2019, which include the following rights of relevance to the town centre:

- A new class JA allows the conversion of shops (A1, A2) and other high street uses, including takeaways (A5), betting offices (sui generis), payday loan shops (sui generis), and launderettes (sui generis), to offices (up to 500 sqm subject to prior approval);
- Takeaways (A5) can now change use to housing under class M of the GPDO, which already allows retail and sui generis uses to convert to residential without the need for planning permission;
- The temporary conversion of shops and other high street premises to a wider range of community uses; and
- Shops (A1), financial and professional services (A2), restaurants and cafes (A3), hot food takeaways (A5), offices (B1), non-residential institutions (D1), assembly and leisure uses (D2), betting shops and pay day loan shops (sui generis) will be able to change use to a 'flexible' temporary use as shop (A1), financial and professional service (A2), restaurant and cafe (A3) or office (B1) for up to 3 as opposed to 2 years.
11.82 The new PD rights is something to consider when drafting local planning policy, such as when considering imposing a requirement for a certain percentage of uses to be located within primary shopping frontages for example, which could not necessarily be enforced Local planning policies should take a proactive approach to planning for retailing and related facilities and services and
develop policies to prevent the loss of retail and related facilities that provide essential convenience and specialist shopping.
11.83 The implementation of an Article 4 Direction is an option which could be pursued in scenarios where the Council want to restrict the uncontrollable increase of certain use classes, in circumstances where the permitted development right has significant potential harm on local amenity and wellbeing, and could affect the vitality and viability of retail areas which jeopardises the long-term future of local businesses.


## Floorspace Thresholds for Impact Assessments

11.84 In advising the local floorspace thresholds, consideration has been given to the existing health of the existing centres in Canterbury and the continuing trend, particularly in food retailing to develop smaller convenience stores. Such facilities if located in centres would bolster an existing centre generating footfall and linked trips to other facilities. However, where located outside an existing centre they can attract trade from centres and harm both vitality and viability and the LPA should seek to avoid this.
11.85 An analysis has been undertaken on the scale of the existing units with the existing town and district centres, the health of the higher order centres, the proposals coming forwards through planning applications and also the context of the retail market and the level of interest from which occupiers.
11.86 It is essential that the impact of retail and leisure developments outside of these centres are given due consideration and appropriately tested as even modest levels of trade diversion can have significant adverse impacts.
11.87 In order to provide these centres additional protection from edge and out of centre proposals, it is recommended that the impact threshold is set at 500 sqm, which is based on a blend of the existing and proposed unit sizes. This would ensure that the vast majority of proposal do not have to consider impact but will ensure that larger edge and out of centre proposals are properly considered during the application process.

## Appendices

1. Shopper Survey Catchment


Canterbury City Council Retail and Leisure Study, July 2020
Canterbury City Council
2. Shopper Survey Results

## Q01 Where did you last undertake your household's main food and grocery shopping?

Zone 1

| Aldi, St. Andrews Close, Canterbury | 1.1\% | 15 | 10.2\% | 5 | 6.5\% | 1 | 10.3\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Asda, Sturry Road, Canterbury | 1.7\% | 24 | 13.3\% | 7 | 6.1\% | 1 | 10.4\% | 1 | 41.2\% | 5 | 6.5\% | 3 | 2.1\% | 1 | 0.0\% | 0 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 0.3\% | 5 | 3.1\% | 2 | 0.8\% | 0 | 4.2\% | 0 | 12.7\% | 1 | 1.3\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury City Centre | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Maybrook Retail Park, Canterbury | 0.0\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, St. Georges Street, Canterbury | 0.4\% | 6 | 3.2\% | 2 | 2.3\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 2.6\% | 36 | 19.0\% | 10 | 19.4\% | 4 | 33.3\% | 3 | 2.4\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Dunstans Street, Canterbury | 0.1\% | 1 | 1.0\% | 1 | 2.4\% | 0 | 0.0\% | 0 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 1.0\% | 14 | 14.7\% | 8 | 19.2\% | 4 | 7.7\% | 1 | 13.0\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, New Dover Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 0.3\% | 5 | 6.8\% | 4 | 3.1\% | 1 | 2.2\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Goods Shed Farmers Market, Station Road West, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, St. Georges Centre, Canterbury | 0.8\% | 11 | 12.1\% | 6 | 12.3\% | 2 | 13.5\% | 1 | 1.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 <br> Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Parkwood, University of Kent, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Virginia Woolf Building, University of Kent, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 <br> Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Post Office, Valley Road, Barham, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 3 <br> Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Island Road, Sturry | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Local Shops, Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 25.5\% | 13 | 3.3\% | 1 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Reculver Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Sea Street, Herne Bay | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 15.3\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 21.3\% | 11 | 0.9\% | 0 | 1.1\% | 2 |
| Tesco Express, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 <br> Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 1.7\% | 23 | 1.0\% | 1 | 8.2\% | 2 | 3.7\% | 0 | 0.8\% | 0 | 4.1\% | 2 | 20.5\% | 9 | 1.4\% | 3 |
| Co-op, Canterbury Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Whitstable Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 2.8\% | 1 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.5\% | 7 | 0.0\% | 0 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 2 | 11.1\% | 5 | 0.0\% | 0 |
| Tesco Express, Tankerton Road, Whitstable | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 0 | 0.0\% | 0 | 10.3\% | 5 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 1.5\% | 20 | 0.0\% | 0 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.0\% | 6 | 29.9\% | 14 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Boundary Road, Ramsgate | 1.9\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 14.5\% | 27 |
| Aldi, Zion Place, Margate | 1.5\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.3\% | 21 |
| Asda, Westwood Road, Broadstairs | 2.0\% | 28 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 13.6\% | 25 |
| Co-op, Grange Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone 2 } & \text { Zone 3 } & \text { Zone 4 } & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

| Broadstairs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Hopeville Avenue, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Co-op, Station Road, Birchington | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Westgate On Sea | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Summerfield Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Broadstairs | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 3 |
| Lidl, Margate Road, Ramsgate | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 6 |
| Local Shops, Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ramsgate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 2 |
| Morrisons, Hawley Street, Margate | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.2\% | 1 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 1.3\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 8.7\% | 6 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 1.5\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.5\% | 8 |
| Tesco Metro, High Street, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 2 |
| Tesco Superstore, Manston Road, Ramsgate | 0.8\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 11 |
| Waitrose, Queens Street, Ramsgate | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 3 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 <br> Zone 8 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Co-op, Moatsole, Sandwich | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Ash | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Market Street, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Cherry Tree Avenue, Dover | 1.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Beauchamp Avenue, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Lower Road, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Market Square, Aylesham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mill Road, Deal | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, Charlton Green, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 |

## Total

Zone 1 Zone 2 Zone $3 \quad$ Zone 4
Zone $5 \quad$ Zone 6
Zone 7

Dover
Iceland, Queen Street, Deal Lidl, Honeywood Parkway, Dover
Local Shops, Deal Town Centre
Local Shops, Dover Town Centre
Morrisons, Bridge Street, Dover
Sainsbury's Superstore, West Street, Deal
St James Retail Park, Dover
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
Aldi, High Street, Hythe
Asda, Bouverie Place, Folkestone
Co-op, Cheriton Road, Folkestone
Co-op, High Street,
Folkestone
Co-op, Main Road, Sellindge
Iceland, High Street, Hythe
Lidl, Haven Drive, Hawkinge, Folkestone
Lidl, Shellons Street, Folkestone
Local Shops, Folkstone Town Centre
Local Shops, Hythe Town Centre
Local Shops, Stelling Minnis Village Centre
Marks \& Spencer, Cheriton High Street, Folkestone
Morrisons, Cheriton Road, Folkestone
Sainsbury's Superstore,
Bouverie Road West, Folkestone
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone
Tesco Express, Canterbury Road, Folkestone
Tesco Express, Castle House, Bouverie Road West, Folkestone
Tesco Superstore, Cheriton High Street, Folkestone
Waitrose, Prospect Road, Hythe
Other - Zone 10
Zone 11
Aldi, East Street, Sittingbourne
Aldi, Pepys Avenue, Sheerness
Asda, Trinity Trading Estate, Sittingbourne
Co-op, Bobbing Corner, Sittingbourne
Co-op, Church Road, Sittingbourne
Co-op, Forbes Road, Faversham
Co-op, Grove Park Shopping Centre, Sittingbourne

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $1.1 \%$ | 16 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.9 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $1.1 \%$ | 16 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $2.2 \%$ | 31 | $0.8 \%$ | 0 | $1.2 \%$ | 0 | $0.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.7 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 1 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.7 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |  |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $1.2 \%$ | 17 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $1.7 \%$ | 24 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 2 | $3.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $1.4 \%$ | 19 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.7 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $1.5 \%$ | 22 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$\begin{array}{llllllllllllllll} & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array} 0$

|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, West Street, Sittingbourne | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 1.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.5\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.9\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 1.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Victoria Road, Ashford | 0.8\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Way, Ashford | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Brookfield Court, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Churchfield Way, Wye | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, New Street, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Ashford | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, New Street, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 1.8\% | 25 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Mace Lane, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Waitrose, Sir Bernard Paget Drive, Ashford
Other - Zone 12
Sainsbury's Superstore, Dymchurch Road, New Romney
Spar, Coast Drive,
Greatstone, New Romney Greatstone, New Rom
Spar, High Street, New Romney
Tesco Superstore, Highbury Works, Tenterden
Waitrose, Sayer's Lane, Tenterden
Other - Zone 13
Zone 14
Aldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
Aldi, Langley Park Centre, Maidstone
Aldi, Well Road, Maidstone
Asda, Pier Road, Gillingham
Co-op, Egremont Road, Bearsted
Co-op, Faversham Road, Lenham
Co-op, High Street, Cranbrook
Iceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidstone
Lidl, Broadway Shopping Centre, Maidstone
Lidl, Farleigh Hill, Tovil, Maidstone
Local Shops, Chatham Town Centre
Local Shops, Maidstone Town Centre
Local Shops, Staplehurst Village Centre
Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham
Marks \& Spencer, Week Street, Maidstone
Morrisons, Sutton Road, Maidstone
Morrisons, Walderslade, Princes Avenue, Chatham
Sainsbury's Local, High Street, Headcorn
Sainsbury's Superstore, Hempstead Valley, Gillingham
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham
Sainsbury's Superstore, Romney Place, Maidstone

| $1.5 \%$ | 20 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $1.1 \%$ | 15 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $1.2 \%$ | 16 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.9 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $2.3 \%$ | 33 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.6 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.6 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.9 \%$ | 26 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 8 | $0.0 \%$ | 0 | $0.8 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$\begin{array}{llllllllllllllll}0.1 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Express (Esso), Tonbridge Road, Maidstone | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Ashford Road, Bearsted | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, London Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sturdee Avenue, Gillingham | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 3.4\% | 48 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Rainham Shopping Centre, Gillingham | 1.5\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Rye Road, Hawkhurst | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Farleigh Hill, Tovil | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Grovewood Drive, Maidstone | 2.2\% | 31 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Waitrose, Mid Kent Shopping Centre, Maidstone | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 <br> Outside Survey Area | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Friary Place, Strood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Hermitage Lane, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Rye Road, Hastings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Parade, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanscombe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Approach, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Bluewater, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, London Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Johns Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Linden Park Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Otford Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Quarry Wood Industrial Estate, Mills Road, Aylesford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Wingfield Bank, Northfleet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Church Road, Paddock Wood | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.1\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 12.5\% | 175 | 10.4\% | 6 | 9.0\% | 2 | 5.6\% | 1 | 12.3\% | 1 | 3.8\% | 2 | 5.9\% | 3 | 10.2\% | 19 |
| Internet - Click \& Collect | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 2.8\% | 5 |
| (Don't know / can't remember) | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (Nowhere else) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

Q01AWhere did you collect your goods from?
Those that said 'Internet - Click \& Collect' at Q01

| The store itself (PLEASE WRITE IN FULL STORE DETAILS) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nominated collection point (PLEASE WRITE IN NAME OF RETAILER AND LOCATION) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Work / friends / neighbours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The store itself : Asda, Kimberley Way, Ashford | 39.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The store itself : Tesco Extra, Margate Road, Westwood, Broadstairs | 57.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 00.2\% | 0 |
| Weighted base: |  | 9 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |
| Sample: |  | 4 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 1 |

Q02 What mode of transport do you normally use to get to (STORE MENTIONED AT Q01)? Not those that said 'Internet - Delivery' at Q01

| Car (driver) | $75.0 \%$ | 921 | $52.5 \%$ | 25 | $81.0 \%$ | 15 | $86.6 \%$ | 8 | $87.1 \%$ | 9 | $77.6 \%$ | 37 | $76.1 \%$ | 33 | $74.2 \%$ | 123 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Car (passenger in friend's / | $9.1 \%$ | 111 | $13.0 \%$ | 6 | $14.0 \%$ | 3 | $9.5 \%$ | 1 | $5.9 \%$ | 1 | $10.0 \%$ | 5 | $8.3 \%$ | 4 | $8.2 \%$ | 14 |
| $\quad$ relative's car) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bus / coach | $4.4 \%$ | 54 | $4.5 \%$ | 2 | $5.1 \%$ | 1 | $2.3 \%$ | 0 | $7.0 \%$ | 1 | $3.4 \%$ | 2 | $4.2 \%$ | 2 | $3.3 \%$ | 5 |
| Train | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Taxi | $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 |
| Walk | $10.0 \%$ | 122 | $28.5 \%$ | 14 | $0.0 \%$ | 0 | $0.8 \%$ | 0 | $0.0 \%$ | 0 | $8.1 \%$ | 4 | $9.4 \%$ | 4 | $13.6 \%$ | 23 |
| Bicycle | $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Moped / motorcycle | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 0 | $0.0 \%$ | 0 |
| Disability vehicle (scooter, | $0.2 \%$ | 2 | $1.4 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.4 \%$ | 1 | $0.0 \%$ | 0 |
| $\quad$ wheelchair etc.) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| (Don't know / varies) | $0.8 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Weighted base: |  | 1228 |  | 48 |  | 18 |  | 9 |  | 10 |  | 48 |  | 43 |  | 165 |
| Sample: |  | 1277 |  | 92 |  | 91 |  | 93 |  | 91 |  | 96 |  | 95 |  | 93 |

## Meanscore: [Number of visits per week]

Q02AHow often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

| Everyday | $2.3 \%$ | 33 | $2.4 \%$ | 1 | $0.8 \%$ | 0 | $1.5 \%$ | 0 | $1.0 \%$ | 0 | $1.7 \%$ | 1 | $2.8 \%$ | 1 | $1.1 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 4 to 6 times a week | $1.7 \%$ | 24 | $5.0 \%$ | 3 | $2.3 \%$ | 0 | $0.7 \%$ | 0 | $0.0 \%$ | 0 | $3.8 \%$ | 2 | $6.7 \%$ | 3 | $1.4 \%$ |
| 2 or 3 times a week | $15.6 \%$ | 219 | $15.4 \%$ | 8 | $16.8 \%$ | 3 | $11.1 \%$ | 1 | $22.2 \%$ | 2 | $23.6 \%$ | 12 | $18.7 \%$ | 9 | $14.0 \%$ |
| Once a week | $59.5 \%$ | 834 | $56.2 \%$ | 30 | $56.1 \%$ | 11 | $66.8 \%$ | 7 | $58.4 \%$ | 7 | $54.2 \%$ | 27 | $60.7 \%$ | 28 | $57.1 \%$ |
| Once a fortnight | $11.0 \%$ | 155 | $10.0 \%$ | 5 | $13.4 \%$ | 3 | $12.5 \%$ | 1 | $4.6 \%$ | 1 | $11.4 \%$ | 6 | $6.0 \%$ | 3 | $12.4 \%$ |
| Once a month | $7.4 \%$ | 103 | $9.9 \%$ | 5 | $9.1 \%$ | 2 | $4.4 \%$ | 0 | $1.8 \%$ | 0 | $3.4 \%$ | 2 | $0.7 \%$ | 0 | $11.9 \%$ |
| 23 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Less frequently | $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.8 \%$ | 0 | $0.7 \%$ | 0 | $3.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| (Don't know / varies) | $2.0 \%$ | 29 | $1.2 \%$ | 1 | $0.8 \%$ | 0 | $2.2 \%$ | 0 | $9.0 \%$ | 1 | $1.9 \%$ | 1 | $4.5 \%$ | 2 | $2.2 \%$ |
| Mean: |  | 1.34 |  | 1.46 |  | 1.25 |  | 1.19 |  | 1.36 |  | 1.54 | 1.71 | 1.19 |  |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 | 45 | 184 |  |
| Sample: | 1403 | 100 | 100 | 100 | 100 |  | 101 |  | 101 | 101 |  |  |  |  |  |

## Total

Zone 1
Zone 2 Zone 3 Zone 4

Q02BWhat are the main reasons why you choose to use (STORE / LOCATION MENTIONED AT Q01) for your main food shopping?

## 1st Mention

| Better value for money | 3.5\% | 48 | 3.9\% | 2 | 6.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 3 | 8.4\% | 4 | 6.1\% | 11 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 29.1\% | 409 | 29.9\% | 16 | 27.2\% | 5 | 30.8\% | 3 | 30.0\% | 3 | 19.4\% | 10 | 29.2\% | 13 | 20.8\% | 38 |
| Convenient to work | 1.0\% | 15 | 0.0\% | 0 | 1.2\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 1.5\% | 1 | 2.8\% | 5 |
| Easy to get to | 3.7\% | 51 | 2.2\% | 1 | 7.5\% | 1 | 5.6\% | 1 | 1.2\% | 0 | 7.5\% | 4 | 2.8\% | 1 | 4.9\% | 9 |
| Good / cheap parking | 1.3\% | 19 | 0.0\% | 0 | 1.5\% | 0 | 3.4\% | 0 | 7.7\% | 1 | 5.2\% | 3 | 0.0\% | 0 | 2.3\% | 4 |
| Good bus service | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Good service / friendly staff | 0.7\% | 10 | 1.0\% | 1 | 1.2\% | 0 | 1.5\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.1\% | 2 |
| Habit / always used it | 3.0\% | 42 | 6.0\% | 3 | 6.5\% | 1 | 3.2\% | 0 | 1.6\% | 0 | 4.2\% | 2 | 0.7\% | 0 | 3.1\% | 6 |
| Has petrol station | 0.2\% | 3 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 15.4\% | 216 | 11.6\% | 6 | 8.8\% | 2 | 14.9\% | 1 | 15.4\% | 2 | 17.3\% | 9 | 13.2\% | 6 | 20.6\% | 38 |
| Offers internet shopping / home delivery | 10.0\% | 141 | 10.4\% | 6 | 6.2\% | 1 | 4.5\% | 0 | 11.5\% | 1 | 2.1\% | 1 | 3.5\% | 2 | 7.2\% | 13 |
| On the way home from work | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 2.3\% | 32 | 0.0\% | 0 | 1.5\% | 0 | 0.7\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.7\% | 1 |
| Preference for retailer | 3.2\% | 45 | 6.3\% | 3 | 0.8\% | 0 | 3.7\% | 0 | 5.1\% | 1 | 6.8\% | 3 | 3.9\% | 2 | 0.9\% | 2 |
| Quality of goods | 6.7\% | 94 | 10.0\% | 5 | 11.9\% | 2 | 12.8\% | 1 | 12.8\% | 1 | 6.6\% | 3 | 4.7\% | 2 | 8.0\% | 15 |
| Range of goods available | 7.4\% | 104 | 6.3\% | 3 | 3.8\% | 1 | 5.5\% | 1 | 3.4\% | 0 | 12.2\% | 6 | 9.2\% | 4 | 4.6\% | 8 |
| Big store | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.6\% | 9 | 2.2\% | 1 | 0.8\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 1.5\% | 1 | 1.6\% | 3 |
| Good offers | 0.3\% | 4 | 0.6\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 0.0\% | 0 | 0.9\% | 2 |
| Good opening hours | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 2 | 0.0\% | 0 |
| Offers a free drink | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers scan-as-you-shop | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Offers the use of mobility scooters | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the school run | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 5 |
| Pleasant environment | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.4\% | 6 | 0.0\% | 0 | 3.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.3\% | 5 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Staff discount / work there | 1.5\% | 21 | 0.6\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 5.4\% | 2 | 2.7\% | 5 |
| They accept vouchers | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 1.1\% | 15 | 4.1\% | 2 | 1.5\% | 0 | 3.7\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| (No particular reason / no other reason) | 4.8\% | 67 | 2.4\% | 1 | 5.5\% | 1 | 6.1\% | 1 | 5.9\% | 1 | 3.2\% | 2 | 8.4\% | 4 | 7.0\% | 13 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

## 2nd Mention

| Better value for money | 2.3\% | 32 | 1.4\% | 1 | 1.5\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 5.6\% | 3 | 0.0\% | 0 | 2.9\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 4.4\% | 62 | 3.8\% | 2 | 5.1\% | 1 | 2.3\% | 0 | 5.9\% | 1 | 2.1\% | 1 | 0.7\% | 0 | 6.1\% | 11 |
| Convenient to work | 0.3\% | 5 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Easy to get to | 1.4\% | 19 | 0.6\% | 0 | 2.3\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 2.6\% | 1 | 0.7\% | 1 |
| Good / cheap parking | 1.3\% | 18 | 1.0\% | 1 | 2.0\% | 0 | 1.5\% | 0 | 0.6\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 3.3\% | 6 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 1.4\% | 19 | 1.2\% | 1 | 1.5\% | 0 | 3.8\% | 0 | 5.0\% | 1 | 1.0\% | 1 | 0.7\% | 0 | 0.6\% | 1 |
| Habit / always used it | 1.1\% | 15 | 1.2\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.6\% | 0 | 1.7\% | 1 | 2.8\% | 1 | 0.7\% | 1 |
| Has petrol station | 0.2\% | 2 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 5.2\% | 72 | 7.2\% | 4 | 6.3\% | 1 | 11.7\% | 1 | 11.6\% | 1 | 10.7\% | 5 | 7.0\% | 3 | 3.3\% | 6 |
| Offers internet shopping / home delivery | 0.3\% | 4 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| On the way home from work | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 0.4\% | 5 | 0.0\% | 0 | 0.8\% | 0 | 0.7\% | 0 | 1.6\% | 0 | 0.6\% | 0 | 0.7\% | 0 | 0.9\% | 2 |
| Preference for retailer | 0.8\% | 11 | 0.6\% | 0 | 2.8\% | 1 | 1.2\% | 0 | 3.0\% | 0 | 0.6\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Quality of goods | 6.0\% | 85 | 4.9\% | 3 | 12.1\% | 2 | 4.3\% | 0 | 7.7\% | 1 | 7.6\% | 4 | 2.6\% | 1 | 6.6\% | 12 |
| Range of goods available | 6.0\% | 84 | 4.2\% | 2 | 6.8\% | 1 | 3.9\% | 0 | 3.0\% | 0 | 2.3\% | 1 | 9.0\% | 4 | 4.9\% | 9 |
| Big store | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.2\% | 3 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 1 | 0.0\% | 0 | 0.8\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.6\% | 8 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.7\% | 0 | 2.8\% | 5 |
| Good offers | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.2\% | 2 | 0.0\% | 0 | 2.8\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Offers a free drink | 0.1\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers scan-as-you-shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers the use of mobility scooters | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the school run | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Quiet / not too busy | 0.2\% | 3 | 3.1\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| Sells local produce | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Staff discount / work there | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| They accept vouchers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.9\% | 41 | 4.8\% | 3 | 5.1\% | 1 | 16.2\% | 2 | 1.6\% | 0 | 3.9\% | 2 | 13.6\% | 6 | 0.6\% | 1 |
| (No particular reason / no other reason) | 63.2\% | 887 | 63.2\% | 34 | 46.2\% | 9 | 48.4\% | 5 | 57.6\% | 6 | 58.3\% | 29 | 54.0\% | 25 | 63.1\% | 116 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

## 3rd Mention

| Better value for money | 1.4\% | 19 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 5.1\% | 9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 1.2\% | 16 | 3.1\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 4 |
| Convenient to work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 0.8\% | 11 | 0.8\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Good / cheap parking | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 2.0\% | 1 | 0.6\% | 1 |
| Good bus service | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 0.6\% | 8 | 0.0\% | 0 | 1.5\% | 0 | 0.7\% | 0 | 1.9\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Habit / always used it | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 1.2\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has petrol station | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 1.5\% | 21 | 0.8\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 3.1\% | 2 | 0.0\% | 0 | 1.7\% | 3 |
| Offers internet shopping / home delivery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| On the way home from work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 0.6\% | 8 | 0.0\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.6\% | 1 |
| Preference for retailer | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of goods | 1.0\% | 14 | 1.2\% | 1 | 1.5\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 3.1\% | 6 |
| Range of goods available | 1.1\% | 15 | 2.6\% | 1 | 2.4\% | 0 | 2.7\% | 0 | 2.2\% | 0 | 1.9\% | 1 | 1.7\% | 1 | 0.0\% | 0 |
| Big store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good offers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Like to support local shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Offers a free drink | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers scan-as-you-shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers the use of mobility scooters | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the school run | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They accept vouchers | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 3.9\% | 54 | 8.2\% | 4 | 8.6\% | 2 | 21.5\% | 2 | 7.6\% | 1 | 3.9\% | 2 | 16.6\% | 8 | 0.6\% | 1 |
| (No particular reason / no other reason) | 86.0\% | 1206 | 82.6\% | 44 | 78.1\% | 15 | 68.4\% | 7 | 85.3\% | 10 | 84.5\% | 42 | 77.7\% | 35 | 84.0\% | 155 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |


| Any mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better value for money | 7.1\% | 100 | 5.3\% | 3 | 9.1\% | 2 | 0.0\% | 0 | 1.0\% | 0 | 12.8\% | 6 | 8.4\% | 4 | 14.1\% | 26 |
| Convenient to home | 34.7\% | 487 | 36.8\% | 20 | 33.1\% | 7 | 33.1\% | 3 | 37.1\% | 4 | 21.5\% | 11 | 29.9\% | 14 | 29.0\% | 53 |
| Convenient to work | 1.4\% | 19 | 0.8\% | 0 | 1.2\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 1.5\% | 1 | 3.5\% | 6 |
| Easy to get to | 5.8\% | 82 | 3.6\% | 2 | 11.3\% | 2 | 8.3\% | 1 | 1.2\% | 0 | 8.2\% | 4 | 5.4\% | 2 | 6.2\% | 11 |
| Good / cheap parking | 2.8\% | 39 | 1.0\% | 1 | 3.5\% | 1 | 6.0\% | 1 | 8.3\% | 1 | 6.7\% | 3 | 2.0\% | 1 | 5.3\% | 10 |
| Good bus service | 0.1\% | 2 | 0.6\% | 0 | 0.8\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Good service / friendly staff | 2.6\% | 37 | 2.2\% | 1 | 4.3\% | 1 | 6.0\% | 1 | 9.1\% | 1 | 2.3\% | 1 | 1.3\% | 1 | 1.7\% | 3 |
| Habit / always used it | 4.1\% | 58 | 7.2\% | 4 | 6.5\% | 1 | 5.1\% | 1 | 2.8\% | 0 | 5.9\% | 3 | 3.4\% | 2 | 3.8\% | 7 |
| Has petrol station | 0.6\% | 8 | 0.6\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 22.0\% | 308 | 19.6\% | 10 | 15.1\% | 3 | 28.7\% | 3 | 27.0\% | 3 | 31.1\% | 15 | 20.2\% | 9 | 25.0\% | 46 |
| Offers internet shopping / home delivery | 10.3\% | 144 | 10.4\% | 6 | 6.2\% | 1 | 4.5\% | 0 | 11.5\% | 1 | 3.0\% | 1 | 5.0\% | 2 | 7.2\% | 13 |
| On the way home from work | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 3.2\% | 45 | 0.0\% | 0 | 4.5\% | 1 | 1.5\% | 0 | 3.4\% | 0 | 0.6\% | 0 | 2.0\% | 1 | 2.2\% | 4 |
| Preference for retailer | 4.1\% | 58 | 6.9\% | 4 | 3.5\% | 1 | 4.9\% | 0 | 8.8\% | 1 | 7.5\% | 4 | 4.5\% | 2 | 0.9\% | 2 |
| Quality of goods | 13.8\% | 193 | 16.1\% | 9 | 24.7\% | 5 | 18.6\% | 2 | 20.5\% | 2 | 14.3\% | 7 | 8.0\% | 4 | 17.7\% | 33 |
| Range of goods available | 14.4\% | 202 | 13.2\% | 7 | 12.2\% | 2 | 11.4\% | 1 | 8.5\% | 1 | 16.4\% | 8 | 20.0\% | 9 | 9.5\% | 18 |
| Big store | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.2\% | 3 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.2\% | 3 | 0.0\% | 0 | 2.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 1.3\% | 18 | 2.2\% | 1 | 1.8\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 2.2\% | 1 | 4.4\% | 8 |
| Good offers | 0.4\% | 5 | 0.6\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 0.0\% | 0 | 0.9\% | 2 |
| Good opening hours | 0.4\% | 6 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.2\% | 3 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.9\% | 2 |
| Like to support local shops | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 1.2\% | 17 | 0.0\% | 0 | 2.8\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 3.9\% | 2 | 0.9\% | 2 |
| Offers a free drink | 0.1\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers scan-as-you-shop | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Offers the use of mobility scooters | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the school run | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 5 |
| Pleasant environment | 1.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.9\% | 2 |
| Quiet / not too busy | 0.6\% |  | 3.1\% | 2 | 3.9\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| Sells local produce | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.5\% | 7 | 1.6\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 2 |
| Staff discount / work there | 1.5\% | 21 | 0.6\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 5.4\% | 2 | 2.7\% | 5 |
| They accept vouchers | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

Total Zone 1 Zone 2 Zone $3 \quad$ Zone 4

## Meanscore: [£]

Q03 Approximately how much do you normally spend on your main food shopping trip to (STORE MENTIONED AT Q01)?

| £1-£5 | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| £6-£10 | 0.2\% | 3 | 1.0\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.6\% | 0 | 0.6\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| £11-£15 | 0.4\% | 5 | 4.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £16-£20 | 1.9\% | 26 | 2.4\% | 1 | 0.8\% | 0 | 2.2\% | 0 | 1.0\% | 0 | 0.6\% | 0 | 2.0\% | 1 | 5.8\% | 11 |
| £21-£25 | 1.7\% | 23 | 1.6\% | 1 | 1.5\% | 0 | 0.7\% | 0 | 2.6\% | 0 | 6.0\% | 3 | 0.7\% | 0 | 1.3\% | 2 |
| £26-£30 | 3.6\% | 50 | 7.9\% | 4 | 5.5\% | 1 | 1.5\% | 0 | 6.4\% | 1 | 5.8\% | 3 | 2.6\% | 1 | 0.0\% | 0 |
| £31-£35 | 2.5\% | 36 | 3.7\% | 2 | 3.5\% | 1 | 1.9\% | 0 | 2.4\% | 0 | 3.9\% | 2 | 1.5\% | 1 | 3.0\% | 6 |
| £36-£40 | 4.1\% | 57 | 1.2\% | 1 | 2.3\% | 0 | 4.1\% | 0 | 7.8\% | 1 | 6.2\% | 3 | 5.1\% | 2 | 7.2\% | 13 |
| £41-£45 | 2.6\% | 37 | 6.3\% | 3 | 2.0\% | 0 | 3.4\% | 0 | 6.1\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 5.8\% | 11 |
| £46-£50 | 9.8\% | 137 | 8.2\% | 4 | 6.6\% | 1 | 5.6\% | 1 | 3.6\% | 0 | 5.3\% | 3 | 6.7\% | 3 | 10.1\% | 19 |
| £51-£55 | 1.6\% | 22 | 2.6\% | 1 | 0.8\% | 0 | 3.8\% | 0 | 1.2\% | 0 | 1.3\% | 1 | 0.7\% | 0 | 2.5\% | 5 |
| £56-£60 | 9.8\% | 138 | 4.6\% | 2 | 10.5\% | 2 | 2.9\% | 0 | 2.6\% | 0 | 5.7\% | 3 | 9.2\% | 4 | 15.1\% | 28 |
| £61-£65 | 1.5\% | 22 | 0.6\% | 0 | 1.8\% | 0 | 3.4\% | 0 | 0.6\% | 0 | 2.5\% | 1 | 2.2\% | 1 | 1.3\% | 2 |
| £66-£70 | 4.7\% | 66 | 3.0\% | 2 | 7.0\% | 1 | 6.6\% | 1 | 2.0\% | 0 | 4.2\% | 2 | 8.6\% | 4 | 5.1\% | 9 |
| £71-£75 | 1.6\% | 23 | 2.0\% | 1 | 3.2\% | 1 | 2.9\% | 0 | 3.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.3\% | 2 |
| £76-£80 | 6.8\% | 96 | 4.3\% | 2 | 8.5\% | 2 | 2.9\% | 0 | 4.9\% | 1 | 10.2\% | 5 | 10.7\% | 5 | 4.1\% | 7 |
| £81-£85 | 1.8\% | 26 | 1.0\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 0.6\% | 0 | 2.3\% | 1 | 2.2\% | 1 | 2.3\% | 4 |
| £86-£90 | 4.0\% | 56 | 5.0\% | 3 | 4.2\% | 1 | 5.8\% | 1 | 7.1\% | 1 | 0.6\% | 0 | 2.9\% | 1 | 3.1\% | 6 |
| £91-£95 | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £96-£100 | 12.4\% | 174 | 5.0\% | 3 | 10.4\% | 2 | 19.3\% | 2 | 11.5\% | 1 | 11.3\% | 6 | 9.0\% | 4 | 12.2\% | 22 |
| £101-£120 | 3.6\% | 51 | 4.5\% | 2 | 2.0\% | 0 | 7.5\% | 1 | 3.8\% | 0 | 0.0\% | 0 | 4.6\% | 2 | 0.0\% | 0 |
| £121-£140 | 3.1\% | 44 | 2.4\% | 1 | 0.8\% | 0 | 2.4\% | 0 | 1.9\% | 0 | 3.6\% | 2 | 6.6\% | 3 | 2.6\% | 5 |
| £141-£160 | 3.0\% | 42 | 0.8\% | 0 | 3.5\% | 1 | 6.3\% | 1 | 8.1\% | 1 | 3.8\% | 2 | 6.0\% | 3 | 0.0\% | 0 |
| £161-£180 | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £181-£200 | 0.9\% | 13 | 0.0\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| £201-£250 | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £250+ | 0.3\% | 5 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 15.6\% | 219 | 22.0\% | 12 | 18.2\% | 4 | 8.5\% | 1 | 17.5\% | 2 | 21.9\% | 11 | 15.8\% | 7 | 16.0\% | 29 |
| (Refused) | 1.4\% | 20 | 4.9\% | 3 | 2.0\% | 0 | 6.0\% | 1 | 0.0\% | 0 | 1.3\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| Mean: |  | 76.11 |  | 63.49 |  | 75.41 |  | 83.42 |  | 81.67 |  | 67.40 |  | 80.45 |  | 64.05 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

Q04 Do you normally combine your main food shopping trip to (STORE MENTIONED AT Q01) with another activity? Not those that said 'Internet - Delivery' at Q01

| Yes - non-food shopping | 11.4\% | 141 | 11.1\% | 5 | 12.3\% | 2 | 14.1\% | 1 | 9.7\% | 1 | 4.6\% | 2 | 7.6\% | 3 | 11.8\% | 20 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes - other food shopping | 7.1\% | 88 | 5.0\% | 2 | 6.1\% | 1 | 4.5\% | 0 | 5.8\% | 1 | 4.9\% | 2 | 8.2\% | 4 | 11.9\% | 20 |
| Yes - travelling to or from work / education | 5.9\% | 72 | 0.9\% | 0 | 1.4\% | 0 | 4.7\% | 0 | 5.3\% | 1 | 3.2\% | 2 | 0.9\% | 0 | 9.4\% | 16 |
| Yes - visiting bars / cafés / restaurants | 3.0\% | 36 | 1.8\% | 1 | 0.8\% | 0 | 8.8\% | 1 | 1.6\% | 0 | 4.4\% | 2 | 2.3\% | 1 | 4.5\% | 7 |
| Yes - visiting friends or family | 2.1\% | 26 | 3.5\% | 2 | 0.8\% | 0 | 2.3\% | 0 | 7.0\% | 1 | 1.8\% | 1 | 0.9\% | 0 | 0.0\% | 0 |
| Yes - visiting post office / bank / financial institutions | 1.3\% | 16 | 0.7\% | 0 | 4.2\% | 1 | $3.1 \%$ | 0 | 2.9\% | 0 | 7.2\% | 3 | 0.7\% | 0 | 0.6\% | 1 |
| Yes - other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| No | 65.3\% | 802 | 73.5\% | 35 | 60.9\% | 11 | 53.8\% | 5 | 60.3\% | 6 | 71.2\% | 34 | 78.7\% | 34 | 59.6\% | 99 |
| Yes - getting fuel | 0.9\% | 11 | 0.0\% | 0 | 1.7\% | 0 | 0.8\% | 0 | 1.1\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Yes - leisure activity | 1.7\% | 21 | 1.8\% | 1 | 7.9\% | 1 | 3.8\% | 0 | 2.1\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| Yes - medical / health appointment | 0.1\% | 1 | 1.1\% | 1 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Yes - visit car wash | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Yes - visit place of worship | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Yes - visiting recycling centre | 0.1\% | 1 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Yes - window shopping / browsing | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 0 | 3.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 0.8\% | 10 | 0.7\% | 0 | 1.1\% | 0 | 1.6\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.0\% | 2 |
| Weighted base: |  | 1228 |  | 48 |  | 18 |  | 9 |  | 10 |  | 48 |  | 43 |  | 165 |
| Sample: |  | 1277 |  | 92 |  | 91 |  | 93 |  | 91 |  | 96 |  | 95 |  | 93 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone } 2 & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

## Q05 At which location is this other activity based?

 Those who do an activity at Q04Zone 1

| Asda, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 7.0\% | 27 | 68.7\% | 8 | 48.1\% | 2 | 52.8\% | 2 | 62.5\% | 2 | 6.8\% | 1 | 3.4\% | 0 | 0.0\% | 0 |
| Kingsmead Leisure Centre, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 0.1\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 2.1\% | 0 | 0.0\% | 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 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, | 0.8\% | 3 | 3.9\% | 0 | 16.1\% | 1 | 8.5\% | 0 | 18.0\% | 1 | 6.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | Canterbury (includes

Canterbury Retail Park,
Maybrook Retail Park \&
Stour Retail Park)
Wincheap Retail Area,
Canterbury
Other - Zone 01
Zone 2
Blean Village Centre
Chartham Village Centre
Zone 3
Barham Village Centre
Bridge Village Centre
Zone 4
Hersden Village Centre
Sturry Village Centre
Zone 5
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sea Street, Herne Bay
Zone 6
Faversham Road, Seasalter
Herne Bay Road / St Johns Road / Swalecliffe
Herne Bay Town Centre
Tankerton Road, Tankerton
Whitstable Town Centre
Other - Zone 06
Zone 7
Broadstairs Town Centre
Margate Town Centre

| $2.0 \%$ | 7 | $3.0 \%$ | 0 | $17.4 \%$ | 1 | $13.1 \%$ | 0 | $2.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.3 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.4 \%$ | 0 | $5.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$0.0 \%$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |


| $0.6 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $2.5 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.9 \%$ | 0 | $68.5 \%$ | 8 | $4.4 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $2.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $12.5 \%$ | 0 | $2.8 \%$ | 0 | $9.4 \%$ | 1 | $61.4 \%$ | 5 | $2.1 \%$ | 1 |


| $2.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $12.5 \%$ | 0 | $2.8 \%$ | 0 | $9.4 \%$ | 1 | $61.4 \%$ | 5 | $2.1 \%$ | 1 |
| :--- | ---: | ---: | :--- | :--- | :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.6 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.2 \%$ | 1 | $20.3 \%$ | 2 | $0.0 \%$ | 0 |

Minster-in-Thanet Village

| $2.5 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $14.2 \%$ | 9 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $1.6 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $9.7 \%$ | 6 |

Centre
Tesco Superstore, Manston
Road, Ramsgate
Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all
at Broadstairs)

| Other - Zone 07 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Zone 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Littlebourne Village Centre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Park, Honeywood
Parkway, Dover
Other - Zone 09
Zone 10
Folkstone Town Centre
Hythe Town Centre
Park Farm Retail Park, Folkestone
Stelling Minnis Village Centre
Other - Zone 10
Zone 11
Faversham Town Centre
Minster Village Centre, Isle of Sheppey
Sainsbury's Superstore, Bysing Wood Road,
Faversham
Sheerness Town Centre, Isle of Sheppey
Sittingbourne Retail Park, Sittingbourne
Sittingbourne Town Centre
Tesco Superstore, Bridge Road, Sheerness
Zone 12
Ashford Designer Outlet (also known as McArthur Glen, Ashford)
Ashford Retail Park (TK Maxx, Boots, Dunelm, B\&M, Smyths Toys, DFS, Argos, Dreams)
Ashford Town Centre
Kennington Local Centre, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
Other - Zone 13
Aldi, Ambley Road, Gillingham
Chatham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham
Maidstone Town Centre
Morrisons, Sutton Road, Maidstone
Staplehurst Village Centre
Tesco Superstore,
Grovewood Drive North, Weavering, Maidstone
Other - Zone 14
Outside Survey Area

| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Central London | 2.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.1\% | 5 |
| Lakeside Retail Park \& | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Shopping Centre, West Thurrock, Grays |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 2.4\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 1.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 9.4\% | 36 | 15.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.5\% | 1 | 8.1\% | 5 |


| 5 | 4 |
| ---: | ---: |
| 24 | 35 |

$3 \quad 12$
$27 \quad 26$1932

| Q06 Apart from (STORE grocery shopping? | CAT |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, St. Andrews Close, Canterbury | 0.4\% | 5 | 3.3\% | 2 | 7.2\% | 1 | 4.9\% | 0 | 3.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sturry Road, Canterbury | 1.5\% | 21 | 5.9\% | 3 | 4.5\% | 1 | 6.0\% | 1 | 8.9\% | 1 | 1.3\% | 1 | 1.5\% | 1 | 0.0\% | 0 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.2\% | 3 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.2\% | 3 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Lidl, Sturry Road, Canterbury | 0.5\% | 6 | 2.9\% | 2 | 1.2\% | 0 | 3.4\% | 0 | 4.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury City Centre | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Maybrook Retail Park, Canterbury | 0.2\% | 3 | 0.6\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, St. Georges Street, Canterbury | 0.5\% | 7 | 9.3\% | 5 | 5.4\% | 1 | 2.9\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 1.0\% | 15 | 6.6\% | 4 | 12.3\% | 2 | 17.1\% | 2 | 2.7\% | 0 | 1.0\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Dunstans Street, Canterbury | 0.0\% | 1 | 0.6\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 1.1\% | 15 | 20.9\% | 11 | 8.4\% | 2 | 12.5\% | 1 | 5.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 0.1\% | 1 | 1.0\% | 1 | 1.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, New Dover Road, Canterbury | 0.0\% | 1 | 0.6\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 0.2\% | 3 | 4.2\% | 2 | 2.3\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Goods Shed Farmers Market, Station Road West, Canterbury | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, St. Georges Centre, Canterbury | 0.4\% | 6 | 4.5\% | 2 | 5.1\% | 1 | 8.5\% | 1 | 1.9\% | 0 | 2.0\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Parkwood, University of Kent, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Virginia Woolf Building, University of Kent, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 <br> Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Post Office, Valley Road, Barham, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 3 <br> Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Zone 4

|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Island Road, Sturry | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 9.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Reculver Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 0 | 13.7\% | 7 | 3.3\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 1 | 6.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 12.0\% | 5 | 0.0\% | 0 |
| Co-op, Canterbury Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Whitstable Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 3 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 8.7\% | 4 | 0.0\% | 0 |
| Tesco Express, Tankerton Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 1.3\% | 1 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.7\% | 10 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 3 | 13.7\% | 6 | 0.0\% | 0 |
| Other - Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 <br> Aldi, Boundary Road, Ramsgate | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 5.1\% | 9 |
| Aldi, Zion Place, Margate | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 10 |
| Asda, Westwood Road, Broadstairs | 1.1\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.5\% | 16 |
| Co-op, Grange Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hopeville Avenue, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Birchington | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 2 |
| Co-op, Station Road, Westgate On Sea | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Summerfield Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Lidl, Margate Road, Ramsgate | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 5 |
| Local Shops, Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Margate Town Centre | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 5 |
| Local Shops, Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ramsgate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Morrisons, Hawley Street, Margate | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 1.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.2\% | 10 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 1.9\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 14.7\% | 27 |
| Tesco Metro, High Street, Broadstairs | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 5 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Tesco Superstore, Manston Road, Ramsgate | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 8 |
| Waitrose, Queens Street, Ramsgate | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 5 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 <br> Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Moatsole, Sandwich | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Ash | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Market Street, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Cherry Tree Avenue, Dover | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Beauchamp Avenue, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Lower Road, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Market Square, Aylesham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mill Road, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Farmfoods, Charlton Green, Dover | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Queen Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Honeywood Parkway, Dover | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Dover Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Bridge Street, Dover | 0.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St James Retail Park, Dover | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 1.6\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, High Street, Hythe | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Bouverie Place, Folkestone | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cheriton Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Main Road, Sellindge | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Hythe | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Haven Drive, Hawkinge, Folkestone | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Shellons Street, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Cheriton Road, Folkestone | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Folkestone | 0.2\% | 2 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Castle House, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Prospect Road, Hythe | 1.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, East Street, Sittingbourne | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Pepys Avenue, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Trinity Trading Estate, Sittingbourne | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Bobbing Corner, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Forbes Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Grove Park Shopping | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone } 2 & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

| Centre, Sittingbourne |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, West Street, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 1.5\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Way, Ashford | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Brookfield Court, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Churchfield Way, Wye | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, New Street, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Ashford | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, New Street, Ashford | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 1.7\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | Simone Weil Avenue, Ashford


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Express, Mace Lane, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Hythe Road, Willesborough, Ashford | 0.9\% | 12 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Sir Bernard Paget Drive, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 <br> Zone 13 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dymchurch Road, New Romney | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Coast Drive, Greatstone, New Romney | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, High Street, New Romney | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Highbury Works, Tenterden | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Sayer's Lane, Tenterden | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 13 \\ & \text { Zone } 14 \end{aligned}$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Ambley Road, Gillingham | 1.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Duncan Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Langley Park Centre, Maidstone | 0.9\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Aldi, Well Road, Maidstone | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Pier Road, Gillingham | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Egremont Road, Bearsted | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Lenham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Cranbrook | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Gillingham | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Rainham Shopping Centre, Rainham | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Water Lane, Chequers Centre, Maidstone | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Broadway Shopping Centre, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Farleigh Hill, Tovil, Maidstone | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Chatham Town Centre | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Maidstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Week Street, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Sutton Road, Maidstone | 1.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Walderslade, Princes Avenue, Chatham | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Headcorn | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Hempstead Valley, Gillingham | 0.5\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Pentagon Shopping Centre, Chatham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

shopping)
(Nowhere else) Weighted base: Sample:

| $40.2 \%$ | 563 | $28.7 \%$ | 15 | $43.6 \%$ | 9 | $35.0 \%$ | 3 | $52.0 \%$ | 6 | $44.6 \%$ | 22 | $44.5 \%$ | 20 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $38.7 \%$ | 71 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 1403 | 53 |  | 20 |  | 10 |  | 11 |  | 50 | 45 | 184 |  |
| 1403 | 100 |  | 100 |  | 100 |  | 100 | 101 | 101 | 101 |  |  |  |

## $\begin{array}{llllllll}\text { Total } & \text { Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone 4 } & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

## Q07 Where did you last undertake your household's top-up grocery shopping?

Zone 1

| Aldi, St. Andrews Close, Canterbury | 0.4\% | 5 | 6.4\% | 3 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | $3.3 \%$ | 1 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Asda, Sturry Road, Canterbury | 0.3\% | 5 | 6.3\% | 3 | 0.0\% | 0 | 0.7\% | 0 | 10.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.0\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Lidl, Sturry Road, Canterbury | 0.1\% | 2 | 1.6\% | 1 | 0.0\% | 0 | 2.7\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Local Shops, Canterbury City Centre | 0.2\% | 3 | 1.8\% | 1 | 5.9\% | 1 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Local Shops, St Dunstans, Canterbury | 0.4\% | 5 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Marks \& Spencer, Maybrook Retail Park, Canterbury | 0.3\% | 4 | 0.6\% | 0 | 0.8\% | 0 | 0.7\% | 0 | $3.6 \%$ | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Marks \& Spencer, St. Georges Street, Canterbury | 0.1\% | 2 | 2.2\% | 1 | 3.2\% | 1 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Morrisons, Ten Perch Road, Canterbury | 0.7\% | 10 | 5.3\% | 3 | 12.6\% | 2 | 7.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sainsbury's Local, St. Dunstans Street, Canterbury | 0.2\% | 2 | 3.4\% | 2 | 1.8\% | 0 | 1.2\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sainsbury's Local, St. | 0.1\% | 2 | 1.6\% | 1 | 1.5\% | 0 | 6.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |

Lawrence Ground, The
Drive, Old Dover Road,
Canterbury
Sainsbury's Superstore,

| $0.5 \%$ | 7 | $8.2 \%$ | 4 | $7.4 \%$ | 1 | $3.3 \%$ | 0 | $3.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Sturry Road Retail Parks, $\begin{array}{lllllllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 1.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)
Tesco Express, New Dover Road, Canterbury
Tesco Metro, Whitefriars

| $0.3 \%$ | 5 | $3.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 5 | $7.8 \%$ | 4 | $0.8 \%$ | 0 | $0.0 \%$ | 0 | $3.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Shopping Centre, Gravel Walk, Canterbury

The Goods Shed Farmers Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Virginia Woolf
Building, University of Kent, Canterbury
Local Shops, Blean Village Centre
Local Shops, Chartham Village Centre
Other - Zone 2
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury
Local Shops, Barham Village Centre
Local Shops, Bridge Village Centre
Other - Zone 30.0
Zone 4
Co-op, Island Road, Sturry

| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $23.5 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Local Shops, Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 Zone 5 | 0.1\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 8.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Reculver Road, Herne Bay | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Sea Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 5.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.9\% | 7 | 0.7\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 9.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Herne Bay | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sea Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 Zone 6 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.3\% | 5 | 0.0\% | 0 |
| Co-op, Canterbury Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 |
| Local Shops, Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Local Shops, Whitstable Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.4\% | 5 | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.6\% | 0 | 9.0\% | 4 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.2\% | 3 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 | 6.5\% | 3 | 0.0\% | 0 |
| Tesco Express, Tankerton Road, Whitstable | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 3 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.5\% | 7 | 0.0\% | 0 | 0.8\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 2.3\% | 1 | 12.8\% | 6 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Boundary Road, Ramsgate | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 13 |
| Aldi, Zion Place, Margate | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 4 |
| Asda, Westwood Road, Broadstairs | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.1\% | 11 |
| Co-op, Grange Road, Ramsgate | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Co-op, High Street, | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.1\% | 7 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone 2 } & \text { Zone 3 } & \text { Zone 4 } & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

| Broadstairs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Hopeville Avenue, Broadstairs | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 10 |
| Co-op, Station Road, Birchington | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 4 |
| Co-op, Station Road, Westgate On Sea | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Co-op, Summerfield Road, Margate | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 4 |
| Iceland, High Street, Broadstairs | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Lidl, Margate Road, Ramsgate | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Local Shops, Broadstairs Town Centre | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 4 |
| Local Shops, Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, <br> Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ramsgate Town Centre | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 0 | 0.7\% | 1 |
| Morrisons, Hawley Street, Margate | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 8 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 6 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 10 |
| Tesco Metro, High Street, Broadstairs | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 2 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 7 |
| Tesco Superstore, Manston Road, Ramsgate | 1.2\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.9\% | 16 |
| Waitrose, Queens Street, Ramsgate | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 8 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 <br> Zone 8 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 2 |
| Co-op, Moatsole, Sandwich | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Ash | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Littlebourne Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sandwich Town Centre | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Wingham Village Centre | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Market Street, Sandwich | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 Zone 9 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Cherry Tree Avenue, Dover | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Beauchamp Avenue, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Lower Road, Dover | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Market Square, Aylesham | 0.5\% | 7 | 0.0\% | 0 | 1.2\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mill Road, Deal | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, Charlton Green, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

## Total

Zone 1 Zone $2 \quad$ Zone $3 \quad$ Zone 4
Zone $5 \quad$ Zone 6
Zone 7

Dover
Iceland, Queen Street, Deal Lidl, Honeywood Parkway,
Dover Dover
Local Shops, Deal Town Centre
Local Shops, Dover Town Centre
Morrisons, Bridge Street, Dover
Sainsbury's Superstore, West Street, Deal
St James Retail Park, Dover
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
Aldi, High Street, Hythe
Asda, Bouverie Place, Folkestone
Co-op, Cheriton Road, Folkestone
Co-op, High Street,
Folkestone
Co-op, Main Road, Sellindge
Iceland, High Street, Hythe
Lidl, Haven Drive, Hawkinge, Folkestone
Lidl, Shellons Street, Folkestone
Local Shops, Folkstone Town Centre
Local Shops, Hythe Town Centre
Local Shops, Stelling Minnis Village Centre
Marks \& Spencer, Cheriton High Street, Folkestone
Morrisons, Cheriton Road, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkestone
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone
Tesco Express, Canterbury Road, Folkestone
Tesco Express, Castle House, Bouverie Road West, Folkestone
Tesco Superstore, Cheriton High Street, Folkestone
Waitrose, Prospect Road, Hythe
Other - Zone 10
Zone 11
Aldi, East Street, Sittingbourne
Aldi, Pepys Avenue, Sheerness
Asda, Trinity Trading Estate, Sittingbourne
Co-op, Bobbing Corner, Sittingbourne
Co-op, Church Road, Sittingbourne
Co-op, Forbes Road, Faversham
Co-op, Grove Park Shopping Centre, Sittingbourne

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.6 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.3 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.4 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.7 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.4 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  |  |  |  | $0.0 \%$ |  |  |  |  |  |  |  |  |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |$\quad 0$

$\begin{array}{lllllllllllllll}0.2 \% & 3 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array} 0$

| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.4 \%$ | 5 | $0.0 \%$ | 0 | $1.2 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.6 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |



|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, West Street, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Victoria Road, Ashford | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Way, Ashford | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Brookfield Court, Ashford | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Churchfield Way, Wye | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, New Street, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Ashford | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, New Street, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 1.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Mace Lane, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

## Total

Zone 1 Zone $2 \quad$ Zone $3 \quad$ Zone 4
Zone $5 \quad$ Zone 6
Zone 7

Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Waitrose, Sir Bernard Paget Drive, Ashford
Other - Zone 12
Sainsbury's Superstore, Dymchurch Road, New Romney
Spar, Coast Drive,
Greatstone, New Romney Spar, High Street, New Romney
Tesco Superstore, Highbury Works, Tenterden
Waitrose, Sayer's Lane, Tenterden
Other - Zone 13
Zone 14
Aldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
Aldi, Langley Park Centre, Maidstone
Aldi, Well Road, Maidstone
Asda, Pier Road, Gillingham
Co-op, Egremont Road, Bearsted
Co-op, Faversham Road,

## Lenham

Co-op, High Street, Cranbrook
Iceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidstone
Lidl, Broadway Shopping Centre, Maidstone
Lidl, Farleigh Hill, Tovil, Maidstone
Local Shops, Chatham Town Centre
Local Shops, Maidstone Town Centre
Local Shops, Staplehurst Village Centre
Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham
Marks \& Spencer, Week Street, Maidstone
Morrisons, Sutton Road, Maidstone
Morrisons, Walderslade, Princes Avenue, Chatham
Sainsbury's Local, High Street, Headcorn
Sainsbury's Superstore, Hempstead Valley, Gillingham
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham
Sainsbury's Superstore, Romney Place, Maidstone

| $0.6 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.6 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.9 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.2 \%$ | 17 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $1.9 \%$ | 27 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.9 \%$ | 26 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.3 \%$ | 18 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.5 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.6 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $1.0 \%$ | 14 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Express (Esso), <br> Tonbridge Road, <br> Maidstone | 0.8\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Ashford Road, Bearsted | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, London Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sturdee Avenue, Gillingham | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 1.4\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Rainham Shopping Centre, Gillingham | 1.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Rye Road, Hawkhurst | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Farleigh Hill, Tovil | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Grovewood Drive, Maidstone | 1.7\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Mid Kent Shopping Centre, Maidstone | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 2.8\% | 40 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Friary Place, Strood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Hermitage Lane, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Rye Road, Hastings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Parade, Ashford | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanscombe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Approach, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Bluewater, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, London Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Johns Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Linden Park Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Otford Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Quarry Wood Industrial Estate, Mills Road, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Wingfield Bank, Northfleet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Church Road, Paddock Wood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.6\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 2.4\% | 34 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 4.5\% | 8 |
| Internet - Click \& Collect | 0.3\% | 4 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 1.0\% | 13 | 1.0\% | 1 | 2.0\% | 0 | 4.9\% | 0 | 1.4\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't do this type of shopping) | 24.8\% | 348 | 33.9\% | 18 | 48.9\% | 10 | 24.6\% | 2 | 30.4\% | 3 | 33.0\% | 16 | 31.3\% | 14 | 24.8\% | 46 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (Nowhere else) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

Q08 How often do you normally make top-up trips to supermarkets or other general food stores in a week?
Those that do top-up shopping at Q07

| Daily | 5.3\% | 56 | 5.8\% | 2 | 1.5\% | 0 | 2.9\% | 0 | 0.9\% | 0 | 7.1\% | 2 | 4.9\% | 2 | 0.7\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| More than 3 times a week | 7.6\% | 80 | 7.9\% | 3 | 3.0\% | 0 | 1.0\% | 0 | 13.8\% | 1 | 8.5\% | 3 | 16.3\% | 5 | 9.3\% | 13 |
| Two or three times a week | 32.8\% | 346 | 28.9\% | 10 | 29.7\% | 3 | 23.3\% | 2 | 21.1\% | 2 | 17.2\% | 6 | 27.3\% | 9 | 41.3\% | 57 |
| Once a week | 37.8\% | 399 | 33.6\% | 12 | 53.4\% | 5 | 37.3\% | 3 | 41.9\% | 3 | 50.5\% | 17 | 41.4\% | 13 | 34.6\% | 48 |
| Less often than once a week | 11.0\% | 116 | 16.3\% | 6 | 8.4\% | 1 | 25.5\% | 2 | 14.5\% | 1 | 11.9\% | 4 | 1.2\% | 0 | 7.2\% | 10 |
| (Don't know / varies) | 5.5\% | 58 | 7.5\% | 3 | 3.9\% | 0 | 10.1\% | 1 | 8.0\% | 1 | 4.7\% | 2 | 8.9\% | 3 | 6.9\% | 10 |
| Weighted base: |  | 1055 |  | 35 |  | 10 |  | 7 |  | 8 |  | 33 |  | 31 |  | 138 |
| Sample: |  | 958 |  | 63 |  | 49 |  | 73 |  | 63 |  | 66 |  | 64 |  | 72 |

Q09 What are the main reasons why you choose to use (STORE / LOCATION MENTIONED AT Q07) for your top-up food shopping?
Those that do top-up shopping at Q07 excluding those that said '(Don't know / can't remember)' at Q07

## 1st Mention

| Better value for money | 1.5\% | 16 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 1.2\% | 0 | 0.7\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 52.0\% | 541 | 42.6\% | 15 | 42.7\% | 4 | 43.9\% | 3 | 67.6\% | 5 | 56.9\% | 19 | 44.5\% | 14 | 44.8\% | 62 |
| Convenient to work | 3.9\% | 40 | 7.7\% | 3 | 4.6\% | 0 | 0.0\% | 0 | 7.2\% | 1 | 1.3\% | 0 | 1.5\% | 0 | 5.6\% | 8 |
| Easy to get to | 2.6\% | 27 | 1.5\% | 1 | 5.7\% | 1 | 0.0\% | 0 | 1.8\% | 0 | 2.9\% | 1 | 1.2\% | 0 | 4.7\% | 6 |
| Good / cheap parking | 1.0\% | 11 | 0.0\% | 0 | 4.1\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 1.5\% | 15 | 0.0\% | 0 | 9.4\% | 1 | 6.6\% | 0 | 4.4\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 2.9\% | 4 |
| Habit / always used it | 1.2\% | 12 | 3.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 1.3\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Has petrol station | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 5.6\% | 58 | 6.8\% | 2 | 1.6\% | 0 | 5.5\% | 0 | 2.6\% | 0 | 7.6\% | 2 | 10.5\% | 3 | 7.6\% | 10 |
| Offers internet shopping / home delivery | 3.0\% | 32 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 3.7\% | 5 |
| On the way home from work | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 1.3\% | 13 | 3.0\% | 1 | 7.9\% | 1 | 2.7\% | 0 | 1.4\% | 0 | 3.8\% | 1 | 1.2\% | 0 | 2.3\% | 3 |
| Preference for retailer | 1.2\% | 13 | 5.7\% | 2 | 0.0\% | 0 | 2.1\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 |
| Quality of goods | 7.9\% | 82 | 4.4\% | 2 | 4.7\% | 0 | 14.1\% | 1 | 6.1\% | 0 | 12.0\% | 4 | 9.5\% | 3 | 7.6\% | 11 |
| Range of goods available | 5.4\% | 56 | 9.5\% | 3 | 1.6\% | 0 | 5.5\% | 0 | 1.2\% | 0 | 3.8\% | 1 | 14.6\% | 5 | 5.6\% | 8 |
| Big store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 |
| Close to family / friends | 1.0\% | 10 | 3.0\% | 1 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Easy to get to by public transport | 0.0\% | 0 | 0.9\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good disability access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good offers | 0.1\% | 1 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.2\% | 2 | 0.0\% | 0 | 2.5\% | 0 | 6.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 |
| Staff discount / work there | 1.3\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | - | 0.0\% | 0 | 3.2\% | 1 | 0.0\% | 0 | 3.7\% | 5 |
| They accept vouchers | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 1.2\% | 13 | 1.5\% | 1 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No particular reason / no other reason) | 6.1\% | 64 | 7.2\% | 3 | 9.1\% | 1 | 6.2\% | 0 | 2.3\% | 0 | 4.2\% | 1 | 8.2\% | 3 | 6.7\% | 9 |
| Weighted base: |  | 1042 |  | 35 |  | 10 |  | 7 |  | 8 |  | 33 |  | 31 |  | 138 |
| Sample: |  | 939 |  | 62 |  | 47 |  | 71 |  | 61 |  | 65 |  | 64 |  | 72 |

## 2nd Mention

| Better value for money | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 1 | 3.0\% | 1 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 1.6\% | 17 | 3.9\% | 1 | 6.6\% | 1 | 5.3\% | 0 | 4.1\% | 0 | 1.0\% | 0 | 2.5\% | 1 | 1.7\% | 2 |
| Convenient to work | 0.8\% | 8 | 1.2\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 1.6\% | 17 | 0.0\% | 0 | 5.7\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 4.6\% | 1 | 1.9\% | 3 |
| Good / cheap parking | 1.2\% | 12 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.3\% | 6 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 0.9\% | 9 | 0.0\% | 0 | 1.6\% | 0 | 5.5\% | 0 | 0.0\% | 0 | 6.5\% | 2 | 0.9\% | 0 | 0.7\% | 1 |
| Habit / always used it | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has petrol station | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 5.0\% | 52 | 3.1\% | 1 | 1.6\% | 0 | 0.0\% | 0 | 6.8\% | 1 | 8.2\% | 3 | 0.9\% | 0 | 1.9\% | 3 |
| Offers internet shopping / home delivery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the way home from work | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 0.4\% | 4 | 0.0\% | 0 | 2.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Preference for retailer | 0.7\% | 7 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 5 |
| Quality of goods | 3.1\% | 32 | 7.3\% | 3 | 2.5\% | 0 | 3.1\% | 0 | 8.5\% | 1 | 3.2\% | 1 | 3.4\% | 1 | 3.8\% | 5 |
| Range of goods available | 3.1\% | 33 | 4.7\% | 2 | 0.0\% | 0 | 6.6\% | 0 | 3.2\% | 0 | 3.9\% | 1 | 9.3\% | 3 | 2.4\% | 3 |
| Big store | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.1\% | 1 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to by public transport | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good disability access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.4\% | 4 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good offers | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.2\% | 2 | 0.0\% | 0 | 1.6\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.1\% | 1 | 0.0\% | 0 | 7.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 1.1\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They accept vouchers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.7\% | 28 | 9.5\% | 3 | 4.7\% | 0 | 15.9\% | 1 | 5.9\% | 0 | 2.6\% | 1 | 6.0\% | 2 | 0.0\% | 0 |
| (No particular reason / no other reason) | 74.3\% | 774 | 70.2\% | 24 | 56.1\% | 5 | 54.9\% | 4 | 68.2\% | 5 | 61.0\% | 20 | 68.5\% | 21 | 79.5\% | 110 |
| Weighted base: |  | 1042 |  | 35 |  | 10 |  | 7 |  | 8 |  | 33 |  | 31 |  | 138 |
| Sample: |  | 939 |  | 62 |  | 47 |  | 71 |  | 61 |  | 65 |  | 64 |  | 72 |

## 3rd Mention

| Better value for money | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Convenient to work | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good / cheap parking | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Habit / always used it | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has petrol station | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers internet shopping / home delivery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the way home from work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 1.0\% | 1 |
| Preference for retailer | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of goods | 0.4\% | 4 | 0.0\% | 0 | 3.1\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 |
| Range of goods available | 0.6\% | 6 | 0.0\% | 0 | 2.5\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 11.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Big store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to by public transport | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good disability access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good offers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 5 |
| Pleasant environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They accept vouchers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 3.2\% | 33 | 13.9\% | 5 | 4.7\% | 0 | 22.1\% | 2 | 5.9\% | 0 | 4.5\% | 1 | 6.9\% | 2 | 0.0\% | 0 |
| (No particular reason / no other reason) | 93.5\% | 974 | 84.9\% | 29 | 84.0\% | 8 | 74.8\% | 5 | 92.4\% | 7 | 83.0\% | 27 | 91.6\% | 29 | 94.4\% | 131 |
| Weighted base: |  | 1042 |  | 35 |  | 10 |  | 7 |  | 8 |  | 33 |  | 31 |  | 138 |
| Sample: |  | 939 |  | 62 |  | 47 |  | 71 |  | 61 |  | 65 |  | 64 |  | 72 |


| Any mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better value for money | 2.5\% | 26 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 4.2\% | 1 | 0.7\% |  |
| Convenient to home | 53.3\% | 555 | 46.5\% | 16 | 52.4\% | 5 | 50.3\% | 4 | 69.9\% | 5 | 57.9\% | 19 | 46.9\% | 15 | 46.5\% | 64 |
| Convenient to work | 5.5\% | 57 | 9.0\% | 3 | 6.1\% | 1 | 0.0\% | 0 | 7.2\% | 1 | 1.3\% | 0 | 1.5\% | 0 | 5.6\% | 8 |
| Easy to get to | 4.3\% | 45 | 2.8\% | 1 | 11.3\% | 1 | 1.0\% | 0 | 1.8\% | 0 | 3.8\% | 1 | 5.8\% | 2 | 6.6\% | 9 |
| Good / cheap parking | 2.4\% | 25 | 0.0\% | 0 | 5.7\% | 1 | 1.7\% | 0 | 0.9\% | 0 | 3.5\% | 1 | 1.2\% | 0 | 4.3\% | 6 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 2.4\% | 25 | 0.0\% | 0 | 13.5\% | 1 | 12.0\% | 1 | 4.4\% | 0 | 7.5\% | 2 | 0.9\% | 0 | 3.6\% | 5 |
| Habit / always used it | 1.6\% | 17 | 3.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 1.3\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Has petrol station | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 10.7\% | 112 | 10.0\% | 3 | 3.1\% | 0 | 5.5\% | 0 | 9.3\% | 1 | 15.8\% | 5 | 11.4\% | 4 | 9.5\% | 13 |
| Offers internet shopping / home delivery | 3.1\% | 32 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 1.3\% | 0 | 0.9\% | 0 | 3.7\% | 5 |
| On the way home from work | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 1.9\% | 20 | 3.0\% | 1 | 10.4\% | 1 | 2.7\% | 0 | 1.4\% | 0 | 3.8\% | 1 | 3.7\% | 1 | 3.3\% | 5 |
| Preference for retailer | 1.9\% | 20 | 5.7\% | 2 | 1.6\% | 0 | 2.1\% | 0 | 3.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 7 |
| Quality of goods | 11.3\% | 118 | 11.7\% | 4 | 8.8\% | 1 | 17.2\% | 1 | 15.5\% | 1 | 15.2\% | 5 | 12.9\% | 4 | 12.4\% | 17 |
| Range of goods available | 9.1\% | 94 | 14.2\% | 5 | 4.1\% | 0 | 13.1\% | 1 | 4.3\% | 0 | 19.2\% | 6 | 23.8\% | 7 | 8.0\% | 11 |
| Big store | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.3\% | 3 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% |  |
| Close to family / friends | 1.0\% | 11 | 3.0\% | 1 | 1.6\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% |  |
| Easy to get to by public transport | 0.0\% | 0 | 0.9\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good disability access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.4\% | 4 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good offers | 0.2\% | 2 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 4.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.5\% | 5 | 0.0\% | 0 | 2.5\% | 0 | 6.6\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.5\% | 6 | 0.0\% | 0 | 1.6\% | 0 | 4.9\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 3.4\% | 1 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 5 |
| Pleasant environment | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.3\% | 3 | 0.0\% | 0 | 7.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.1\% | 1 | 0.0\% | 0 | 1.6\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 |
| Staff discount / work there | 2.4\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 1 | 0.0\% | 0 | 3.7\% | 5 |
| They accept vouchers | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1042 |  | 35 |  | 10 |  | 7 |  | 8 |  | 33 |  | 31 |  | 138 |
| Sample: |  | 939 |  | 62 |  | 47 |  | 71 |  | 61 |  | 65 |  | 64 |  | 72 |

Q10 How do you normally travel when top-up shopping?
Those that do top-up shopping at Q07

| Car (driver) | 58.7\% | 619 | 36.8\% | 13 | 75.0\% | 8 | 64.0\% | 5 | 64.4\% | 5 | 51.3\% | 17 | 42.9\% | 13 | 63.4\% | 88 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Car (passenger in friend's / relative's car) | 3.5\% | 37 | 4.0\% | 1 | 9.1\% | 1 | 4.5\% | 0 | 0.9\% | 0 | 4.4\% | 1 | 11.4\% | 4 | 0.7\% | 1 |
| Bus / coach | 4.5\% | 48 | 4.7\% | 2 | 3.0\% | 0 | 3.9\% | 0 | 5.2\% | 0 | 4.9\% | 2 | 0.9\% | 0 | 6.1\% | 9 |
| Train | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Taxi | 0.2\% | 2 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Walk | 28.9\% | 305 | 52.4\% | 18 | 8.4\% | 1 | 24.7\% | 2 | 24.7\% | 2 | 36.5\% | 12 | 41.8\% | 13 | 27.4\% | 38 |
| Bicycle | 0.6\% | 6 | 2.1\% | 1 | 0.0\% | 0 | 1.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Moped / motorcycle | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Disability vehicle (scooter, wheelchair etc.) | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Not applicable (goods delivered) | 1.4\% | 15 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 3 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 1.6\% | 17 | 0.0\% | 0 | 1.5\% | 0 | 1.0\% | 0 | 2.5\% | 0 | 2.8\% | 1 | 0.9\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1055 |  | 35 |  | 10 |  | 7 |  | 8 |  | 33 |  | 31 |  | 138 |
| Sample: |  | 958 |  | 63 |  | 49 |  | 73 |  | 63 |  | 66 |  | 64 |  | 72 |

## Meanscore: [£]

Q11 Approximately how much do you normally spend on a top-up food shopping trip?
Those that do top-up shopping at Q07

| £1-£5 | 9.5\% | 100 | 10.9\% | 4 | 5.4\% | 1 | 14.5\% | 1 | 27.4\% | 2 | 27.4\% | 9 | 12.6\% | 4 | 9.3\% | 13 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| £6-£10 | 18.6\% | 196 | 21.1\% | 7 | 26.6\% | 3 | 27.4\% | 2 | 32.2\% | 2 | 13.3\% | 4 | 20.2\% | 6 | 22.8\% | 32 |
| £11-£15 | 12.4\% | 131 | 13.5\% | 5 | 11.9\% | 1 | 5.8\% | 0 | 8.5\% | 1 | 5.1\% | 2 | 11.6\% | 4 | 9.2\% | 13 |
| £16-£20 | 21.3\% | 224 | 9.6\% | 3 | 23.8\% | 2 | 22.4\% | 2 | 2.3\% | 0 | 9.4\% | 3 | 13.8\% | 4 | 16.1\% | 22 |
| £21-£25 | 5.4\% | 57 | 3.7\% | 1 | 9.4\% | 1 | 3.8\% | 0 | 3.9\% | 0 | 7.3\% | 2 | 5.9\% | 2 | 4.8\% | 7 |
| £26-£30 | 5.0\% | 53 | 10.2\% | 4 | 2.4\% | 0 | 5.1\% | 0 | 3.7\% | 0 | 7.9\% | 3 | 4.0\% | 1 | 7.6\% | 10 |
| £31-£35 | 2.5\% | 26 | 1.5\% | 1 | 2.4\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 4.3\% | 1 | 6.3\% | 2 | 0.7\% | 1 |
| £36-£40 | 2.3\% | 24 | 0.9\% | 0 | 1.5\% | 0 | 3.8\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.9\% | 0 | 2.9\% | 4 |
| £41-£45 | 0.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| £46-£50 | 3.3\% | 35 | 5.8\% | 2 | 0.0\% | 0 | 6.0\% | 0 | 0.9\% | 0 | 2.5\% | 1 | 1.2\% | 0 | 1.0\% | 1 |
| £51-£55 | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £56-£60 | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.9\% | 0 | 1.0\% | 1 |
| £61-£65 | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| £66-£70 | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| £71-£75 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £76-£80 | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 1.5\% | 2 |
| £81-£85 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £86-£90 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £91-£95 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £96-£100 | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| £101 + | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 15.2\% | 160 | 20.8\% | 7 | 16.6\% | 2 | 5.5\% | 0 | 15.0\% | 1 | 14.9\% | 5 | 16.5\% | 5 | 21.8\% | 30 |
| (Refused) | 2.1\% | 22 | 1.9\% | 1 | 0.0\% | 0 | 4.5\% | 0 | 2.8\% | 0 | 1.0\% | 0 | 3.7\% | 1 | 1.5\% | 2 |
| Mean: |  | 19.90 |  | 18.35 |  | 16.40 |  | 17.98 |  | 13.26 |  | 19.84 |  | 18.40 |  | 18.43 |
| Weighted base: |  | 1055 |  | 35 |  | 10 |  | 7 |  | 8 |  | 33 |  | 31 |  | 138 |
| Sample: |  | 958 |  | 63 |  | 49 |  | 73 |  | 63 |  | 66 |  | 64 |  | 72 |

## Q12 Apart from (STORE / LOCATION MENTIONED AT Q07), is there anywhere else where you undertake your household's top-up grocery shopping? <br> Those that do top-up shopping at Q07

Zone 1
Aldi, St. Andrews Close, Canterbury
Asda, Sturry Road, Canterbury
Iceland, Stour Retail Park, Sturry Road, Canterbury Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury
Lidl, Sturry Road, Canterbury
Local Shops, Canterbury City Centre
Local Shops, St Dunstans, Canterbury
Marks \& Spencer, Maybrook Retail Park, Canterbury
Marks \& Spencer, St.

| $0.2 \%$ | 2 | $1.2 \%$ | 0 | $4.4 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.2 \%$ | 2 | $1.2 \%$ | 0 | $3.0 \%$ | 0 | $1.0 \%$ | 0 | $3.7 \%$ | 0 | $3.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.4 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.3 \%$ | 3 | $5.6 \%$ | 2 | $4.9 \%$ | 0 | $2.5 \%$ | 0 | $2.8 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.4 \%$ | 5 | $3.7 \%$ | 1 | $0.0 \%$ | 0 | $1.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $6.6 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.9 \%$ | 0 | $1.5 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Morrisons, Ten Perch Road, Canterbury
Sainsbury's Local, St $\begin{array}{llllllllllllllll}0.0 \% & 0 & 0.9 \% & 0 & 1.5 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ Dunstans Street, Canterbury
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury
Sainsbury's Superstore, Kingsmead Road, Canterbury
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)
Tesco Express, New Dover Road, Canterbury
Tesco Metro, Whitefriars

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.2 \%$ | 2 | $5.4 \%$ | 2 | $0.0 \%$ | 0 | $1.6 \%$ | 0 | $1.4 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Shopping Centre, Gravel
Walk, Canterbury
The Goods Shed Farmers

| $0.1 \%$ | 1 | $0.9 \%$ | 0 | $2.4 \%$ | 0 | $4.3 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Virginia Woolf Building, University of
Kent, Canterbury
Local Shops, Blean Village Centre
Local Shops, Chartham
Village Centre
Other - Zone 2
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury Local Shops, Barham Village Centre
Local Shops, Bridge Village Centre
Other - Zone 3

| $0.1 \%$ | 1 | $2.9 \%$ | 1 | $0.0 \%$ | 0 | $1.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $1.2 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.2 \%$ | 2 | $5.4 \%$ | 2 | $0.0 \%$ | 0 | $1.6 \%$ | 0 | $1.4 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.2 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $6.9 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $5.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone } 2 & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Island Road, Sturry | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Reculver Road, Herne Bay | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Sea Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.2\% | 2 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 7.6\% | 3 | 1.2\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 12.5\% | 4 | 1.2\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Herne Bay | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 <br> Zone 6 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.9\% | 0 | 0.0\% | 0 |
| Co-op, Canterbury Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Whitstable Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 2.2\% | 1 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Tesco Express, Tankerton Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 |
| Aldi, Boundary Road, Ramsgate | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 |
| Aldi, Zion Place, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 7 |
| Co-op, Grange Road, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone 2 } & \text { Zone 3 } & \text { Zone 4 } & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

| Ramsgate |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Co-op, Hopeville Avenue, Broadstairs | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 5 |
| Co-op, Station Road, Birchington | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Co-op, Station Road, Westgate On Sea | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Summerfield Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Lidl, Margate Road, Ramsgate | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 |
| Local Shops, Broadstairs Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 |
| Local Shops, Margate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Local Shops, <br> Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ramsgate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 5 |
| Tesco Metro, High Street, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 4 |
| Tesco Superstore, Manston Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Queens Street, Ramsgate | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.6\% | 9 |
| Other - Zone 7 <br> Zone 8 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 |
| Co-op, Moatsole, Sandwich | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Ash | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sandwich Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Market Street, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 8$ $\text { Zone } 9$ | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Cherry Tree Avenue, Dover | 0.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Beauchamp Avenue, Deal | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Lower Road, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Market Square, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

[^0]Aylesham

| Co-op, Mill Road, Deal | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, Charlton Green, Dover | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Queen Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Honeywood Parkway, Dover | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Deal Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Bridge Street, Dover | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St James Retail Park, Dover | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 <br> Zone 10 | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, High Street, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Bouverie Place, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cheriton Road, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Main Road, Sellindge | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Hythe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Haven Drive, Hawkinge, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Shellons Street, Folkestone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Hythe Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Cheriton High Street, Folkestone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Cheriton Road, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Castle House, Bouverie Road West, Folkestone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Prospect Road, Hythe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, East Street, Sittingbourne | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Pepys Avenue, Sheerness | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Trinity Trading Estate, Sittingbourne | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Bobbing Corner, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Forbes Road, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Grove Park Shopping Centre, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, West Street, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Way, Ashford | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Brookfield Court, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Churchfield Way, Wye | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, New Street, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, New Street, Ashford | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ashford Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Total
Zone 1 Zone 2 Zone $3 \quad$ Zone 4
Zone $5 \quad$ Zone 6
Zone 7

Ashford
Tesco Express, Mace Lane Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Waitrose, Sir Bernard Paget Drive, Ashford
Other - Zone 12
Zone 13
Sainsbury's Superstore, Dymchurch Road, New Romney
Spar, Coast Drive,
Greatstone, New Romney
Spar, High Street, New Romney
Tesco Superstore, Highbury Works, Tenterden
Waitrose, Sayer's Lane, Tenterden
Other - Zone 13
Zone 14
Aldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
Aldi, Langley Park Centre, Maidstone
Aldi, Well Road, Maidstone
Asda, Pier Road, Gillingham
Co-op, Egremont Road, Bearsted
Co-op, Faversham Road, Lenham
Co-op, High Street, Cranbrook
Iceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidstone
Lidl, Broadway Shopping Centre, Maidstone
Lidl, Farleigh Hill, Tovil, Maidstone
Local Shops, Chatham Town Centre
Local Shops, Maidstone Town Centre
Local Shops, Staplehurst Village Centre
Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham
Marks \& Spencer, Week Street, Maidstone
Morrisons, Sutton Road, Maidstone
Morrisons, Walderslade, Princes Avenue, Chatham
Sainsbury's Local, High Street, Headcorn
Sainsbury's Superstore, Hempstead Valley, Gillingham
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$\begin{array}{lllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% \\ 0\end{array}$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.0 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sainsbury's Superstore, Romney Place, Maidstone | 1.1\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express (Esso), Tonbridge Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Ashford Road, Bearsted | 1.1\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, London Road, Maidstone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sturdee Avenue, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Rainham Shopping Centre, Gillingham | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Rye Road, Hawkhurst | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Farleigh Hill, Tovil | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Grovewood Drive, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Mid Kent Shopping Centre, Maidstone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 Outside Survey Area | 1.9\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Friary Place, Strood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Hermitage Lane, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Rye Road, Hastings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Parade, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanscombe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Approach, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Bluewater, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, London Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Johns Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Linden Park Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Otford Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Quarry Wood Industrial Estate, Mills Road, Aylesford | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Wingfield Bank, Northfleet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Church Road, Paddock Wood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 1.8\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 5 |
| Internet - Click \& Collect | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 2.0\% | 21 | 8.8\% | 3 | 5.0\% | 1 | 0.0\% | 0 | 1.1\% | 0 | 3.1\% | 1 | 0.0\% | 0 | 2.3\% | 3 |

Zone 7

| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (Nowhere else) | 66.4\% | 700 | 65.3\% | 23 | 65.0\% | 7 | 56.6\% | 4 | 71.0\% | 6 | 50.4\% | 17 | 71.8\% | 22 | 62.8\% | 87 |
| Weighted base: |  | 1055 |  | 35 |  | 10 |  | 7 |  | 8 |  | 33 |  | 31 |  | 138 |
| Sample: |  | 958 |  | 63 |  | 49 |  | 73 |  | 63 |  | 66 |  | 64 |  | 72 |

## Q13 Now thinking about non-food shopping, have you bought any of these goods in the last 10 years? [MR/PR]

| Clothing and footwear | 94.9\% | 1331 | 84.0\% | 45 | 96.9\% | 19 | 95.6\% | 10 | 87.9\% | 10 | 93.9\% | 47 | 90.3\% | 41 | 98.6\% | 181 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Furniture and floor coverings | 66.6\% | 934 | 53.2\% | 28 | 59.7\% | 12 | 62.3\% | 6 | 63.9\% | 7 | 70.0\% | 35 | 54.6\% | 25 | 74.8\% | 138 |
| Books, stationery, CDs, DVDs and videos | 73.6\% | 1032 | 69.8\% | 37 | 75.7\% | 15 | 78.4\% | 8 | 78.9\% | 9 | 68.9\% | 34 | 75.4\% | 34 | 76.3\% | 141 |
| Glassware, tableware, jewellery, watches and clocks | 56.8\% | 797 | 40.6\% | 22 | 51.4\% | 10 | 53.7\% | 5 | 55.4\% | 6 | 52.8\% | 26 | 40.9\% | 19 | 56.1\% | 103 |
| Bulky electrical goods (such as washing machines, fridge freezers, cookers and dishwashers) | 72.3\% | 1014 | 54.5\% | 29 | 77.9\% | 15 | 75.2\% | 7 | 68.1\% | 8 | 68.8\% | 34 | 60.3\% | 27 | 78.4\% | 144 |
| Non-bulky electrical goods (such as TVs, Hi-Fi and computers) | 70.0\% | 982 | 70.2\% | 37 | 59.0\% | 12 | 68.9\% | 7 | 62.7\% | 7 | 67.5\% | 33 | 52.7\% | 24 | 67.3\% | 124 |
| Toys / sports goods | 59.2\% | 831 | 44.2\% | 23 | 52.3\% | 10 | 62.6\% | 6 | 51.9\% | 6 | 54.7\% | 27 | 40.8\% | 19 | 49.2\% | 91 |
| DIY and garden products | 75.0\% | 1053 | 52.6\% | 28 | 78.6\% | 16 | 82.6\% | 8 | 78.9\% | 9 | 82.8\% | 41 | 60.8\% | 28 | 77.1\% | 142 |
| (Haven't bought any of these goods within the last 10 years) | 2.6\% | 36 | 4.3\% | 2 | 1.5\% | 0 | 2.9\% | 0 | 1.2\% | 0 | 2.1\% | 1 | 4.1\% | 2 | 0.9\% | 2 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone } 2 & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

## Q14 Where did you last undertake your household's shopping for clothing and footwear?

Those that said 'Clothing and footwear' at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 1 | $1.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury City Centre | $15.0 \%$ | 199 | $58.5 \%$ | 26 | $54.5 \%$ | 10 | $61.7 \%$ | 6 | $63.3 \%$ | 6 | $39.6 \%$ | 18 | $37.7 \%$ | 15 | $2.6 \%$ | 5 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sturry Road Retail Parks, | $0.6 \%$ | 7 | $3.6 \%$ | 2 | $4.7 \%$ | 1 | $4.0 \%$ | 0 | $2.9 \%$ | 0 | $1.4 \%$ | 1 | $0.7 \%$ | 0 | $0.0 \%$ | 0 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury

| Other - Zone 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |$\quad$|  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Barham Village Centre |  |  |  |  |  |  |  |
| Bridge Village Centre <br> Zone 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| Hersden Village Centre <br> Zone 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |

Canterbury Garden Centre,
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.4\% | 4 | 4.4\% | 2 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.1\% | 1 | 0.0\% | 0 | 4.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.6\% | 8 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 4 |
| Margate Town Centre | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 2 | 1.1\% | 2 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 7 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 10.2\% | 135 | 1.9\% | 1 | 1.0\% | 0 | 2.5\% | 0 | 9.6\% | 1 | 20.5\% | 10 | 7.9\% | 3 | 48.9\% | 89 |
| $\text { Other - Zone } 7$ $\text { Zone } 8$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.9\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.9\% | 26 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 0.8\% | 10 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 4.0\% | 53 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 3 |
| Ashford Retail Park, Ashford | 0.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 5.5\% | 74 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 1.4\% | 0 | 1.1\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Works, Smallhythe Road, Tenterden

Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Maidstone Town Centre | $7.8 \%$ | 103 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Hempstead Valley, Gillingham

| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Extra, Courteney Road, Gillingham | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 3 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 7.5\% | 100 | 1.0\% | 0 | 3.3\% | 1 | 5.9\% | 1 | 0.0\% | 0 | 0.9\% | 0 | 1.2\% | 0 | 0.0\% | 0 |
| Central London | 0.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& | 0.1 | 2 | 0.0\% | 0 | \% | 0 | \%\% | 0 | 0.0\% | 0 | 0.0\% |  |  |  |  |  |

Lakeside Retail Park \&
Shopping Centre, West
Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre Maidstone
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
White Cliffs Business Park, Whitfield
Other - Outside Survey Area
Others
Other
Internet - Delivery
Internet - Click \& Collect
Catalogue / mail order
(Don't know / can't remember)
(Don't do this type of shopping)

Weighted base:
Sample:

1331
1316
$\begin{array}{ll}1316 & 45 \\ \end{array}$

| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q14AWhere did you collect your goods from?

| The store itself (PLEASE WRITE IN FULL STORE DETAILS) | 67.2\% | 29 | 0.0\% | 0 | 99.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nominated collection point (PLEASE WRITE IN NAME OF RETAILER AND LOCATION) | 5.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Work / friends / neighbours | 6.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 20.8\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 43 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |  | 0 |
| Sample: |  | 13 |  | 0 |  | 1 |  | 0 |  | 0 |  | 0 |  | 0 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

## Q15 Where did you last undertake your household's shopping for furniture and floor coverings?

Those that said 'Furniture and floor coverings at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  | 0 |  |  |  |  |
| Canterbury City Centre | $7.0 \%$ | 65 | $21.3 \%$ | 6 | $29.3 \%$ | 3 | $44.3 \%$ | 3 | $14.2 \%$ | 1 | $21.7 \%$ | 8 | $22.0 \%$ | 5 | $1.9 \%$ |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| Sturry Road Retail Parks, | $2.6 \%$ | 25 | $7.6 \%$ | 2 | $13.1 \%$ | 2 | $5.2 \%$ | 0 | $13.1 \%$ | 1 | $9.5 \%$ | 3 | $13.8 \%$ | 3 | $0.0 \%$ | Canterbury (includes

Canterbury Retail Park,
Maybrook Retail Park \&
Stour Retail Park)
Sturry Village Centre
Tesco Metro, Whitefriars

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Shopping Centre, Gravel Walk, Canterbury

Wincheap Retail Area,
Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre,

| $2.1 \%$ | 19 | $7.3 \%$ | 2 | $13.5 \%$ | 2 | $8.5 \%$ | 1 | $12.6 \%$ | 1 | $9.7 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.3 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Aour Business Pa

Canterbury

| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Canterbury Garden Centre
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 14.6\% | 5 | 3.9\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 1.1\% | 10 | 3.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 6.0\% | 8 |
| Margate Town Centre | 0.9\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 5 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 1.4\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 9.1\% | 13 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 7.7\% | 72 | 5.7\% | 2 | 0.0\% | 0 | 4.6\% | 0 | 13.8\% | 1 | 16.5\% | 6 | 2.8\% | 1 | 35.9\% | 49 |
| Other - Zone 7 <br> Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.5\% | 14 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 9 \\ & \text { Zone } 10 \end{aligned}$ | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheriton Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.4\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 0.2\% | 2 | 0.0\% | 0 | 5.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 1.8\% | 16 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 2.6\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 4.9\% | 46 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.4\% | 4 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.3 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Works, Smallhythe Road, Tenterden

Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park, Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham
$\begin{array}{llrllllllllllllll} \\ \text { Maidstone Town Centre } & 4.1 \% & 38 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ \text { Sainsbury's Superstore, } & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ Hempstead Valley, Gillingham

| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Extra, Courteney Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 1.7\% | 16 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 1.7\% | 16 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 |
| Central London | 0.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 1.8\% | 17 | 1.5\% | 0 | 5.3\% | 1 | 1.9\% | 0 | 4.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 3 |
| Royal Tunbridge Wells Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 2.8\% | 26 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.1\% | 10 | 3.6\% | 1 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 19.4\% | 181 | 31.8\% | 9 | 11.8\% | 1 | 20.1\% | 1 | 18.4\% | 1 | 12.4\% | 4 | 14.6\% | 4 | 20.8\% | 29 |
| Internet - Click \& Collect | 0.6\% | 5 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 |
| Catalogue / mail order | 3.0\% | 28 | 5.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 14.2\% | 133 | 6.0\% | 2 | 10.8\% | 1 | 11.4\% | 1 | 8.8\% | 1 | 7.4\% | 3 | 16.9\% | 4 | 19.3\% | 27 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 934 |  | 28 |  | 12 |  | 6 |  | 7 |  | 35 |  | 25 |  | 138 |
| Sample: |  | 883 |  | 53 |  | 57 |  | 60 |  | 62 |  | 66 |  | 54 |  | 70 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q16 Where did you last undertake your household's shopping for books, stationery, CDs, DVDs and videos?
Those that said 'Books, stationery, CDs, DVDs and videos' at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 1 | $1.2 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury City Centre | $8.6 \%$ | 89 | $50.0 \%$ | 19 | $46.8 \%$ | 7 | $35.1 \%$ | 3 | $47.7 \%$ | 4 | $24.9 \%$ | 8 | $19.4 \%$ | 7 | $0.9 \%$ | 1 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sturry Road Retail Parks, | $0.3 \%$ | 4 | $4.0 \%$ | 1 | $1.6 \%$ | 0 | $0.0 \%$ | 0 | $4.0 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury
Other - Zone 2
Zone 3
Barham Village Centre
Bridge Village Centre
Zone 4
Hersden Village Centre
Zone 5
Canterbury Garden Centre,
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 21.0\% | 7 | 1.4\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 1.1\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 3 |
| Margate Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 6 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 6.4\% | 66 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 3.4\% | 0 | 9.1\% | 3 | 3.1\% | 1 | 35.8\% | 50 |
| $\text { Other - Zone } 7$ $\text { Zone } 8$ | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 6 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 1.7\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.0\% | 10 | 0.0\% | 0 | 1.6\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 2.3\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 1.9\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 1 | 0.0\% | 0 |
| Other - Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 1.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 5.0\% | 51 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12

## Zone 13

New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury
Works, Smallhythe Road, Tenterden
Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gilling
Gillingham Town Centre
Hempstead Valley Shopping
Centre, Hempstead, Centre, Hempstead, Gillingham
$\begin{array}{llrllllllllllllll}\text { Maidstone Town Centre } & 4.0 \% & 42 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ \text { Sainsbury's Superstore, } & 0.1 \% & 1 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

## Hempstead Valley,

 GillinghamStaplehurst Village Centre
Tesco Extra, Courteney Road, Gillingham

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.8 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $1.3 \%$ | 14 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.6 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Other - Zone 14
Outside Survey Area
Abroad
Asda, Maidstone Road, Chatham
Bluewater Shopping Centre, Greenhithe
Central London
Horsted Retail Park,
Maidstone Road, Chatham
Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre
South Aylesford Retail Park,
Maidstone
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
White Cliffs Business Park, Whitfield
Other - Outside Survey Area
Others
Internet - Delivery
Internet - Click \& Collect
Catalogue / mail order
(Don't know / can't remember)
(Don't do this type of shopping)
Weighted base:
Sample:

| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.7 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $1.2 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.9 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $2.3 \%$ | 24 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $4.0 \%$ | 42 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.5 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $1.1 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.5 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $43.4 \%$ | 448 | $36.0 \%$ | 13 | $39.0 \%$ | 6 | $52.8 \%$ | 4 | $38.1 \%$ | 3 | $35.0 \%$ | 12 | $26.3 \%$ | 9 | $40.0 \%$ | 56 |
| $0.4 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.4 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $6.7 \%$ | 69 | $5.4 \%$ | 2 | $1.0 \%$ | 0 | $1.9 \%$ | 0 | $1.8 \%$ | 0 | $0.9 \%$ | 0 | $8.1 \%$ | 3 | $11.0 \%$ | 15 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 1032 |  | 37 |  | 15 |  | 8 |  | 9 |  | 34 |  | 34 |  | 141 |
| 1028 |  | 67 |  | 71 |  | 73 |  | 76 |  | 66 |  | 74 |  | 68 |  |

$\begin{array}{llllllll}\text { Total Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q17 Where did you last undertake your household's shopping for glassware, tableware, jewellery, watches and clocks?
Those that said 'Glassware, tableware, jewellery, watches and clocks' at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury City Centre | $9.7 \%$ | 77 | $40.6 \%$ | 9 | $31.4 \%$ | 3 | $33.1 \%$ | 2 | $51.6 \%$ | 3 | $21.6 \%$ | 6 | $42.0 \%$ | 8 | $12.7 \%$ | 13 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sturry Road Retail Parks, | $0.9 \%$ | 7 | $11.0 \%$ | 2 | $1.5 \%$ | 0 | $11.4 \%$ | 1 | $9.1 \%$ | 1 | $1.2 \%$ | 0 | $6.6 \%$ | 1 | $0.0 \%$ | 0 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury

| Other - Zone 2 <br> Zone 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Barham Village Centre       <br> Bridge Village Centre <br> Zone 4 $0.0 \%$ 0 $0.0 \%$ 0 $0.0 \%$ 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Hersden Village Centre <br> Zone 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Canterbury Garden Centre,
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 0 | 16.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 2 |
| Broadstairs Town Centre | 0.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 3.9\% | 4 |
| Margate Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 2 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 5 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 7.3\% | 58 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 11.6\% | 3 | 0.0\% | 0 | 45.3\% | 47 |
| $\text { Other - Zone } 7$ $\text { Zone } 8$ | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.3\% | 3 | 0.0\% | 0 | 4.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 |
| Folkstone Town Centre | 2.2\% | 18 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 1 | 0.0\% | 0 |
| Other - Zone 11 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 1.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 0.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 7.0\% | 56 | 4.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.6\% | 5 | 0.0\% | 0 | 3.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12

## Zone 13

New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury

| $0.4 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Works, Smallhythe Road, Tenterden

Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Maidstone Town Centre | $3.0 \%$ | 24 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Hempstead Valley, Gillingham

| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Extra, Courteney Road, Gillingham | 2.3\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 1.2\% | 10 | 2.5\% | 1 | 1.5\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 3.9\% | 4 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 7.0\% | 56 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 1.0\% | 8 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 2.7\% | 22 | 0.0\% | 0 | 2.4\% | 0 | 3.6\% | 0 | 1.1\% | 0 | 10.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Royal Tunbridge Wells Town Centre | 0.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 2.9\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.1\% | 9 | 7.2\% | 2 | 2.4\% | 0 | 1.4\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 19.5\% | 155 | 16.4\% | 4 | 11.8\% | 1 | 24.3\% | 1 | 9.7\% | 1 | 14.2\% | 4 | 16.5\% | 3 | 15.6\% | 16 |
| Internet - Click \& Collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Catalogue / mail order | 1.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 9.7\% | 77 | 9.8\% | 2 | 22.0\% | 2 | 16.0\% | 1 | 12.7\% | 1 | 10.6\% | 3 | 8.6\% | 2 | 9.4\% | 10 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 797 |  | 22 |  | 10 |  | 5 |  | 6 |  | 26 |  | 19 |  | 103 |
| Sample: |  | 720 |  | 38 |  | 44 |  | 46 |  | 53 |  | 46 |  | 42 |  | 54 |

## Q18 Where did you last undertake your household's shopping for bulky electrical goods such as washing machines, fridge freezers,

 cookers and dishwashers?Those that said 'Bulky electrical goods' at Q13
Zone 1

| Asda, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 3.4\% | 35 | 14.5\% | 4 | 15.9\% | 2 | 6.8\% | 1 | 23.6\% | 2 | 18.4\% | 6 | 16.4\% | 4 | 1.1\% | 2 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 6.9\% | 70 | 27.3\% | 8 | 36.7\% | 6 | 48.5\% | 4 | 29.4\% | 2 | 18.7\% | 6 | 27.9\% | 8 | 3.6\% | 5 |
| Sturry Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.8\% | 8 | 5.6\% | 2 | 5.5\% | 1 | 2.0\% | 0 | 0.0\% | 0 | 4.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Meadow Grange Nursery, Honey Hill, Blean | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Garden Centre, Herne Common, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 0 | 1.9\% | 1 | 1.1\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.3\% | 3 | 0.0\% | 0 | 5.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.5\% | 2 | 0.0\% | 0 |
| Other - Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 2.7\% | 0 | 12.8\% | 4 | 1.4\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.1\% | 7 |
| Margate Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 3 |
| Minster-in-Thanet Village | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Minster-in-Thanet Village Centre

|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ramsgate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 6.5\% | 66 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 2 | 2.5\% | 1 | 36.3\% | 52 |
| Other - Zone 7 <br> Zone 8 | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 2.5\% | 4 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 8 Zone 9 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 <br> Zone 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheriton Village Centre | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.9\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 2.5\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 2.6\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.1\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 4.0\% | 41 | 1.8\% | 1 | 1.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 4.4\% | 44 | 0.0\% | 0 | 1.0\% | 0 | 1.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Hythe Road, Willesborough, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 12 \\ & \text { Zone } 13 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New Romney Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 13 <br> Zone 14 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Barker Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Will Adams Way, Gillingham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 0.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Retail Park, Ambley Road, Gillingham | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 1.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 1.8\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Hempstead Valley, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 1.1\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 |
| Central London | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 3.6\% | 36 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
|  <br> Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Royal Tunbridge Wells Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 1.7\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 36.3\% | 368 | 40.5\% | 12 | 34.4\% | 5 | 31.4\% | 2 | 32.6\% | 2 | 32.7\% | 11 | 24.9\% | 7 | 35.2\% | 51 |
| Internet - Click \& Collect | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.9\% | 1 |
| Catalogue / mail order | 2.0\% | 20 | 5.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| (Don't know / can't remember) | 7.5\% | 76 | 4.7\% | 1 | 0.0\% | 0 | 1.0\% | 0 | 7.6\% | 1 | 3.8\% | 1 | 9.9\% | 3 | 12.0\% | 17 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1014 |  | 29 |  | 15 |  | 7 |  | 8 |  | 34 |  | 27 |  | 144 |
| Sample: |  | 977 |  | 56 |  | 73 |  | 72 |  | 68 |  | 66 |  | 61 |  | 79 |

$\begin{array}{llllllll}\text { Total Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q19 Where did you last undertake your household's shopping for non-bulky electrical goods such as TVs, Hi-Fi and computers? Those that said 'Non-bulky electrical goods' at Q13

Zone 1

| Asda, Sturry Road, | $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  | 0 |  |  |  |  |
| Canterbury City Centre | $3.2 \%$ | 31 | $18.4 \%$ | 7 | $19.0 \%$ | 2 | $9.4 \%$ | 1 | $17.7 \%$ | 1 | $15.6 \%$ | 5 | $10.8 \%$ | 3 | $0.0 \%$ |
| Sainsbury's Superstore, | $0.1 \%$ | 1 | $0.9 \%$ | 0 | $1.3 \%$ | 0 | $1.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| Sturry Road Retail Parks, | $5.9 \%$ | 58 | $26.1 \%$ | 10 | $42.7 \%$ | 5 | $43.3 \%$ | 3 | $41.4 \%$ | 3 | $31.5 \%$ | 11 | $25.6 \%$ | 6 | $0.8 \%$ | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

## Sturry Village Centre

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.6 \%$ | 1 | $1.2 \%$ | 0 | $0.0 \%$ | 0 |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $1.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.6 \%$ | 6 | $2.0 \%$ | 1 | $9.3 \%$ | 1 | $3.5 \%$ | 0 | $0.0 \%$ | 0 | $4.1 \%$ | 1 | $1.2 \%$ | 0 | $0.0 \%$ | 0 |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  | Stour Business Park,

Ashford Road, Nr
Canterbury
Other - Zone 2
Zone 3
Barham Village Centre
Bridge Village Centre
Zone 4
Hersden Village Centre
Zone 5
Canterbury Garden Centre
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| B\&Q, Thanet Way, <br> Chestfield, Whitstable | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Faversham Road, Seasalter <br> Herne Bay Road / St Johns <br> Road / Swalecliffe | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Herne Bay Town Centre | $0.5 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $12.3 \%$ | 4 | $1.6 \%$ | 0 | $0.0 \%$ | 0 |
| Sainsbury's Superstore, <br> Reeves Way, Whitstable | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Tankerton Road, Tankerton | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Tesco Extra, Millstrood <br> Road, Whitstable | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.6 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Zone 6 <br> Zone 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Asda, Westwood Road, <br> $\quad$ Broadstairs | $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 |
| Broadstairs Town Centre <br> Margate Town Centre | $0.5 \%$ | 5 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 4 |
| Minster-in-Thanet Village <br> $\quad$ Centre | $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.7 \%$ | 3 |
| Ramsgate Town Centre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 5.8\% | 57 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 3.8\% | 1 | 1.2\% | 0 | 34.7\% | 43 |
| Other - Zone 7 <br> Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 9$ $\text { Zone } 10$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheriton Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.9\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 2.4\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 2.7\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.1\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 |
| Ashford Retail Park, Ashford | 3.4\% | 34 | 0.0\% | 0 | 1.3\% | 0 | 2.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 3.7\% | 37 | 0.0\% | 0 | 3.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Works, Smallhythe Road, Tenterden

Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Maidstone Town Centre | $4.1 \%$ | 40 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.3 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

## Hempstead Valley,

 Gillingham| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Extra, Courteney Road, Gillingham | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 2.5\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.8\% | 1 |
| Central London | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 4.5\% | 44 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& | $0.0 \%$ | 0 | 0.0\% |  | . $0 \%$ | 0 | 0.0\% |  | .0\% | 0 | . $0 \%$ | 0 | \% |  |  |  |

Lakeside Retail Park \&
Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre
South Aylesford Retail Park,
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
White Cliffs Business Park, Whitfield
Other - Outside Survey Area
Others
Other
Internet - Delivery
Internet - Click \& Collect
Catalogue / mail order
(Don't know / can't remember)
(Don't do this type of shopping)
Weighted base:
Sample:

## Total Zone 1 Zone 2 Zone 3 Zone $4 \quad$ Zone 5 $\quad$ Zone 6 <br> Zone 7

Q20 Where did you last undertake your household's shopping for toys / sports goods?
Those that said 'Toys / sports goods' at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury City Centre | $7.3 \%$ | 61 | $38.0 \%$ | 9 | $40.8 \%$ | 4 | $25.3 \%$ | 2 | $36.7 \%$ | 2 | $26.6 \%$ | 7 | $21.1 \%$ | 4 | $1.8 \%$ | 2 |
| Sansbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sturry Road Retail Parks, | $1.6 \%$ | 14 | $5.9 \%$ | 1 | $5.7 \%$ | 1 | $14.0 \%$ | 1 | $22.3 \%$ | 1 | $1.5 \%$ | 0 | $6.3 \%$ | 1 | $0.0 \%$ | 0 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury

| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Zone 5
Canterbury Garden Centre
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.6\% | 5 | 0.0\% | 0 | 2.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 15.2\% | 4 | 1.6\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 3 |
| Margate Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 | 8.0\% | 1 | 1.1\% | 1 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 5 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 7.0\% | 58 | 1.4\% | 0 | 4.3\% | 0 | 1.2\% | 0 | 17.4\% | 1 | 8.8\% | 2 | 5.8\% | 1 | 36.3\% | 33 |
| Other - Zone 7 <br> Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.6\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 9$ $\text { Zone } 10$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheriton Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 2.9\% | 24 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 1.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 |
| Ashford Retail Park, Ashford | 3.6\% | 30 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 5 |
| Ashford Town Centre | 7.2\% | 60 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12

## Zone 13

New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury
Works, Smallhythe Road, Tenterden
Other - Zone 13
Zone 14
$\mathrm{B} \& \mathrm{Q}$, Barker Road,
Maidstone
Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gillingham
Gillingham Town Centre
Hempstead Valley Shopping
Centre, Hempstead, Gillingham
$\begin{array}{lllllllllllllllll} & 5.9 \% & 49 & 0.0 \% & 0 & 0.0 \% & 0 & 1.2 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ \text { Maidstone Town Centre } & 0.3 \% & 3 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ \text { Sainsbury's Superstore, } & 0 & \end{array}$

## Hempstead Valley,

 Gillingham| Staplehurst Village Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Tesco Extra, Courteney <br> Road, Gillingham | $0.3 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Zone 14 | $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Outside Survey Area | $0.5 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ | 0 | $0.0 \%$ | 0 |
| Abroad | $1.1 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Asda, Maidstone Road, <br> Chatham | $2.5 \%$ | 20 | $1.8 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Bluewater Shopping Centre, <br> Greenhithe | $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Central London | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Lakeside Retail Park \&
Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre

| South Aylesford Retail Park, Maidstone | 2.1\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.4\% | 11 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 26.7\% | 222 | 29.2\% | 7 | 27.8\% | 3 | 35.7\% | 2 | 16.0\% | 1 | 31.4\% | 9 | 27.4\% | 5 | 21.5\% | 19 |
| Internet - Click \& Collect | 1.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 1 | 0.0\% | 0 |
| Catalogue / mail order | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 |
| (Don't know / can't remember) | 11.3\% | 94 | 16.8\% | 4 | 6.8\% | 1 | 7.8\% | 0 | 3.8\% | 0 | 9.9\% | 3 | 12.8\% | 2 | 22.1\% | 20 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 831 |  | 23 |  | 10 |  | 6 |  | 6 |  | 27 |  | 19 |  | 91 |
| Sample: |  | 724 |  | 39 |  | 48 |  | 53 |  | 46 |  | 46 |  | 40 |  | 41 |

Weighted base: $724 \quad 39$
$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone } 2 & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

## Q21 Where did you last undertake your household's shopping for DIY and garden products?

Those that said 'DIY and garden products' at Q13
Zone 1

| Asda, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 3.4\% | 36 | 30.7\% | 9 | 21.8\% | 3 | 16.6\% | 1 | 41.0\% | 4 | 2.3\% | 1 | 4.9\% | 1 | 0.7\% | 1 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, | 4.3\% | 46 | 36.5\% | 10 | 37.8\% | 6 | 48.5\% | 4 | 33.8\% | 3 | 12.1\% | 5 | 0.0\% | 0 | 0.7\% | 1 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

## Sturry Village Centre

Tesco Metro, Whitefriars

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.2 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Shopping Centre, Gravel Walk, Canterbury

Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury

| Other - Zone 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.6 \%$ | 0 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |$\quad$|  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Barham Village Centre |  |  |  |  |  |  |  |

Zone 5

| Canterbury Garden Centre, Herne Common, Herne Bay | 0.3\% | 3 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.4\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.9\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury Road, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 1.2\% | 0 | 6.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 2.2\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 0 | 9.4\% | 4 | 54.9\% | 15 | 0.0\% | 0 |
| Other - Zone 5 Zone 6 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Thanet Way, Chestfield, Whitstable | 0.9\% | 10 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 4 | 10.9\% | 3 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 1.8\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 3.0\% | 0 | 41.0\% | 17 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 7.5\% | 2 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.9\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.4\% | 9 |
| Margate Town Centre | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 5 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 6 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 8.2\% | 86 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 1.3\% | 1 | 2.1\% | 1 | 53.5\% | 76 |
| $\begin{aligned} & \text { Other - Zone } 7 \\ & \text { Zone } 8 \end{aligned}$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 |
| Archers Low Nursery, Ash Road, Sandwich | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 Zone 9 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 1.4\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 3.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.5\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 3.0\% | 32 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 2.9\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 2.9\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 3.3\% | 35 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.3\% | 3 | 0.0\% | 0 | 1.6\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 3.6\% | 38 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 4.8\% | 51 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury
Works, Smallhythe Road, Tenterden
Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham

|  | $4.6 \%$ | 48 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Maidstone Town Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sainsbury's Superstore, | 0.0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Hempstead Valley,

 Gillingham| Staplehurst Village Centre | $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Tesco Extra, Courteney <br> Road, Gillingham | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Zone 14 | $1.6 \%$ | 17 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Outside Survey Area | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Abroad | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Asda, Maidstone Road, <br> Chatham | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Bluewater Shopping Centre, <br> Greenhithe | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.7 \%$ | 0 | $0.0 \%$ | 0 |
| Central London | $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Lakeside Retail Park \&
Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre

| South Aylesford Retail Park, | $2.4 \%$ | 25 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $\quad$Maidstone |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Strood Town Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| Tesco Extra, Lunsford Park, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Aylesford |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| White Cliffs Business Park | $2.9 \%$ | 31 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| White Cliffs Business Park, Whitfield | 2.9\% | 31 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Other - Outside Survey Area Others | 1.3\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 8.4\% | 88 | 5.9\% | 2 | 10.3\% | 2 | 4.6\% | 0 | 0.8\% | 0 | 2.3\% | 1 | 5.6\% | 2 | 11.1\% | 16 |
| Internet - Click \& Collect | 0.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Catalogue / mail order | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 10.4\% | 110 | 2.7\% | 1 | 3.9\% | 1 | 2.3\% | 0 | 2.3\% | 0 | 2.4\% | 1 | 7.8\% | 2 | 17.9\% | 25 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1053 |  | 28 |  | 16 |  | 8 |  | 9 |  | 41 |  | 28 |  | 142 |
| Sample: |  | 1062 |  | 53 |  | 77 |  | 79 |  | 77 |  | 79 |  | 68 |  | 75 |

Q22 How does your household normally travel when undertaking shopping for non-food goods?
Not those that said '(Haven't bought any of these goods within the last 10 years)' at Q13

| Car (driver) | 71.7\% | 980 | 40.9\% | 21 | 65.7\% | 13 | 85.2\% | 8 | 74.6\% | 8 | 80.0\% | 39 | 70.0\% | 30 | 82.3\% | 150 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Car (passenger in friend's / relative's car) | 8.7\% | 119 | 10.9\% | 6 | 15.7\% | 3 | 5.8\% | 1 | 3.6\% | 0 | 7.7\% | 4 | 7.5\% | 3 | 11.6\% | 21 |
| Bus / coach | 4.5\% | 62 | 7.9\% | 4 | 8.6\% | 2 | 7.6\% | 1 | 14.3\% | 2 | 8.4\% | 4 | 8.7\% | 4 | 4.4\% | 8 |
| Train | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Taxi | 2.0\% | 27 | 3.2\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.6\% | 1 |
| Walk | 4.7\% | 65 | 23.6\% | 12 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 1 | 4.4\% | 2 | 0.6\% | 1 |
| Bicycle | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Moped / motorcycle | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Disability vehicle (scooter, wheelchair etc.) | 0.1\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Not applicable (goods delivered) | 5.7\% | 77 | 7.8\% | 4 | 2.8\% | 1 | 0.0\% | 0 | 3.7\% | 0 | 0.9\% | 0 | 5.8\% | 3 | 0.6\% | 1 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park \& Ride | 0.0\% | 1 | 0.8\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 1.8\% | 25 | 2.0\% | 1 | 3.6\% | 1 | 1.5\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| (Don't ever buy non-food goods) | 0.2\% | 3 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1367 |  | 51 |  | 19 |  | 10 |  | 11 |  | 49 |  | 44 |  | 183 |
| Sample: |  | 1370 |  | 94 |  | 98 |  | 96 |  | 98 |  | 98 |  | 99 |  | 100 |

## Q23 Which of the following activities do you or members of your household normally undertake? [MR/PR]

| Visit health \& fitness clubs | 23.5\% | 329 | 17.8\% | 9 | 20.4\% | 4 | 23.8\% | 2 | 28.5\% | 3 | 16.3\% | 8 | 17.4\% | 8 | 29.1\% | 54 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Visit the cinema | 56.7\% | 795 | 42.0\% | 22 | 43.2\% | 9 | 47.6\% | 5 | 48.6\% | 5 | 53.1\% | 26 | 38.4\% | 17 | 53.9\% | 99 |
| Play ten-pin bowling | 18.5\% | 260 | 9.9\% | 5 | 2.8\% | 1 | 10.0\% | 1 | 13.6\% | 2 | 15.2\% | 8 | 7.5\% | 3 | 11.0\% | 20 |
| Visit restaurants | 72.2\% | 1013 | 77.5\% | 41 | 68.6\% | 14 | 68.9\% | 7 | 60.3\% | 7 | 72.1\% | 36 | 71.3\% | 32 | 77.4\% | 142 |
| Visit cafes | 54.7\% | 768 | 40.8\% | 22 | 61.7\% | 12 | 55.1\% | 5 | 46.5\% | 5 | 58.1\% | 29 | 50.3\% | 23 | 65.9\% | 121 |
| Visit pubs / bars | 48.5\% | 680 | 43.5\% | 23 | 46.8\% | 9 | 51.5\% | 5 | 33.5\% | 4 | 40.2\% | 20 | 46.2\% | 21 | 46.7\% | 86 |
| Play bingo | 8.6\% | 120 | 5.0\% | 3 | 5.1\% | 1 | 1.7\% | 0 | 9.8\% | 1 | 5.1\% | 3 | 4.1\% | 2 | 14.0\% | 26 |
| Visit casinos | 3.5\% | 49 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.3\% | 1 | 3.8\% | 2 | 1.9\% | 1 | 8.8\% | 16 |
| Visit nightclubs | 4.9\% | 68 | 3.1\% | 2 | 0.0\% | 0 | 3.7\% | 0 | 4.0\% | 0 | 1.9\% | 1 | 1.9\% | 1 | 0.6\% | 1 |
| Visit soft play / trampoline centres | 15.7\% | 220 | 6.4\% | 3 | 10.8\% | 2 | 9.4\% | 1 | 14.6\% | 2 | 11.1\% | 5 | 14.6\% | 7 | 8.4\% | 15 |
| Visit theatres | 42.5\% | 597 | 49.8\% | 26 | 60.9\% | 12 | 53.5\% | 5 | 43.9\% | 5 | 48.5\% | 24 | 45.5\% | 21 | 41.9\% | 77 |
| Visit art galleries / museums | 26.8\% | 375 | 29.0\% | 15 | 31.9\% | 6 | 29.4\% | 3 | 32.8\% | 4 | 30.7\% | 15 | 31.6\% | 14 | 33.6\% | 62 |
| Visit escape rooms | 5.7\% | 80 | 3.7\% | 2 | 3.5\% | 1 | 3.8\% | 0 | 4.8\% | 1 | 6.0\% | 3 | 6.1\% | 3 | 5.3\% | 10 |
| Visit events and festivals | 23.9\% | 335 | 21.6\% | 11 | 19.2\% | 4 | 27.9\% | 3 | 23.0\% | 3 | 28.6\% | 14 | 22.1\% | 10 | 22.9\% | 42 |
| (None of these) | 8.9\% | 125 | 13.1\% | 7 | 3.1\% | 1 | 13.2\% | 1 | 12.1\% | 1 | 11.8\% | 6 | 9.1\% | 4 | 5.4\% | 10 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

Q24 Where do you or members of your household most frequently go to visit health and fitness clubs? Those that said 'Visit health \& fitness clubs' at Q23

Zone 1

| Canterbury City Centre | 2.7\% | 9 | 18.7\% | 2 | 48.1\% | 2 | 25.4\% | 1 | 31.9\% | 1 | 14.4\% | 1 | 18.8\% | 1 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury Sport and Fitness Centre, New Dover Road, Canterbury | 0.3\% | 1 | 0.0\% | 0 | 3.8\% | 0 | 19.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 0 | 0.0\% |
| DW Sports Fitness, Maybrook Retail Park, Vauxhall Road, Canterbury | 1.3\% | 4 | 3.4\% | 0 | 3.8\% | 0 | 11.1\% | 0 | 17.5\% | 1 | 6.4\% | 1 | 27.5\% | 2 | 0.0\% |
| Kingsmead Leisure Centre, Kingsmead Road, Canterbury | 2.1\% | 7 | 41.7\% | 4 | 13.6\% | 1 | 14.6\% | 0 | 10.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Lifestyle Fitness Canterbury, The Canterbury Campus, Canterbury | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 6.0\% | 0 | 0.0\% |
| PureGym Canterbury, <br> Marshwood Close Retail <br> Park, Canterbury | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 21.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sturry Road Retail Parks, | 0.1\% | 0 | 0.0\% | 0 | 4.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | Canterbury (includes

Canterbury Retail Park,
Maybrook Retail Park \&
Stour Retail Park)
Sturry Village Centre
Wincheap Retail Area,
Canterbury

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.1 \%$ | 0 | $3.4 \%$ | 0 | $3.8 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  | 0 | $0.0 \%$ |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Other - Zone 2
Zone 3
Barham Village Centre
Bridge Village Centre
Zone 4
Hersden Village Centre
Zone 5
Canterbury Road, Herne Bay
Eddington Business Park,
Herne Bay

Herons Leisure Centre,
William Street, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Zone 6
Faversham Road, Seasalter
Herne Bay Road / St Johns Road / Swalecliffe
Herne Bay Town Centre
Tankerton Road, Tankerton
Other - Zone 6
Zone 7
Broadstairs Town Centre
Margate Town Centre
Minster-in-Thanet Village Centre
Ramsgate Town Centre
Westwood Cross Shopping Centre \& Retail Parks /
Broadstairs Retail Park /
East Kent Retail Park (all at Broadstairs)
Other - Zone 7

## Zone 8

Littlebourne Village Centre
Sandwich Town Centre
Wingham Village Centre
Zone 9

| $0.7 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.4 \%$ | 2 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.7 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aylesham Welfare Leisure Centre, Spinney Lane, Aylesham | 1.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 2.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 4.4\% | 14 | 0.0\% | 0 | 6.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 4.6\% | 15 | 0.0\% | 0 | 6.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 1.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 | 2.1\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 7.5\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 <br> Zone 12 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 8.1\% | 27 | 4.5\% | 0 | 0.0\% | 0 | 3.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bannatyne Health Club, Lower Terrace Eureka Leisure Park, Ashford | 1.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| New Romney Town Centre | 1.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 13 | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 2.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 10.3\% | 34 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 6.7\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 1.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 1.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 3.1\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 8.8\% | 29 | 17.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Weighted base: |  | 329 |  | 9 |  | 4 |  | 2 |  | 3 |  | 8 |  | 8 |  | 54 |
| Sample: |  | 280 |  | 14 |  | 17 |  | 22 |  | 19 |  | 19 |  | 16 |  | 28 |

## $\begin{array}{llllllll}\text { Total Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

## Q25 Where do you or members of your household most frequently go to visit the cinema?

Those that said 'Visit the cinema' at Q23

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Curzon Canterbury, Westgate Hall Road, Canterbury | 3.3\% | 26 | 37.8\% | 8 | 33.9\% | 3 | 28.5\% | 1 | 15.7\% | 1 | 3.8\% | 1 | 13.1\% | 2 | 2.7\% | 3 |
| Odeon, St. George's Place, Canterbury | 2.8\% | 22 | 41.0\% | 9 | 20.3\% | 2 | 25.6\% | 1 | 6.5\% | 0 | 0.0\% | 0 | 4.4\% | 1 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Gulbenkian Cinema, University of Kent at Canterbury, Canterbury | 0.5\% | 4 | 6.3\% | 1 | 12.8\% | 1 | 4.6\% | 0 | 1.2\% | 0 | 2.0\% | 1 | 5.5\% | 1 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Kavanagh Cinema, William Street, Herne Bay | 1.9\% | 15 | 5.7\% | 1 | 1.8\% | 0 | 0.0\% | 0 | 3.2\% | 0 | $37.2 \%$ | 10 | 12.8\% | 2 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Carlton Cinema, St. Mildreds Road, Westgate-On-Sea | 2.6\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 3.2\% | 0 | 1.2\% | 0 | 8.0\% | 1 | 16.2\% | 6 |
| Granville Theatre, Victoria Parade, Ramsgate | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 5 |
| The Palace Cinema, Harbour Street, Broadstairs | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 |
| Vue Cinema, Westwood Cross, Broadstairs | 18.1\% | 144 | 5.8\% | 1 | 8.2\% | 1 | 32.1\% | 2 | 67.7\% | 4 | 46.9\% | 12 | 42.2\% | 7 | 73.6\% | 73 |
| Other - Zone 7 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Empire Cinema Sandwich, Delf Street, Sandwich | 0.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cineworld, St. James Retail Park, Dover | 4.7\% | 37 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Silver Screen Cinema, Gaol Lane, Market Square, Dover | 0.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Silver Screen Cinema, Guildhall Street, Folkestone | 2.7\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| New Century, High Street, Sittingbourne | 1.3\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Royal Cinema, Market Place, Faversham | 2.4\% | 19 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 |
| The New Century Cinema, <br> High Street, Sittingbourne Zone 12 | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Picturehouse, Elwick Road, Ashford | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cineworld, Eureka <br> Entertainment Centre, Rutherford Road, Ashford | 19.2\% | 153 | 3.4\% | 1 | 21.2\% | 2 | 4.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 1 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Kino Cinema, Victoria Hall, Rye Road, Hawkhurst | 1.3\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 |
| Odeon, Leviathan Way, Maritime, Chatham | 6.8\% | 54 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Central London | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 |
| Cineworld, Medway Valley Leisure Park, Chariot Way, Rochester | 11.8\% | 94 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kino Cinema, Lion Street, Rye | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Movie Starr, Eastern Esplanade, Canvey Island | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Odeon, Knights Way, Tunbridge Wells | 1.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Odeon, Lockmeadow, Barker Road, Maidstone | 9.6\% | 77 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Showcase Cinema, Bluewater Parkway, Dartford | 1.8\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Others |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 3.4\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 9.0\% | 2 | 2.2\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 795 |  | 22 |  | 9 |  | 5 |  | 5 |  | 26 |  | 17 |  | 99 |
| Sample: |  | 663 |  | 39 |  | 45 |  | 45 |  | 39 |  | 49 |  | 40 |  | 49 |

## Q26 Where do you or members of your household most frequently go play ten pin bowling?

Those that said 'Play ten-pin bowling' at Q23

| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| MFA Bowl Whitstable, Tower Parade, Whitstable | 9.9\% | 26 | 26.4\% | 1 | 27.6\% | 0 | 17.0\% | 0 | 94.2\% | 1 | 88.9\% | 7 | 88.7\% | 3 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bugsy's Tenpin Bowling, Ethelbert Crescent, Cliftonville, Margate | 8.2\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 44.5\% | 0 | 0.0\% | 0 | 5.6\% | 0 | 0.0\% | 0 | 95.0\% | 19 |
| Other - Zone 7 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 1 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hollywood Bowl Ashford, Station Road, Ashford | 27.7\% | 72 | 67.3\% | 4 | 72.3\% | 0 | 9.6\% | 0 | 0.0\% | 0 | 5.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hollywood Bowl Maidstone, Lockmeadow Entertainment Centre, Maidstone | 16.3\% | 42 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lordswood Bowling Centre, Newton Close, Chatham | 2.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| MFA Bowl Chatham, Pentagon Shopping Centre, Chatham | 8.0\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hollywood Bowl Rochester, Medway Valley Leisure Park, Rochester | 25.3\% | 66 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 1.1\% | 3 | 6.2\% | 0 | 0.0\% | 0 | 28.9\% | 0 | 5.8\% | 0 | 0.0\% | 0 | 11.3\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 260 |  | 5 |  | 1 |  | 1 |  | 2 |  | 8 |  | 3 |  | 20 |
| Sample: |  | 148 |  | 8 |  | 3 |  | 8 |  | 8 |  | 12 |  | 7 |  | 7 |

## Q27 Where do you or members of your household most frequently go to visit a restaurant?

Those that said 'Visit restaurants' at Q23
Zone 1

| Canterbury City Centre | 13.9\% | 141 | 83.7\% | 35 | 65.7\% | 9 | 57.8\% | 4 | 50.8\% | 3 | 25.0\% | 9 | 13.0\% | 4 | 1.6\% | 2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.3\% | 3 | 0.0\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broad Oak Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury Road, Herne Bay | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 2.1\% | 22 | 1.3\% | 1 | 0.0\% | 0 | 1.4\% | 0 | 5.5\% | 0 | 42.9\% | 5 | 0.9\% | 0 | 3.6\% | 5 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Road, Seasalter | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 3.1\% | 31 | 0.0\% | 0 | 2.2\% | 0 | 5.4\% | 0 | 2.6\% | 0 | 8.1\% | 3 | 69.3\% | 22 | 1.6\% | 2 |
| Other - Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broadstairs Town Centre | 2.7\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 2.4\% | 1 | 17.9\% | 25 |
| Margate Town Centre | 1.6\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.7\% | 17 |
| Minster-in-Thanet Village Centre | 1.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.2\% | 7 |
| Ramsgate Town Centre | 2.9\% | 29 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 20.4\% | 29 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 3.9\% | 40 | 0.0\% | 0 | 1.5\% | 0 | 3.3\% | 0 | 9.1\% | 1 | 5.2\% | 2 | 2.1\% | 1 | 17.3\% | 25 |
| Other - Zone 7 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 2 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.6\% | 6 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 |
| Wingham Village Centre | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 3.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deal Town Centre | 2.2\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 3.4\% | 35 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 |
| Other - Zone 9 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 4.4\% | 44 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 1.5\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandgate Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Other - Zone 10
Zone 11

|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Town Centre | 1.7\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 1.2\% | 12 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Other - Zone 11 <br> Zone 12 | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 4.5\% | 45 | 1.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chilham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 <br> Zone 13 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New Romney Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Smarden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre | 1.9\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 13 | 0.4\% | 4 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 0.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 1.7\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 8.7\% | 88 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rainham Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area <br> Bluewater Shopping Centre, Greenhithe | 2.3\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 2.5\% | 25 | 3.4\% | 1 | 1.8\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 1.5\% | 1 | 3.0\% | 1 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 1.3\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 2.9\% | 30 | 0.8\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 21.6\% | 219 | 4.8\% | 2 | 22.2\% | 3 | 10.8\% | 1 | 9.0\% | 1 | 7.6\% | 3 | 8.4\% | 3 | 17.2\% | 24 |
| Weighted base: |  | 1013 |  | 41 |  | 14 |  | 7 |  | 7 |  | 36 |  | 32 |  | 142 |
| Sample: |  | 979 |  | 78 |  | 71 |  | 69 |  | 57 |  | 72 |  | 73 |  | 77 |

$\begin{array}{llllllll}\text { Total } & \text { Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone 4 } & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q28 Where do you or members of your household most frequently go to visit a cafe? Those that said 'Visit cafes' at Q23

Zone 1

| Canterbury City Centre | $9.6 \%$ | 74 | $76.3 \%$ | 17 | $72.8 \%$ | 9 | $73.4 \%$ | 4 | $59.9 \%$ | 3 | $15.5 \%$ | 4 | $8.4 \%$ | 2 | $2.2 \%$ |  |
| :--- | :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| Sturry Road Retail Parks, | $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ | 0 | $1.5 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Canterbury (includes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Other - Zone 10
Zone 11

| Faversham Town Centre | 1.4\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.6\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 7.6\% | 59 | 0.0\% | 0 | 6.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chilham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| New Romney Town Centre | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Smarden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre | 1.5\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 13 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 3.2\% | 25 | 0.0\% | 0 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 1.4\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 2.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 8.1\% | 62 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rainham Town Centre | 3.1\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 1.3\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 1.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 0.7\% | 6 | 6.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 1.4\% | 2 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 2.1\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 17.3\% | 133 | 9.6\% | 2 | 8.7\% | 1 | 9.3\% | 1 | 13.2\% | 1 | 6.7\% | 2 | 14.8\% | 3 | 14.5\% | 18 |
| Weighted base: |  | 768 |  | 22 |  | 12 |  | 5 |  | 5 |  | 29 |  | 23 |  | 121 |
| Sample: |  | 725 |  | 42 |  | 62 |  | 51 |  | 43 |  | 53 |  | 55 |  | 64 |

## Q29 Where do you or members of your household most frequently go to visit a pub or bar?

 Those that said 'Visit pubs / bars' at Q23Zone 1

| Canterbury City Centre | 8.9\% | 60 | 76.1\% | 18 | 50.2\% | 5 | 35.3\% | 2 | 65.4\% | 2 | 31.5\% | 6 | 10.8\% | 2 | 4.6\% | 4 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| St Dunstans, Canterbury | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.1\% | 1 | 1.4\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.1\% | 1 | 0.0\% | 0 | 6.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.2\% | 1 | 1.4\% | 0 | 1.6\% | 0 | 18.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 3 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broad Oak Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury Road, Herne Bay | 0.1\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 2.3\% | 15 | 0.0\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 48.9\% | 10 | 0.0\% | 0 | 6.0\% | 5 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 2.3\% | 15 | 0.0\% | 0 | 4.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.8\% | 1 | 65.1\% | 14 | 0.0\% | 0 |
| Other - Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broadstairs Town Centre | 4.4\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 1 | 34.3\% | 29 |
| Margate Town Centre | 1.3\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 0 | 9.9\% | 9 |
| Minster-in-Thanet Village Centre | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 |
| Ramsgate Town Centre | 3.5\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 27.8\% | 24 |
| Westwood Cross Shopping | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 7 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.6\% | 4 | 1.4\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 10.1\% | 1 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deal Town Centre | 2.8\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 2.6\% | 18 | 0.0\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 4.9\% | 33 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 1.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandgate Village Centre | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Other - Zone 10
Zone 11

| Faversham Town Centre | 3.0\% | 21 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Minster Village Centre, Isle of Sheppey | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 3.7\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 11$ $\text { Zone } 12$ | 0.9\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 5.1\% | 34 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chilham Village Centre | 0.5\% | 4 | 0.0\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 12$ $\text { Zone } 13$ | 0.8\% | 5 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New Romney Town Centre | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Smarden Village Centre | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre | 1.6\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 13 | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 2.9\% | 19 | 0.0\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 1.6\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 7.8\% | 53 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rainham Town Centre | 2.8\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 3.5\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 1.6\% | 11 | 1.8\% | 0 | 0.0\% | 0 | 9.1\% | 0 | 5.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 4.4\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 2.3\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 15.1\% | 103 | 13.1\% | 3 | 13.3\% | 1 | 7.1\% | 0 | 4.7\% | 0 | 12.8\% | 3 | 9.6\% | 2 | 14.7\% | 13 |
| Weighted base: |  | 680 |  | 23 |  | 9 |  | 5 |  | 4 |  | 20 |  | 21 |  | 86 |
| Sample: |  | 606 |  | 39 |  | 45 |  | 48 |  | 31 |  | 39 |  | 42 |  | 45 |

## Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7

## Q30 Where do you or members of your household most frequently go to play bingo?

Those that said 'Play bingo' at Q23

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Other - Zone 1 | 0.7\% | 1 | 32.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 4 Zone 5 | 0.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 30.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Connaught Bingo \& Social Club, Central Parade, Herne Bay | 3.2\% | 4 | 0.0\% | 0 | 54.7\% | 1 | 0.0\% | 0 | 12.3\% | 0 | 50.0\% |  | 00.0\% | 2 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Beacon Bingo, Marine Terrace, Margate | 0.3\% | 0 | 12.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mecca Bingo, Westwood Cross, Broadstairs | 31.4\% | 38 | 55.0\% | 1 | 0.0\% | 0 | 56.5\% | 0 | 47.0\% | 1 | 33.3\% | 1 | 0.0\% |  | 00.0\% | 26 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 8 Zone 9 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Buzz Bingo, Biggin Street, Dover | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\text { Other - Zone } 10$ $\text { Zone } 11$ | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kings Bingo, Broadway, Sheerness | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mecca Bingo, High Street, Sittingbourne | 4.1\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mecca Bingo, High Street, Ashford | 1.4\% | 2 | 0.0\% | 0 | 15.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buzz Bingo, High Street, Chatham | 16.4\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Buzz Bingo, Lower Stone Street, Maidstone | 11.9\% | 14 | 0.0\% | 0 | 15.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buzz Bingo, Medway Valley Leisure Park, Rochester | 20.1\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rio Bingo, Furtherwick Road, Canvey Island | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 3.8\% | 5 | 0.0\% | 0 | 15.1\% | 0 | 43.4\% | 0 | 9.9\% | 0 | 16.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 120 |  | 3 |  | 1 |  | 0 |  | 1 |  | 3 |  | 2 |  | 6 |
| Sample: |  | 69 |  | 5 |  | 6 |  | 2 |  | 7 |  | 6 |  | 2 |  | 7 |

Q31 Where do you or members of your household most frequently go to visit a casino?
Those that said 'Visit casinos' at Q23
Zone 7

| Genting Casino Margate, Zion Place, Margate | 10.3\% |  | 00.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 27.7\% | 1 | 0.0\% | 0 | 12.5\% | 2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Grosvenor Casino, Westwood Cross, Broadstairs | 67.1\% | 33 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 86.8\% | 1 | 55.3\% |  | 00.0\% | 1 | 87.5\% | 14 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 22.6\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.2\% | 0 | 17.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 49 |  | 2 |  | 0 |  | 0 |  | 1 |  | 2 |  | 1 |  | 16 |
| Sample: |  | 30 |  | 1 |  | 0 |  | 0 |  | 6 |  | 4 |  | 2 |  | 7 |

## Q32 Where do you or members of your household most frequently go to visit nightclubs?

Those that said 'Visit nightclubs' at Q23

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 27.3\% | 19 100.0\% |  | 2 | 0.0\% | 0 100.1\% |  | 0 100.0\% |  | 0 100.1\% |  | 0 | $\begin{aligned} & 0.0 \% \\ & 0.0 \% \end{aligned}$ | 0 | 0.0\% | 00 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  |  | 0 | 0.0\% |  |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broad Oak Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broadstairs Town Centre | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 55.3\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 00.0\% | 1 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandgate Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Zone 11

| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 <br> Zone 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 6.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chilham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| New Romney Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Smarden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 45.1\% | 31 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rainham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 6.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 44.7\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 13.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 68 |  | 2 |  | 0 |  | 0 |  | 0 |  | 1 |  | 1 |  | 1 |
| Sample: |  | 25 |  | 1 |  | 0 |  | 1 |  | 2 |  | 2 |  | 2 |  | 1 |

## Q33 Where do you or members of your household most frequently go to visit soft play / trampoline centres?

Those that said 'Visit soft play / trampoline centres' at Q23
Zone 1

| Aire Trampoline Club, Cotton Road, Canterbury | 0.2\% | 0 | 0.0\% | 0 | 7.1\% | 0 | 24.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 0.1\% | 0 | 0.0\% | 0 | 11.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Play Islands, Simmonds Road, Canterbury | 2.1\% | 5 | 22.3\% | 1 | 22.2\% | 0 | 10.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Big Fun House, Ashford Road, Chartham, Canterbury | 4.8\% | 11 | 52.5\% | 2 | 42.9\% | 1 | 39.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.2\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.1\% | 0 | 0.0\% | 0 | 7.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bay Sports Arena, Bullockstone Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herons Leisure Centre, William Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Playzone, Eddington Business Park, Herne Bay | 3.5\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 67.7\% | 4 | 59.0\% | 4 | 0.0\% | 0 |
| The Hippodrome, King's Road, Herne Bay | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 17.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Active Life, Amphenol Complex, Thanet Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Snappy's, Millstrood Road, Whitstable | 0.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.8\% | 0 | 0.0\% | 0 |
| Whistable Sports Centre, Bellevue Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 7 <br> Zone 10 | 4.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 12.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 66.7\% | 10 |
| Folkestone Town Centre | 1.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kidz Planet, Centurion Park, Folkestone | 2.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 11 | 3.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ashford Town Centre | 1.8\% | 4 | 0.0\% | 0 | 9.3\% | 0 | 0.0\% | 0 | 12.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flip Out, Henwood Industrial | 21.3\% | 47 | 25.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.4\% | 0 | 0.0\% | 0 | 14.0\% | 1 | 0.0\% | 0 |

## Estate, St. James Business

Park, Ashford

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q34 Where do you or members of your household most frequently go to visit theatres? Those that said 'Visit theatres' at Q23

Zone 1

| Canterbury City Centre | 3.2\% | 19 | 4.5\% | 1 | 4.6\% | 1 | 9.5\% | 1 | 4.3\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 9.4\% | 7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Marlow, Canterbury Zone 2 | 45.0\% | 269 | 74.6\% | 20 | 82.7\% | 10 | 70.5\% | 4 | 68.4\% | 3 | 78.1\% | 19 | 53.8\% | 11 | 41.4\% | 32 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gulbenkian Theatre, Canterbury | 1.0\% | 6 | 6.2\% | 2 | 2.5\% | 0 | 14.6\% | 1 | 1.4\% | 0 | 1.3\% | 0 | 7.5\% | 2 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Little Theatre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 6.7\% | 5 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Kings Hall, Herne Bay Zone 6 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Playhouse Theatre, Whitstable | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 9.5\% | 2 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 2.1\% | 13 | 0.0\% | 0 | 2.0\% | 0 | 0.0\% | 0 | 6.9\% | 0 | 3.5\% | 1 | 0.0\% | 0 | 14.7\% | 11 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 2.1\% | 2 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Centre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre Zone 12 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 0.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 |
| Central London | 39.7\% | 237 | 11.5\% | 3 | 8.2\% | 1 | 5.4\% | 0 | 17.3\% | 1 | 6.6\% | 2 | 21.0\% | 4 | 21.8\% | 17 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| By Zones 1-7 | Canterbury Household Survey |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: | for GL Hearn |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total |  | Zone 1 |  | Zone 2 |  | Zone 3 |  | Zone 4 |  | Zone 5 |  | Zone 6 |  | Zone 7 |  |
| The Orchard Theatre, Home Gardnes, Dartford | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.1\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 2.4\% | 14 | 3.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 | 2.1\% | 2 |
| Weighted base: |  | 597 |  | 26 |  | 12 |  | 5 |  | 5 |  | 24 |  | 21 |  | 77 |
| Sample: |  | 673 |  | 55 |  | 61 |  | 57 |  | 44 |  | 49 |  | 49 |  | 45 |

$\begin{array}{llllllll}\text { Total Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q35 Where do you or members of your household most frequently go to visit art galleries / museums?
Those that said 'Visit art galleries / museums' at Q23
Zone 1

| Canterbury Cathedral | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.4\% | 1 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 1.7\% | 6 | 4.2\% | 1 | 0.0\% | 0 | 5.8\% | 0 | 3.0\% | 0 | 0.0\% | 0 | 10.4\% | 1 | 2.7\% | 2 |
| Canterbury Museum and Gallery | 1.8\% | 7 | 0.0\% | 0 | 4.8\% | 0 | 5.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 5 |
| Canterbury Roman Museum | 0.2\% | 1 | 2.8\% | 0 | 3.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Augustines Abbey, Longport, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Beany House of Art and Knowledge, Canterbury Zone 2 | 3.0\% | 11 | 27.1\% | 4 | 23.4\% | 1 | 5.0\% | 0 | 17.0\% | 1 | 12.7\% | 2 | 7.5\% | 1 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Seaside Museum \& Gallery | 0.3\% | 1 | 0.0\% | 0 | 2.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Windmill, Mill Lane, Herne Bay | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 2 |
| Whitstable Community Museum and Gallery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre Zone 7 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.8\% | 2 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 7.3\% | 28 | 5.6\% | 1 | 2.4\% | 0 | 5.0\% | 0 | 12.2\% | 0 | 19.7\% | 3 | 0.0\% | 0 | 24.1\% | 15 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Turner Contemporary, Rendezvous, Margate | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre <br> Zone 10 | 2.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre Zone 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 1.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

## Ashford

Zone 14

Zone 7

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Chatham Town Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Maidstone Town Centre | $1.9 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Staplehurst Village Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Zone 14 | $1.4 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | $2.5 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ | 0 | $11.0 \%$ | 7 |
| Central London | $61.3 \%$ | 230 | $55.4 \%$ | 9 | $45.8 \%$ | 3 | $53.4 \%$ | 2 | $55.7 \%$ | 2 | $53.2 \%$ | 8 | $52.1 \%$ | 7 | $47.0 \%$ | 29 |
| Sevenoaks Town Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Strood Town Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Outside Survey Area | $2.6 \%$ | 10 | $0.0 \%$ | 0 | $3.9 \%$ | 0 | $0.0 \%$ | 0 | $1.8 \%$ | 0 | $0.0 \%$ | 0 | $3.3 \%$ | 0 | $0.0 \%$ | 0 |
| Others |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| (Don't know / varies) | $7.7 \%$ | 29 | $4.9 \%$ | 1 | $14.2 \%$ | 1 | $16.8 \%$ | 0 | $3.7 \%$ | 0 | $3.4 \%$ | 1 | $8.5 \%$ | 1 | $2.1 \%$ | 1 |
| Weighted base: |  | 375 |  | 15 |  | 6 |  | 3 |  | 4 |  | 15 |  | 14 |  | 62 |
| Sample: |  | 420 |  | 29 |  | 34 |  | 33 |  | 28 |  | 25 |  | 31 |  | 34 |

## Q36 Where do you or members of your household most frequently go to visit escape rooms?

Those that said 'Visit escape rooms' at Q23

## Zone 1



| Rooms, Preston Street, Faversham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Pressure Point Escape Rooms, New Rents, Ashford | 3.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 14 | 8.5\% | 7 | 0.0\% | 0 | 56.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Central London | 5.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area | 25.4\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 16.9\% | 2 |
| Others |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 13.2\% | 11 | 0.0\% | 0 | 21.6\% | 0 | 24.9\% | 0 | 20.2\% | 0 | 28.2\% | 1 | 27.9\% | 1 | 0.0\% | 0 |
| Weighted base: |  | 80 |  | 2 |  | 1 |  | 0 |  | 1 |  | 3 |  | 3 |  | 0 |
| Sample: |  | 66 |  | 2 |  | 4 |  | 4 |  | 3 |  | 4 |  | 6 |  | 4 |

Q37 Where do you or members of your household most frequently go to visit events and festivals? Those that said 'Visit events and festivals' at Q23

Zone 1

| Canterbury City Centre | 10.5\% | 35 | 65.2\% | 7 | 42.5\% | 2 | 42.1\% | 1 | 70.6\% | 2 | 10.3\% | 1 | 9.5\% | 1 | 4.8\% | 2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 <br> Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 1.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 28.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.5\% | 2 | 0.0\% | 0 | 4.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 14.5\% | 1 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broadstairs Town Centre | 1.1\% | 4 | 3.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 0 | 3.8\% | 0 | 5.6\% | 2 |
| Margate Town Centre | 3.7\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 0 | 2.9\% | 0 | 27.0\% | 11 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 2.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 0 | 19.7\% | 8 |
| Other - Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.4\% | 1 | 0.0\% | 0 | 6.5\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 1.9\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 2 |
| Dover Town Centre Zone 10 | 2.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.3\% | 3 |
| Folkstone Town Centre | 2.4\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 2.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 0 | 0.0\% | 0 | 3.0\% | 0 | 2.9\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ashford Town Centre | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Tenterden Town Centre | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 13 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 1.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 3.5\% | 12 | 3.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Central London | 10.4\% | 35 | 3.7\% | 0 | 11.7\% | 0 | 2.6\% | 0 | 4.2\% | 0 | 23.2\% | 3 | 15.4\% | 2 | 26.4\% | 11 |
| Reading Festival, Richfield Avenue, Reading | 3.6\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 0 | 0.0\% | 0 | 11.4\% | 2 | 7.7\% | 1 | 0.0\% | 0 |
| Rochester Town Centre | 10.5\% | 35 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | , | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Zone 7

| Other - Outside Survey Area Others | 9.1\% | 30 | 9.2\% | 1 | 0.0\% | 0 | 4.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 14.8\% | 1 | 3.2\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 29.0\% | 97 | 14.4\% | 2 | 31.4\% | 1 | 36.2\% | 1 | 22.6\% | 1 | 15.2\% | 2 | 20.7\% | 2 | 3.2\% | 1 |
| Weighted base: |  | 335 |  | 11 |  | 4 |  | 3 |  | 3 |  | 14 |  | 10 |  | 42 |
| Sample: |  | 304 |  | 19 |  | 21 |  | 28 |  | 16 |  | 27 |  | 22 |  | 22 |

$\begin{array}{llllllll}\text { Total } & \text { Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q38 Which town and city centres do you visit most often for shopping and leisure activities? [MR]

| Canterbury City Centre Zone 4 | 39.4\% | 553 | 91.9\% | 49 | 84.1\% | 17 | 95.1\% | 9 | 78.4\% | 9 | 65.2\% | 32 | 74.7\% | 34 | 34.6\% | 64 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sturry Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre Zone 6 | 2.8\% | 39 | 3.3\% | 2 | 5.6\% | 1 | 1.5\% | 0 | 19.7\% | 2 | 60.3\% | 30 | 8.7\% | 4 | 0.0\% | 0 |
| Whitstable Town Centre Zone 7 | 2.9\% | 41 | 2.6\% | 1 | 5.8\% | 1 | 1.5\% | 0 | 16.1\% | 2 | 17.7\% | 9 | 48.2\% | 22 | 0.6\% | 1 |
| Birchington-on-Sea Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Broadstairs Town Centre | 5.0\% | 70 | 2.5\% | 1 | 0.8\% | 0 | 1.2\% | 0 | 8.6\% | 1 | 1.7\% | 1 | 3.1\% | 1 | 32.0\% | 59 |
| Margate Town Centre | 4.7\% | 66 | 2.9\% | 2 | 2.3\% | 0 | 1.7\% | 0 | 3.0\% | 0 | 5.2\% | 3 | 4.9\% | 2 | 21.0\% | 39 |
| Ramsgate Town Centre | 4.9\% | 69 | 0.6\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 1.0\% | 1 | 2.7\% | 1 | 35.5\% | 65 |
| Westwood Cross Shopping Centre \& Retail Parks | 1.2\% | 17 | 0.0\% | 0 | 2.0\% | 0 | 0.7\% | 0 | 3.6\% | 0 | 6.4\% | 3 | 1.7\% | 1 | 5.0\% | 9 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sandwich Town Centre | 1.0\% | 14 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westgate-on-Sea Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 3 |
| Wingham Village Centre Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aylesham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 4.5\% | 63 | 1.2\% | 1 | 2.8\% | 1 | 1.5\% | 0 | 4.4\% | 0 | 1.0\% | 1 | 0.7\% | 0 | 4.5\% | 8 |
| Dover Town Centre <br> Zone 10 | 3.5\% | 49 | 1.0\% | 1 | 2.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 5 |
| Folkstone Town Centre | 6.6\% | 93 | 2.2\% | 1 | 5.1\% | 1 | 3.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 2.3\% | 33 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sellindge Village Centre | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 2.1\% | 29 | 0.0\% | 0 | 5.1\% | 1 | 5.2\% | 1 | 3.0\% | 0 | 3.3\% | 2 | 0.7\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre Zone 12 | 3.0\% | 42 | 3.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre Zone 13 | 12.7\% | 178 | 5.9\% | 3 | 4.3\% | 1 | 1.5\% | 0 | 6.9\% | 1 | 1.9\% | 1 | 3.1\% | 1 | 3.7\% | 7 |
| New Romney Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre Zone 14 | 1.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 5.6\% | 78 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 1.5\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 20.0\% | 281 | 2.5\% | 1 | 1.5\% | 0 | 0.7\% | 0 | 2.4\% | 0 | 1.0\% | 1 | 1.1\% | 0 | 0.0\% | 0 |
| Rainham Town Centre | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barnstaple Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Dartford, Greenhithe | 0.5\% | 7 | 0.8\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| Brighton City Centre | 0.1\% | 2 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cambridge City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London City Centre | 4.8\% | 67 | 13.0\% | 7 | 4.5\% | 1 | 6.0\% | 1 | 11.9\% | 1 | 7.2\% | 4 | 1.5\% | 1 | 2.3\% | 4 |
| Greenhithe Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Guildford Town Centre | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hastings Town Centre | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lincoln City Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Milton Keynes Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perth City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Plymouth City Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Royal Tunbridge Wells Town Centre | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rye Town Centre | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre Others | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 0.4\% | 5 | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't visit any town centres for shopping and leisure activities) | 8.2\% | 115 | 1.4\% | 1 | 9.9\% | 2 | 1.5\% | 0 | 9.4\% | 1 | 6.3\% | 3 | 3.3\% | 1 | 13.8\% | 26 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

## Q38AWhy don't you visit any town or city centres for shopping and leisure activities? [MR]

Those that said '(Don't visit any town centres for shopping and leisure activities)' at Q38

| Can't get what I need in town centres | 12.1\% | 14 | 0.0\% | 0 | 7.7\% | 0 | 50.1\% | 0 | 8.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disabled / health issues | 8.2\% | 9 | 43.3\% | 0 | 30.9\% | 1 | 0.0\% | 0 | 29.6\% | 0 | 69.2\% | 2 | 80.0\% | 1 | 0.0\% | 0 |
| Don't drive | 0.1\% | 0 | 0.0\% | 0 | 7.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't feel safe in town centres | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like busy centres / crowds | 1.5\% | 2 | 0.0\% | 0 | 15.5\% | 0 | 0.0\% | 0 | 6.4\% | 0 | 10.2\% | 0 | 0.0\% | 0 | 4.0\% | 1 |
| Parking is too difficult | 15.1\% | 17 | 0.0\% | 0 | 28.0\% | 1 | 0.0\% | 0 | 8.4\% | 0 | 26.9\% | 1 | 0.0\% | 0 | 16.5\% | 4 |
| Prefer online / catalogue / TV shopping | 2.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Prefer shopping at retail / shopping parks | 28.8\% | 33 | 0.0\% | 0 | 0.0\% | 0 | 100.1\% | 0 | 0.0\% | 0 | 10.2\% | 0 | 0.0\% | 0 | 74.3\% | 19 |
| Prefer shopping in villages / local centres | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport services are poor | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion is too bad | 9.2\% | 11 | 0.0\% | 0 | 7.7\% | 0 | 0.0\% | 0 | 10.3\% | 0 | 10.2\% | 0 | 0.0\% | 0 | 4.0\% | 1 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cost of parking | 3.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 50.1\% | 0 | 8.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Financial reasons | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Parking isn't close enough to shopping areas | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Shops are too spread out in town centres | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Shops aren't open late enough | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Town centres don't have any character anymore | 0.4\% | 0 | 56.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / no particular reason) | 28.1\% | 32 | 0.0\% | 0 | 17.8\% | 0 | 0.0\% | 0 | 20.0\% | 0 | 0.0\% | 0 | 20.0\% | 0 | 5.2\% | 1 |
| Weighted base: |  | 115 |  | 1 |  | 2 |  | 0 |  | 1 |  | 3 |  | 1 |  | 26 |
| Sample: |  | 106 |  | 2 |  | 12 |  | 2 |  | 11 |  | 7 |  | 5 |  | 14 |

## Q38BWhich of those centres is the one you visit most often for shopping and leisure activities?

Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38
Zone 1

| Canterbury City Centre Zone 4 | 28.7\% | 369 | 92.6\% | 49 | 92.4\% | 16 | 93.6\% | 9 | 82.2\% | 8 | 37.7\% | 17 | 59.4\% | 26 | 25.4\% | 40 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sturry Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre Zone 6 | 1.9\% | 25 | 0.0\% | 0 | 1.7\% | 0 | 0.7\% | 0 | 6.1\% | 1 | 47.1\% | 22 | 4.1\% | 2 | 0.0\% | 0 |
| Whitstable Town Centre Zone 7 | 1.4\% | 19 | 0.6\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 3 | 30.8\% | 14 | 0.6\% | 1 |
| Birchington-on-Sea Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Broadstairs Town Centre | 3.9\% | 50 | 2.0\% | 1 | 0.0\% | 0 | 1.2\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 28.7\% | 46 |
| Margate Town Centre | 1.5\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.2\% | 16 |
| Ramsgate Town Centre | 3.6\% | 46 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 28.6\% | 45 |
| Westwood Cross Shopp | 0.8\% | 10 | 0.0 | 0 | 1.4 | 0 | 0.0\% | 0 | 3.3\% | 0 | 6.1\% | 3 | 1.8\% | 1 | 3.9\% |  |

## Centre \& Retail Parks

Zone 8

| Sandwich Town Centre | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westgate-on-Sea Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aylesham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Deal Town Centre | 2.7\% | 34 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% |
| Dover Town Centre | 2.3\% | 30 | 0.0\% | 0 | 1.4\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 4.6\% | 59 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Hythe Town Centre | 1.7\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sellindge Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 1.5\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% |
| Sheerness Town Centre, Isle of Sheppey | 0.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sittingbourne Town Centre Zone 12 | 2.3\% | 30 | 3.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Ashford Town Centre Zone 13 | 8.4\% | 108 | 1.0\% | 1 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% |
| New Romney Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Chatham Town Centre | 5.7\% | 74 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Gillingham Town Centre | 1.7\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Maidstone Town Centre | 19.5\% | 250 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Rainham Town Centre Outside Survey Area | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Barnstaple Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Bluewater Shopping Centre, Dartford, Greenhithe | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.7\% | 0 | 0.0\% |
| Brighton City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Cambridge City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Central London City Centre | 1.8\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.1\% | 1 | 0.9\% | 0 | 1.9\% |
| Greenhithe Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Guildford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Hastings Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Lincoln City Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Milton Keynes Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Perth City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Plymouth City Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Rochester Town Centre | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Royal Tunbridge Wells Town Centre | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Rye Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Others |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| (Don't know) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |

(Don't visit any town centres for shopping and leisure activities)

Weighted base:

## Meanscore: [Number of visits per week]

Q39 How frequently do you visit (CENTRE MENTIONED AT Q38B)?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Daily | $5.6 \%$ | 72 | $14.2 \%$ | 7 | $5.8 \%$ | 1 | $2.4 \%$ | 0 | $4.2 \%$ | 0 | $6.4 \%$ | 3 | $4.2 \%$ | 2 | $5.3 \%$ | 8 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 3-6 times a week | $10.3 \%$ | 132 | $18.3 \%$ | 10 | $8.2 \%$ | 1 | $4.9 \%$ | 0 | $3.0 \%$ | 0 | $20.6 \%$ | 10 | $11.2 \%$ | 5 | $12.6 \%$ | 20 |
| Twice a week | $10.7 \%$ | 137 | $13.0 \%$ | 7 | $8.8 \%$ | 2 | $8.4 \%$ | 1 | $21.6 \%$ | 2 | $11.3 \%$ | 5 | $5.3 \%$ | 2 | $13.3 \%$ | 21 |
| Once a week | $25.1 \%$ | 322 | $26.1 \%$ | 14 | $35.4 \%$ | 6 | $41.0 \%$ | 4 | $28.1 \%$ | 3 | $23.1 \%$ | 11 | $36.7 \%$ | 16 | $30.1 \%$ | 48 |
| Once a fortnight | $15.2 \%$ | 195 | $8.9 \%$ | 5 | $14.3 \%$ | 3 | $22.5 \%$ | 2 | $10.8 \%$ | 1 | $17.4 \%$ | 8 | $21.0 \%$ | 9 | $10.1 \%$ | 16 |
| Once every 3 weeks | $3.0 \%$ | 38 | $0.6 \%$ | 0 | $0.0 \%$ | 0 | $2.3 \%$ | 0 | $1.3 \%$ | 0 | $0.0 \%$ | 0 | $5.9 \%$ | 3 | $1.3 \%$ | 2 |
| Once a month | $17.6 \%$ | 226 | $11.4 \%$ | 6 | $16.6 \%$ | 3 | $11.8 \%$ | 1 | $13.9 \%$ | 1 | $15.2 \%$ | 7 | $10.8 \%$ | 5 | $15.0 \%$ | 24 |
| Once every three months | $7.2 \%$ | 92 | $5.2 \%$ | 3 | $7.5 \%$ | 1 | $2.5 \%$ | 0 | $4.6 \%$ | 0 | $5.2 \%$ | 2 | $2.2 \%$ | 1 | $6.6 \%$ | 10 |
| Once every six months | $2.9 \%$ | 37 | $1.6 \%$ | 1 | $2.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 0 | $1.3 \%$ | 1 | $2.8 \%$ | 5 |
| Once a year | $0.3 \%$ | 3 | $0.0 \%$ | 0 | $1.4 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Less often | $0.7 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.2 \%$ | 0 | $2.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 |
| (Don't know / varies) | $1.5 \%$ | 20 | $0.6 \%$ | 0 | $0.0 \%$ | 0 | $3.0 \%$ | 0 | $8.7 \%$ | 1 | $0.0 \%$ | 0 | $1.3 \%$ | 1 | $2.1 \%$ | 3 |
| Mean: |  | 1.49 |  | 2.44 |  | 1.43 |  | 1.16 |  | 1.37 |  | 1.97 |  | 1.45 | 1.65 |  |
| Weighted base: | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 | 159 |  |  |
| Sample: | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 | 87 |  |  |

Q40 Do you typically visit this centre on the way home from work?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Yes | $15.0 \%$ | 193 | $20.3 \%$ | 11 | $2.6 \%$ | 0 | $4.1 \%$ | 0 | $10.2 \%$ | 1 | $16.0 \%$ | 7 | $18.3 \%$ | 8 | $12.5 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $75.8 \%$ | 973 | $64.4 \%$ | 34 | $86.6 \%$ | 15 | $88.4 \%$ | 9 | $84.8 \%$ | 9 | $72.6 \%$ | 33 | $72.3 \%$ | 32 | $77.8 \%$ |
| (Don't work) | $9.2 \%$ | 118 | $15.3 \%$ | 8 | $10.9 \%$ | 2 | $7.4 \%$ | 1 | $5.1 \%$ | 1 | $11.4 \%$ | 5 | $9.4 \%$ | 4 | $9.6 \%$ |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 | 159 |  |  |
| ( |  |  |  |  |  |  | 96 | 87 |  |  |  |  |  |  |  |

## Q41 What do you and your household like about (CENTRE MENTIONED AT Q38B)?

Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

## 1st Mention

| Cheap parking | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.6\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.3\% | 3 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to friends / relatives | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 2.9\% | 0 | 0.7\% | 0 | 2.4\% | 1 | 0.6\% | 1 |
| Compact centre | 3.1\% | 39 | 6.3\% | 3 | 6.7\% | 1 | 5.9\% | 1 | 1.7\% | 0 | 1.4\% | 1 | 7.6\% | 3 | 3.7\% | 6 |
| Competitive prices | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 2.7\% | 34 | 0.6\% | 0 | 0.9\% | 0 | 4.3\% | 0 | 0.7\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| Evening entertainment | 0.6\% | 8 | 0.0\% | 0 | 0.9\% | 0 | 0.7\% | 0 | 3.3\% | 0 | 1.1\% | 1 | 0.9\% | 0 | 0.6\% | 1 |
| Familiarity | 3.8\% | 49 | 2.7\% | 1 | 0.9\% | 0 | 6.5\% | 1 | 9.3\% | 1 | 3.0\% | 1 | 9.7\% | 4 | 3.8\% | 6 |
| Feels safe | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.4\% | 6 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Free parking | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| Friendly people | 0.9\% | 11 | 0.0\% | 0 | 2.0\% | 0 | 1.5\% | 0 | 0.7\% | 0 | 3.9\% | 2 | 0.7\% | 0 | 1.5\% | 2 |
| Good public transport links | 0.4\% | 5 | 0.6\% | 0 | 1.7\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 4.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Market | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| Near to home / convenient | 25.5\% | 327 | 26.6\% | 14 | 17.9\% | 3 | 16.1\% | 2 | 10.6\% | 1 | 12.8\% | 6 | 6.2\% | 3 | 24.9\% | 39 |
| Nice environment | 6.8\% | 87 | 4.1\% | 2 | 7.1\% | 1 | 9.0\% | 1 | 13.4\% | 1 | 12.8\% | 6 | 4.4\% | 2 | 12.5\% | 20 |
| Particular foodstore | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 0.8\% | 11 | 5.6\% | 3 | 1.7\% | 0 | 5.0\% | 0 | 1.1\% | 0 | 1.1\% | 1 | 0.7\% | 0 | 0.8\% | 1 |
| Selection / choice multiple shops | 18.4\% | 236 | 14.2\% | 7 | 20.7\% | 4 | 20.7\% | 2 | 19.6\% | 2 | 21.5\% | 10 | 28.1\% | 12 | 17.9\% | 28 |
| Selection / choice of independent shops | 4.1\% | 52 | 2.9\% | 2 | 6.5\% | 1 | 2.7\% | 0 | 2.0\% | 0 | 4.8\% | 2 | 7.0\% | 3 | 4.2\% | 7 |
| Supporting local traders | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Big | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can get everything I need there | 0.5\% | 7 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 | 2.7\% | 1 | 0.0\% | 0 |
| Debenhams store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 1.1\% | 14 | 4.2\% | 2 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 2.1\% | 1 | 0.0\% | 0 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good cafes | 0.5\% | 7 | 0.0\% | 0 | 0.9\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Good leisure facilities | 0.6\% | 8 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Good pubs / bars | 0.4\% | 5 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good restaurants / places to eat out | 0.3\% | 4 | 1.0\% | 1 | 2.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| Good theatre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.1\% | 2 | 1.0\% | , | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Historic / traditional | 1.4\% | 18 | 4.5\% | 2 | 3.5\% | 1 | 1.7\% | 0 | 5.4\% | 1 | 0.7\% | 0 | 3.3\% | 1 | 0.6\% | 1 |
| Marks \& Spencer store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.1\% | 2 | 2.0\% | 1 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 1.5\% | 20 | 1.4\% | 1 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Nice cathedral | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 1.0\% | 13 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 1.8\% | 1 | 4.9\% | 8 |
| Offers undercover shopping | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Primark store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The regeneration has been good | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 1.7\% | 22 | 2.3\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 0.9\% | 0 | 1.8\% | , | 1.1\% | 0 | 0.8\% | 1 |
| (Nothing / Nothing else) | 18.1\% | 232 | 16.8\% | 9 | 18.6\% | 3 | 16.3\% | 2 | 21.5\% | 2 | 15.7\% | 7 | 18.9\% | 8 | 13.0\% | 21 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

## Total

Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7

2nd Mention

| Cheap parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to friends / relatives | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Compact centre | 1.9\% | 24 | 3.8\% | 2 | 1.7\% | 0 | 5.5\% | 1 | 4.4\% | 0 | 0.7\% | 0 | 2.1\% | 1 | 0.6\% | 1 |
| Competitive prices | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 0.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.7\% | 0 | 1.1\% | , | 0.0\% | 0 | 0.0\% | 0 |
| Evening entertainment | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Familiarity | 0.5\% | 7 | 2.0\% | 1 | 2.6\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Feels safe | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.9\% | 0 | 0.8\% | 1 |
| Free parking | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Friendly people | 1.1\% | 14 | 5.0\% | 3 | 0.0\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 1.6\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.3\% | 3 | 0.0\% | 0 | 0.9\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to home / convenient | 2.1\% | 26 | 0.8\% | 0 | 4.8\% | 1 | 2.5\% | 0 | 2.2\% | 0 | 7.6\% | 3 | 3.7\% | 2 | 2.1\% | 3 |
| Nice environment | 4.0\% | 52 | 3.9\% | 2 | 0.0\% | 0 | 2.2\% | 0 | 4.7\% | 0 | 2.9\% | 1 | 7.0\% | 3 | 3.2\% | 5 |
| Particular foodstore | 0.0\% | 1 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 0.7\% | 9 | 0.0\% | 0 | 1.7\% | 0 | 2.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Selection / choice multiple shops | 9.7\% | 124 | 8.1\% | 4 | 11.7\% | 2 | 8.0\% | 1 | 2.8\% | 0 | 4.5\% | 2 | 5.9\% | 3 | 6.1\% | 10 |
| Selection / choice of independent shops | 4.9\% | 63 | 0.6\% | 0 | 1.4\% | 0 | 6.0\% | 1 | 3.1\% | 0 | 2.0\% | 1 | 6.4\% | 3 | 2.8\% | 4 |
| Supporting local traders | 0.6\% | 7 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Big | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can get everything I need there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 1.2\% | 15 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 2 | 0.9\% | 0 | 0.0\% | 0 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good cafes | 0.4\% | 5 | 0.0\% | 0 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good leisure facilities | 1.1\% | 14 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 5.2\% | 8 |
| Good pubs / bars | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Good restaurants / places to eat out | 1.0\% | 13 | 0.8\% | 0 | 3.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 2.8\% | 1 | 4.1\% | 6 |
| Good theatre | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Historic / traditional | 0.1\% | 2 | 0.0\% | 0 | 0.9\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer store | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 0.5\% | 7 | 0.0\% | 0 | 2.0\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Nice cathedral | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 7 |
| Offers undercover shopping | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Primark store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 |
| The regeneration has been good | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.9\% | 37 | 9.6\% | 5 | 4.5\% | 1 | 16.9\% | 2 | 6.2\% | 1 | 4.6\% | 2 | 10.7\% | 5 | 0.8\% | 1 |
| (Nothing / Nothing else) | 62.6\% | 803 | 62.6\% | 33 | 55.3\% | 10 | 46.0\% | 5 | 67.7\% | 7 | 63.2\% | 29 | 54.9\% | 24 | 66.8\% | 106 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

## Total

Zone 1
Zone 2 Zone $3 \quad$ Zone 4
Zone 5
Zone 6
Zone 7

3rd Mention

| Cheap parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to friends / relatives | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Compact centre | 0.6\% | 7 | 0.0\% | 0 | 2.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Competitive prices | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Evening entertainment | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Familiarity | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Feels safe | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.3\% | 4 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Friendly people | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Near to home / convenient | 0.6\% | 7 | 2.8\% | 1 | 1.7\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Nice environment | 1.5\% | 19 | 1.4\% | 1 | 2.0\% | 0 | 2.3\% | 0 | 0.9\% | 0 | 5.8\% | 3 | 0.9\% | 0 | 0.0\% | 0 |
| Particular foodstore | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 0.2\% | 2 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Selection / choice multiple shops | 1.3\% | 17 | 0.6\% | 0 | 1.7\% | 0 | 0.7\% | 0 | 3.3\% | 0 | 0.7\% | 0 | 0.9\% | 0 | 1.5\% | 2 |
| Selection / choice of independent shops | 0.9\% | 11 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.3\% | 1 | 0.0\% | 0 |
| Supporting local traders | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 1.0\% | 2 |
| Big | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can get everything I need there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 1.8\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Good cafes | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Good leisure facilities | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good pubs / bars | 0.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Good restaurants / places to eat out | 0.6\% | 8 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 5 |
| Good theatre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Historic / traditional | 0.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice cathedral | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 |
| Offers undercover shopping | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Primark store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The regeneration has been good | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 3.6\% | 47 | 10.2\% | 5 | 6.2\% | 1 | 20.1\% | 2 | 6.2\% | 1 | 4.6\% | 2 | 13.2\% | 6 | 3.2\% | 5 |
| (Nothing / Nothing else) | 86.0\% | 1103 | 80.1\% | 42 | 82.8\% | 15 | 74.4\% | 7 | 85.1\% | 9 | 83.7\% | 39 | 79.5\% | 35 | 78.5\% | 125 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

## Total

Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7

Any mention

| Cheap parking | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.6\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.6\% | 7 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to friends / relatives | 0.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 6.2\% | 1 | 1.4\% | 1 | 2.4\% | 1 | 0.6\% | 1 |
| Compact centre | 5.2\% | 66 | 10.0\% | 5 | 11.0\% | 2 | 11.4\% | 1 | 6.2\% | 1 | 2.1\% | 1 | 9.7\% | 4 | 4.3\% | 7 |
| Competitive prices | 0.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 3.6\% | 46 | 0.6\% | 0 | 0.9\% | 0 | 5.0\% | 0 | 2.4\% | 0 | 3.2\% | 1 | 0.9\% | 0 | 0.6\% | 1 |
| Evening entertainment | 1.1\% | 14 | 0.8\% | 0 | 0.9\% | 0 | 1.7\% | 0 | 4.0\% | 0 | 1.1\% | 1 | 1.8\% | 1 | 0.6\% | 1 |
| Familiarity | 4.4\% | 56 | 4.6\% | 2 | 3.4\% | 1 | 7.2\% | 1 | 11.1\% | 1 | 3.0\% | 1 | 9.7\% | 4 | 3.8\% | 6 |
| Feels safe | 0.5\% | 7 | 0.8\% | 0 | 0.0\% | 0 | 3.1\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.9\% | 12 | 0.8\% | 0 | 0.9\% | 0 | 2.4\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.9\% | 0 | 4.1\% | 6 |
| Free parking | 0.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 4.8\% | 2 | 0.0\% | 0 | 0.6\% | 1 |
| Friendly people | 2.1\% | 27 | 5.0\% | 3 | 2.0\% | 0 | 2.2\% | 0 | 1.3\% | 0 | 5.5\% | 3 | 1.3\% | 1 | 1.5\% | 2 |
| Good public transport links | 0.6\% | 8 | 0.6\% | 0 | 2.6\% | 0 | 2.5\% | 0 | 0.0\% | 0 | 4.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Market | 0.7\% | 9 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.7\% | 0 | 3.2\% | 5 |
| Near to home / convenient | 27.9\% | 358 | 30.1\% | 16 | 23.6\% | 4 | 20.1\% | 2 | 12.7\% | 1 | 22.4\% | 10 | 9.8\% | 4 | 26.2\% | 42 |
| Nice environment | 12.2\% | 157 | 9.5\% | 5 | 9.1\% | 2 | 13.5\% | 1 | 18.9\% | 2 | 21.6\% | 10 | 12.3\% | 5 | 15.6\% | 25 |
| Particular foodstore | 0.1\% | 2 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 1.7\% | 22 | 5.6\% | 3 | 4.8\% | 1 | 7.0\% | 1 | 2.2\% | 0 | 1.1\% | 1 | 1.3\% | 1 | 0.8\% | 1 |
| Selection / choice multiple shops | 29.0\% | 373 | 23.0\% | 12 | 29.8\% | 5 | 28.7\% | 3 | 25.7\% | 3 | 26.7\% | 12 | 34.8\% | 15 | 25.5\% | 40 |
| Selection / choice of independent shops | 9.9\% | 127 | 5.5\% | 3 | 7.9\% | 1 | 8.7\% | 1 | 5.1\% | 1 | 8.0\% | 4 | 14.7\% | 6 | 7.0\% | 11 |
| Supporting local traders | 0.8\% | 10 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 1.9\% | 3 |
| Big | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can get everything I need there | 0.7\% | 9 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 | 2.7\% | 1 | 0.0\% | 0 |
| Debenhams store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 2.3\% | 29 | 4.2\% | 2 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.8\% | 3 | 3.0\% | 1 | 0.0\% | 0 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 1.8\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Good cafes | 1.4\% | 17 | 0.0\% | 0 | 2.8\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.5\% | 10 |
| Good leisure facilities | 2.1\% | 27 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.9\% | 0 | 5.2\% | 8 |
| Good pubs / bars | 1.2\% | 15 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.1\% | 6 |
| Good restaurants / places to eat out | 2.0\% | 26 | 1.8\% | 1 | 7.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 2.8\% | 1 | 8.0\% | 13 |
| Good theatre | 0.1\% | 1 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.5\% | 6 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Historic / traditional | 1.6\% | 21 | 5.8\% | 3 | 4.4\% | 1 | 4.0\% | 0 | 6.1\% | 1 | 0.7\% | 0 | 3.3\% | 1 | 0.6\% | 1 |
| Marks \& Spencer store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.3\% | 4 | 2.0\% | 1 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 2.1\% | 27 | 1.4\% | 1 | 2.8\% | 1 | 0.7\% | 0 | 0.7\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 1.3\% | 2 |
| Nice cathedral | 0.1\% | 1 | 0.8\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 1.6\% | 20 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 2.8\% | 1 | 9.2\% | 15 |
| Offers undercover shopping | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Primark store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 |
| The regeneration has been good | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

$\begin{array}{llllllll}\text { Total Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q42 What do you and your household dislike about (CENTRE MENTIONED AT Q38B)?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

## 1st Mention

| Alternative facilities more accessible / too far away | 0.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 5.6\% | 72 | 1.0\% | 1 | 15.8\% | 3 | 12.2\% | 1 | 20.3\% | 2 | 7.9\% | 4 | 9.3\% | 4 | 5.6\% | 9 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 5.1\% | 65 | 0.8\% | 0 | 3.8\% | 1 | 6.8\% | 1 | 2.6\% | 0 | 10.1\% | 5 | 6.4\% | 3 | 4.9\% | 8 |
| Lack of choice of facilities | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 2 | 0.0\% | 0 | 1.0\% | 2 |
| Lack of public toilets | 0.1\% | 2 | 1.8\% | 1 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Perception of safety | 1.7\% | 22 | 1.2\% | 1 | 0.9\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 3.2\% | 1 | 1.6\% | 1 | 1.7\% | 3 |
| Poor choice of bars / restaurants | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 8.9\% | 114 | 2.1\% | 1 | 4.3\% | 1 | 0.7\% | 0 | 2.8\% | 0 | 5.1\% | 2 | 0.0\% | 0 | 14.4\% | 23 |
| Poor public transport links | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 1.1\% | 14 | 2.0\% | 1 | 0.0\% | 0 | 4.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Too busy | 4.7\% | 61 | 13.9\% | 7 | 8.7\% | 2 | 8.7\% | 1 | 5.3\% | 1 | 5.5\% | 3 | 18.2\% | 8 | 1.7\% | 3 |
| Too expensive | 1.1\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 4.3\% | 55 | 3.2\% | 2 | 0.0\% | 0 | 2.2\% | 0 | 0.7\% | 0 | 5.5\% | 3 | 1.8\% | 1 | 5.8\% | 9 |
| Vacant shops | 10.3\% | 133 | 16.0\% | 8 | 13.9\% | 2 | 7.9\% | 1 | 8.9\% | 1 | 7.2\% | 3 | 8.8\% | 4 | 8.9\% | 14 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.9\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 1.1\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.7\% | 8 | 0.0\% | 0 | 2.7\% | 0 | 2.4\% | 0 | 0.0\% | 0 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.6\% | 1 |
| Poor mobile phone signal | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.3\% | 3 | 2.0\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 2.9\% | 37 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The redevelopment | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 1.7\% | 22 | 4.6\% | 2 | 1.7\% | 0 | 3.1\% | 0 | 5.4\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 |
| Unclean streets / too much litter | 1.8\% | 23 | 5.2\% | 3 | 4.4\% | 1 | 0.7\% | 0 | 0.7\% | 0 | 0.9\% | 0 | 0.7\% | 0 | 5.1\% | 8 |
| Other | 6.4\% | 82 | 7.7\% | 4 | 14.4\% | 3 | 7.0\% | 1 | 6.3\% | 1 | 6.9\% | 3 | 4.4\% | 2 | 9.0\% | 14 |
| (Don't know) | 3.0\% | 39 | 6.3\% | 3 | 0.0\% | 0 | 3.2\% | 0 | 7.6\% | 1 | 2.3\% | 1 | 0.7\% | 0 | 0.6\% | 1 |
| (Nothing / Nothing else) | 33.7\% | 433 | 30.4\% | 16 | 28.6\% | 5 | 32.6\% | 3 | 35.8\% | 4 | 33.4\% | 15 | 43.6\% | 19 | 39.9\% | 63 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

## Total

Zone 1 Zone 2 Zone 3 Zone 4
Zone $5 \quad$ Zone 6
Zone 7

## 2nd Mention

| Alternative facilities more accessible / too far away | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 2.3\% | 29 | 0.8\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 2.2\% | 1 | 0.8\% | 1 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Lack of car parking | 1.8\% | 24 | 0.0\% | 0 | 6.6\% | 1 | 7.0\% | 1 | 10.2\% | 1 | 2.2\% | 1 | 2.6\% | 1 | 5.8\% | 9 |
| Lack of choice of facilities | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of public toilets | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 1.0\% | 13 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.9\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Poor choice of bars / restaurants | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Poor choice of leisure facilities | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 3.3\% | 43 | 5.1\% | 3 | 0.9\% | 0 | 2.5\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 |
| Poor public transport links | 0.1\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 1.8\% | 23 | 5.4\% | 3 | 5.1\% | 1 | 0.7\% | 0 | 0.7\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too busy | 0.1\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.8\% | 10 | 1.4\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| Vacant shops | 2.2\% | 28 | 1.6\% | 1 | 7.0\% | 1 | 0.7\% | 0 | 1.5\% | 0 | 0.9\% | 0 | 3.9\% | 2 | 4.1\% | 6 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor mobile phone signal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.3\% | 4 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| The redevelopment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 0.8\% | 10 | 0.0\% | 0 | 1.1\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unclean streets / too much litter | 0.4\% | 5 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 2.0\% | 3 |
| Other | 4.9\% | 63 | 7.5\% | 4 | 4.8\% | 1 | 4.2\% | 0 | 5.3\% | 1 | 3.2\% | 1 | 2.2\% | 1 | 6.9\% | 11 |
| (Don't know) | 2.3\% | 29 | 4.3\% | 2 | 4.5\% | 1 | 10.6\% | 1 | 6.1\% | 1 | 1.8\% | 1 | 4.0\% | 2 | 1.3\% | 2 |
| (Nothing / Nothing else) | 76.1\% | 976 | 70.7\% | 37 | 62.8\% | 11 | 69.3\% | 7 | 67.9\% | 7 | 84.6\% | 39 | 82.4\% | 36 | 76.8\% | 122 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

## Total

Zone 1
Zone 2
Zone 3
Zone 4
Zone 5
Zone 6
Zone 7

## 3rd Mention

| Alternative facilities more accessible / too far away | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 0.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 4.3\% | 7 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 0.7\% | 9 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Lack of choice of facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of public toilets | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Poor choice of bars / restaurants | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 0.6\% | 7 | 1.0\% | 1 | 0.9\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 0.8\% | 10 | 5.8\% | 3 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Too busy | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.1\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Vacant shops | 0.2\% | 2 | 0.0\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor mobile phone signal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The redevelopment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unclean streets / too much litter | 1.0\% | 13 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 1.5\% | 20 | 3.1\% | 2 | 1.7\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.1\% | 10 |
| (Don't know) | 2.6\% | 34 | 6.0\% | 3 | 2.2\% | 0 | 17.6\% | 2 | 6.5\% | 1 | 1.8\% | 1 | 4.0\% | 2 | 1.3\% | 2 |
| (Nothing / Nothing else) | 90.8\% | 1166 | 81.4\% | 43 | 90.2\% | 16 | 76.7\% | 8 | 88.7\% | 9 | 96.1\% | 44 | 93.8\% | 41 | 86.7\% | 138 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

## Total

Zone 1 Zone 2 Zone $3 \quad$ Zone 4
Zone $5 \quad$ Zone 6
Zone 7

Any mention

| Alternative facilities more accessible / too far away | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 8.7\% | 112 | 1.8\% | 1 | 15.8\% | 3 | 14.9\% | 1 | 20.3\% | 2 | 10.6\% | 5 | 11.5\% | 5 | 10.7\% | 17 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Lack of car parking | 7.6\% | 98 | 2.8\% | 1 | 10.4\% | 2 | 13.8\% | 1 | 12.8\% | 1 | 12.4\% | 6 | 9.1\% | 4 | 10.7\% | 17 |
| Lack of choice of facilities | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 2 | 0.0\% | 0 | 1.0\% | 2 |
| Lack of public toilets | 0.2\% | 3 | 1.8\% | 1 | 0.9\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| Perception of safety | 2.7\% | 35 | 2.1\% | 1 | 0.9\% | 0 | 0.7\% | 0 | 1.7\% | 0 | 3.2\% | 1 | 3.1\% | 1 | 1.7\% | 3 |
| Poor choice of bars / restaurants | 0.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Poor choice of leisure facilities | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 12.5\% | 161 | 8.2\% | 4 | 6.0\% | 1 | 3.2\% | 0 | 4.3\% | 0 | 5.1\% | 2 | 1.1\% | 0 | 14.4\% | 23 |
| Poor public transport links | 0.2\% | 3 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 3.6\% | 46 | 11.2\% | 6 | 5.1\% | 1 | 6.0\% | 1 | 0.7\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 1.5\% | 2 |
| Too busy | 4.9\% | 62 | 13.9\% | 7 | 13.5\% | 2 | 9.4\% | 1 | 5.3\% | 1 | 5.5\% | 3 | 18.2\% | 8 | 1.7\% | 3 |
| Too expensive | 1.3\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 5.1\% | 66 | 5.5\% | 3 | 0.0\% | 0 | 2.2\% | 0 | 1.3\% | 0 | 7.1\% | 3 | 1.8\% | 1 | 7.3\% | 12 |
| Vacant shops | 12.6\% | 162 | 17.6\% | 9 | 21.4\% | 4 | 8.7\% | 1 | 10.5\% | 1 | 8.1\% | 4 | 11.6\% | 5 | 13.0\% | 21 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.1\% | 1 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 1.1\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.7\% | 9 | 0.0\% | 0 | 4.1\% | 1 | 2.4\% | 0 | 0.0\% | 0 | 4.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.1\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.6\% | 1 |
| Poor mobile phone signal | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.5\% | 7 | 3.0\% | 2 | 0.0\% | 0 | 0.7\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 3.1\% | 40 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| The redevelopment | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 2.5\% | 32 | 4.6\% | 2 | 2.8\% | 1 | 4.6\% | 0 | 5.4\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 |
| Unclean streets / too much litter | 3.2\% | 41 | 5.2\% | 3 | 7.2\% | 1 | 0.7\% | 0 | 2.0\% | 0 | 2.9\% | 1 | 0.7\% | 0 | 7.1\% | 11 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

Q43 What type of retail provision would persuade you to shop at (CENTRE MENTIONED AT Q38B) more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Book shops | 4.2\% | 54 | 1.2\% | 1 | 4.0\% | 1 | 2.3\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 2.1\% | 1 | 11.6\% | 18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CDs / DVDs / Computer game shops | 3.8\% | 49 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 2 | 2.1\% | 1 | 6.5\% | 10 |
| Children's clothing shops | 7.7\% | 98 | 1.6\% | 1 | 3.1\% | 1 | 2.0\% | 0 | 4.4\% | 0 | 3.8\% | 2 | 2.1\% | 1 | 12.9\% | 20 |
| Children's shoe shops | 4.1\% | 53 | 0.6\% | 0 | 2.2\% | 0 | 1.0\% | 0 | 5.5\% | 1 | 0.7\% | 0 | 2.1\% | 1 | 7.3\% | 12 |
| Department store | 16.6\% | 213 | 19.3\% | 10 | 23.1\% | 4 | 12.4\% | 1 | 15.1\% | 2 | 10.8\% | 5 | 9.6\% | 4 | 14.6\% | 23 |
| DIY and hardware shops | 4.2\% | 54 | 2.1\% | 1 | 1.7\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.7\% | 0 | 10.5\% | 17 |
| Electrical retailer shops | 5.0\% | 64 | 0.6\% | 0 | 0.0\% | 0 | 2.0\% | 0 | 2.6\% | 0 | 9.7\% | 4 | 0.0\% | 0 | 4.7\% | 7 |
| Foodstore | 6.2\% | 80 | 0.0\% | 0 | 1.7\% | 0 | 2.7\% | 0 | 1.1\% | 0 | 0.7\% | 0 | 4.3\% | 2 | 8.6\% | 14 |
| Gents clothing shops | 8.5\% | 109 | 6.0\% | 3 | 12.6\% | 2 | 2.5\% | 0 | 13.8\% | 1 | 8.7\% | 4 | 3.4\% | 2 | 5.5\% | 9 |
| Gents shoe shops | 3.4\% | 44 | 1.6\% | 1 | 6.8\% | 1 | 0.0\% | 0 | 3.9\% | 0 | 4.0\% | 2 | 1.3\% | 1 | 1.7\% | 3 |
| Ladies clothing shops | 18.8\% | 241 | 12.3\% | 6 | 17.1\% | 3 | 8.1\% | 1 | 18.1\% | 2 | 15.8\% | 7 | 3.9\% | 2 | 25.6\% | 41 |
| Ladies shoe shops | 8.6\% | 111 | 7.4\% | 4 | 14.0\% | 2 | 2.2\% | 0 | 8.6\% | 1 | 6.0\% | 3 | 0.0\% | 0 | 15.1\% | 24 |
| Major household appliance shops | 4.1\% | 52 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.1\% | 6 |
| Sports shops | 3.3\% | 43 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.1\% | 6 |
| Youth fashion shops | 3.0\% | 39 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 2.1\% | 1 | 4.1\% | 6 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Art / craft / hobby stores | 1.0\% | 12 | 5.7\% | 3 | 5.1\% | 1 | 2.3\% | 0 | 3.5\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Baby / young child store | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bakers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bank | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 3 |
| Beauty / cosmetics stores | 1.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Boutique stores | 0.2\% | 2 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Butchers | 0.5\% | 6 | 4.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cake shops | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Charity shops | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Discount stores | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| Fishmongers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Furniture stores | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Garden Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gift shops | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Greengrocers | 0.4\% | 6 | 4.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Homewares / household goods store | 1.3\% | 17 | 2.0\% | 1 | 0.9\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.7\% | 0 | 4.9\% | 2 | 0.0\% | 0 |
| Independent shops | 3.5\% | 45 | 20.6\% | 11 | 14.8\% | 3 | 13.6\% | 1 | 0.9\% | 0 | 3.6\% | 2 | 4.2\% | 2 | 1.7\% | 3 |
| Kitchen shop | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outdoor store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pet shop | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Post Office | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Record store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Specialist food stores / delicatesen | 0.3\% | 4 | 0.0\% | 0 | 0.9\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Specialist market | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Toy shops | 1.7\% | 21 | 4.8\% | 3 | 1.1\% | 0 | 0.0\% | 0 | 3.2\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Unisex clothing shops | 0.5\% | 7 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Unisex shoe shops | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.1\% | 2 | 0.0\% | 0 |
| (None) | 42.3\% | 543 | 33.7\% | 18 | 37.5\% | 7 | 52.8\% | 5 | 41.4\% | 4 | 48.2\% | 22 | 63.2\% | 28 | 39.7\% | 63 |
| (Don't know) | 7.1\% | 91 | 1.8\% | 1 | 7.6\% | 1 | 4.2\% | 0 | 10.8\% | 1 | 7.5\% | 3 | 4.1\% | 2 | 10.7\% | 17 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

Q44 What general improvements to the quality of the leisure and entertainment offer in (CENTRE MENTIONED AT Q38B) would persuade you to visit it more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Enhanced range of health and fitness centres / gyms | 3.8\% | 49 | 3.1\% | 2 | 0.0\% | 0 | 6.1\% | 1 | 2.1\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 7.1\% | 11 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improved music / theatre provision | 4.4\% | 57 | 3.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 0 | 4.9\% | 2 | 2.1\% | 1 | 0.0\% | 0 |
| Improved play areas for children | 6.5\% | 83 | 7.2\% | 4 | 0.0\% | 0 | 4.7\% | 0 | 4.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 9.7\% | 15 |
| Improved public transport facilities during the evenings | 5.8\% | 75 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Improved range of places to eat | 8.6\% | 110 | 6.5\% | 3 | 0.0\% | 0 | 1.5\% | 0 | 1.9\% | 0 | 4.5\% | 2 | 2.8\% | 1 | 4.3\% | 7 |
| Improved range of pubs and night clubs | 1.9\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Improved youth / young adult facilities | 4.4\% | 56 | 6.2\% | 3 | 0.0\% | 0 | 0.7\% | 0 | 1.1\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 6.5\% | 10 |
| New / better bowling alley | 4.9\% | 63 | 7.1\% | 4 | 1.7\% | 0 | 3.4\% | 0 | 7.0\% | 1 | 1.8\% | 1 | 0.9\% | 0 | 9.7\% | 15 |
| New / better swimming pool | 3.6\% | 46 | 0.8\% | 0 | 1.1\% | 0 | 3.8\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 |
| New / improved cinema | 6.7\% | 86 | 5.1\% | 3 | 8.8\% | 2 | 5.4\% | 1 | 10.2\% | 1 | 4.6\% | 2 | 9.5\% | 4 | 7.1\% | 11 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo hall | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Community centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Festivals | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| Go karting | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ice rink | 0.4\% | 5 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 2.8\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.0\% | 2 |
| Improved disabled access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improved evening security | 0.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Improved range of cafes | 0.2\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Indoor snow centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kitesurfing centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Laser tag | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Later opening hours at leisure / entertainment facilities | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices to access leisure / entertainment facilities | 1.0\% | 13 | 1.4\% | 1 | 1.7\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 5.5\% | 3 | 0.0\% | 0 | 3.0\% | 5 |
| More amusement arcades at the beach | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More art galleries | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| More football pitches | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| More leisure activities available | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 |
| More museums | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| More parking available at leisure / entertainment facilities | 0.9\% | 12 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| More parks | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More sporting events | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / better leisure centre | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.6\% | 1 |
| Outdoor cinema | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rebuild / improve the pier | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sea life centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Skate park | 0.2\% | 2 | 1.0\% | 1 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Speedway | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tennis / squash court | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| (Nothing in particular) | 60.6\% | 777 | 58.1\% | 30 | 76.0\% | 13 | 72.0\% | 7 | 57.2\% | 6 | 69.8\% | 32 | 72.9\% | 32 | 61.8\% | 98 |
| (Don't know) | 7.5\% | 96 | 10.4\% | 5 | 7.5\% | 1 | 5.2\% | 1 | 12.3\% | 1 | 4.3\% | 2 | 8.1\% | 4 | 4.5\% | 7 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

$\begin{array}{llllllll}\text { Total } & \text { Zone } 1 & \text { Zone } 2 & \text { Zone 3 } & \text { Zone } 4 & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q45 What general improvements to the quality of the environment in (CENTRE MENTIONED AT Q38B) would persuade you to visit it more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Theatres | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Trampolining | 0.5\% | 6 | 4.8\% | 3 | 0.9\% | 0 | 1.2\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Attract less people / relieve over-crowding | 4.4\% | 56 | 2.0\% | 1 | 2.8\% | 0 | 0.7\% | 0 | 4.7\% | 0 | 1.1\% | 1 | 6.8\% | 3 | 0.0\% | 0 |
| Attract more people / make more lively | 2.6\% | 33 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Clean shopping streets | 15.5\% | 199 | 18.7\% | 10 | 14.2\% | 3 | 6.1\% | 1 | 12.5\% | 1 | 9.2\% | 4 | 0.9\% | 0 | 23.0\% | 36 |
| Create more open spaces | 5.4\% | 69 | 6.3\% | 3 | 2.8\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 4.4\% | 2 | 3.0\% | 1 | 3.9\% | 6 |
| Improve number and attractiveness of meeting places | 2.7\% | 35 | 3.1\% | 2 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Improve play areas for children | 7.4\% | 95 | 5.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 12.9\% | 21 |
| Improve policing / other security measures | 7.2\% | 93 | 8.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 3 | 0.7\% | 0 | 7.3\% | 12 |
| Improve street furniture / floral displays | 2.9\% | 37 | 2.8\% | 1 | 0.9\% | 0 | 3.4\% | 0 | 5.3\% | 1 | 2.3\% | 1 | 0.9\% | 0 | 4.5\% | 7 |
| Improve the condition of the roads | 3.8\% | 48 | 2.0\% | 1 | 6.2\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 4.4\% | 2 | 0.0\% | 0 | 9.7\% | 15 |
| Increase soft / hard landscaping | 2.5\% | 32 | 1.0\% | 1 | 0.9\% | 0 | 1.5\% | 0 | 1.9\% | 0 | 0.7\% | 0 | 1.1\% | 0 | 4.7\% | 7 |
| Pedestrianisation of main shopping streets in the town centre | 1.6\% | 21 | 3.8\% | 2 | 0.9\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 4.4\% | 2 | 0.7\% | 0 | 4.3\% | 7 |
| Remove street clutter / advertisements | 2.8\% | 36 | 0.8\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 2.5\% | 1 | 0.7\% | 0 | 7.8\% | 12 |
| Other | 2.1\% | 27 | 2.3\% | 1 | 5.1\% | 1 | 0.7\% | 0 | 4.9\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| Theatres | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A Post Office | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 |
| A revamp | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 2.2\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bins emptied more often | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Cheaper parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 |
| Clean the beach area / improve sea water quality | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| Improve the disabled access | 0.0\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the indoor shopping centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the mobile phone signal | 0.1\% | 2 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 |
| Trampolining | 0.5\% | 6 | 4.8\% | 3 | 0.9\% | 0 | 1.2\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 |
| Introduce smoke-free areas | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer opening hours | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lower air pollution levels | 0.5\% | 6 | 0.6\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 3.5\% | 2 | 0.7\% | 0 | 0.0\% | 0 |
| Make sure any redevelopment suits the current architecture | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better public toilets | 0.1\% | 1 | 0.0\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / bigger litter bins | 1.1\% | 14 | 0.0\% | 0 | 2.8\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.7\% | 0 | 4.0\% | 6 |
| More cycle routes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More recycling | 0.4\% | 5 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| More seating | 0.2\% | 2 | 0.6\% | 0 | 3.6\% | 1 | 0.7\% | 0 | 1.1\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More undercover shopping | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Plant more trees / don't cut down current trees | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 1.0\% | 2 |
| Remove the graffiti | 0.1\% | 1 | 2.0\% | 1 | 0.9\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stop building new homes | 0.5\% | 7 | 2.0\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 57.6\% | 739 | 51.7\% | 27 | 59.7\% | 11 | 76.7\% | 8 | 59.9\% | 6 | 68.1\% | 31 | 74.3\% | 33 | 45.0\% | 71 |
| (Don't know) | 4.9\% | 62 | 4.6\% | 2 | 4.4\% | 1 | 2.0\% | 0 | 7.4\% | 1 | 4.0\% | 2 | 7.9\% | 3 | 6.9\% | 11 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

$\begin{array}{llllllll}\text { Total } & \text { Zone 1 } & \text { Zone 2 } & \text { Zone 3 } & \text { Zone 4 } & \text { Zone 5 } & \text { Zone 6 } & \text { Zone 7 }\end{array}$

Q46 What general improvements to transport and accessibility would persuade you to visit (CENTRE MENTIONED AT Q38B) more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Enhance shopmobility service | 2.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve access for pushchairs / wheelchairs, etc | 4.1\% | 53 | 3.1\% | 2 | 0.9\% | 0 | 2.4\% | 0 | 1.1\% | 0 | 1.6\% | 1 | 2.1\% | 1 | 6.5\% | 10 |
| Improve directional signs to town centre | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve layout of car parks | 1.9\% | 24 | 4.0\% | 2 | 1.1\% | 0 | 0.7\% | 0 | 5.4\% | 1 | 0.0\% | 0 | 3.9\% | 2 | 0.8\% | 1 |
| Improve location of bus stops / bus station | 3.3\% | 42 | 0.6\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 7.9\% | 13 |
| Improve public transport links | 9.7\% | 125 | 15.1\% | 8 | 15.6\% | 3 | 8.6\% | 1 | 2.8\% | 0 | 5.0\% | 2 | 11.4\% | 5 | 9.2\% | 15 |
| Improve safety of pedestrians | 2.6\% | 33 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 6.5\% | 10 |
| Improve signage within centre | 0.6\% | 8 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Improve transport interchange | 1.2\% | 15 | 3.0\% | 2 | 0.9\% | 0 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 3.2\% | 5 |
| Increase frequency of public transport in the evenings | 2.7\% | 35 | 0.6\% | 0 | 4.0\% | 1 | 4.0\% | 0 | 4.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.6\% | 1 |
| More frequent bus service during the day | 4.5\% | 58 | 1.2\% | 1 | 4.8\% | 1 | 3.7\% | 0 | 3.3\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 4.1\% | 6 |
| More parking spaces - long stay | 4.8\% | 61 | 0.0\% | 0 | 1.4\% | 0 | 2.9\% | 0 | 4.5\% | 0 | 7.4\% | 3 | 7.0\% | 3 | 9.6\% | 15 |
| More parking spaces - short stay | 5.9\% | 76 | 3.1\% | 2 | 1.4\% | 0 | 0.0\% | 0 | 3.5\% | 0 | 7.8\% | 4 | 3.9\% | 2 | 6.7\% | 11 |
| More parking spaces - type unspecified | 4.7\% | 61 | 1.8\% | 1 | 7.0\% | 1 | 4.6\% | 0 | 4.8\% | 0 | 5.0\% | 2 | 6.6\% | 3 | 2.6\% | 4 |
| Pedestrianisation | 0.9\% | 11 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 5 |
| Reduce cost of parking | 14.1\% | 181 | 6.0\% | 3 | 10.6\% | 2 | 6.9\% | 1 | 23.9\% | 2 | 13.9\% | 6 | 12.8\% | 6 | 17.4\% | 28 |
| Reduce road congestion | 9.2\% | 118 | 19.0\% | 10 | 28.2\% | 5 | 25.0\% | 2 | 12.4\% | 1 | 7.4\% | 3 | 7.1\% | 3 | 2.5\% | 4 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A bypass | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A tram system | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| An improved Park \& Ride service | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Better access by car | 0.5\% | 6 | 0.8\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 2.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheaper public transport | 1.7\% | 22 | 1.0\% | 1 | 0.0\% | 0 | 1.0\% | 0 | 5.2\% | 1 | 6.2\% | 3 | 0.0\% | 0 | 1.0\% | 2 |
| Electric buses | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Encourage more people to use the Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.7\% | 9 | 0.0\% | 0 | 1.1\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 1.3\% | 1 | 0.0\% | 0 |
| Improve the condition of the roads | 0.3\% | 4 | 0.0\% | 0 | 1.4\% | 0 | 1.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| Improve the one-way system | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the pavements | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the traffic light system | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better cycle routes | 0.2\% | 3 | 0.6\% | 0 | 1.1\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better places to lock bicycles | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces disabled | 0.2\% | 2 | 0.0\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 1.1\% | 1 | 0.7\% | 0 | 0.0\% | 0 |
| More road crossings | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 5 |
| Use smaller buses | 0.0\% | 0 | 0.6\% | 0 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 48.4\% | 622 | 51.2\% | 27 | 35.4\% | 6 | 47.0\% | 5 | 40.8\% | 4 | 50.5\% | 23 | 52.4\% | 23 | 50.2\% | 80 |
| (Don't know) | 4.9\% | 63 | 3.1\% | 2 | 3.1\% | 1 | 1.2\% | 0 | 6.5\% | 1 | 2.2\% | 1 | 6.8\% | 3 | 4.5\% | 7 |
| Weighted base: |  | 1283 |  | 52 |  | 18 |  | 10 |  | 10 |  | 46 |  | 44 |  | 159 |
| Sample: |  | 1294 |  | 98 |  | 87 |  | 98 |  | 89 |  | 93 |  | 96 |  | 87 |

## Q47 Which of these markets or boot fairs do you ever visit? [MR/PR]

| Bridge Farmers Market | 1.8\% | 25 | 1.2\% | 1 | 1.5\% | 0 | 15.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury Boot Fair | 3.1\% | 44 | 15.6\% | 8 | 19.7\% | 4 | 9.3\% | 1 | 11.9\% | 1 | 6.4\% | 3 | 1.5\% | 1 | 4.4\% | 8 |
| Canterbury High Street Market | 13.2\% | 185 | 43.5\% | 23 | 34.0\% | 7 | 27.7\% | 3 | 27.8\% | 3 | 26.7\% | 13 | 8.8\% | 4 | 15.1\% | 28 |
| The Goods Shed Farmers Market, Canterbury | 6.3\% | 89 | 16.2\% | 9 | 31.6\% | 6 | 32.2\% | 3 | 10.6\% | 1 | 7.6\% | 4 | 8.1\% | 4 | 5.3\% | 10 |
| Herne Bay Market, Mortimer Street | 4.7\% | 66 | 6.6\% | 3 | 5.6\% | 1 | 2.9\% | 0 | 19.7\% | 2 | 49.3\% | 24 | 4.4\% | 2 | 7.9\% | 14 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 1.6\% | 23 | 0.8\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 7.9\% | 1 | 14.7\% | 7 | 2.4\% | 1 | 0.0\% | 0 |
| Lions Boot Fair, Herne Bay | 1.0\% | 14 | 2.8\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 3.5\% | 0 | 13.9\% | 7 | 7.3\% | 3 | 0.0\% | 0 |
| Whitstable Farmers Market, St Mary's Hall | 1.6\% | 22 | 2.9\% | 2 | 2.2\% | 0 | 2.7\% | 0 | 1.0\% | 0 | 1.7\% | 1 | 9.2\% | 4 | 1.7\% | 3 |
| Whitstable Fish Market, Whitstable Harbour | 5.5\% | 77 | 12.5\% | 7 | 13.7\% | 3 | 7.7\% | 1 | 9.2\% | 1 | 13.2\% | 7 | 5.0\% | 2 | 3.1\% | 6 |
| Whitstable Market, Gorrell Tank Car Park | 2.4\% | 34 | 1.9\% | 1 | 3.3\% | 1 | 1.9\% | 0 | 1.6\% | 0 | 5.8\% | 3 | 12.4\% | 6 | 0.0\% | 0 |
| (Don't know) | 2.4\% | 33 | 1.4\% | 1 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 0.9\% | 0 | 7.3\% | 13 |
| (Don't visit any of them) | 72.0\% | 1010 | 37.7\% | 20 | 46.8\% | 9 | 53.2\% | 5 | 55.5\% | 6 | 37.5\% | 19 | 65.7\% | 30 | 70.6\% | 130 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |

Q48 Which of those markets or boot fairs is the one you visit most often?
Not those that said '(Don't visit any of them)' or '(Don't know) at Q47

| Bridge Farmers Market | 4.8\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 25.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury Boot Fair | 4.1\% | 15 | 9.2\% | 3 | 10.9\% | 1 | 3.2\% | 0 | 23.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 16.6\% | 7 |
| Canterbury High Street Market | 40.0\% | 144 | 66.1\% | 21 | 50.6\% | 5 | 26.9\% | 1 | 42.3\% | 2 | 14.3\% | 4 | 13.1\% | 2 | 48.2\% | 20 |
| The Goods Shed Farmers Market, Canterbury | 13.3\% | 48 | 8.3\% | 3 | 31.0\% | 3 | 40.4\% | 2 | 3.1\% | 0 | 1.8\% | 1 | 13.1\% | 2 | 3.3\% | 1 |
| Herne Bay Market, Mortimer Street | 11.1\% | 40 | 3.3\% | 1 | 0.0\% | 0 | 2.1\% | 0 | 19.2\% | 1 | 66.1\% | 19 | 5.1\% | 1 | 7.3\% | 3 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 2.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.2\% | 0 | 2.9\% | 1 | 2.5\% | 0 | 0.0\% | 0 |
| Lions Boot Fair, Herne Bay | 1.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 9.4\% | 3 | 16.8\% | 3 | 0.0\% | 0 |
| Whitstable Farmers Market, St Mary's Hall | 3.2\% | 12 | 3.2\% | 1 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 22.9\% | 3 | 7.8\% | 3 |
| Whitstable Fish Market, Whitstable Harbour | 11.4\% | 41 | 9.9\% | 3 | 3.8\% | 0 | 1.6\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 3.9\% | 1 | 9.0\% | 4 |
| Whitstable Market, Gorrell Tank Car Park | 6.7\% | 24 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 2 | 22.7\% | 3 | 0.0\% | 0 |
| (Don't know) | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.8\% | 3 |
| (Don't visit any of them) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 360 |  | 32 |  | 10 |  | 5 |  | 5 |  | 29 |  | 15 |  | 41 |
| Sample: |  | 464 |  | 62 |  | 57 |  | 44 |  | 45 |  | 57 |  | 34 |  | 21 |

Q49 Which day do you most frequently visit (MARKET/BOOT FAIR MENTIONED AT Q48)?
Those that stated a market / boot fair at Q48
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
(Don't know / varies)
Weighted base:
Sample:

| $0.3 \%$ | 1 | $0.0 \%$ | 0 | $1.4 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.6 \%$ | 2 | $1.0 \%$ | 0 | $1.4 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $9.0 \%$ | 32 | $27.6 \%$ | 9 | $17.3 \%$ | 2 | $4.2 \%$ | 0 | $8.9 \%$ | 0 | $2.9 \%$ | 1 | $8.0 \%$ | 1 | $7.1 \%$ | 3 |
| $7.5 \%$ | 27 | $7.1 \%$ | 2 | $1.4 \%$ | 0 | $0.0 \%$ | 0 | $3.1 \%$ | 0 | $0.0 \%$ | 0 | $25.8 \%$ | 4 | $4.4 \%$ | 2 |
| $5.5 \%$ | 20 | $7.4 \%$ | 2 | $15.7 \%$ | 2 | $6.7 \%$ | 0 | $8.4 \%$ | 0 | $5.5 \%$ | 2 | $6.1 \%$ | 1 | $3.5 \%$ | 1 |
| $34.8 \%$ | 124 | $20.5 \%$ | 7 | $17.2 \%$ | 2 | $4.9 \%$ | 2 | $39.4 \%$ | 2 | $77.8 \%$ | 23 | $36.9 \%$ | 6 | $41.5 \%$ | 16 |
| $13.9 \%$ | 49 | $12.3 \%$ | 4 | $10.9 \%$ | 1 | $6.4 \%$ | 0 | $17.7 \%$ | 1 | $5.4 \%$ | 2 | $9.8 \%$ | 1 | $12.0 \%$ | 5 |
| $28.4 \%$ | 101 | $24.1 \%$ | 8 | $34.6 \%$ | 4 | $39.8 \%$ | 2 | $22.4 \%$ | 1 | $8.5 \%$ | 2 | $13.4 \%$ | 2 | $31.6 \%$ | 12 |
|  | 357 |  | 32 |  | 10 |  | 5 |  | 5 |  | 29 |  | 15 |  | 38 |
|  | 463 |  | 62 |  | 57 |  | 44 |  | 45 |  | 57 |  | 34 |  | 20 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q50 Why do you visit (MARKET/BOOT FAIR MENTIONED AT Q48)? [MR]
Those that stated a market / boot fair at Q48

| Convenient / nearby | 13.0\% | 46 | 5.1\% | 2 | 7.2\% | 1 | 27.7\% | 1 | 4.5\% | 0 | 21.8\% | 6 | 8.6\% | 1 | 13.7\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Good atmosphere | 15.1\% | 54 | 4.6\% | 1 | 5.2\% | 1 | 4.2\% | 0 | 5.7\% | 0 | 9.7\% | 3 | 7.0\% | 1 | 24.8\% | 9 |
| Good prices / cheaper | 5.9\% | 21 | 8.4\% | 3 | 3.3\% | 0 | 0.0\% | 0 | 5.6\% | 0 | 8.9\% | 3 | 9.2\% | 1 | 4.4\% | 2 |
| Good quality stalls | 11.3\% | 40 | 12.6\% | 4 | 7.5\% | 1 | 17.5\% | 1 | 4.0\% | 0 | 6.0\% | 2 | 20.7\% | 3 | 8.5\% | 3 |
| Good range of goods | 20.4\% | 73 | 25.2\% | 8 | 25.6\% | 3 | 22.2\% | 1 | 19.3\% | 1 | 14.5\% | 4 | 24.2\% | 4 | 12.0\% | 5 |
| Nice staff | 7.9\% | 28 | 1.3\% | 0 | 1.4\% | 0 | 1.6\% | 0 | 3.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of goods | 8.1\% | 29 | 16.7\% | 5 | 27.8\% | 3 | 27.8\% | 1 | 7.5\% | 0 | 4.6\% | 1 | 14.3\% | 2 | 3.5\% | 1 |
| Specialist market (i.e. Farmers Market) | 1.4\% | 5 | 1.0\% | 0 | 1.4\% | 0 | 1.6\% | 0 | 2.2\% | 0 | 1.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To browse | 18.7\% | 67 | 26.3\% | 9 | 26.2\% | 3 | 17.5\% | 1 | 30.6\% | 2 | 32.4\% | 10 | 25.8\% | 4 | 27.0\% | 10 |
| To buy local produce | 7.2\% | 26 | 7.4\% | 2 | 6.7\% | 1 | 3.7\% | 0 | 12.2\% | 1 | 2.9\% | 1 | 19.7\% | 3 | 8.5\% | 3 |
| To support local traders | 4.5\% | 16 | 0.0\% | 0 | 2.9\% | 0 | 5.3\% | 0 | 4.4\% | 0 | 8.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can eat out whilst I'm there | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to other shops | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Easy access | 0.4\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 1 |
| Free parking | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Have a stall there / sell items there | 0.2\% | 1 | 1.3\% | 0 | 1.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It's in / close to the town, so I can visit it when I'm there | 2.5\% | 9 | 8.6\% | 3 | 4.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Just for a change of scenery | 0.8\% | 3 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 2 |
| Meet friends / family there | 1.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Nice environment | 0.8\% | 3 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Nice for a day out | 4.9\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 2 | 0.0\% | 0 | 2.7\% | 1 |
| Work nearby | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 7.1\% | 25 | 2.6\% | 1 | 5.2\% | 1 | 4.2\% | 0 | 13.0\% | 1 | 3.5\% | 1 | 5.7\% | 1 | 10.6\% | 4 |
| Weighted base: |  | 357 |  | 32 |  | 10 |  | 5 |  | 5 |  | 29 |  | 15 |  | 38 |
| Sample: |  | 463 |  | 62 |  | 57 |  | 44 |  | 45 |  | 57 |  | 34 |  | 20 |

Q51 What improvements to the quality and range of the market would persuade you or your household to visit the (MARKET/BOOT FAIR MENTIONED AT Q48) more often? [MR] Those that stated a market / boot fair at Q48

| Hold more specialist market events (i.e. food fairs / farmers markets) | 10.8\% | 38 | 9.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.7\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve advertisements (increase publicity of market events) | 6.4\% | 23 | 0.0\% | 0 | 1.4\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Change the location <br> (PLEASE WRITE IN <br> NEW LOCATION AND <br> ADDRESS DETAILS) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve quality / appearance of market stalls / venue | 1.4\% | 5 | 4.2\% | 1 | 2.3\% | 0 | 3.2\% | 0 | 5.8\% | 0 | 2.9\% | 1 | 6.1\% | 1 | 0.0\% | 0 |
| Improve quality of goods | 6.4\% | 23 | 7.4\% | 2 | 2.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 13.7\% | 5 |
| Improve range of goods / more stalls | 16.8\% | 60 | 23.5\% | 8 | 10.4\% | 1 | 9.5\% | 0 | 5.3\% | 0 | 11.8\% | 3 | 15.0\% | 2 | 12.0\% | 5 |
| More car parking spaces | 1.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 0 | 5.5\% | 2 | 6.1\% | 1 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Allocate more space for the market | 0.3\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 4.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 0 | 0.0\% | 0 |
| Better disabled access | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Change the location to: Dane John Gardens, Canterbury | 0.5\% | 2 | 3.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Change the location to: Market Way, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Have it on more often | 0.4\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less students at the market | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less traders | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 0.6\% | 2 | 0.0\% | 0 | 7.3\% | 1 | 4.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 0 | 0.0\% | 0 |
| Lower the fee to sell goods | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.8\% | 1 | 0.0\% | 0 |
| Make it cleaner / less litter | 0.1\% | 1 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Make it less busy | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Make it undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing) | 66.9\% | 239 | 57.1\% | 18 | 78.0\% | 8 | 75.9\% | 3 | 71.2\% | 4 | 69.6\% | 20 | 64.0\% | 10 | 74.4\% | 28 |
| (Don't know) | 5.0\% | 18 | 2.0\% | 1 | 1.4\% | 0 | 2.6\% | 0 | 8.7\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 357 |  | 32 |  | 10 |  | 5 |  | 5 |  | 29 |  | 15 |  | 38 |
| Sample: |  | 463 |  | 62 |  | 57 |  | 44 |  | 45 |  | 57 |  | 34 |  | 20 |

GEN Gender of respondent:

|  | $31.6 \%$ | 443 | $26.9 \%$ | 14 | $33.5 \%$ | 7 | $40.9 \%$ | 4 | $29.5 \%$ | 3 | $36.7 \%$ | 18 | $40.5 \%$ | 18 | $30.0 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Male | $68.4 \%$ | 960 | $73.1 \%$ | 39 | $66.5 \%$ | 13 | $59.1 \%$ | 6 | $70.5 \%$ | 8 | $63.3 \%$ | 31 | $59.5 \%$ | 27 | $70.0 \%$ |
| Female |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  |
| Weighted base: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  |
| Sample: |  |  |  |  |  | 100 |  |  |  |  |  |  |  |  |  |

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

| 18 to 24 | 8.6\% | 120 | 9.3\% | 5 | 3.9\% | 1 | 3.7\% | 0 | 6.1\% | 1 | 3.3\% | 2 | 6.6\% | 3 | 5.6\% | 10 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 25 to 34 | 18.0\% | 253 | 12.4\% | 7 | 3.9\% | 1 | 7.4\% | 1 | 18.2\% | 2 | 13.0\% | 6 | 13.1\% | 6 | 25.1\% | 46 |
| 35 to 44 | 20.1\% | 283 | 17.3\% | 9 | 7.2\% | 1 | 13.8\% | 1 | 13.1\% | 1 | 8.1\% | 4 | 10.2\% | 5 | 12.1\% | 22 |
| 45 to 54 | 19.3\% | 271 | 15.3\% | 8 | 10.0\% | 2 | 8.6\% | 1 | 11.0\% | 1 | 21.1\% | 10 | 23.8\% | 11 | 18.1\% | 33 |
| 55 to 64 | 17.0\% | 238 | 14.9\% | 8 | 26.0\% | 5 | 16.6\% | 2 | 23.4\% | 3 | 29.3\% | 15 | 15.8\% | 7 | 18.8\% | 35 |
| $65+$ | 16.9\% | 238 | 30.8\% | 16 | 49.0\% | 10 | 49.9\% | 5 | 28.2\% | 3 | 25.2\% | 12 | 30.6\% | 14 | 20.4\% | 38 |
| (Refused) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1403 |  | 53 |  | 20 |  | 10 |  | 11 |  | 50 |  | 45 |  | 184 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 101 |  | 101 |  | 101 |


| Total | Zone 1 | Zone 2 | Zone 3 | Zone 4 | Zone 5 | Zone 6 | Zone 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## QUOTA Zone



## Q01 Where did you last undertake your household's main food and grocery shopping?

Zone 1

| Aldi, St. Andrews Close, Canterbury | 1.1\% | 15 | 7.1\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Asda, Sturry Road, Canterbury | 1.7\% | 24 | 5.5\% | 1 | 2.7\% | 3 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Lidl, Sturry Road, Canterbury | 0.3\% | 5 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Local Shops, Canterbury City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Local Shops, St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Marks \& Spencer, Maybrook Retail Park, Canterbury | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Marks \& Spencer, St. Georges Street, Canterbury | 0.4\% | 6 | 0.7\% | 0 | 0.0\% | 0 | 2.9\% | 3 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% |
| Morrisons, Ten Perch Road, Canterbury | 2.6\% | 36 | 6.0\% | 1 | 6.3\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 8 | 1.2\% | 1 | 0.0\% |
| Sainsbury's Local, St. Dunstans Street, Canterbury | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sainsbury's Local, St. | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | Lawrence Ground, The Drive, Old Dover Road, Canterbury

Sainsbury's Superstore, Kingsmead Road Canterbury
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)
Tesco Express, New Dover Road, Canterbury
Tesco Metro, Whitefriars

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 5 | $0.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Shopping Centre, Gravel Walk, Canterbury

The Goods Shed Farmers Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Virginia Woolf
Building, University of Kent, Canterbury
Local Shops, Blean Village Centre
Local Shops, Chartham Village Centre
Other - Zone 2
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury
Local Shops, Barham Village Centre
Local Shops, Bridge Village Centre
Other - Zone 3
Zone 4
Co-op, Island Road, Sturry

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Local Shops, Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Reculver Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Sea Street, Herne Bay | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.6\% | 8 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 1.7\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Canterbury Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Whitstable Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Tankerton Road, Whitstable | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 1.5\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Boundary Road, Ramsgate | 1.9\% | 27 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Zion Place, Margate | 1.5\% | 21 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 2.0\% | 28 | 3.1\% | 1 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Grange Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Broadstairs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Hopeville Avenue, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Birchington | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Westgate On Sea | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Summerfield Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Broadstairs | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Margate Road, Ramsgate | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ramsgate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs | 0.2\% | 2 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 1.3\% | 18 | 10.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 1.5\% | 21 | 6.0\% | 1 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, High Street, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Manston Road, Ramsgate | 0.8\% | 12 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Queens Street, Ramsgate | 0.3\% | 4 | 4.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 7 \\ & \text { Zone } 8 \end{aligned}$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Moatsole, Sandwich | 0.5\% | 7 | 15.8\% | 3 | 3.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Ash | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Wingham Village Centre | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Market Street, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Cherry Tree Avenue, Dover | 1.1\% | 15 | 0.0\% | 0 | 11.3\% | 15 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Beauchamp Avenue, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Lower Road, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Market Square, Aylesham | 0.1\% | 1 | 0.9\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mill Road, Deal | 0.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, Charlton Green, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Dover
Iceland, Queen Street, Deal Lidl, Honeywood Parkway, Dover
Local Shops, Deal Town Centre
Local Shops, Dover Town Centre
Morrisons, Bridge Street, Dover
Sainsbury's Superstore, West Street, Deal
St James Retail Park, Dover
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
Aldi, High Street, Hythe
Asda, Bouverie Place, Folkestone
Co-op, Cheriton Road, Folkestone
Co-op, High Street,
Folkestone
Co-op, Main Road, Sellindge
Iceland, High Street, Hythe
Lidl, Haven Drive, Hawkinge, Folkestone
Lidl, Shellons Street, Folkestone
Local Shops, Folkstone Town Centre
Local Shops, Hythe Town Centre
Local Shops, Stelling Minnis Village Centre
Marks \& Spencer, Cheriton High Street, Folkestone
Morrisons, Cheriton Road, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkestone
Sainsbury's Superstore,
Military Road, Hythe Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone
Tesco Express, Canterbury Road, Folkestone
Tesco Express, Castle House, Bouverie Road West, Folkestone
Tesco Superstore, Cheriton High Street, Folkestone
Waitrose, Prospect Road, Hythe
Other - Zone 10
Zone 11
Aldi, East Street, Sittingbourne
Aldi, Pepys Avenue, Sheerness
Asda, Trinity Trading Estate, Sittingbourne
Co-op, Bobbing Corner, Sittingbourne
Co-op, Church Road, Sittingbourne
Co-op, Forbes Road, Faversham
Co-op, Grove Park Shopping Centre, Sittingbourne

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.7 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | :--- |
| $1.1 \%$ | 16 | $7.0 \%$ | 1 | $11.2 \%$ | 14 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.9 \%$ | 13 | $0.0 \%$ | 0 | $10.1 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $1.1 \%$ | 16 | $2.4 \%$ | 0 | $12.0 \%$ | 16 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $2.2 \%$ | 31 | $5.9 \%$ | 1 | $22.6 \%$ | 29 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.7 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.5 \%$ | 3 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $4.0 \%$ | 3 | $0.0 \%$ | 0 |
| $0.7 \%$ | 11 | $0.0 \%$ | 0 | $2.5 \%$ | 3 | $5.3 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.7 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $8.0 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 3 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.4 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $1.2 \%$ | 17 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $11.5 \%$ | 13 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $3.4 \%$ | 3 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |$\quad 0$


| $1.7 \%$ | 24 | $0.9 \%$ | 0 | $0.0 \%$ | 0 | $20.2 \%$ | 23 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $1.4 \%$ | 19 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $17.4 \%$ | 19 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.4 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.4 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.7 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $5.6 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $1.5 \%$ | 22 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $12.5 \%$ | 22 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$\begin{array}{llllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, West Street, Sittingbourne | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 6 |
| Local Shops, Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 1.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.7\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Morrisons, North Lane, Faversham | 0.5\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.9\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.2\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 1.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.2\% | 14 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Victoria Road, Ashford | 0.8\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 6 | 6.7\% | 6 | 0.0\% | 0 |
| Asda, Kimberley Way, Ashford | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 3 | 8.3\% | 7 | 0.7\% | 3 |
| Ashford Designer Outlet, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Brookfield Court, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Churchfield Way, Wye | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, New Street, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Ashford | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, New Street, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 1.4\% | 1 | 0.0\% | 0 |
| Local Shops, Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 1.8\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 15 | 8.1\% | 7 | 0.6\% | 2 |
| Tesco Express, Mace Lane, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 3 | 0.0\% | 0 |


|  | Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Waitrose, Sir Bernard Paget Drive, Ashford
Other - Zone 12
Sainsbury's Superstore, Dymchurch Road, New Romney
Spar, Coast Drive,
Greatstone, New Romney
Spar, High Street, New Romney
Tesco Superstore, Highbury Works, Tenterden
Waitrose, Sayer's Lane, Tenterden
Other - Zone 13
Zone 14
Aldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
Aldi, Langley Park Centre, Maidstone
Aldi, Well Road, Maidstone
Asda, Pier Road, Gillingham
Co-op, Egremont Road, Bearsted
Co-op, Faversham Road, Lenham
Co-op, High Street, Cranbrook
Iceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidstone
Lidl, Broadway Shopping Centre, Maidstone
Lidl, Farleigh Hill, Tovil, Maidstone
Local Shops, Chatham Town Centre
Local Shops, Maidstone Town Centre
Local Shops, Staplehurst Village Centre
Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham
Marks \& Spencer, Week Street, Maidstone
Morrisons, Sutton Road, Maidstone
Morrisons, Walderslade, Princes Avenue, Chatham
Sainsbury's Local, High Street, Headcorn
Sainsbury's Superstore, Hempstead Valley, Gillingham
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham
Sainsbury's Superstore, Romney Place, Maidstone

| $1.5 \%$ | 20 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.7 \%$ | 4 | $0.0 \%$ | 0 | $15.0 \%$ | 14 | $2.2 \%$ | 2 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.8 \%$ | 5 | $2.9 \%$ | 2 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $1.1 \%$ | 15 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.8 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $15.2 \%$ | 13 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 3 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $1.2 \%$ | 16 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.9 \%$ | 16 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.7 \%$ | 11 |


| $0.9 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.0 \%$ | 13 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $2.3 \%$ | 33 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $7.9 \%$ | 33 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.7 \%$ | 11 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 5 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.6 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.2 \%$ | 9 |


| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |$\quad 2$


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.6 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.2 \%$ | 9 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.5 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.7 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |$\quad 5$


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.9 \%$ | 26 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.4 \%$ | 1 | $5.9 \%$ | 25 |
| $0.5 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.8 \%$ | 8 |
| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $0.0 \%$ | 0 |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.6 \%$ | 11 |

$\begin{array}{llllllllllllllll}0.2 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.6 \% & 2\end{array}$
$\begin{array}{llllllllllllllll}0.1 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.4 \% & 2\end{array}$

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Express (Esso), Tonbridge Road, Maidstone | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| Tesco Express, Ashford Road, Bearsted | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, London Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sturdee Avenue, Gillingham | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 14 |
| Tesco Extra, Courteney Road, Gillingham | 3.4\% | 48 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.8\% | 45 |
| Tesco Metro, Rainham Shopping Centre, Gillingham | 1.5\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.2\% | 21 |
| Tesco Metro, Rye Road, Hawkhurst | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Farleigh Hill, Tovil | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 5 |
| Tesco Superstore, Grovewood Drive, Maidstone | 2.2\% | 31 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 30 |
| Waitrose, Mid Kent Shopping Centre, Maidstone | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |
| Other - Zone 14 Outside Survey Area | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Aldi, Friary Place, Strood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Hermitage Lane, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Rye Road, Hastings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 13 |
| Co-op, Church Parade, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanscombe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Approach, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Bluewater, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, London Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Johns Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Linden Park Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Otford Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Quarry Wood Industrial Estate, Mills Road, Aylesford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |
| Sainsbury's Superstore, Wingfield Bank, Northfleet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Church Road, Paddock Wood | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Other - Outside Survey Area Others | 1.1\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 16 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 12.5\% | 175 | 11.2\% | 2 | 10.4\% | 13 | 12.7\% | 14 | 11.2\% | 19 | 17.3\% | 17 | 9.7\% | 8 | 16.5\% | 69 |
| Internet - Click \& Collect | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 6 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (Nowhere else) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  |  |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  |  |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

Q01AWhere did you collect your goods from?
Those that said 'Internet - Click \& Collect' at Q01

| The store itself (PLEASE WRITE IN FULL STORE DETAILS) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nominated collection point (PLEASE WRITE IN NAME OF RETAILER AND LOCATION) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Work / friends / neighbours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The store itself : Asda, Kimberley Way, Ashford | 39.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 00.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| The store itself : Tesco Extra, Margate Road, Westwood, Broadstairs | 57.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 9 |  | 0 |  | 0 |  | 0 |  | 0 |  | 4 |  | 0 |  | 0 |
| Sample: |  | 4 |  | 0 |  | 0 |  | 0 |  | 0 |  | 2 |  | 0 |  | 0 |

Q02 What mode of transport do you normally use to get to (STORE MENTIONED AT Q01)? Not those that said 'Internet - Delivery' at Q01

| Car (driver) | 75.0\% | 921 | 82.3\% | 13 | 78.8\% | 91 | 85.0\% | 83 | 82.6\% | 127 | 85.4\% | 67 | 87.5\% | 69 | 64.0\% | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Car (passenger in friend's / relative's car) | 9.1\% | 111 | 6.5\% | 1 | 10.9\% | 13 | 3.7\% | 4 | 3.7\% | 6 | 4.3\% | 3 | 2.7\% | 2 | 14.6\% | 51 |
| Bus / coach | 4.4\% | 54 | 1.6\% | 0 | 0.6\% | 1 | 3.0\% | 3 | 0.6\% | 1 | 6.6\% | 5 | 3.5\% | 3 | 8.3\% | 29 |
| Train | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Taxi | 0.2\% | 3 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Walk | 10.0\% | 122 | 9.6\% | 2 | 6.3\% | 7 | 6.1\% | 6 | 11.7\% | 18 | 3.0\% | 2 | 6.3\% | 5 | 10.9\% | 38 |
| Bicycle | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 3 |
| Moped / motorcycle | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Disability vehicle (scooter, wheelchair etc.) | 0.2\% | 2 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 0.8\% | 10 | 0.0\% | 0 | 1.0\% | 1 | 2.1\% | 2 | 0.8\% | 1 | 0.7\% | 1 | 0.0\% | 0 | 1.3\% | 5 |
| Weighted base: |  | 1228 |  | 16 |  | 116 |  | 97 |  | 154 |  | 79 |  | 79 |  | 347 |
| Sample: |  | 1277 |  | 90 |  | 93 |  | 91 |  | 90 |  | 87 |  | 89 |  | 86 |

## Meanscore: [Number of visits per week]

Q02AHow often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?

| Everyday | $2.3 \%$ | 33 | $3.7 \%$ | 1 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $4.2 \%$ | 7 | $0.0 \%$ | 0 | $5.6 \%$ | 5 | $3.3 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 4 to 6 times a week | $1.7 \%$ | 24 | $3.8 \%$ | 1 | $1.5 \%$ | 2 | $1.7 \%$ | 2 | $0.0 \%$ | 0 | $6.7 \%$ | 6 | $0.0 \%$ | 0 | $0.4 \%$ |
| 2 or 3 times a week | $15.6 \%$ | 219 | $5.5 \%$ | 1 | $14.2 \%$ | 18 | $22.8 \%$ | 25 | $11.2 \%$ | 19 | $9.7 \%$ | 9 | $13.0 \%$ | 11 | $17.6 \%$ |
| Once a week | $59.5 \%$ | 834 | $58.1 \%$ | 11 | $56.4 \%$ | 73 | $51.2 \%$ | 57 | $63.7 \%$ | 110 | $61.8 \%$ | 59 | $53.6 \%$ | 47 | $63.6 \%$ |
| 264 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Once a fortnight | $11.0 \%$ | 155 | $15.3 \%$ | 3 | $14.6 \%$ | 19 | $15.3 \%$ | 17 | $6.5 \%$ | 11 | $7.8 \%$ | 7 | $23.1 \%$ | 20 | $8.7 \%$ |
| Once a month | $7.4 \%$ | 103 | $10.1 \%$ | 2 | $11.1 \%$ | 14 | $5.9 \%$ | 7 | $7.0 \%$ | 12 | $10.1 \%$ | 10 | $3.5 \%$ | 3 | $5.8 \%$ |
| Less frequently | $0.5 \%$ | 7 | $0.0 \%$ | 0 | $2.2 \%$ | 3 | $0.0 \%$ | 0 | $1.7 \%$ | 3 | $0.6 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ |
| (Don't know / varies) | $2.0 \%$ | 29 | $3.3 \%$ | 1 | $0.0 \%$ | 0 | $2.5 \%$ | 3 | $5.7 \%$ | 10 | $3.2 \%$ | 3 | $1.2 \%$ | 1 | $0.6 \%$ |
| Mean: |  | 1.34 |  | 1.32 |  | 1.10 |  | 1.34 |  | 1.34 |  | 1.31 | 1.39 | 1.40 |  |
| Weighted base: | 1403 |  | 18 | 129 |  | 112 |  | 173 |  | 96 | 87 | 416 |  |  |  |
| Sample: | 1403 | 100 | 100 | 100 | 100 |  | 100 | 100 | 100 |  |  |  |  |  |  |

Q02BWhat are the main reasons why you choose to use (STORE / LOCATION MENTIONED AT Q01) for your main food shopping?

## 1st Mention

| Better value for money | 3.5\% | 48 | 0.0\% | 0 | 6.7\% | 9 | 1.2\% | 1 | 5.4\% | 9 | 2.6\% | 2 | 2.8\% | 2 | 0.7\% | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 29.1\% | 409 | 19.4\% | 4 | 27.6\% | 36 | 30.3\% | 34 | 30.1\% | 52 | 30.2\% | 29 | 32.8\% | 29 | 33.1\% | 137 |
| Convenient to work | 1.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 3.3\% | 3 | 0.0\% | 0 | 0.7\% | 3 |
| Easy to get to | 3.7\% | 51 | 5.4\% | 1 | 7.4\% | 10 | 0.0\% | 0 | 1.6\% | 3 | 2.7\% | 3 | 1.6\% | 1 | 4.1\% | 17 |
| Good / cheap parking | 1.3\% | 19 | 3.8\% | 1 | 0.6\% | 1 | 1.7\% | 2 | 2.1\% | 4 | 0.0\% | 0 | 1.2\% | 1 | 0.6\% | 2 |
| Good bus service | 0.1\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 0.7\% | 10 | 7.4\% | 1 | 0.0\% | 0 | 3.2\% | 4 | 0.0\% | 0 | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 |
| Habit / always used it | 3.0\% | 42 | 7.9\% | 1 | 1.7\% | 2 | 4.6\% | 5 | 1.4\% | 2 | 2.0\% | 2 | 3.9\% | 3 | 3.1\% | 13 |
| Has petrol station | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 2 |
| Lower prices | 15.4\% | 216 | 14.4\% | 3 | 16.9\% | 22 | 10.9\% | 12 | 16.0\% | 28 | 11.7\% | 11 | 15.9\% | 14 | 15.2\% | 63 |
| Offers internet shopping / home delivery | 10.0\% | 141 | 5.4\% | 1 | 5.3\% | 7 | 9.5\% | 11 | 7.9\% | 14 | 15.2\% | 14 | 6.3\% | 5 | 15.4\% | 64 |
| On the way home from work | 0.3\% | 4 | 0.9\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |
| Other shops / services nearby / convenient | 2.3\% | 32 | 0.7\% | 0 | 4.4\% | 6 | 4.8\% | 5 | 2.5\% | 4 | 1.4\% | 1 | 0.0\% | 0 | 3.1\% | 13 |
| Preference for retailer | 3.2\% | 45 | 2.6\% | 0 | 5.9\% | 8 | 4.8\% | 5 | 0.0\% | 0 | 1.5\% | 1 | 1.4\% | 1 | 4.2\% | 17 |
| Quality of goods | 6.7\% | 94 | 15.7\% | 3 | 3.5\% | 5 | 7.1\% | 8 | 9.8\% | 17 | 9.3\% | 9 | 3.3\% | 3 | 4.7\% | 19 |
| Range of goods available | 7.4\% | 104 | 5.3\% | 1 | 6.9\% | 9 | 12.9\% | 14 | 8.7\% | 15 | 6.7\% | 6 | 13.3\% | 12 | 5.5\% | 23 |
| Big store | 0.3\% | 4 | 0.0\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Good layout | 0.6\% | 9 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.6\% | 1 | 0.0\% | 0 |
| Good offers | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.9\% | 13 | 0.0\% | 0 | 3.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 3 | 0.7\% | 3 |
| Offers a free drink | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers scan-as-you-shop | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers the use of mobility scooters | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the school run | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 4 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| Sells local produce | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| Small store | 0.3\% | 5 | 0.0\% | 0 | 0.7\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 |
| Staff discount / work there | 1.5\% | 21 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.7\% | 2 | 1.6\% | 1 | 1.8\% | 8 |
| They accept vouchers | 0.2\% | 3 | 0.7\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 1.1\% | 15 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 2.2\% | 9 |
| (No particular reason / no other reason) | 4.8\% | 67 | 8.9\% | 2 | 3.5\% | 5 | 7.1\% | 8 | 8.0\% | 14 | 5.9\% | 6 | 7.6\% | 7 | 1.3\% | 5 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

2nd Mention

| Better value for money | 2.3\% | 32 | 0.0\% | 0 | 2.5\% | 3 | 1.8\% | 2 | 0.0\% | 0 | 2.5\% | 2 | 0.6\% | 1 | 3.5\% | 15 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 4.4\% | 62 | 3.0\% | 1 | 7.6\% | 10 | 4.5\% | 5 | 4.9\% | 8 | 2.3\% | 2 | 2.1\% | 2 | 4.2\% | 17 |
| Convenient to work | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 1.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 1.4\% | 19 | 1.2\% | 0 | 0.7\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 2.3\% | 2 | 2.7\% | 11 |
| Good / cheap parking | 1.3\% | 18 | 3.4\% | 1 | 1.5\% | 2 | 1.2\% | 1 | 0.0\% | 0 | 3.9\% | 4 | 0.8\% | 1 | 0.6\% | 2 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 1.4\% | 19 | 0.7\% | 0 | 0.7\% | 1 | 1.2\% | 1 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 12 |
| Habit / always used it | 1.1\% | 15 | 0.7\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 1.8\% | 3 | 0.8\% | 1 | 0.6\% | 1 | 1.3\% | 5 |
| Has petrol station | 0.2\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 5.2\% | 72 | 7.7\% | 1 | 5.8\% | 8 | 8.4\% | 9 | 7.7\% | 13 | 1.5\% | 1 | 2.2\% | 2 | 3.7\% | 15 |
| Offers internet shopping / home delivery | 0.3\% | 4 | 1.7\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.7\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| On the way home from work | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 0.4\% | 5 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.4\% | 2 |
| Preference for retailer | 0.8\% | 11 | 3.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 2.3\% | 2 | 1.3\% | 5 |
| Quality of goods | 6.0\% | 85 | 6.4\% | 1 | 7.1\% | 9 | 5.9\% | 7 | 4.1\% | 7 | 2.7\% | 3 | 5.5\% | 5 | 7.2\% | 30 |
| Range of goods available | 6.0\% | 84 | 4.3\% | 1 | 4.2\% | 5 | 5.9\% | 7 | 7.5\% | 13 | 4.8\% | 5 | 0.8\% | 1 | 8.3\% | 35 |
| Big store | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 1.3\% | 6 |
| Clean store | 0.2\% | 3 | 0.7\% | 0 | 0.0\% | 0 | 2.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 1.6\% | 1 | 0.0\% | 0 |
| Good offers | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 |
| Good opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers a free drink | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers scan-as-you-shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers the use of mobility scooters | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the school run | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.2\% | 3 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 0.1\% | 2 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They accept vouchers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.9\% | 41 | 8.1\% | 1 | 3.6\% | 5 | 5.0\% | 6 | 3.9\% | 7 | 3.9\% | 4 | 5.2\% | 5 | 0.0\% | 0 |
| (No particular reason / no other reason) | 63.2\% | 887 | 57.0\% | 10 | 62.3\% | 80 | 60.3\% | 67 | 66.9\% | 116 | 66.3\% | 63 | 75.4\% | 66 | 62.7\% | 261 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## 3rd Mention

| Better value for money | 1.4\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 1.2\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 2.2\% | 9 |
| Convenient to work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| Good / cheap parking | 0.2\% | 3 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 0.6\% | 8 | 0.0\% | 0 | 0.6\% | 1 | 1.5\% | 2 | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.6\% | 2 |
| Habit / always used it | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has petrol station | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 1.5\% | 21 | 0.9\% | 0 | 3.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 1.2\% | 1 | 2.2\% | 9 |
| Offers internet shopping / home delivery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the way home from work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.6\% | 2 |
| Preference for retailer | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of goods | 1.0\% | 14 | 0.0\% | 0 | 1.8\% | 2 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.7\% | 3 |
| Range of goods available | 1.1\% | 15 | 1.5\% | 0 | 0.0\% | 0 | 5.0\% | 6 | 1.7\% | 3 | 0.8\% | 1 | 1.4\% | 1 | 0.0\% | 0 |
| Big store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.1\% | 1 | 0.9\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good offers | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers a free drink | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers scan-as-you-shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers the use of mobility scooters | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the school run | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 2.2\% | 9 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They accept vouchers | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 3.9\% | 54 | 15.2\% | 3 | 7.8\% | 10 | 5.0\% | 6 | 4.4\% | 8 | 3.9\% | 4 | 5.8\% | 5 | 0.0\% | 0 |
| (No particular reason / no other reason) | 86.0\% | 1206 | 80.3\% | 15 | 85.7\% | 110 | 83.4\% | 93 | 90.7\% | 157 | 86.3\% | 82 | 89.4\% | 78 | 87.4\% | 363 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |


| Any mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better value for money | 7.1\% | 100 | 0.0\% | 0 | 9.2\% | 12 | 3.0\% | 3 | 5.4\% | 9 | 5.1\% | 5 | 3.4\% | 3 | 6.3\% | 26 |
| Convenient to home | 34.7\% | 487 | 22.3\% | 4 | 35.2\% | 45 | 35.4\% | 40 | 35.0\% | 61 | 33.4\% | 32 | 34.8\% | 30 | 39.4\% | 164 |
| Convenient to work | 1.4\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 3 | 5.2\% | 5 | 0.0\% | 0 | 0.7\% | 3 |
| Easy to get to | 5.8\% | 82 | 6.6\% | 1 | 8.2\% | 11 | 0.6\% | 1 | 1.6\% | 3 | 3.3\% | 3 | 3.9\% | 3 | 8.9\% | 37 |
| Good / cheap parking | 2.8\% | 39 | 7.2\% | 1 | 2.8\% | 4 | 2.9\% | 3 | 2.1\% | 4 | 3.9\% | 4 | 2.1\% | 2 | 1.1\% | 5 |
| Good bus service | 0.1\% | 2 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 2.6\% | 37 | 8.1\% | 1 | 1.3\% | 2 | 5.9\% | 7 | 1.2\% | 2 | 1.5\% | 1 | 1.2\% | 1 | 3.4\% | 14 |
| Habit / always used it | 4.1\% | 58 | 8.7\% | 2 | 1.7\% | 2 | 5.8\% | 6 | 3.1\% | 5 | 2.7\% | 3 | 4.5\% | 4 | 4.4\% | 18 |
| Has petrol station | 0.6\% | 8 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.7\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 0.4\% | 2 |
| Lower prices | 22.0\% | 308 | 23.0\% | 4 | 26.1\% | 34 | 19.3\% | 22 | 23.7\% | 41 | 14.0\% | 13 | 19.4\% | 17 | 21.1\% | 88 |
| Offers internet shopping / home delivery | 10.3\% | 144 | 7.0\% | 1 | 5.3\% | 7 | 9.5\% | 11 | 8.6\% | 15 | 15.9\% | 15 | 6.3\% | 5 | 15.4\% | 64 |
| On the way home from work | 0.5\% | 6 | 0.9\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.7\% | 3 |
| Other shops / services nearby / convenient | 3.2\% | 45 | 1.9\% | 0 | 4.4\% | 6 | 6.6\% | 7 | 2.5\% | 4 | 3.8\% | 4 | 0.0\% | 0 | 4.1\% | 17 |
| Preference for retailer | 4.1\% | 58 | 5.7\% | 1 | 5.9\% | 8 | 5.4\% | 6 | 0.0\% | 0 | 4.2\% | 4 | 3.7\% | 3 | 5.4\% | 23 |
| Quality of goods | 13.8\% | 193 | 22.1\% | 4 | 12.4\% | 16 | 13.9\% | 16 | 13.9\% | 24 | 12.1\% | 12 | 10.1\% | 9 | 12.6\% | 52 |
| Range of goods available | 14.4\% | 202 | 11.0\% | 2 | 11.1\% | 14 | 23.8\% | 26 | 17.9\% | 31 | 12.2\% | 12 | 15.5\% | 14 | 13.8\% | 57 |
| Big store | 0.8\% | 11 | 0.0\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 1.3\% | 6 |
| Clean store | 0.2\% | 3 | 0.7\% | 0 | 0.0\% | 0 | 2.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Good layout | 1.3\% | 18 | 0.9\% | 0 | 0.7\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 2.3\% | 2 | 2.3\% | 2 | 0.0\% | 0 |
| Good offers | 0.4\% | 5 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 |
| Good opening hours | 0.4\% | 6 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 2.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 1.2\% | 17 | 0.0\% | 0 | 3.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 3 | 0.7\% | 3 |
| Offers a free drink | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers scan-as-you-shop | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers the use of mobility scooters | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the school run | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 1.1\% | 15 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 2.2\% | 9 |
| Quiet / not too busy | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 4 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| Sells local produce | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| Small store | 0.5\% | 7 | 0.0\% | 0 | 0.7\% | 1 | 2.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 |
| Staff discount / work there | 1.5\% | 21 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.7\% | 2 | 1.6\% | 1 | 1.8\% | 8 |
| They accept vouchers | 0.3\% | 4 | 0.7\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 2 | 0.8\% | 1 | 0.0\% | 0 |
| They offer click and collect | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

## Meanscore: [£]

Q03 Approximately how much do you normally spend on your main food shopping trip to (STORE MENTIONED AT Q01)?

| £1-£5 | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| £6-£10 | 0.2\% | 3 | 2.3\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| £11-£15 | 0.4\% | 5 | 0.0\% | 0 | 0.7\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| £16-£20 | 1.9\% | 26 | 0.7\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 3 | 1.8\% | 7 |
| £21-£25 | 1.7\% | 23 | 1.5\% | 0 | 2.3\% | 3 | 4.6\% | 5 | 1.1\% | 2 | 1.0\% | 1 | 2.6\% | 2 | 0.7\% | 3 |
| £26-£30 | 3.6\% | 50 | 6.0\% | 1 | 2.8\% | 4 | 2.7\% | 3 | 3.4\% | 6 | 2.1\% | 2 | 1.6\% | 1 | 5.6\% | 23 |
| £31-£35 | 2.5\% | 36 | 3.6\% | 1 | 1.5\% | 2 | 2.5\% | 3 | 6.8\% | 12 | 2.7\% | 3 | 5.2\% | 5 | 0.0\% | 0 |
| £36-£40 | 4.1\% | 57 | 11.8\% | 2 | 8.0\% | 10 | 8.8\% | 10 | 0.0\% | 0 | 4.0\% | 4 | 2.6\% | 2 | 1.8\% | 8 |
| £41-£45 | 2.6\% | 37 | 1.9\% | 0 | 4.1\% | 5 | 1.3\% | 1 | 1.6\% | 3 | 2.7\% | 3 | 1.2\% | 1 | 1.8\% | 7 |
| £46-£50 | 9.8\% | 137 | 6.7\% | 1 | 6.6\% | 8 | 9.7\% | 11 | 9.4\% | 16 | 9.9\% | 9 | 2.4\% | 2 | 13.9\% | 58 |
| £51-£55 | 1.6\% | 22 | 2.4\% | 0 | 0.7\% | 1 | 1.3\% | 1 | 1.9\% | 3 | 4.3\% | 4 | 1.2\% | 1 | 0.7\% | 3 |
| £56-£60 | 9.8\% | 138 | 2.9\% | 1 | 10.2\% | 13 | 5.0\% | 6 | 5.8\% | 10 | 7.7\% | 7 | 9.2\% | 8 | 12.7\% | 53 |
| £61-£65 | 1.5\% | 22 | 1.5\% | 0 | 4.0\% | 5 | 0.9\% | 1 | 1.8\% | 3 | 3.5\% | 3 | 1.4\% | 1 | 0.4\% | 2 |
| £66-£70 | 4.7\% | 66 | 5.2\% | 1 | 4.8\% | 6 | 2.3\% | 3 | 4.8\% | 8 | 5.7\% | 5 | 5.0\% | 4 | 4.6\% | 19 |
| £71-£75 | 1.6\% | 23 | 0.7\% | 0 | 1.3\% | 2 | 2.1\% | 2 | 2.1\% | 4 | 1.0\% | 1 | 0.0\% | 0 | 2.2\% | 9 |
| £76-£80 | 6.8\% | 96 | 11.9\% | 2 | 11.2\% | 14 | 5.0\% | 6 | 9.1\% | 16 | 3.3\% | 3 | 11.0\% | 10 | 5.5\% | 23 |
| £81-£85 | 1.8\% | 26 | 0.7\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 3.9\% | 7 | 1.7\% | 2 | 3.5\% | 3 | 1.1\% | 5 |
| £86-£90 | 4.0\% | 56 | 1.7\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 4.4\% | 8 | 5.8\% | 6 | 3.1\% | 3 | 6.4\% | 27 |
| £91-£95 | 0.3\% | 4 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| £96-£100 | 12.4\% | 174 | 10.5\% | 2 | 9.2\% | 12 | 11.1\% | 12 | 10.9\% | 19 | 8.5\% | 8 | 10.5\% | 9 | 17.2\% | 72 |
| £101-£120 | 3.6\% | 51 | 5.6\% | 1 | 3.4\% | 4 | 7.7\% | 9 | 4.5\% | 8 | 4.3\% | 4 | 6.0\% | 5 | 3.4\% | 14 |
| £121-£140 | 3.1\% | 44 | 0.7\% | 0 | 3.1\% | 4 | 1.8\% | 2 | 0.7\% | 1 | 1.9\% | 2 | 3.8\% | 3 | 4.7\% | 20 |
| £141-£160 | 3.0\% | 42 | 1.9\% | 0 | 5.2\% | 7 | 1.7\% | 2 | 1.6\% | 3 | 4.0\% | 4 | 3.9\% | 3 | 3.8\% | 16 |
| £161-£180 | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 1.1\% | 5 |
| £181-£200 | 0.9\% | 13 | 2.3\% | 0 | 2.9\% | 4 | 0.8\% | 1 | 3.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £201-£250 | 0.1\% | 2 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| £250+ | 0.3\% | 5 | 0.7\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 15.6\% | 219 | 15.6\% | 3 | 13.3\% | 17 | 25.4\% | 28 | 20.0\% | 35 | 16.8\% | 16 | 19.5\% | 17 | 9.1\% | 38 |
| (Refused) | 1.4\% | 20 | 1.5\% | 0 | 0.6\% | 1 | 1.5\% | 2 | 2.9\% | 5 | 0.8\% | 1 | 0.8\% | 1 | 1.5\% | 6 |
| Mean: |  | 76.11 |  | 2.23 |  | 82.57 |  | 69.53 |  | 78.98 |  | 92.03 |  | 75.66 |  | 77.99 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

Q04 Do you normally combine your main food shopping trip to (STORE MENTIONED AT Q01) with another activity? Not those that said 'Internet - Delivery' at Q01

| Yes - non-food shopping | 11.4\% | 141 | 10.9\% | 2 | 13.9\% | 16 | 10.5\% | 10 | 4.7\% | 7 | 9.0\% | 7 | 4.8\% | 4 | 17.2\% | 60 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Yes - other food shopping | 7.1\% | 88 | 4.5\% | 1 | 9.6\% | 11 | 6.1\% | 6 | 4.7\% | 7 | 9.3\% | 7 | 6.7\% | 5 | 5.8\% | 20 |
| Yes - travelling to or from work / education | 5.9\% | 72 | 1.3\% | 0 | 2.8\% | 3 | 3.0\% | 3 | 3.5\% | 5 | 7.2\% | 6 | 9.0\% | 7 | 8.3\% | 29 |
| Yes - visiting bars / cafés / restaurants | 3.0\% | 36 | 4.9\% | 1 | 5.3\% | 6 | 1.1\% | 1 | 5.0\% | 8 | 1.4\% | 1 | 6.7\% | 5 | 0.5\% | 2 |
| Yes - visiting friends or family | 2.1\% | 26 | 5.7\% | 1 | 4.4\% | 5 | 3.4\% | 3 | 0.0\% | 0 | 1.9\% | 1 | 4.7\% | 4 | 2.2\% | 8 |
| Yes - visiting post office / bank / financial institutions | 1.3\% | 16 | 2.4\% | 0 | 0.6\% | 1 | 2.6\% | 3 | 2.3\% | 4 | 0.0\% | 0 | 2.5\% | 2 | 0.0\% | 0 |
| Yes - other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| No | 65.3\% | 802 | 65.6\% | 11 | 57.8\% | 67 | 71.3\% | 70 | 74.5\% | 115 | 63.9\% | 50 | 64.3\% | 50 | 62.3\% | 216 |
| Yes - getting fuel | 0.9\% | 11 | 0.0\% | 0 | 2.7\% | 3 | 0.0\% | 0 | 1.2\% | 2 | 4.8\% | 4 | 0.0\% | 0 | 0.5\% | 2 |
| Yes - leisure activity | 1.7\% | 21 | 0.8\% | 0 | 0.6\% | 1 | 1.3\% | 1 | 1.9\% | 3 | 1.9\% | 1 | 1.4\% | 1 | 2.6\% | 9 |
| Yes - medical / health appointment | 0.1\% | 1 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Yes - visit car wash | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Yes - visit place of worship | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Yes - visiting recycling centre | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Yes - window shopping / browsing | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 0.8\% | 10 | 2.1\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 2.2\% | 3 | 0.7\% | 1 | 0.0\% | 0 | 0.7\% | 2 |
| Weighted base: |  | 1228 |  | 16 |  | 116 |  | 97 |  | 154 |  | 79 |  | 79 |  | 347 |
| Sample: |  | 1277 |  | 90 |  | 93 |  | 91 |  | 90 |  | 87 |  | 89 |  | 86 |

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

## Q05 At which location is this other activity based?

 Those who do an activity at Q04Zone 1

| Asda, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 7.0\% | 27 | 46.6\% | 2 | 5.7\% | 2 | 16.5\% | 4 | 4.8\% | 1 | 4.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Kingsmead Leisure Centre, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, | 0.8\% | 3 | 4.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | Canterbury (includes

Canterbury Retail Park,
Maybrook Retail Park \&
Stour Retail Park)
Wincheap Retail Area,
Canterbury
Other - Zone 01
Zone 2
Blean Village Centre
Chartham Village Centre
Zone 3
Barham Village Centre
Zone 4
Hersden Village Centre
Sturry Village Centre
Zone 5
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sea Street, Herne Bay
Zone 6
Faversham Road, Seasalter
Herne Bay Road / St Johns Road / Swalecliffe
Herne Bay Town Centre
Tankerton Road, Tankerton
Whitstable Town Centre
Other - Zone 06
Zone 7
Broadstairs Town Centre
Margate Town Centre
Minster-in-Thanet Village Centre
Ramsgate Town Centre
Tesco Superstore, Manston
Road, Ramsgate
Westwood Cross Shopping

| 2.0\% | 7 | 0.0\% | 0 | 8.7\% | 4 | 0.0\% | 0 | 4.8\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 2.5\% | 9 | 4.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| 2.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 2.5\% | 9 | 8.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 1.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 1.9\% | 7 | 8.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 1.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 6.6\% | 25 | 9.1\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)


| Other - Zone 07 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.2\% | 1 | 13.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deal Town Centre | 1.4\% | 5 | 0.0\% | 0 | 12.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 4.0\% | 15 | 2.7\% | 0 | 26.4\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 2 |
| Farmfoods, Charlton Green, Dover | 0.6\% | 2 | 0.0\% | 0 | 5.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Bridge Street, Dover | 0.3\% | 1 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs | 1.0\% | 4 | 0.0\% | 0 | 8.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Park, Honeywood
Parkway, Dover

| Other - Zone 09 | 0.9\% | 3 | 0.0\% | 0 | 5.4\% | 2 | 3.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 4.4\% | 17 | 2.7\% | 0 | 10.4\% | 4 | 30.1\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 11.1\% | 3 | 0.0\% | 0 |
| Hythe Town Centre | 2.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 31.8\% | 8 | 0.0\% | 0 | 4.0\% | 1 | 5.9\% | 2 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 12.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 0.9\% | 3 | 0.0\% | 0 | 5.4\% | 2 | 0.0\% | 0 | 3.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.5\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 30.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 15.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park (TK | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | B\&M, Smyths Toys, DFS, Argos, Dreams)

Ashford Town Centre
Kennington Local Centre, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
Other - Zone 13
Aldi, Ambley Road, Gillingham
Chatham Town Centre

| $7.0 \%$ | 26 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.2 \%$ | 1 | $0.0 \%$ | 0 | $42.1 \%$ | 10 | $48.1 \%$ | 13 | $2.4 \%$ | 3 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Hempstead Valley Shopping Centre, Hempstead, Gillingham
Maidstone Town Centre
Morrisons, Sutton Road, Maidstone
Staplehurst Village Centre
Tesco Superstore, Grovewood Drive North, Weavering, Maidstone
Other - Zone 14
Outside Survey Area

| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Central London | 2.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 6 |
| Lakeside Retail Park \& | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Shopping Centre, West Thurrock, Grays |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 2.4\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.6\% | 9 |
| Strood Town Centre | 1.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 6 |
| White Cliffs Business Park, Whitfield | 0.8\% | 3 | 0.0\% | 0 | 6.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 6 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 9.4\% | 36 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 21.4\% | 7 | 5.7\% | 1 | 0.0\% | 0 | 17.1\% | 20 |


| Q06 Apart from (STORE grocery shopping? | CAT |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, St. Andrews Close, Canterbury | 0.4\% | 5 | 5.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sturry Road, Canterbury | 1.5\% | 21 | 1.5\% | 0 | 3.1\% | 4 | 0.0\% | 0 | 5.9\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.2\% | 3 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.2\% | 3 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Maybrook Retail Park, Canterbury | 0.2\% | 3 | 0.0\% | 0 | 0.6\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, St. Georges Street, Canterbury | 0.5\% | 7 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 1.0\% | 15 | 3.1\% | 1 | 0.7\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Dunstans Street, Canterbury | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. <br> Lawrence Ground, The Drive, Old Dover Road, Canterbury | 0.0\% | 0 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 1.1\% | 15 | 1.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, New Dover Road, Canterbury | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Goods Shed Farmers Market, Station Road West, Canterbury | 0.1\% | 1 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| Waitrose, St. Georges Centre, Canterbury | 0.4\% | 6 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Parkwood, University of Kent, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Virginia Woolf Building, University of Kent, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 <br> Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Post Office, Valley Road, Barham, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 3 <br> Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Zone 4

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 1 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Island Road, Sturry | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Reculver Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Canterbury Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Whitstable Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Tankerton Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Boundary Road, Ramsgate | 0.7\% | 10 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Zion Place, Margate | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 1.1\% | 16 | 1.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Grange Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hopeville Avenue, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Birchington | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Westgate On Sea | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Summerfield Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Margate Road, Ramsgate | 0.3\% | 5 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Margate Town Centre | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ramsgate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs | 0.1\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 1.0\% | 15 | 5.1\% | 1 | 3.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 1.9\% | 27 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, High Street, Broadstairs | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Manston Road, Ramsgate | 0.6\% | 9 | 4.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Queens Street, Ramsgate | 0.3\% | 5 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 <br> Zone 8 | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Moatsole, Sandwich | 0.2\% | 3 | 3.8\% | 1 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Ash | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sandwich Town Centre | 0.0\% | 0 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Market Street, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 Zone 9 | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Cherry Tree Avenue, Dover | 0.6\% | 8 | 0.0\% | 0 | 6.2\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Beauchamp Avenue, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Lower Road, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Market Square, Aylesham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mill Road, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Farmfoods, Charlton Green, Dover | 0.2\% | 2 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Queen Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Honeywood Parkway, Dover | 0.6\% | 9 | 2.9\% | 1 | 6.5\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Dover Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Bridge Street, Dover | 0.7\% | 9 | 0.7\% | 0 | 7.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.6\% | 9 | 4.8\% | 1 | 6.1\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St James Retail Park, Dover | 0.4\% | 5 | 0.0\% | 0 | 4.1\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 1.6\% | 22 | 2.6\% | 0 | 16.5\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 <br> Zone 10 | 0.0\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, High Street, Hythe | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 |
| Asda, Bouverie Place, Folkestone | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cheriton Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Main Road, Sellindge | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Hythe | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Haven Drive, Hawkinge, Folkestone | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Shellons Street, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Cheriton Road, Folkestone | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 9.7\% | 11 | 0.0\% | 0 | 0.8\% | 1 | 3.1\% | 3 | 0.0\% | 0 |
| Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone | 0.7\% | 10 | 0.0\% | 0 | 0.6\% | 1 | 7.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Folkestone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Castle House, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Prospect Road, Hythe | 1.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 11.9\% | 13 | 0.0\% | 0 | 0.6\% | 1 | 1.0\% | 1 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, East Street, Sittingbourne | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 10 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Pepys Avenue, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Trinity Trading Estate, Sittingbourne | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Bobbing Corner, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Forbes Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Grove Park Shopping | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Centre, Sittingbourne |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, West Street, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 1.5\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 12.1\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.1\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.8\% | 6 | 4.6\% | 4 | 0.6\% | 2 |
| Asda, Kimberley Way, Ashford | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.6\% | 7 | 4.6\% | 4 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |
| Co-op, Brookfield Court, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Churchfield Way, Wye | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, New Street, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Ashford | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 3.9\% | 4 | 3.1\% | 3 | 0.0\% | 0 |
| Lidl, New Street, Ashford | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 |
| Local Shops, Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 1.7\% | 23 | 0.0\% | 0 | 1.8\% | 2 | 0.6\% | 1 | 0.0\% | 0 | 14.2\% | 14 | 8.1\% | 7 | 0.0\% | 0 | Simone Weil Avenue Ashford



shopping)
(Nowhere else)
Weighted base:
Sample:

| $40.2 \%$ | 563 | $36.4 \%$ | 7 | $37.8 \%$ | 49 | $36.6 \%$ | 41 | $34.7 \%$ | 60 | $39.6 \%$ | 38 | $47.2 \%$ | 41 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $43.7 \%$ | 181 |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 | 87 |  |
| 1403 |  | 100 |  | 100 | 100 | 100 |  | 100 | 100 | 416 |  |  |  |
|  |  |  |  |  |  | 100 |  |  |  |  |  |  |  |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q07 Where did you last undertake your household's top-up grocery shopping?

Zone 1

| Aldi, St. Andrews Close, Canterbury | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Asda, Sturry Road, Canterbury | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Lidl, Sturry Road, Canterbury | 0.1\% | 2 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Local Shops, Canterbury City Centre | 0.2\% | 3 | 0.7\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Local Shops, St Dunstans, Canterbury | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Marks \& Spencer, Maybrook Retail Park, Canterbury | 0.3\% | 4 | 3.7\% | 1 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Marks \& Spencer, St. Georges Street, Canterbury | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Morrisons, Ten Perch Road, Canterbury | 0.7\% | 10 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% |
| Sainsbury's Local, St. Dunstans Street, Canterbury | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sainsbury's Local, St. | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | Lawrence Ground, The Drive, Old Dover Road, Canterbury

Sainsbury's Superstore,

| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Sturry Road Retail Parks, $\begin{array}{llllllllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

| Tesco Express, New Dover <br> Road, Canterbury | $0.3 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.9 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Tesco Metro, Whitefriars | $0.3 \%$ | 5 | $1.5 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
The Goods Shed Farmers Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Virginia Woolf

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Building, University of Kent, Canterbury
Local Shops, Blean Village Centre
Local Shops, Chartham Village Centre
Other - Zone 2
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury
Local Shops, Barham Village Centre
Local Shops, Bridge Village Centre
Other - Zone 30.0
Zone 4
Co-op, Island Road, Sturry

| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Local Shops, Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 Zone 5 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Reculver Road, Herne Bay | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Sea Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Herne Bay | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sea Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 Zone 6 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Canterbury Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Whitstable Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Tankerton Road, Whitstable | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Boundary Road, Ramsgate | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Zion Place, Margate | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Grange Road, Ramsgate | 0.1\% | 1 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Broadstairs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Hopeville Avenue, Broadstairs | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Birchington | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Westgate On Sea | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Summerfield Road, Margate | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Broadstairs | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Margate Road, Ramsgate | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Broadstairs Town Centre | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ramsgate Town Centre | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs | 0.2\% | 2 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 0.5\% | 7 | 0.7\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, High Street, Broadstairs | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Manston Road, Ramsgate | 1.2\% | 16 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Queens Street, Ramsgate | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.1\% | 1 | 1.2\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 7 \\ & \text { Zone } 8 \end{aligned}$ | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Moatsole, Sandwich | 0.5\% | 6 | 22.9\% | 4 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Ash | 0.1\% | 1 | 7.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.1\% | 2 | 4.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Littlebourne Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sandwich Town Centre | 0.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Wingham Village Centre | 0.0\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Market Street, Sandwich | 0.1\% | 1 | 4.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.1\% | 1 | 5.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Cherry Tree Avenue, Dover | 0.4\% | 5 | 0.0\% | 0 | 4.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Beauchamp Avenue, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.4\% | 5 | 0.0\% | 0 | 4.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Lower Road, Dover | 0.2\% | 3 | 0.0\% | 0 | 2.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Market Square, Aylesham | 0.5\% | 7 | 0.7\% | 0 | 4.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mill Road, Deal | 0.4\% | 5 | 0.0\% | 0 | 3.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, Charlton Green, | 0.2\% | 3 | 0.0\% | 0 | 2.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Dover
Iceland, Queen Street, Deal Lidl, Honeywood Parkway, Dover
Local Shops, Deal Town Centre
Local Shops, Dover Town Centre
Morrisons, Bridge Street, Dover
Sainsbury's Superstore, West Street, Deal
St James Retail Park, Dover
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
Aldi, High Street, Hythe
Asda, Bouverie Place, Folkestone
Co-op, Cheriton Road, Folkestone
Co-op, High Street,
Folkestone
Co-op, Main Road, Sellindge
Iceland, High Street, Hythe
Lidl, Haven Drive, Hawkinge, Folkestone
Lidl, Shellons Street, Folkestone
Local Shops, Folkstone Town Centre
Local Shops, Hythe Town Centre
Local Shops, Stelling Minnis Village Centre
Marks \& Spencer, Cheriton High Street, Folkestone
Morrisons, Cheriton Road, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkestone
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone
Tesco Express, Canterbury Road, Folkestone
Tesco Express, Castle House, Bouverie Road West, Folkestone
Tesco Superstore, Cheriton High Street, Folkestone
Waitrose, Prospect Road, Hythe
Other - Zone 10
Zone 11
Aldi, East Street, Sittingbourne
Aldi, Pepys Avenue, Sheerness
Asda, Trinity Trading Estate, Sittingbourne
Co-op, Bobbing Corner, Sittingbourne
Co-op, Church Road, Sittingbourne
Co-op, Forbes Road, Faversham
Co-op, Grove Park Shopping Centre, Sittingbourne

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.6 \%$ | 9 | $3.8 \%$ | 1 | $6.3 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.3 \%$ | 5 | $1.9 \%$ | 0 | $3.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $2.9 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $5.2 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $8.5 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.4 \%$ | 5 | $0.0 \%$ | 0 | $3.8 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 7 | $0.7 \%$ | 0 | $5.4 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.7 \%$ | 9 | $0.7 \%$ | 0 | $7.1 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $5.2 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $1.8 \%$ | 2 | $1.3 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |


| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $1.8 \%$ | 2 | $1.3 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.0 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |


| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.3 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $2.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.1 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $1.8 \%$ | 2 | $3.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.4 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.2 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.8 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $9.9 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.4 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.8 \%$ | 4 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.0 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.6 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.6 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

$\begin{array}{lllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% \\ 0\end{array}$

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone |  | Zone |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Iceland, East Street, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, West Street, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.5\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.3\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 0.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 7 | 0.0\% | 0 | 0.8\% | 1 | 0.6\% | 2 |
| Aldi, Victoria Road, Ashford | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 5 | 1.4\% | 1 | 0.0\% | 0 |
| Asda, Kimberley Way, Ashford | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 6 | 3.0\% | 3 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |
| Co-op, Brookfield Court, Ashford | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 2 | 2.6\% | 2 | 0.0\% | 0 |
| Co-op, Churchfield Way, Wye | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, New Street, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Ashford | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 4 | 3.1\% | 3 | 0.0\% | 0 |
| Lidl, New Street, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 1.0\% | 1 | 0.0\% | 0 |
| Local Shops, Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 1.9\% | 2 | 0.0\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 1.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 4 | 9.8\% | 8 | 1.1\% | 5 |
| Tesco Express, Mace Lane, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Waitrose, Sir Bernard Paget Drive, Ashford
Other - Zone 12
Zone 13
Sainsbury's Superstore, Dymchurch Road, New Romney
Spar, Coast Drive,
Greatstone, New Romney Spar, High Street, New Romney
Tesco Superstore, Highbury Works, Tenterden
Waitrose, Sayer's Lane, Tenterden
Other - Zone 13
Zone 14
Aldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
Aldi, Langley Park Centre, Maidstone
Aldi, Well Road, Maidstone
Asda, Pier Road, Gillingham
Co-op, Egremont Road, Bearsted
Co-op, Faversham Road, Lenham
Co-op, High Street, Cranbrook
Iceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidstone
Lidl, Broadway Shopping Centre, Maidstone
Lidl, Farleigh Hill, Tovil, Maidstone
Local Shops, Chatham Town Centre
Local Shops, Maidstone Town Centre
Local Shops, Staplehurst Village Centre
Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham
Marks \& Spencer, Week Street, Maidstone
Morrisons, Sutton Road, Maidstone
Morrisons, Walderslade, Princes Avenue, Chatham
Sainsbury's Local, High Street, Headcorn
Sainsbury's Superstore, Hempstead Valley, Gillingham
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham
Sainsbury's Superstore, Romney Place, Maidstone

| $0.6 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $8.3 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.3 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $3.3 \%$ | 3 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.4 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.2 \%$ | 1 | $0.0 \%$ | 0 |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $8.1 \%$ | 7 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.8 \%$ | 2 | $0.0 \%$ | 0 |


| $0.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.8 \%$ | 2 | $0.0 \%$ | 0 |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.9 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.2 \%$ | 1 | $13.7 \%$ | 12 | $0.0 \%$ | 0 |


| $1.2 \%$ | 17 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.2 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 17


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $1.9 \%$ | 27 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.5 \%$ | 27 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.9 \%$ | 26 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.3 \%$ | 26 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 1 | $0.7 \%$ | 3 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.7 \%$ | 7 |
| ---: | ---: | ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.3 \%$ | 18 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.3 \%$ | 18 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 3 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 2 |
| $0.4 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.3 \%$ | 6 |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.8 \%$ | 7 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $0.6 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.9 \%$ | 8 |
| $1.0 \%$ | 14 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.4 \%$ | 14 |
| $0.5 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $1.3 \%$ | 6 |
| $0.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.3 \%$ | 5 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 3 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Express (Esso), <br> Tonbridge Road, Maidstone | 0.8\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 12 |
| Tesco Express, Ashford Road, Bearsted | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 2 |
| Tesco Express, London Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sturdee Avenue, Gillingham | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 5 |
| Tesco Extra, Courteney Road, Gillingham | 1.4\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.1\% | 17 |
| Tesco Metro, Rainham Shopping Centre, Gillingham | 1.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 15 |
| Tesco Metro, Rye Road, Hawkhurst | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |
| Tesco Superstore, Farleigh Hill, Tovil | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| Tesco Superstore, Grovewood Drive, Maidstone | 1.7\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 23 |
| Waitrose, Mid Kent Shopping Centre, Maidstone | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 7 |
| Other - Zone 14 | 2.8\% | 40 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 9.5\% | 39 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Friary Place, Strood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Hermitage Lane, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Rye Road, Hastings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Parade, Ashford | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 3.1\% | 3 | 0.0\% | 0 |
| Co-op, High Street, Swanley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanscombe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Approach, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Bluewater, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, London Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Johns Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Linden Park Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Otford Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Quarry Wood Industrial Estate, Mills Road, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Wingfield Bank, Northfleet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 6 |
| Waitrose, Church Road, Paddock Wood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.6\% | 23 | 0.0\% | 0 | 3.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.8\% | 1 | 3.5\% | 15 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 2.4\% | 34 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 5 | 0.0\% | 0 | 2.6\% | 2 | 4.3\% | 18 |
| Internet - Click \& Collect | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 1.0\% | 13 | 2.2\% | 0 | 1.8\% | 2 | 3.6\% | 4 | 1.8\% | 3 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 |
| (Don't do this type of shopping) | 24.8\% | 348 | 26.4\% | 5 | 20.6\% | 27 | 31.7\% | 35 | 23.3\% | 40 | 30.6\% | 29 | 27.2\% | 24 | 18.8\% | 78 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (Nowhere else) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

Q08 How often do you normally make top-up trips to supermarkets or other general food stores in a week?
Those that do top-up shopping at Q07

| Daily | 5.3\% | 56 | 9.6\% | 1 | 4.8\% | 5 | 3.1\% | 2 | 8.2\% | 11 | 8.5\% | 6 | 2.6\% | 2 | 6.4\% | 21 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| More than 3 times a week | 7.6\% | 80 | 11.6\% | 2 | 11.3\% | 12 | 12.9\% | 10 | 12.3\% | 16 | 7.3\% | 5 | 10.4\% | 7 | 1.4\% | 5 |
| Two or three times a week | 32.8\% | 346 | 31.1\% | 4 | 27.5\% | 28 | 28.8\% | 22 | 31.8\% | 42 | 31.7\% | 21 | 27.7\% | 18 | 36.5\% | 123 |
| Once a week | 37.8\% | 399 | 26.6\% | 4 | 28.9\% | 30 | 40.3\% | 31 | 33.0\% | 44 | 42.7\% | 28 | 32.8\% | 21 | 42.0\% | 142 |
| Less often than once a week | 11.0\% | 116 | 15.0\% | 2 | 21.7\% | 22 | 8.6\% | 7 | 10.2\% | 14 | 5.0\% | 3 | 11.7\% | 7 | 11.1\% | 37 |
| (Don't know / varies) | 5.5\% | 58 | 6.2\% | 1 | 5.8\% | 6 | 6.4\% | 5 | 4.5\% | 6 | 4.7\% | 3 | 14.8\% | 9 | 2.8\% | 9 |
| Weighted base: |  | 1055 |  | 13 |  | 102 |  | 76 |  | 133 |  | 66 |  | 63 |  | 338 |
| Sample: |  | 958 |  | 74 |  | 74 |  | 66 |  | 76 |  | 68 |  | 68 |  | 82 |

Q09 What are the main reasons why you choose to use (STORE / LOCATION MENTIONED AT Q07) for your top-up food shopping?
Those that do top-up shopping at Q07 excluding those that said '(Don't know / can't remember)' at Q07

## 1st Mention

| Better value for money | 1.5\% | 16 | 1.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 3.5\% | 12 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 52.0\% | 541 | 46.1\% | 6 | 53.5\% | 54 | 51.0\% | 37 | 51.0\% | 66 | 60.7\% | 40 | 44.7\% | 28 | 56.1\% | 189 |
| Convenient to work | 3.9\% | 40 | 0.0\% | 0 | 5.7\% | 6 | 4.7\% | 3 | 1.9\% | 2 | 10.8\% | 7 | 6.7\% | 4 | 1.5\% | 5 |
| Easy to get to | 2.6\% | 27 | 8.5\% | 1 | 0.0\% | 0 | 4.5\% | 3 | 1.1\% | 1 | 2.2\% | 1 | 0.9\% | 1 | 3.0\% | 10 |
| Good / cheap parking | 1.0\% | 11 | 0.0\% | 0 | 4.2\% | 4 | 1.2\% | 1 | 3.1\% | 4 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 1.5\% | 15 | 3.7\% | 0 | 0.0\% | 0 | 4.7\% | 3 | 1.1\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.9\% | 3 |
| Habit / always used it | 1.2\% | 12 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 9 |
| Has petrol station | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 5.6\% | 58 | 0.0\% | 0 | 7.3\% | 7 | 8.3\% | 6 | 0.7\% | 1 | 4.2\% | 3 | 2.3\% | 1 | 6.2\% | 21 |
| Offers internet shopping / home delivery | 3.0\% | 32 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 5 | 0.0\% | 0 | 2.7\% | 2 | 5.8\% | 20 |
| On the way home from work | 0.5\% | 5 | 0.0\% | 0 | 2.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 3 |
| Other shops / services nearby / convenient | 1.3\% | 13 | 2.0\% | 0 | 2.3\% | 2 | 2.3\% | 2 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| Preference for retailer | 1.2\% | 13 | 0.0\% | 0 | 3.7\% | 4 | 0.9\% | 1 | 2.2\% | 3 | 1.1\% | 1 | 1.4\% | 1 | 0.0\% | 0 |
| Quality of goods | 7.9\% | 82 | 17.9\% | 2 | 5.6\% | 6 | 7.7\% | 6 | 6.0\% | 8 | 10.3\% | 7 | 4.4\% | 3 | 8.9\% | 30 |
| Range of goods available | 5.4\% | 56 | 3.7\% | 0 | 8.4\% | 8 | 4.6\% | 3 | 9.1\% | 12 | 0.0\% | 0 | 17.4\% | 11 | 1.1\% | 4 |
| Big store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.1\% | 2 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 1.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 9 |
| Don't use too much plastic / packaging | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to by public transport | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good disability access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good offers | 0.1\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.2\% | 2 | 1.3\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.3\% | 3 | 1.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| Pleasant environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 1.3\% | 14 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 1.6\% | 6 |
| They accept vouchers | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 1.2\% | 13 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 2.7\% | 9 |
| (No particular reason / no other reason) | 6.1\% | 64 | 11.1\% | 1 | 1.7\% | 2 | 4.6\% | 3 | 15.1\% | 20 | 7.6\% | 5 | 11.6\% | 7 | 2.5\% | 8 |
| Weighted base: |  | 1042 |  | 13 |  | 100 |  | 72 |  | 130 |  | 66 |  | 62 |  | 338 |
| Sample: |  | 939 |  | 71 |  | 73 |  | 64 |  | 73 |  | 68 |  | 66 |  | 82 |

## 2nd Mention

| Better value for money | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 1.6\% | 17 | 2.3\% | 0 | 1.9\% | 2 | 1.2\% | 1 | 0.7\% | 1 | 6.4\% | 4 | 0.0\% | 0 | 0.7\% | 2 |
| Convenient to work | 0.8\% | 8 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.1\% | 1 | 2.7\% | 2 | 0.9\% | 3 |
| Easy to get to | 1.6\% | 17 | 1.6\% | 0 | 6.9\% | 7 | 2.9\% | 2 | 0.0\% | 0 | 4.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Good / cheap parking | 1.2\% | 12 | 1.0\% | 0 | 3.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 0.9\% | 9 | 5.4\% | 1 | 1.2\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 2.9\% | 2 | 0.0\% | 0 |
| Habit / always used it | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.9\% | 3 |
| Has petrol station | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 5.0\% | 52 | 4.1\% | 1 | 2.1\% | 2 | 10.5\% | 8 | 0.9\% | 1 | 2.7\% | 2 | 2.3\% | 1 | 8.8\% | 30 |
| Offers internet shopping / home delivery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the way home from work | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 0.4\% | 4 | 0.0\% | 0 | 2.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Preference for retailer | 0.7\% | 7 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 2 | 0.0\% | 0 |
| Quality of goods | 3.1\% | 32 | 6.3\% | 1 | 1.9\% | 2 | 9.2\% | 7 | 3.2\% | 4 | 4.9\% | 3 | 2.3\% | 1 | 0.9\% | 3 |
| Range of goods available | 3.1\% | 33 | 4.4\% | 1 | 3.0\% | 3 | 5.6\% | 4 | 1.9\% | 2 | 2.2\% | 1 | 0.9\% | 1 | 3.2\% | 11 |
| Big store | 0.9\% | 9 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 9 |
| Clean store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to by public transport | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good disability access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Good offers | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.1\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 1.1\% | 11 | 3.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 11 |
| They accept vouchers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.7\% | 28 | 12.8\% | 2 | 6.4\% | 6 | 4.1\% | 3 | 5.3\% | 7 | 2.2\% | 1 | 1.1\% | 1 | 0.0\% | 0 |
| (No particular reason / no other reason) | 74.3\% | 774 | 53.7\% | 7 | 69.1\% | 69 | 63.8\% | 46 | 79.6\% | 103 | 70.9\% | 47 | 80.7\% | 50 | 77.5\% | 262 |
| Weighted base: |  | 1042 |  | 13 |  | 100 |  | 72 |  | 130 |  | 66 |  | 62 |  | 338 |
| Sample: |  | 939 |  | 71 |  | 73 |  | 64 |  | 73 |  | 68 |  | 66 |  | 82 |

## 3rd Mention

| Better value for money | 0.1\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Convenient to home | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Convenient to work | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 9 |
| Easy to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good / cheap parking | 0.2\% | 2 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Habit / always used it | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has petrol station | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 0.2\% | 2 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers internet shopping / home delivery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On the way home from work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other shops / services nearby / convenient | 0.3\% | 3 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Preference for retailer | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of goods | 0.4\% | 4 | 2.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Range of goods available | 0.6\% | 6 | 1.6\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| Big store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't use too much plastic / packaging | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to by public transport | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good disability access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good offers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They accept vouchers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 3.2\% | 33 | 15.4\% | 2 | 7.4\% | 7 | 3.2\% | 2 | 6.0\% | 8 | 3.3\% | 2 | 1.1\% | 1 | 0.0\% | 0 |
| (No particular reason / no other reason) | 93.5\% | 974 | 77.3\% | 10 | 89.8\% | 90 | 95.3\% | 69 | 92.1\% | 119 | 93.3\% | 62 | 96.2\% | 59 | 97.3\% | 329 |
| Weighted base: |  | 1042 |  | 13 |  | 100 |  | 72 |  | 130 |  | 66 |  | 62 |  | 338 |
| Sample: |  | 939 |  | 71 |  | 73 |  | 64 |  | 73 |  | 68 |  | 66 |  | 82 |


| Any mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better value for money | 2.5\% | 26 | 2.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 5.8\% | 8 | 1.1\% | 1 | 1.4\% | 1 | 3.5\% | 12 |
| Convenient to home | 53.3\% | 555 | 48.4\% | 6 | 55.4\% | 55 | 52.1\% | 38 | 51.7\% | 67 | 62.6\% | 42 | 44.7\% | 28 | 56.8\% | 192 |
| Convenient to work | 5.5\% | 57 | 0.0\% | 0 | 6.7\% | 7 | 4.7\% | 3 | 2.8\% | 4 | 11.9\% | 8 | 9.5\% | 6 | 5.0\% | 17 |
| Easy to get to | 4.3\% | 45 | 10.1\% | 1 | 6.9\% | 7 | 7.4\% | 5 | 1.1\% | 1 | 6.5\% | 4 | 0.9\% | 1 | 3.0\% | 10 |
| Good / cheap parking | 2.4\% | 25 | 1.0\% | 0 | 8.4\% | 8 | 1.2\% | 1 | 3.1\% | 4 | 0.0\% | 0 | 2.0\% | 1 | 0.7\% | 2 |
| Good bus service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good service / friendly staff | 2.4\% | 25 | 9.0\% | 1 | 1.2\% | 1 | 5.8\% | 4 | 1.1\% | 1 | 1.1\% | 1 | 4.7\% | 3 | 0.9\% | 3 |
| Habit / always used it | 1.6\% | 17 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 3.5\% | 12 |
| Has petrol station | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 10.7\% | 112 | 5.4\% | 1 | 9.4\% | 9 | 18.8\% | 14 | 2.8\% | 4 | 6.8\% | 5 | 4.6\% | 3 | 15.0\% | 51 |
| Offers internet shopping / home delivery | 3.1\% | 32 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 5 | 0.0\% | 0 | 2.7\% | 2 | 5.8\% | 20 |
| On the way home from work | 0.6\% | 6 | 0.0\% | 0 | 2.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.9\% | 3 |
| Other shops / services nearby / convenient | 1.9\% | 20 | 3.4\% | 0 | 4.6\% | 5 | 2.3\% | 2 | 1.9\% | 2 | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 |
| Preference for retailer | 1.9\% | 20 | 2.7\% | 0 | 3.7\% | 4 | 0.9\% | 1 | 2.2\% | 3 | 1.1\% | 1 | 4.2\% | 3 | 0.0\% | 0 |
| Quality of goods | 11.3\% | 118 | 26.3\% | 3 | 7.5\% | 8 | 18.4\% | 13 | 9.2\% | 12 | 16.3\% | 11 | 7.6\% | 5 | 9.8\% | 33 |
| Range of goods available | 9.1\% | 94 | 9.7\% | 1 | 12.6\% | 13 | 10.2\% | 7 | 11.0\% | 14 | 2.2\% | 1 | 19.1\% | 12 | 4.2\% | 14 |
| Big store | 0.9\% | 9 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 9 |
| Clean store | 0.3\% | 3 | 1.6\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to family / friends | 1.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 9 |
| Don't use too much plastic / packaging | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to by public transport | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good disability access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Good offers | 0.2\% | 2 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good opening hours | 0.5\% | 5 | 1.3\% | 0 | 0.7\% | 1 | 2.1\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 1.4\% | 1 | 0.0\% | 0 |
| Has a café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Like to support local shops | 0.5\% | 6 | 1.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 2.9\% | 2 | 0.0\% | 0 |
| Loyalty card / points scheme | 0.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | , | 0.0\% | 0 |
| Pleasant environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sells local produce | 0.1\% | 1 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Small store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staff discount / work there | 2.4\% | 25 | 3.2\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 4.8\% | 16 |
| They accept vouchers | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | , | 0.0\% | 0 |
| They offer click and collect | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1042 |  | 13 |  | 100 |  | 72 |  | 130 |  | 66 |  | 62 |  | 338 |
| Sample: |  | 939 |  | 71 |  | 73 |  | 64 |  | 73 |  | 68 |  | 66 |  | 82 |

Q10 How do you normally travel when top-up shopping?
Those that do top-up shopping at Q07

| Car (driver) | 58.7\% | 619 | 56.7\% | 8 | 56.3\% | 58 | 58.9\% | 45 | 66.4\% | 88 | 60.7\% | 40 | 67.3\% | 43 | 56.2\% | 190 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Car (passenger in friend's / relative's car) | 3.5\% | 37 | 5.5\% | 1 | 4.7\% | 5 | 0.8\% | 1 | 2.0\% | 3 | 1.7\% | 1 | 0.0\% | 0 | 5.3\% | 18 |
| Bus / coach | 4.5\% | 48 | 3.0\% | 0 | 0.7\% | 1 | 5.4\% | 4 | 2.2\% | 3 | 2.5\% | 2 | 4.3\% | 3 | 6.5\% | 22 |
| Train | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Taxi | 0.2\% | 2 | 0.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Walk | 28.9\% | 305 | 34.9\% | 5 | 31.4\% | 32 | 27.5\% | 21 | 25.0\% | 33 | 28.4\% | 19 | 20.5\% | 13 | 28.5\% | 96 |
| Bicycle | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 3 |
| Moped / motorcycle | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Disability vehicle (scooter, wheelchair etc.) | 0.2\% | 2 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not applicable (goods delivered) | 1.4\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 2 | 2.7\% | 9 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 1.6\% | 17 | 0.0\% | 0 | 3.2\% | 3 | 4.3\% | 3 | 3.5\% | 5 | 2.5\% | 2 | 4.3\% | 3 | 0.0\% | 0 |
| Weighted base: |  | 1055 |  | 13 |  | 102 |  | 76 |  | 133 |  | 66 |  | 63 |  | 338 |
| Sample: |  | 958 |  | 74 |  | 74 |  | 66 |  | 76 |  | 68 |  | 68 |  | 82 |

## Meanscore: [£]

Q11 Approximately how much do you normally spend on a top-up food shopping trip?
Those that do top-up shopping at Q07

| £1-£5 | 9.5\% | 100 | 8.0\% | 1 | 16.1\% | 17 | 10.9\% | 8 | 4.2\% | 6 | 10.9\% | 7 | 21.1\% | 13 | 4.2\% | 14 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| £6-£10 | 18.6\% | 196 | 24.8\% | 3 | 27.6\% | 28 | 31.1\% | 24 | 10.7\% | 14 | 28.3\% | 19 | 12.7\% | 8 | 12.7\% | 43 |
| £11-£15 | 12.4\% | 131 | 12.0\% | 2 | 9.5\% | 10 | 9.3\% | 7 | 14.6\% | 19 | 17.1\% | 11 | 10.5\% | 7 | 14.9\% | 50 |
| £16-£20 | 21.3\% | 224 | 15.0\% | 2 | 15.3\% | 16 | 17.9\% | 14 | 22.3\% | 30 | 13.5\% | 9 | 23.6\% | 15 | 30.3\% | 102 |
| £21-£25 | 5.4\% | 57 | 6.4\% | 1 | 4.5\% | 5 | 1.9\% | 1 | 14.2\% | 19 | 1.1\% | 1 | 2.0\% | 1 | 4.7\% | 16 |
| £26-£30 | 5.0\% | 53 | 0.0\% | 0 | 6.8\% | 7 | 0.0\% | 0 | 3.4\% | 5 | 5.0\% | 3 | 5.4\% | 3 | 4.7\% | 16 |
| £31-£35 | 2.5\% | 26 | 0.0\% | 0 | 2.2\% | 2 | 1.1\% | 1 | 1.1\% | 1 | 6.3\% | 4 | 1.4\% | 1 | 3.3\% | 11 |
| £36-£40 | 2.3\% | 24 | 5.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 5 | 2.8\% | 2 | 0.9\% | 1 | 3.0\% | 10 |
| £41-£45 | 0.7\% | 7 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 3 | 5.4\% | 4 | 0.9\% | 1 | 0.0\% | 0 |
| £46-£50 | 3.3\% | 35 | 1.3\% | 0 | 0.9\% | 1 | 2.6\% | 2 | 3.3\% | 4 | 4.3\% | 3 | 2.2\% | 1 | 5.3\% | 18 |
| £51-£55 | 0.3\% | 3 | 1.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| £56-£60 | 0.3\% | 3 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £61-£65 | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £66-£70 | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  |
| £71-£75 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £76-£80 | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £81-£85 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £86-£90 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £91-£95 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £96-£100 | 0.5\% | 5 | 0.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 |
| £101 + | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| (Don't know / varies) | 15.2\% | 160 | 19.3\% | 3 | 13.7\% | 14 | 24.0\% | 18 | 16.0\% | 21 | 5.3\% | 4 | 8.6\% | 5 | 13.1\% | 44 |
| (Refused) | 2.1\% | 22 | 6.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 3 | 0.0\% | 0 | 9.4\% | 6 | 2.4\% | 8 |
| Mean: |  | 19.90 |  | 17.00 |  | 17.14 |  | 14.52 |  | 24.42 |  | 18.78 |  | 17.23 |  | 22.07 |
| Weighted base: |  | 1055 |  | 13 |  | 102 |  | 76 |  | 133 |  | 66 |  | 63 |  | 338 |
| Sample: |  | 958 |  | 74 |  | 74 |  | 66 |  | 76 |  | 68 |  | 68 |  | 82 |

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

## Q12 Apart from (STORE / LOCATION MENTIONED AT Q07), is there anywhere else where you undertake your household's top-up grocery shopping?

Those that do top-up shopping at Q07
Zone 1
Aldi, St. Andrews Close, Canterbury
Asda, Sturry Road, Canterbury
Iceland, Stour Retail Park, Sturry Road, Canterbury Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury
Lidl, Sturry Road, Canterbury
Local Shops, Canterbury City Centre
Local Shops, St Dunstans, Canterbury
Marks \& Spencer, Maybrook Retail Park, Canterbury
Marks \& Spencer, St.

| $0.2 \%$ | 2 | $2.6 \%$ | 0 | $0.9 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.4 \%$ | 5 | $1.0 \%$ | 0 | $0.0 \%$ | 0 | $4.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Morrisons, Ten Perch Road, Canterbury
Sainsbury's Local, St $\begin{array}{llllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$ Dunstans Street, Canterbury
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury
Sainsbury's Superstore, Kingsmead Road, Canterbury
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)
Tesco Express, New Dover Road, Canterbury
Tesco Metro, Whitefriars

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Shopping Centre, Gravel Walk, Canterbury
The Goods Shed Farmers

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Virginia Woolf Building, University of Kent, Canterbury
Local Shops, Blean Village Centre
Local Shops, Chartham Village Centre
Other - Zone 2
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury Local Shops, Barham Village Centre
Local Shops, Bridge Village Centre
Other - Zone 3

| $0.1 \%$ | 1 | $1.6 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


|  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | \% | 0 | \% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Local Shops, Hersden | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Village Centre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Local Shops, Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Kings Road, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Reculver Road, Herne Bay | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Sea Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Herne Bay | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 Zone 6 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Canterbury Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Whitstable Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Tankerton Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Boundary Road, Ramsgate | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Zion Place, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Grange Road, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Ramsgate |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, High Street, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hopeville Avenue, Broadstairs | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Birchington | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Westgate On Sea | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Summerfield Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Margate Road, Ramsgate | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Broadstairs Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Margate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ramsgate Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 0.1\% | 1 | 4.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, High Street, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Manston Road, Ramsgate | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Queens Street, Ramsgate | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 <br> Zone 8 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Moatsole, Sandwich | 0.1\% | 1 | 5.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Ash | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.5\% | 5 | 3.1\% | 0 | 4.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sandwich Town Centre | 0.2\% | 2 | 1.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Wingham Village Centre | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Spar, Market Street, Sandwich | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 8$ $\text { Zone } 9$ | 0.2\% | 2 | 11.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Cherry Tree Avenue, Dover | 0.7\% | 7 | 0.0\% | 0 | 6.2\% | 6 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Beauchamp Avenue, Deal | 0.4\% | 5 | 0.0\% | 0 | 4.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Lower Road, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Market Square, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

[^1]Aylesham

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Mill Road, Deal | 0.1\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, Charlton Green, Dover | 0.1\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Queen Street, Deal | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Honeywood Parkway, Dover | 0.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Deal Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Bridge Street, Dover | 0.3\% | 3 | 0.0\% | 0 | 3.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.6\% | 6 | 1.0\% | 0 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St James Retail Park, Dover | 0.4\% | 5 | 0.0\% | 0 | 4.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 <br> Zone 10 | 0.3\% | 3 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, High Street, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Bouverie Place, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cheriton Road, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Main Road, Sellindge | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Hythe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Haven Drive, Hawkinge, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Shellons Street, Folkestone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 2 | 0.0\% | 0 |
| Local Shops, Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Hythe Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Stelling Minnis <br> Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Cheriton High Street, Folkestone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Cheriton Road, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Canterbury Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Castle House, Bouverie Road West, Folkestone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Prospect Road, Hythe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, East Street, Sittingbourne | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Pepys Avenue, Sheerness | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Trinity Trading Estate, Sittingbourne | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Bobbing Corner, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Forbes Road, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Grove Park Shopping Centre, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, West Street, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Bridge Road, Sheerness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 3 |
| Aldi, Victoria Road, Ashford | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 1.1\% | 1 | 0.0\% | 0 |
| Asda, Kimberley Way, Ashford | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 3 | 4.3\% | 3 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Brookfield Court, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Churchfield Way, Wye | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Farmfoods, New Street, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 |
| Iceland, High Street, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, New Street, Ashford | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Ashford Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Ashford
Tesco Express, Mace Lane Ashford
Tesco Extra, Hythe Road,
Willesborgh, And Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Waitrose, Sir Bernard Paget Drive, Ashford
Other - Zone 12
Zone 13
Sainsbury's Superstore, Dymchurch Road, New Romney
Spar, Coast Drive, Greatstone, New Romney
Spar, High Street, New Romney
Tesco Superstore, Highbury Works, Tenterden
Waitrose, Sayer's Lane, Tenterden
Other-Zone 13
Zone 14
Aldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
Aldi, Langley Park Centre, Maidstone
Aldi, Well Road, Maidstone
Asda, Pier Road, Gillingham
Co-op, Egremont Road, Bearsted
Co-op, Faversham Road, Lenham
Co-op, High Street, Cranbrook
Iceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidstone
Lidl, Broadway Shopping Centre, Maidstone
Lidl, Farleigh Hill, Tovil, Maidstone
Local Shops, Chatham Town Centre
Local Shops, Maidstone Town Centre
Local Shops, Staplehurst Village Centre
Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham
Marks \& Spencer, Week Street, Maidstone
Morrisons, Sutton Road, Maidstone
Morrisons, Walderslade, Princes Avenue, Chatham
Sainsbury's Local, High Street, Headcorn
Sainsbury's Superstore, Hempstead Valley, Gillingham
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.0 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.9 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.7 \%$ | 1 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.4 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.7 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.5 \%$ | 2 |


| $0.5 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.6 \%$ | 6 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |$\quad 2$


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

$\begin{array}{llllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 3 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $1.0 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.7 \%$ | 1 | $2.7 \%$ | 9 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.5 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.5 \%$ | 5 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $\begin{array}{llllllllllllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sainsbury's Superstore, Romney Place, Maidstone | 1.1\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 12 |
| Tesco Express (Esso), <br> Tonbridge Road, <br> Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Ashford Road, Bearsted | 1.1\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 12 |
| Tesco Express, London Road, Maidstone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Tesco Express, Sturdee Avenue, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Tesco Metro, Rainham Shopping Centre, Gillingham | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Tesco Metro, Rye Road, Hawkhurst | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Farleigh Hill, Tovil | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Grovewood Drive, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Mid Kent Shopping Centre, Maidstone | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 2 |
| Other - Zone 14 Outside Survey Area | 1.9\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 5.8\% | 19 |
| Aldi, Friary Place, Strood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Hermitage Lane, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Rye Road, Hastings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Parade, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, High Street, Swanscombe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Approach, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local Shops, Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Bluewater, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, London Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Johns Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Linden Park Road, Tunbridge Wells | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Otford Road, Sevenoaks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Quarry Wood Industrial Estate, Mills Road, Aylesford | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 6 |
| Sainsbury's Superstore, Wingfield Bank, Northfleet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Church Road, Paddock Wood | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 1.8\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 9 |
| Internet - Click \& Collect | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 2.0\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 4 | 0.0\% | 0 | 2.9\% | 10 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nowhere else) | 66.4\% | 700 | 60.7\% | 8 | 61.2\% | 63 | 60.9\% | 46 | 79.0\% | 105 | 46.3\% | 31 | 79.8\% | 51 | 68.7\% | 232 |
| Weighted base: |  | 1055 |  | 13 |  | 102 |  | 76 |  | 133 |  | 66 |  | 63 |  | 338 |
| Sample: |  | 958 |  | 74 |  | 74 |  | 66 |  | 76 |  | 68 |  | 68 |  | 82 |

## Q13 Now thinking about non-food shopping, have you bought any of these goods in the last 10 years? [MR/PR]

| Clothing and footwear | 94.9\% | 1331 | 95.7\% |  | 100.0\% | 129 | 95.4\% | 106 | 90.4\% | 157 | 97.0\% | 93 | 89.6\% | 78 | 95.9\% | 399 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Furniture and floor coverings | 66.6\% | 934 | 60.5\% | 11 | 68.7\% | 89 | 66.0\% | 74 | 71.6\% | 124 | 70.7\% | 68 | 57.6\% | 50 | 64.6\% | 268 |
| Books, stationery, CDs, DVDs and videos | 73.6\% | 1032 | 79.5\% | 15 | 79.7\% | 103 | 77.9\% | 87 | 79.4\% | 137 | 80.8\% | 77 | 72.6\% | 63 | 65.7\% | 273 |
| Glassware, tableware, jewellery, watches and clocks | 56.8\% | 797 | 52.0\% | 10 | 59.3\% | 76 | 56.3\% | 63 | 66.3\% | 115 | 61.6\% | 59 | 54.6\% | 47 | 56.7\% | 236 |
| Bulky electrical goods (such as washing machines, fridge freezers, cookers and dishwashers) | 72.3\% | 1014 | 70.8\% | 13 | 77.4\% | 100 | 60.7\% | 68 | 62.4\% | 108 | 73.8\% | 71 | 77.5\% | 67 | 77.6\% | 323 |
| Non-bulky electrical goods (such as TVs, Hi-Fi and computers) | 70.0\% | 982 | 57.0\% | 10 | 73.6\% | 95 | 69.1\% | 77 | 70.9\% | 123 | 68.1\% | 65 | 81.6\% | 71 | 71.4\% | 297 |
| Toys / sports goods | 59.2\% | 831 | 52.9\% | 10 | 59.4\% | 77 | 60.1\% | 67 | 65.3\% | 113 | 68.8\% | 66 | 62.3\% | 54 | 63.1\% | 262 |
| DIY and garden products | 75.0\% | 1053 | 72.1\% | 13 | 76.5\% | 99 | 76.6\% | 85 | 75.5\% | 131 | 80.4\% | 77 | 77.8\% | 68 | 74.4\% | 309 |
| (Haven't bought any of these goods within the last 10 years) | 2.6\% | 36 | 2.2\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 8.0\% | 14 | 1.8\% | 2 | 4.6\% | 4 | 1.9\% | 8 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

$\begin{array}{llllllll}\text { Total Zone } 8 & \text { Zone 9 } & \text { Zone } 10 & \text { Zone 11 } & \text { Zone 12 } & \text { Zone 13 } & \text { Zone } 14\end{array}$

## Q14 Where did you last undertake your household's shopping for clothing and footwear?

Those that said 'Clothing and footwear' at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury City Centre | $15.0 \%$ | 199 | $31.1 \%$ | 5 | $18.8 \%$ | 24 | $28.2 \%$ | 30 | $16.8 \%$ | 26 | $17.6 \%$ | 16 | $8.9 \%$ | 7 | $0.7 \%$ | 3 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.8 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sturry Road Retail Parks, | $0.6 \%$ | 7 | $0.0 \%$ | 0 | $2.5 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury

| Other - Zone 2 <br> Zone 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Barham Village Centre       <br> Bridge Village Centre <br> Zone 4 $0.0 \%$ 0 $0.0 \%$ 0 $0.0 \%$ 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Hersden Village Centre <br> Zone 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Canterbury Garden Centre,
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.4\% | 6 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.6\% | 8 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 3 | 0.0\% | 0 |
| Margate Town Centre | 0.3\% | 4 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.5\% | 7 | 1.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 10.2\% | 135 | 29.7\% | 5 | 18.5\% | 24 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 2 |
| $\text { Other - Zone } 7$ $\text { Zone } 8$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.1\% | 1 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.9\% | 12 | 3.3\% | 1 | 8.5\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.6\% | 8 | 0.0\% | 0 | 5.4\% | 7 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.9\% | 26 | 0.0\% | 0 | 0.7\% | 1 | 21.0\% | 22 | 0.0\% | 0 | 1.0\% | 1 | 1.6\% | 1 | 0.0\% | 0 |
| Hythe Town Centre | 0.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 0.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.4\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 4.0\% | 53 | 0.8\% | 0 | 5.2\% | 7 | 6.6\% | 7 | 3.6\% | 6 | 13.0\% | 12 | 15.2\% | 12 | 1.4\% | 6 |
| Ashford Retail Park, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 5.5\% | 74 | 3.6\% | 1 | 0.7\% | 1 | 4.1\% | 4 | 0.0\% | 0 | 33.7\% | 31 | 39.0\% | 30 | 1.2\% | 5 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |
| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.7 \%$ | 3 | $0.0 \%$ | 0 |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  | Works, Smallhythe Road, Tenterden

Other - Zone 13
Zone 14

| B\&Q, Barker Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| B\&Q, Will Adams Way, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 1.9\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 5.8\% | 23 |
| Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Retail Park, Ambley Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 11 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 2.8\% | 37 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 7.8\% | 31 |
| Maidstone Town Centre | 7.8\% | 103 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.2\% | 13 | 1.0\% | 1 | 2.5\% | 2 | 21.9\% | 87 |
| Sainsbury's Superstore, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

## Hempstead Valler Gillingham

| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Extra, Courteney Road, Gillingham | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |
| Other - Zone 14 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.3\% | 4 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 7.5\% | 100 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 2 | 19.9\% | 31 | 3.5\% | 3 | 1.6\% | 1 | 15.0\% | 60 |
| Central London | 0.6\% | 7 | 0.8\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 2.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| Royal Tunbridge Wells Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.4\% | 18 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 1.6\% | 1 | 3.3\% | 13 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 21.0\% | 280 | 16.3\% | 3 | 27.6\% | 36 | 23.7\% | 25 | 22.0\% | 34 | 9.8\% | 9 | 16.1\% | 13 | 20.9\% | 83 |
| Internet - Click \& Collect | 3.2\% | 43 | 0.0\% | 0 | 3.1\% | 4 | 0.0\% | 0 | 3.0\% | 5 | 4.7\% | 4 | 0.0\% | 0 | 5.9\% | 23 |
| Catalogue / mail order | 1.3\% | 17 | 2.3\% | 0 | 2.4\% | 3 | 0.6\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 2.1\% | 2 | 2.2\% | 9 |
| (Don't know / can't remember) | 5.8\% | 78 | 3.1\% | 1 | 4.6\% | 6 | 6.6\% | 7 | 2.6\% | 4 | 10.6\% | 10 | 1.1\% | 1 | 7.9\% | 32 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1331 |  | 17 |  | 129 |  | 106 |  | 157 |  | 93 |  | 78 |  | 399 |
| Sample: |  | 1316 |  | 94 |  | 100 |  | 93 |  | 95 |  | 97 |  | 92 |  | 97 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q14AWhere did you collect your goods from?

| The store itself (PLEASE WRITE IN FULL STORE DETAILS) | 67.2\% | 29 | 0.0\% | 0 | 42.5\% | 2 | 0.0\% |  | 00.0\% | 5 | 34.1\% | 1 | 0.0\% | 0 | 61.8\% | 15 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nominated collection point (PLEASE WRITE IN NAME OF RETAILER AND LOCATION) | 5.3\% | 2 | 0.0\% | 0 | 57.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Work / friends / neighbours | 6.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 65.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 20.8\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 38.2\% | 9 |
| Weighted base: |  | 43 |  | 0 |  | 4 |  | 0 |  | 5 |  | 4 |  | 0 |  | 23 |
| Sample: |  | 13 |  | 0 |  | 3 |  | 0 |  | 1 |  | 3 |  | 0 |  | 3 |

$\begin{array}{llllllll}\text { Total Zone } 8 & \text { Zone 9 } & \text { Zone } 10 & \text { Zone } 11 & \text { Zone } 12 & \text { Zone 13 } & \text { Zone } 14\end{array}$

## Q15 Where did you last undertake your household's shopping for furniture and floor coverings?

Those that said 'Furniture and floor coverings at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | :--- | :--- | :--- |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury City Centre | $7.0 \%$ | 65 | $16.2 \%$ | 2 | $11.1 \%$ | 10 | $7.6 \%$ | 6 | $8.9 \%$ | 11 | $6.3 \%$ | 4 | $7.7 \%$ | 4 | $0.0 \%$ | 0 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sturry Road Retail Parks, | $2.6 \%$ | 25 | $0.0 \%$ | 0 | $7.3 \%$ | 6 | $4.3 \%$ | 3 | $1.0 \%$ | 1 | $3.0 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Canterbury (includes

Canterbury Retail Park,
Maybrook Retail Park \&
Stour Retail Park)
Sturry Village Centre
Tesco Metro, Whitefriars

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Shopping Centre, Gravel Walk, Canterbury

Wincheap Retail Area,
Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre,

| $2.1 \%$ | 19 | $3.5 \%$ | 0 | $6.3 \%$ | 6 | $2.7 \%$ | 2 | $1.7 \%$ | 2 | $1.4 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Stour Business Pa

Canterbury

| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Canterbury Garden Centre,
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 3.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 1.1\% | 10 | 3.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.9\% | 8 | 0.0\% | 0 | 2.6\% | 2 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 1.4\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 7.7\% | 72 | 15.5\% | 2 | 11.7\% | 10 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 7$ $\text { Zone } 8$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.2\% | 2 | 14.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.6\% | 5 | 3.1\% | 0 | 5.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.5\% | 14 | 1.2\% | 0 | 14.6\% | 13 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 | 0.2\% | 2 | 0.0\% | 0 | 2.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.4\% | 13 | 0.0\% | 0 | 0.8\% | 1 | 14.6\% | 11 | 0.0\% | 0 | 1.1\% | 1 | 1.1\% | 1 | 0.0\% | 0 |
| Hythe Town Centre | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 7.2\% | 5 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 1.8\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.3\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 2.6\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 14.4\% | 10 | 15.8\% | 8 | 1.5\% | 4 |
| Ashford Town Centre | 4.9\% | 46 | 1.2\% | 0 | 0.8\% | 1 | 12.3\% | 9 | 0.0\% | 0 | 25.9\% | 18 | 29.8\% | 15 | 1.1\% | 3 |
| B\&Q, Norman Road, Ashford | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 3 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden
Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park, Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Maidstone Town Centre | $4.1 \%$ | 38 | $1.2 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.9 \%$ | 5 | $2.4 \%$ | 2 | $2.8 \%$ | 1 | $11.3 \%$ |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | Hempstead Valley, Gillingham

Staplehurst Village Centre
Tesco Extra, Courteney Road, Gillingham
Other - Zone 14
Outside Survey Area
Abroad
Asda, Maidstone Road, Chatham
Bluewater Shopping Centre, Greenhithe
Central London
Horsted Retail Park,
Maidstone Road, Chatham
Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre
South Aylesford Retail Park,
Maidstone
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
White Cliffs Business Park, Whitfield
Other - Outside Survey Area
Others
Other
Internet - Delivery
Internet - Click \& Collect
Catalogue / mail order
(Don't know / can't remember)
(Don't do this type of shopping)
Weighted base:
Sample:

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $19.4 \%$ | 181 | $9.0 \%$ | 1 | $19.2 \%$ | 17 | $19.3 \%$ | 14 | $17.1 \%$ | 21 | $27.2 \%$ | 18 | $12.6 \%$ | 6 | $20.0 \%$ | 54 |
| $0.6 \%$ | 5 | $1.2 \%$ | 0 | $3.4 \%$ | 3 | $0.0 \%$ | 0 | $1.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $3.0 \%$ | 28 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $2.7 \%$ | 2 | $2.3 \%$ | 3 | $0.0 \%$ | 0 | $5.4 \%$ | 3 | $6.7 \%$ | 18 |
| $14.2 \%$ | 133 | $16.9 \%$ | 2 | $9.8 \%$ | 9 | $9.9 \%$ | 7 | $15.0 \%$ | 19 | $8.7 \%$ | 6 | $6.6 \%$ | 3 | $18.6 \%$ | 50 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 934 |  | 11 |  | 89 |  | 74 |  | 124 |  | 68 |  | 50 |  | 268 |
|  | 883 |  | 59 |  | 71 |  | 64 | 71 |  | 70 |  | 55 | 71 |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.4 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.3 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.7 \%$ | 2 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.4 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.4 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.9 \%$ | 9 | $1.2 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.1 \%$ | 8 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.6 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ | 6 |


| $1.2 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.1 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 11


| $2.3 \%$ | 21 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $10.5 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.6 \%$ | 7 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

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| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $1.7 \%$ | 16 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.3 \%$ | 11 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $1.7 \%$ | 16 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.9 \%$ | 1 | $0.0 \%$ | 0 | $1.4 \%$ | 1 | $3.2 \%$ | 2 | $4.2 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 11


| $0.7 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.4 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 3 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 2 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $1.8 \%$ | 17 | $3.1 \%$ | 0 | $0.0 \%$ | 0 | $2.3 \%$ | 2 | $4.3 \%$ | 5 | $1.9 \%$ | 1 | $2.8 \%$ | 1 | $1.1 \%$ | 3 |


| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.9 \%$ | 2 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $2.8 \%$ | 26 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 1 | $3.6 \%$ | 5 | $0.0 \%$ | 0 | $2.8 \%$ | 1 | $7.3 \%$ | 19 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 0 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $1.1 \%$ | 10 | $3.7 \%$ | 0 | $1.1 \%$ | 1 | $0.9 \%$ | 1 | $1.0 \%$ | 1 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $1.9 \%$ | 5 |

$\begin{array}{llllllll}\text { Total Zone } 8 & \text { Zone 9 } & \text { Zone } 10 & \text { Zone 11 } & \text { Zone 12 } & \text { Zone 13 } & \text { Zone } 14\end{array}$

Q16 Where did you last undertake your household's shopping for books, stationery, CDs, DVDs and videos?
Those that said 'Books, stationery, CDs, DVDs and videos' at Q13
Zone 1

| Asda, Sturry Road, Canterbury | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 8.6\% | 89 | 24.2\% | 4 | 9.0\% | 9 | 6.1\% | 5 | 9.0\% | 12 | 8.2\% | 6 | 4.7\% | 3 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury
Other - Zone 2
Zone 3
Barham Village Centre
Bridge Village Centre
Zone 4
Hersden Village Centre
Zone 5
Canterbury Garden Centre,
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.7\% | 7 | 2.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 6.4\% | 66 | 14.8\% | 2 | 8.5\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 7 \\ & \text { Zone } 8 \end{aligned}$ | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.1\% | 1 | 6.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 1.7\% | 18 | 3.3\% | 0 | 16.5\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.0\% | 10 | 2.1\% | 0 | 9.5\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 0.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 2.3\% | 24 | 0.0\% | 0 | 0.7\% | 1 | 24.9\% | 22 | 0.0\% | 0 | 1.0\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Hythe Town Centre | 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 9.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 1.9\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 14.3\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 1.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 3.3\% | 9 |
| Ashford Town Centre | 5.0\% | 51 | 0.0\% | 0 | 0.0\% | 0 | 6.4\% | 6 | 0.0\% | 0 | 39.0\% | 30 | 24.7\% | 16 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury

| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.1 \%$ | 3 | $0.0 \%$ | 0 |
| $0.7 \%$ | 8 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $12.0 \%$ | 8 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Works, Smallhythe Road, Tenterden

Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park, Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham

| Maidstone Town Centre | $4.0 \%$ | 42 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.4 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $14.0 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Sainsbury's Superstore, | $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | Hempstead Valley, Gillingham


| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Extra, Courteney Road, Gillingham | 0.8\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 8 |
| Other - Zone 14 | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 6 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 1.3\% | 14 | 0.0\% | 0 | 0.7\% | 1 | 0.7\% | 1 | 3.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 8 |
| Central London | 0.0\% | 0 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Royal Tunbridge Wells Town Centre | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 5 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.2\% | 2 | 0.0\% | 0 | 2.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.1\% | 11 | 0.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 7 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 43.4\% | 448 | 38.3\% | 6 | 45.8\% | 47 | 41.5\% | 36 | 57.9\% | 80 | 29.2\% | 23 | 48.0\% | 30 | 45.2\% | 123 |
| Internet - Click \& Collect | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 3 | 2.7\% | 2 | 0.0\% | 0 |
| Catalogue / mail order | 0.1\% | 1 | 0.9\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 6.7\% | 69 | 5.2\% | 1 | 3.6\% | 4 | 5.0\% | 4 | 5.6\% | 8 | 6.7\% | 5 | 1.7\% | 1 | 9.4\% | 26 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1032 |  | 15 |  | 103 |  | 87 |  | 137 |  | 77 |  | 63 |  | 273 |
| Sample: |  | 1028 |  | 77 |  | 76 |  | 77 |  | 83 |  | 80 |  | 68 |  | 72 |

Q17 Where did you last undertake your household's shopping for glassware, tableware, jewellery, watches and clocks?
Those that said 'Glassware, tableware, jewellery, watches and clocks' at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury City Centre | $9.7 \%$ | 77 | $19.9 \%$ | 2 | $22.2 \%$ | 17 | $7.6 \%$ | 5 | $4.5 \%$ | 5 | $2.5 \%$ | 1 | $2.6 \%$ | 1 | $1.0 \%$ | 2 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $1.4 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sturry Road Retail Parks, | $0.9 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $1.6 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury

| Other - Zone 2 Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Zone 4 <br> Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |

Canterbury Garden Centre
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.7\% | 5 | 8.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.8\% | 6 | 1.4\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 7.3\% | 58 | 9.6\% | 1 | 9.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 7 \\ & \text { Zone } 8 \end{aligned}$ | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.3\% | 3 | 1.4\% | 0 | 2.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.1\% | 9 | 1.4\% | 0 | 11.5\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood <br> Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.1\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 2.2\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 22.8\% | 14 | 0.0\% | 0 | 4.2\% | 2 | 1.1\% | 1 | 0.0\% | 0 |
| Hythe Town Centre | 0.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 9.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.4\% | 3 | 0.0\% | 0 | 1.5\% | 1 | 3.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| Tesco Superstore, Crescent Road, Faversham | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 1.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 5 | 5.6\% | 3 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 0.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 5.3\% | 3 | 6.9\% | 3 | 0.0\% | 0 |
| Ashford Town Centre | 7.0\% | 56 | 0.0\% | 0 | 1.0\% | 1 | 7.6\% | 5 | 0.0\% | 0 | 40.4\% | 24 | 49.5\% | 23 | 0.8\% | 2 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 2 | 0.0\% | 0 | 4.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.8\% | 2 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth Ashford
Other - Zone 12

## Zone 13

New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden
Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham

| Maidstone Town Centre | $3.0 \%$ | 24 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $10.2 \%$ | 24 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Hempstead Valley, Gillingham

| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Extra, Courteney Road, Gillingham | 2.3\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 18 |
| Other - Zone 14 | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 6 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 1.2\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 1.0\% | 2 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 7.0\% | 56 | 0.0\% | 0 | 0.0\% | 0 | 6.2\% | 4 | 21.0\% | 24 | 3.0\% | 2 | 0.0\% | 0 | 10.8\% | 25 |
| Central London | 1.0\% | 8 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 2.7\% | 22 | 0.0\% | 0 | 1.2\% | 1 | 2.7\% | 2 | 8.6\% | 10 | 0.0\% | 0 | 1.5\% | 1 | 2.2\% | 5 |
| Royal Tunbridge Wells Town Centre | 0.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 2.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 2 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 2.9\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.7\% | 23 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.3\% | 3 | 0.0\% | 0 | 3.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.1\% | 9 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 2.0\% | 5 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 19.5\% | 155 | 28.6\% | 3 | 40.1\% | 31 | 28.1\% | 18 | 14.7\% | 17 | 10.8\% | 6 | 21.1\% | 10 | 17.6\% | 42 |
| Internet - Click \& Collect | 0.0\% | 0 | 2.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Catalogue / mail order | 1.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 9 |
| (Don't know / can't remember) | 9.7\% | 77 | 10.8\% | 1 | 4.0\% | 3 | 8.4\% | 5 | 14.0\% | 16 | 9.8\% | 6 | 1.8\% | 1 | 10.6\% | 25 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 797 |  | 10 |  | 76 |  | 63 |  | 115 |  | 59 |  | 47 |  | 236 |
| Sample: |  | 720 |  | 46 |  | 61 |  | 53 |  | 63 |  | 63 |  | 51 |  | 60 |

Weighted base
$720-46$
63
60

Q18 Where did you last undertake your household's shopping for bulky electrical goods such as washing machines, fridge freezers, cookers and dishwashers?
Those that said 'Bulky electrical goods' at Q13
Zone 1

| Asda, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 3.4\% | 35 | 11.2\% | 1 | 4.0\% | 4 | 0.9\% | 1 | 4.5\% | 5 | 3.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 6.9\% | 70 | 9.9\% | 1 | 15.3\% | 15 | 0.0\% | 0 | 3.6\% | 4 | 2.3\% | 2 | 0.0\% | 0 | 2.8\% | 9 |
| Sturry Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.8\% | 8 | 2.7\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 2 | 0.8\% | 1 | 0.0\% | 0 |
| Other - Zone 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Meadow Grange Nursery, Honey Hill, Blean | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Garden Centre, Herne Common, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.8\% | 8 | 4.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Minster-in-Thanet Village Centre

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ramsgate Town Centre | 0.1\% | 1 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 6.5\% | 66 | 25.1\% | 3 | 8.2\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 <br> Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 3.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 8 Zone 9 | 0.1\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.5\% | 5 | 4.1\% | 1 | 4.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.0\% | 10 | 0.0\% | 0 | 9.3\% | 9 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 <br> Zone 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheriton Village Centre | 0.4\% | 4 | 0.0\% | 0 | 0.7\% | 1 | 3.8\% | 3 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.9\% | 19 | 1.0\% | 0 | 4.3\% | 4 | 19.4\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 2 | 0.0\% | 0 |
| Hythe Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 2.5\% | 25 | 0.0\% | 0 | 10.2\% | 10 | 19.6\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 2.6\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 24.6\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.1\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 19.0\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 1.3\% | 1 | 0.7\% | 2 |
| Ashford Retail Park, Ashford | 4.0\% | 41 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 28.0\% | 20 | 14.5\% | 10 | 3.0\% | 10 |
| Ashford Town Centre | 4.4\% | 44 | 0.0\% | 0 | 0.7\% | 1 | 1.9\% | 1 | 0.9\% | 1 | 29.4\% | 21 | 29.7\% | 20 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 4.3\% | 3 | 0.0\% | 0 | 1.7\% | 6 |
| John Lewis, Fougeres Way, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 2 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Hythe Road, Willesborough, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 12 \\ & \text { Zone } 13 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New Romney Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| Tenterden Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 2 | 0.0\% | 0 |
| Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 13 \\ & \text { Zone } 14 \end{aligned}$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 |
| B\&Q, Barker Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Will Adams Way, Gillingham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Chatham Town Centre | 0.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 7 |
| Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Retail Park, Ambley Road, Gillingham | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 6 |
| Gillingham Town Centre | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 5 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 1.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 10 |
| Maidstone Town Centre | 1.8\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 5.1\% | 16 |
| Sainsbury's Superstore, Hempstead Valley, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 <br> Outside Survey Area | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Abroad | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 1.1\% | 11 | 0.0\% | 0 | 1.7\% | 2 | 0.9\% | 1 | 3.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 4 |
| Central London | 0.0\% | 0 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 3.6\% | 36 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 9.9\% | 32 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Royal Tunbridge Wells Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 1.7\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 17 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.1\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 6 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 36.3\% | 368 | 28.4\% | 4 | 32.3\% | 32 | 39.8\% | 27 | 24.2\% | 26 | 22.6\% | 16 | 29.8\% | 20 | 47.1\% | 152 |
| Internet - Click \& Collect | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 2 | 0.0\% | 0 |
| Catalogue / mail order | 2.0\% | 20 | 1.0\% | 0 | 2.3\% | 2 | 3.0\% | 2 | 3.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 9 |
| (Don't know / can't remember) | 7.5\% | 76 | 6.9\% | 1 | 3.7\% | 4 | 4.8\% | 3 | 8.3\% | 9 | 5.1\% | 4 | 6.4\% | 4 | 8.6\% | 28 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1014 |  | 13 |  | 100 |  | 68 |  | 108 |  | 71 |  | 67 |  | 323 |
| Sample: |  | 977 |  | 68 |  | 78 |  | 63 |  | 67 |  | 76 |  | 73 |  | 77 |

Q19 Where did you last undertake your household's shopping for non-bulky electrical goods such as TVs, Hi-Fi and computers? Those that said 'Non-bulky electrical goods' at Q13

Zone 1

| Asda, Sturry Road, Canterbury | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 3.2\% | 31 | 17.3\% | 2 | 4.6\% | 4 | 0.8\% | 1 | 2.7\% | 3 | 4.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 5.9\% | 58 | 9.1\% | 1 | 14.9\% | 14 | 1.7\% | 1 | 1.7\% | 2 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.6\% | 6 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.8\% | 1 | 0.0\% | 0 |
| Other - Zone 1 Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Meadow Grange Nursery, Honey Hill, Blean | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Garden Centre, Herne Common, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.1\% | 1 | 2.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.5\% | 5 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.8\% | 8 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 5.8\% | 57 | 23.7\% | 2 | 9.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 7$ $\text { Zone } 8$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.1\% | 1 | 1.3\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.8\% | 8 | 0.0\% | 0 | 8.1\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.9\% | 18 | 1.3\% | 0 | 0.0\% | 0 | 20.5\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 3 | 0.0\% | 0 |
| Hythe Town Centre | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 2.4\% | 23 | 0.0\% | 0 | 8.3\% | 8 | 17.9\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 2 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.7\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.4\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 2.7\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 21.7\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.1\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 15.0\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 2 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 3 | 1.0\% | 1 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 3.4\% | 34 | 0.0\% | 0 | 0.8\% | 1 | 2.2\% | 2 | 0.0\% | 0 | 25.0\% | 16 | 15.0\% | 11 | 1.4\% | 4 |
| Ashford Town Centre | 3.7\% | 37 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 3 | 1.7\% | 2 | 18.2\% | 12 | 27.5\% | 19 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.5\% | 5 | 0.0\% | 0 | 0.8\% | 1 | 2.2\% | 2 | 0.0\% | 0 | 1.1\% | 1 | 2.4\% | 2 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $1.0 \%$ | 1 | $0.0 \%$ | 0 |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.3 \%$ | 2 | $0.0 \%$ | 0 |  |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $28 \%$ | 2 | $0.0 \%$ | 0 |  | Works, Smallhythe Road, Tenterden

Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping
Centre, Hempstead, Centre, Hempstead, Gillingham

| Maidstone Town Centre | $4.1 \%$ | 40 | $1.7 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.7 \%$ | 5 | $1.1 \%$ | 1 | $0.0 \%$ | 0 | $11.6 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | Hempstead Valley, Gillingham


| Staplehurst Village Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Tesco Extra, Courteney | $0.5 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.6 \%$ | 5 |
| Road, Gillingham | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Zone 14 <br> Outside Survey Area | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Abroad | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Asda, Maidstone Road, <br> $\quad$ Chatham | $2.5 \%$ | 25 | $2.1 \%$ | 0 | $1.8 \%$ | 2 | $0.8 \%$ | 1 | $3.4 \%$ | 4 | $1.7 \%$ | 1 | $3.8 \%$ | 3 | $4.2 \%$ | 13 |
| Bluewater Shopping Centre, <br> $\quad$ Greenhithe | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Central London | $2.5 \%$ | 44 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.5 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $13.0 \%$ | 39 |
| Horsted Retail Park, <br> $\quad$ Maidstone Road, Chatham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Lakeside Retail Park \&
Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre
South Aylesford Retail Park,
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
White Cliffs Business Park, Whitfield
Other - Outside Survey Area
Others
Other
Internet - Delivery
Internet - Click \& Collect
Catalogue / mail order
(Don't know / can't remember)
(Don't do this type of shopping)
Weighted base:
Sample:

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

Q20 Where did you last undertake your household's shopping for toys / sports goods?
Those that said 'Toys / sports goods' at Q13
Zone 1

| Asda, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 7.3\% | 61 | 11.7\% | 1 | 3.0\% | 2 | 12.2\% | 8 | 10.7\% | 12 | 4.7\% | 3 | 8.2\% | 4 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, | 1.6\% | 14 | 0.0\% | 0 | 5.5\% | 4 | 0.0\% | 0 | 2.5\% | 3 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery, Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury

| Other - Zone 2 <br> Zone 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Barham Village Centre       <br> Bridge Village Centre <br> Zone 4 $0.0 \%$ 0 $0.0 \%$ 0 $0.0 \%$ 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Hersden Village Centre <br> Zone 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | $0.0 \%$ | 0 | $0.0 \%$ |

Canterbury Garden Centre,
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.4\% | 3 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.7\% | 5 | 4.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 7.0\% | 58 | 22.7\% | 2 | 20.7\% | 16 | 1.3\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 7$ $\text { Zone } 8$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.1\% | 1 | 7.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.5\% | 4 | 1.4\% | 0 | 4.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.6\% | 13 | 1.8\% | 0 | 17.3\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.3\% | 2 | 0.0\% | 0 | 3.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs <br> Park, Honeywood Parkway, Dover | 0.1\% | 1 | 1.4\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 2.9\% | 24 | 0.0\% | 0 | 1.0\% | 1 | 30.0\% | 20 | 0.0\% | 0 | 1.1\% | 1 | 3.6\% | 2 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 <br> Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.1\% | , | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 1.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 3.6\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 3 | 0.0\% | 0 | 11.3\% | 7 | 18.1\% | 10 | 2.0\% | 5 |
| Ashford Town Centre | 7.2\% | 60 | 0.0\% | 0 | 0.0\% | 0 | 11.5\% | 8 | 0.0\% | 0 | 51.2\% | 34 | 28.8\% | 16 | 1.1\% | 3 |
| B\&Q, Norman Road, Ashford | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth Ashford
Other - Zone 12

## Zone 13

New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury

| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.3 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $0.0 \%$ | 0 | Works, Smallhythe Road, Tenterden

Other - Zone 13
Zone 14

| B\&Q, Barker Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| B\&Q, Will Adams Way, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 2.1\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.6\% | 17 |
| Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Retail Park, Ambley Road, Gillingham | 0.9\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 8 |
| Gillingham Town Centre | 0.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 6 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 3.6\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 7 | 0.0\% | 0 | 1.0\% | 1 | 8.7\% | 23 |
| Maidstone Town Centre | 5.9\% | 49 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 7 | 0.0\% | 0 | 3.1\% | 2 | 15.5\% | 41 |
| Sainsbury's Superstore, | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 3 |

## Hempstead Valley,

 Gillingham| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Extra, Courteney Road, Gillingham | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Other - Zone 14 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.5\% | 4 | 1.4\% | 0 | 0.0\% | 0 | 3.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 |
| Asda, Maidstone Road, Chatham | 1.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 9 |
| Bluewater Shopping Centre, Greenhithe | 2.5\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 6.4\% | 7 | 0.0\% | 0 | 6.3\% | 3 | 3.1\% | 8 |
| Central London | 0.1\% | 1 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 |
| Horsted Retail Park, <br> Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Royal Tunbridge Wells Town Centre | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 2.1\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.2\% | 16 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.5\% | 5 | 0.0\% | 0 | 5.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.4\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 2.5\% | 3 | 0.0\% | 0 | 1.3\% | 1 | 2.4\% | 6 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet - Delivery | 26.7\% | 222 | 20.5\% | 2 | 20.9\% | 16 | 20.3\% | 14 | 28.8\% | 33 | 18.2\% | 12 | 17.5\% | 9 | 34.4\% | 90 |
| Internet - Click \& Collect | 1.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.1\% | 5 | 4.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Catalogue / mail order | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 11.3\% | 94 | 14.0\% | 1 | 17.0\% | 13 | 9.5\% | 6 | 16.2\% | 18 | 6.6\% | 4 | 5.5\% | 3 | 6.4\% | 17 |
| (Don't do this type of shopping) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 831 |  | 10 |  | 77 |  | 67 |  | 113 |  | 66 |  | 54 |  | 262 |
| Sample: |  | 724 |  | 48 |  | 55 |  | 57 |  | 63 |  | 64 |  | 58 |  | 66 |

Weighted base
$724-48$

## Q21 Where did you last undertake your household's shopping for DIY and garden products?

Those that said 'DIY and garden products' at Q13
Zone 1

| Asda, Sturry Road, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury City Centre | $3.4 \%$ | 36 | $5.9 \%$ | 1 | $2.4 \%$ | 2 | $0.8 \%$ | 1 | $3.7 \%$ | 5 | $6.1 \%$ | 5 | $0.0 \%$ | 0 | $0.8 \%$ | 2 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Kingsmead Road, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\quad$ Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| St Dunstans, Canterbury | $4.3 \%$ | 46 | $4.3 \%$ | 1 | $4.7 \%$ | 5 | $0.0 \%$ | 0 | $5.4 \%$ | 7 | $5.6 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Sturry Road Retail Parks, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park)

Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery,
Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park,
Ashford Road, Nr
Canterbury

| Other - Zone 2 <br> Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Barham Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Bridge Village Centre Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |

Canterbury Garden Centre
Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6

| B\&Q, Thanet Way, Chestfield, Whitstable | 0.9\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 1.8\% | 19 | 1.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Asda, Westwood Road, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.9\% | 10 | 4.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.5\% | 5 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.6\% | 7 | 2.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 8.2\% | 86 | 18.0\% | 2 | 6.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 7 \\ & \text { Zone } 8 \end{aligned}$ | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Archers Low Nursery, Ash Road, Sandwich | 0.1\% | 1 | 3.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.1\% | 1 | 10.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.2\% | 2 | 7.1\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover | 1.4\% | 15 | 2.3\% | 0 | 12.7\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.1\% | 1 | 2.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.5\% | 15 | 8.6\% | 1 | 14.2\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.3\% | 3 | 1.0\% | 0 | 3.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cheriton Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 3.0\% | 32 | 0.0\% | 0 | 2.3\% | 2 | 28.3\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 7.8\% | 5 | 0.0\% | 0 |
| Hythe Town Centre | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 7.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 2.9\% | 30 | 0.0\% | 0 | 3.6\% | 4 | 28.6\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 2 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 0.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 2.9\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 23.3\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 3.3\% | 35 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 26.5\% | 35 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Aldi, Victoria Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Kimberley Walk, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 |
| Ashford Retail Park, Ashford | 3.6\% | 38 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 26.9\% | 21 | 23.7\% | 16 | 0.0\% | 0 |
| Ashford Town Centre | 4.8\% | 51 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 31.4\% | 24 | 35.8\% | 24 | 0.0\% | 0 |
| B\&Q, Norman Road, Ashford | 0.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 8.8\% | 7 | 0.0\% | 0 | 0.6\% | 2 |
| Gallagher Retail Park, Norman Road, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| John Lewis, Fougeres Way, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road,
Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone 12
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury
Works, Smallhythe Road, Tenterden
Other - Zone 13
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park,
Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham

| Gillingham Retail Park, | $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.9 \%$ | 3 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $\quad$ Ambley Road, Gillingham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Gillingham Town Centre | $1.1 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.2 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.3 \%$ | 7 |
| Hempstead Valley Shopping <br> Centre, Hempstead, | $1.8 \%$ | 19 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $6.2 \%$ | 19 |
| $\quad$ Gillingham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Maidstone Town Centre | $4.6 \%$ | 48 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $15.5 \%$ | 48 |
| Sainsbury's Superstore, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

## Hempstead Valley,

 Gillingham| Staplehurst Village Centre | $0.1 \%$ | 1 | $1.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Tesco Extra, Courteney <br> Road, Gillingham | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Zone 14 | $1.6 \%$ | 17 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.3 \%$ | 1 | $5.1 \%$ | 16 |
| Outside Survey Area | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Abroad | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Asda, Maidstone Road, <br> Chatham | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Bluewater Shopping Centre, <br> Greenhithe | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Central London | $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.6 \%$ | 2 |
| Horsted Retail Park, <br> $\quad$ Maidstone Road, Chatham | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

Lakeside Retail Park \&
Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre
South Aylesford Retail Park,
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
White Cliffs Business Park, Whitfield
Other - Outside Survey Area
Others
Other
Internet - Delivery
Internet - Click \& Collect
Catalogue / mail order
(Don't know / can't
remember)
(Don't do this type of shopping)
Weighted base:
Sample:

1053
$\begin{array}{lll}1053 & 13 & 99 \\ 1062 & 76 & 81\end{array}$

| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.7 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 | $7.2 \%$ | 6 | $1.6 \%$ | 1 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 |
| $0.7 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $10.8 \%$ | 7 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.3 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.8 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | 0


| $5.9 \%$ | 62 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $5.5 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $17.7 \%$ | 55 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.9 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.2 \%$ | 10 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.8 \%$ | 2 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $2.4 \%$ | 25 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $7.9 \%$ | 24 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $2.9 \%$ | 31 | $1.0 \%$ | 0 | $31.0 \%$ | 31 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $1.3 \%$ | 14 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.7 \%$ | 1 | $0.0 \%$ | 0 | $4.2 \%$ | 13 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $8.4 \%$ | 88 | $8.4 \%$ | 1 | $6.9 \%$ | 7 | $6.3 \%$ | 5 | $8.7 \%$ | 11 | $6.9 \%$ | 5 | $7.1 \%$ | 5 | $10.1 \%$ | 31 |
| $0.7 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.5 \%$ | 5 | $3.7 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.9 \%$ | 9 | $3.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.9 \%$ | 9 |
| $10.4 \%$ | 110 | $8.7 \%$ | 1 | $3.5 \%$ | 3 | $17.3 \%$ | 15 | $5.3 \%$ | 7 | $0.0 \%$ | 0 | $4.5 \%$ | 3 | $16.3 \%$ | 50 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1053 |  | 13 |  | 99 |  | 85 |  | 131 |  | 77 |  | 68 |  | 309 |  |
| 1062 |  | 76 |  | 81 |  | 79 |  | 78 |  | 80 |  | 81 | 79 |  |  |

Q22 How does your household normally travel when undertaking shopping for non-food goods?
Not those that said '(Haven't bought any of these goods within the last 10 years)' at Q13

| Car (driver) | 71.7\% | 980 | 79.5\% | 14 | 73.7\% | 95 | 76.6\% | 85 | 82.2\% | 131 | 80.2\% | 75 | 85.8\% | 71 | 58.5\% | 239 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Car (passenger in friend's / relative's car) | 8.7\% | 119 | 7.4\% | 1 | 11.6\% | 15 | 7.9\% | 9 | 6.2\% | 10 | 5.0\% | 5 | 6.1\% | 5 | 9.0\% | 37 |
| Bus / coach | 4.5\% | 62 | 9.1\% | 2 | 1.1\% | 1 | 2.7\% | 3 | 2.6\% | 4 | 6.8\% | 6 | 4.3\% | 4 | 4.3\% | 18 |
| Train | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Taxi | 2.0\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.8\% | 23 |
| Walk | 4.7\% | 65 | 1.5\% | 0 | 4.2\% | 5 | 1.9\% | 2 | 2.4\% | 4 | 3.0\% | 3 | 3.1\% | 3 | 7.6\% | 31 |
| Bicycle | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Moped / motorcycle | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Disability vehicle (scooter, wheelchair etc.) | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not applicable (goods delivered) | 5.7\% | 77 | 1.5\% | 0 | 8.0\% | 10 | 7.8\% | 9 | 2.1\% | 3 | 2.5\% | 2 | 0.0\% | 0 | 10.7\% | 44 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park \& Ride | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 1.8\% | 25 | 1.0\% | 0 | 1.3\% | 2 | 3.1\% | 3 | 0.0\% | 0 | 2.6\% | 2 | 0.7\% | 1 | 3.6\% | 15 |
| (Don't ever buy non-food goods) | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Weighted base: |  | 1367 |  | 18 |  | 129 |  | 111 |  | 159 |  | 94 |  | 83 |  | 408 |
| Sample: |  | 1370 |  | 97 |  | 100 |  | 99 |  | 97 |  | 99 |  | 97 |  | 98 |

## Q23 Which of the following activities do you or members of your household normally undertake? [MR/PR]

| Visit health \& fitness clubs | 23.5\% | 329 | 21.5\% | 4 | 24.3\% | 31 | 37.7\% | 42 | 21.3\% | 37 | 22.4\% | 21 | 17.4\% | 15 | 21.6\% | 90 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Visit the cinema | 56.7\% | 795 | 40.8\% | 7 | 57.6\% | 74 | 59.8\% | 67 | 62.2\% | 108 | 52.4\% | 50 | 55.5\% | 48 | 61.9\% | 257 |
| Play ten-pin bowling | 18.5\% | 260 | 4.3\% | 1 | 8.5\% | 11 | 17.6\% | 20 | 29.4\% | 51 | 19.6\% | 19 | 22.0\% | 19 | 24.1\% | 100 |
| Visit restaurants | 72.2\% | 1013 | 50.2\% | 9 | 78.0\% | 101 | 80.4\% | 90 | 65.4\% | 113 | 74.0\% | 71 | 67.3\% | 59 | 70.2\% | 292 |
| Visit cafes | 54.7\% | 768 | 39.8\% | 7 | 56.0\% | 72 | 50.4\% | 56 | 44.5\% | 77 | 58.3\% | 56 | 55.9\% | 49 | 56.2\% | 234 |
| Visit pubs / bars | 48.5\% | 680 | 31.8\% | 6 | 40.1\% | 52 | 56.0\% | 62 | 46.4\% | 80 | 52.4\% | 50 | 43.0\% | 37 | 54.0\% | 224 |
| Play bingo | 8.6\% | 120 | 2.4\% | 0 | 5.0\% | 6 | 2.1\% | 2 | 10.0\% | 17 | 0.0\% | 0 | 3.4\% | 3 | 13.4\% | 56 |
| Visit casinos | 3.5\% | 49 | 2.3\% | 0 | 0.6\% | 1 | 0.8\% | 1 | 2.2\% | 4 | 0.8\% | 1 | 3.1\% | 3 | 4.3\% | 18 |
| Visit nightclubs | 4.9\% | 68 | 0.0\% | 0 | 3.6\% | 5 | 3.7\% | 4 | 3.4\% | 6 | 6.7\% | 6 | 7.1\% | 6 | 8.6\% | 36 |
| Visit soft play / trampoline centres | 15.7\% | 220 | 4.7\% | 1 | 17.7\% | 23 | 16.7\% | 19 | 18.6\% | 32 | 15.5\% | 15 | 11.5\% | 10 | 20.6\% | 85 |
| Visit theatres | 42.5\% | 597 | 32.5\% | 6 | 49.7\% | 64 | 62.5\% | 70 | 43.3\% | 75 | 53.5\% | 51 | 40.4\% | 35 | 30.2\% | 125 |
| Visit art galleries / museums | 26.8\% | 375 | 28.8\% | 5 | 30.0\% | 39 | 38.4\% | 43 | 24.9\% | 43 | 29.0\% | 28 | 31.4\% | 27 | 17.1\% | 71 |
| Visit escape rooms | 5.7\% | 80 | 7.6\% | 1 | 7.5\% | 10 | 5.3\% | 6 | 9.6\% | 17 | 9.7\% | 9 | 5.4\% | 5 | 3.1\% | 13 |
| Visit events and festivals | 23.9\% | 335 | 24.8\% | 5 | 14.9\% | 19 | 27.9\% | 31 | 20.7\% | 36 | 17.5\% | 17 | 26.1\% | 23 | 28.4\% | 118 |
| (None of these) | 8.9\% | 125 | 15.2\% | 3 | 10.0\% | 13 | 5.7\% | 6 | 12.8\% | 22 | 7.5\% | 7 | 14.0\% | 12 | 7.4\% | 31 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

Q24 Where do you or members of your household most frequently go to visit health and fitness clubs? Those that said 'Visit health \& fitness clubs' at Q23

Zone 1

| Canterbury City Centre | 2.7\% | 9 | 20.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury Sport and Fitness Centre, New Dover Road, Canterbury | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| DW Sports Fitness, Maybrook Retail Park, Vauxhall Road, Canterbury | 1.3\% | 4 | 4.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Kingsmead Leisure Centre, Kingsmead Road, Canterbury | 2.1\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% |
| Lifestyle Fitness Canterbury, The Canterbury Campus, Canterbury | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| PureGym Canterbury, <br> Marshwood Close Retail <br> Park, Canterbury | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |
| Sturry Road Retail Parks, | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |

Canterbury (includes
Canterbury Retail Park,
Maybrook Retail Park \&
Stour Retail Park)

| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.4\% | 1 | 3.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herons Leisure Centre, William Street, Herne Bay | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre Zone 6 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 3.2\% | 11 | 10.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 2 |
| Other - Zone 6 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broadstairs Town Centre | 4.1\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 1.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 1.4\% | 5 | 7.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping | 5.4\% | 18 | 3.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 7 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.7\% | 2 | 24.4\% | 1 | 3.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Wing Village Centre
0

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aylesham Welfare Leisure Centre, Spinney Lane, Aylesham | 1.3\% | 4 | 17.0\% | 1 | 11.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 2.9\% | 9 | 0.0\% | 0 | 29.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 4.4\% | 14 | 5.5\% | 0 | 44.6\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.7\% | 2 | 3.4\% | 0 | 7.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 4.6\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 35.2\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 1.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 12.1\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 2.1\% | 7 | 0.0\% | 0 | 3.0\% | 1 | 14.3\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 7.5\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 66.9\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 <br> Zone 12 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 8.1\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 6.5\% | 3 | 0.0\% | 0 | 85.4\% | 18 | 34.5\% | 5 | 0.0\% | 0 |
| Bannatyne Health Club, Lower Terrace Eureka Leisure Park, Ashford | 1.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 3 | 0.0\% | 0 | 3.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| New Romney Town Centre | 1.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 21.6\% | 3 | 0.0\% | 0 |
| Other - Zone 13 | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.6\% | 2 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 2.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 9 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 10.3\% | 34 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 1 | 37.1\% | 33 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 6.7\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.8\% | 3 | 0.0\% | 0 | 3.6\% | 1 | 20.7\% | 19 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 1.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 2 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 1.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.2\% | 6 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 3.1\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 7 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 8.8\% | 29 | 0.0\% |  | 0.0\% | 0 | 4.8\% | 2 | 7.8\% | 3 | 0.0\% | 0 | 11.2\% | 2 | 15.8\% | 14 |
| Weighted base: |  | 329 |  | 4 |  | 31 |  | 42 |  | 37 |  | 21 |  | 15 |  | 90 |
| Sample: |  | 280 |  | 17 |  | 18 |  | 33 |  | 21 |  | 21 |  | 15 |  | 20 |

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

## Q25 Where do you or members of your household most frequently go to visit the cinema?

Those that said 'Visit the cinema' at Q23
Zone 1

| Curzon Canterbury, Westgate Hall Road, Canterbury | 3.3\% | 26 | 6.4\% | 0 | 0.0\% | 0 | 3.8\% | 3 | 1.1\% | 1 | 2.3\% | 1 | 3.5\% | 2 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Odeon, St. George's Place, Canterbury | 2.8\% | 22 | 0.0\% | 0 | 5.0\% | 4 | 4.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Gulbenkian Cinema, University of Kent at Canterbury, Canterbury | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Kavanagh Cinema, William Street, Herne Bay | 1.9\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Carlton Cinema, St. Mildreds <br> Road, Westgate-On-Sea | 2.6\% | 21 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Granville Theatre, Victoria Parade, Ramsgate | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Palace Cinema, Harbour Street, Broadstairs | 0.2\% | 2 | 5.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Vue Cinema, Westwood Cross, Broadstairs | 18.1\% | 144 | 60.1\% | 4 | 37.8\% | 28 | 0.0\% | 0 | 10.6\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Empire Cinema Sandwich, Delf Street, Sandwich | 0.9\% | 7 | 18.8\% | 1 | 7.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Cineworld, St. James Retail Park, Dover | 4.7\% | 37 | 1.8\% | 0 | 36.5\% | 27 | 13.4\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 |
| Silver Screen Cinema, Gaol | 0.9\% | 7 | 0.0\% | 0 | 10.1\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | Lane, Market Square, Dover


| Zone 10 |  | $2.7 \%$ | 22 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $31.3 \%$ | 21 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.8 \%$ | 1 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Silver Screen Cinema, | 2.3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Guildhall Street, Folkestone

Zone 11

| New Century, High Street, Sittingbourne | 1.3\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.6\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Royal Cinema, Market Place, Faversham | 2.4\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 16.4\% | 18 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 |
| The New Century Cinema, High Street, Sittingbourne | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ashford Picturehouse, Elwick Road, Ashford | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 1 | 4.4\% | 2 | 0.0\% | 0 |
| Cineworld, Eureka | 19.2\% | 153 | 0.0\% | 0 | 0.0\% | 0 | 46.6\% | 31 | 1.1\% | 1 | 91.4\% | 46 | 68.4\% | 33 | 14.8\% | 38 | Entertainment Centre, Rutherford Road, Ashford Zone 14


| Kino Cinema, Victoria Hall, Rye Road, Hawkhurst | 1.3\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.8\% | 5 | 1.8\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Odeon, Leviathan Way, Maritime, Chatham | 6.8\% | 54 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.2\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 15.5\% | 40 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Central London | 0.2\% | 1 | 5.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Cineworld, Medway Valley Leisure Park, Chariot Way, Rochester | 11.8\% | 94 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 29.5\% | 32 | 0.0\% | 0 | 0.0\% | 0 | 24.0\% | 62 |
| Kino Cinema, Lion Street, Rye | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 1 | 6.6\% | 3 | 0.0\% | 0 |
| Movie Starr, Eastern Esplanade, Canvey Island | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Odeon, Knights Way, Tunbridge Wells | 1.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 8 |
| Odeon, Lockmeadow, Barker Road, Maidstone | 9.6\% | 77 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 29.8\% | 77 |
| Showcase Cinema, Bluewater Parkway, Dartford | 1.8\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.5\% | 10 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 3 |
| Other - Outside Survey Area | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 3 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Others | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Other | $3.4 \%$ | 27 | $0.0 \%$ | 0 | $3.1 \%$ | 2 | $0.0 \%$ | 0 | $1.4 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $7.9 \%$ |
| (Don't know / varies) |  | 795 |  | 7 |  | 74 |  | 67 |  | 108 |  | 50 |  | 48 |  |
| Weighted base: |  | 663 |  | 38 |  | 52 |  | 53 |  | 61 |  | 46 |  | 50 |  |
| Sample: |  |  |  |  |  |  |  | 57 |  |  |  |  |  |  |  |

## Q26 Where do you or members of your household most frequently go play ten pin bowling?

Those that said 'Play ten-pin bowling' at Q23

| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| MFA Bowl Whitstable, Tower Parade, Whitstable | 9.9\% | 26 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 25.1\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bugsy's Tenpin Bowling, Ethelbert Crescent, Cliftonville, Margate | 8.2\% | 21 | 38.9\% | 0 | 8.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hollywood Bowl Ashford, Station Road, Ashford | 27.7\% | 72 | 44.2\% | 0 | 91.3\% | 10 | 94.7\% | 19 | 2.4\% | 1 | 100.0\% | 19 | 97.2\% | 19 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hollywood Bowl Maidstone, <br> Lockmeadow <br> Entertainment Centre, Maidstone | 16.3\% | 42 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 39.6\% | 40 |
| Lordswood Bowling Centre, Newton Close, Chatham | 2.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.3\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| MFA Bowl Chatham, Pentagon Shopping Centre, Chatham | 8.0\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 17.9\% | 18 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hollywood Bowl Rochester, Medway Valley Leisure Park, Rochester | 25.3\% | 66 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 50.2\% | 26 | 0.0\% | 0 | 0.0\% | 0 | 40.2\% | 40 |
| Other - Outside Survey Area Others | 0.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 2 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 1.1\% | 3 | 16.9\% | 0 | 0.0\% | 0 | 5.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 |
| Weighted base: |  | 260 |  | 1 |  | 11 |  | 20 |  | 51 |  | 19 |  | 19 |  | 100 |
| Sample: |  | 148 |  | 5 |  | 7 |  | 13 |  | 23 |  | 17 |  | 15 |  | 15 |

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

Q27 Where do you or members of your household most frequently go to visit a restaurant?
Those that said 'Visit restaurants' at Q23
Zone 1


Other - Zone 10
Zone 11

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Town Centre | 1.7\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.8\% | 16 | 1.3\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 1.2\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.1\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 11$ <br> Zone 12 | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 7.5\% | 4 | 0.0\% | 0 |
| Ashford Town Centre | 4.5\% | 45 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 0 | 40.0\% | 28 | 25.6\% | 15 | 0.0\% | 0 |
| Chilham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| New Romney Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 |
| Smarden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre | 1.9\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 17.5\% | 10 | 2.5\% | 7 |
| Other - Zone 13 | 0.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 4 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 0.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 8 |
| Gillingham Town Centre | 1.7\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.4\% | 16 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 2 |
| Maidstone Town Centre | 8.7\% | 88 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 9 | 1.3\% | 1 | 2.7\% | 2 | 26.2\% | 76 |
| Rainham Town Centre | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 2.3\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 8 | 1.0\% | 1 | 0.0\% | 0 | 5.0\% | 15 |
| Central London | 2.5\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.4\% | 8 | 5.1\% | 4 | 3.9\% | 2 | 2.5\% | 7 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 1.3\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 13 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.2\% | 2 | 0.0\% | 0 | 2.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 2.9\% | 30 | 0.0\% | 0 | 1.7\% | 2 | 2.2\% | 2 | 1.1\% | 1 | 3.8\% | 3 | 2.9\% | 2 | 6.6\% | 19 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 21.6\% | 219 | 6.7\% | 1 | 18.0\% | 18 | 19.7\% | 18 | 13.8\% | 16 | 9.2\% | 7 | 11.5\% | 7 | 40.2\% | 117 |
| Weighted base: |  | 1013 |  | 9 |  | 101 |  | 90 |  | 113 |  | 71 |  | 59 |  | 292 |
| Sample: |  | 979 |  | 50 |  | 74 |  | 78 |  | 70 |  | 76 |  | 62 |  | 72 |

## Q28 Where do you or members of your household most frequently go to visit a cafe?

 Those that said 'Visit cafes' at Q23Zone 1

| Canterbury City Centre | 9.6\% | 74 | 13.2\% | 1 | 13.9\% | 10 | 12.2\% | 7 | 4.7\% | 4 | 13.5\% | 7 | 6.4\% | 3 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 4 |
| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.1\% | 0 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 3 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broad Oak Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury Road, Herne Bay | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 3.4\% | 26 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Road, Seasalter | 0.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.1\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 |
| Whitstable Town Centre | 3.0\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broadstairs Town Centre | 3.3\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 2.4\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 4.3\% | 33 | 1.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 1.4\% | 11 | 8.1\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.7\% | 6 | 44.4\% | 3 | 3.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.1\% | 1 | 3.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other-Zone 8 <br> Zone 9 | 0.1\% | 1 | 7.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 2.9\% | 22 | 5.7\% | 0 | 29.8\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 2.4\% | 18 | 0.0\% | 0 | 25.5\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.1\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 3.9\% | 30 | 0.0\% | 0 | 4.5\% | 3 | 45.1\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 |
| Hythe Town Centre | 2.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 23.0\% | 13 | 0.0\% | 0 | 5.3\% | 3 | 1.5\% | 1 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandgate Village Centre | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Other - Zone 10
Zone 11

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Town Centre | 1.4\% | 11 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 12.4\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 2.6\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 26.4\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\text { Other - Zone } 11$ <br> Zone 12 | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 7.6\% | 59 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 60.6\% | 34 | 42.1\% | 20 | 1.2\% | 3 |
| Chilham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| New Romney Town Centre | 0.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.1\% | 5 | 0.0\% | 0 |
| Smarden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre | 1.5\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 21.9\% | 11 | 0.0\% | 0 |
| Other - Zone 13 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 1.1\% | 1 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 3.2\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.4\% | 24 |
| Gillingham Town Centre | 1.4\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 11 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 2.2\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 11 |
| Maidstone Town Centre | 8.1\% | 62 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 1.5\% | 1 | 25.7\% | 60 |
| Rainham Town Centre | 3.1\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 9.4\% | 22 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 1.3\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 2 | 3.4\% | 8 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 1.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 6 |
| Central London | 0.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 2.1\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 16 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.1\% | 1 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.8\% | 6 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 5 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 17.3\% | 133 | 13.9\% | 1 | 16.8\% | 12 | 13.5\% | 8 | 12.7\% | 10 | 13.3\% | 7 | 9.3\% | 5 | 27.2\% | 63 |
| Weighted base: |  | 768 |  | 7 |  | 72 |  | 56 |  | 77 |  | 56 |  | 49 |  | 234 |
| Sample: |  | 725 |  | 36 |  | 50 |  | 53 |  | 48 |  | 61 |  | 50 |  | 57 |

## Q29 Where do you or members of your household most frequently go to visit a pub or bar?

 Those that said 'Visit pubs / bars' at Q23Zone 1

| Canterbury City Centre | $8.9 \%$ | 60 | $11.5 \%$ | 1 | $7.8 \%$ | 4 | $5.2 \%$ | 3 | $9.3 \%$ | 8 | $8.1 \%$ | 4 | $4.5 \%$ | 2 | $0.0 \%$ |  |
| :--- | :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| St Dunstans, Canterbury | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| Sturry Road Retail Parks, | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $\quad$ Canterbury (includes |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Other - Zone 10
Zone 11

|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Faversham Town Centre | 3.0\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 23.5\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 3.7\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 31.4\% | 25 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 <br> Zone 12 | 0.9\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 6 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 5.1\% | 34 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 2 | 1.8\% | 1 | 43.2\% | 22 | 25.8\% | 10 | 0.0\% | 0 |
| Chilham Village Centre | 0.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 3 | 7.3\% | 3 | 0.0\% | 0 |
| Other - Zone 12 | 0.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 8.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| New Romney Town Centre | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 3 | 0.0\% | 0 |
| Smarden Village Centre | 0.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 3 | 0.0\% | 0 |
| Tenterden Town Centre | 1.6\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 | 10.9\% | 4 | 2.5\% | 6 |
| Other - Zone 13 | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 6.2\% | 2 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 2.9\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.5\% | 19 |
| Gillingham Town Centre | 1.6\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.9\% | 11 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 7.8\% | 53 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 23.0\% | 52 |
| Rainham Town Centre | 2.8\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.3\% | 16 |
| Staplehurst Village Centre | 0.8\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 6 |
| Other - Zone 14 | 3.5\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.7\% | 24 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 1.6\% | 11 | 0.0\% | 0 | 7.1\% | 4 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 4.2\% | 2 | 1.3\% | 3 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 4.4\% | 30 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 12.9\% | 29 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 2.3\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 6.0\% | 2 | 5.7\% | 13 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 15.1\% | 103 | 10.5\% | 1 | 12.7\% | 7 | 6.2\% | 4 | 11.4\% | 9 | 17.8\% | 9 | 13.4\% | 5 | 20.8\% | 47 |
| Weighted base: |  | 680 |  | 6 |  | 52 |  | 62 |  | 80 |  | 50 |  | 37 |  | 224 |
| Sample: |  | 606 |  | 28 |  | 40 |  | 52 |  | 51 |  | 52 |  | 42 |  | 52 |

## Q30 Where do you or members of your household most frequently go to play bingo?

Those that said 'Play bingo' at Q23

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Other - Zone 1 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 4 Zone 5 | 0.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Connaught Bingo \& Social Club, Central Parade, Herne Bay | 3.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Beacon Bingo, Marine Terrace, Margate | 0.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mecca Bingo, Westwood Cross, Broadstairs Zone 8 | 31.4\% | 38 | 69.7\% | 0 | 64.7\% | 4 | 0.0\% | 0 | 26.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 8 \\ & \text { Zone } 9 \end{aligned}$ | 0.1\% | 0 | 30.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Buzz Bingo, Biggin Street, Dover <br> Zone 10 | 2.6\% | 3 | 0.0\% | 0 | 35.3\% | 2 | 36.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 10 \\ & \text { Zone } 11 \end{aligned}$ | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 63.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kings Bingo, Broadway, Sheerness | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mecca Bingo, High Street, Sittingbourne | 4.1\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 28.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mecca Bingo, High Street, <br> Ashford <br> Zone 14 | 1.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 52.8\% | 2 | 0.0\% | 0 |
| Buzz Bingo, High Street, Chatham | 16.4\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 35.4\% | 20 |
| Buzz Bingo, Lower Stone Street, Maidstone | 11.9\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 16.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 20.3\% | 11 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Buzz Bingo, Medway Valley Leisure Park, Rochester | 20.1\% | 24 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 41.2\% | 23 |
| Rio Bingo, Furtherwick Road, Canvey Island | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 1 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 3.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 1 | 0.0\% | 0 | 29.2\% | 1 | 3.2\% | 2 |
| Weighted base: |  | 120 |  | 0 |  | 6 |  | 2 |  | 17 |  | 0 |  | 3 |  | 56 |
| Sample: |  | 69 |  | 3 |  | 4 |  | 3 |  | 9 |  | 0 |  | 4 |  | 11 |

Q31 Where do you or members of your household most frequently go to visit a casino?
Those that said 'Visit casinos' at Q23
Zone 7

| Genting Casino Margate, Zion Place, Margate | 10.3\% | 5 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Grosvenor Casino, Westwood Cross, Broadstairs | 67.1\% | 33 | 0.0\% |  | 00.0\% | 1 | 0.0\% | 0 | 69.1\% |  | 00.0\% |  | 00.0\% | 3 | 50.0\% | 9 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London Others | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 22.6\% | 11 | 99.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 30.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 50.0\% | 9 |
| Weighted base: |  | 49 |  | 0 |  | 1 |  | 1 |  | 4 |  | 1 |  | 3 |  | 18 |
| Sample: |  | 30 |  | 1 |  | 1 |  | 1 |  | 3 |  | 1 |  | 1 |  | 2 |

## Q32 Where do you or members of your household most frequently go to visit nightclubs?

Those that said 'Visit nightclubs' at Q23

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 27.3\% | 19 | 0.0\% |  | 00.0\% | 5 | 79.4\% | 3 | 79.4\% | 5 | 0.0\% | 0 | 44.3\% | 3 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& Stour Retail Park) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Broad Oak Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 6 Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 10 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandgate Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

Zone 11

| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 11 \\ & \text { Zone } 12 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet (also known as McArthur Glen, Ashford) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 6.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 55.7\% | 4 | 11.5\% | 1 | 0.0\% | 0 |
| Chilham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| $\begin{aligned} & \text { Other - Zone } 12 \\ & \text { Zone } 13 \end{aligned}$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New Romney Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Smarden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tenterden Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 45.1\% | 31 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 20.6\% | 1 | 0.0\% | 0 | 44.3\% | 3 | 75.0\% | 27 |
| Rainham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 6.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 20.6\% | 1 | 0.0\% | 0 | 44.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 13.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 25.0\% | 9 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 68 |  | 0 |  | 5 |  | 4 |  | 6 |  | 6 |  | 6 |  | 36 |
| Sample: |  | 25 |  | 0 |  | 2 |  | 2 |  | 2 |  | 3 |  | 3 |  | 4 |

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

Q33 Where do you or members of your household most frequently go to visit soft play / trampoline centres?
Those that said 'Visit soft play / trampoline centres' at Q23
Zone 1

| Aire Trampoline Club, Cotton Road, Canterbury | 0.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury City Centre | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Play Islands, Simmonds Road, Canterbury | 2.1\% | 5 | 15.5\% | 0 | 0.0\% | 0 | 17.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Big Fun House, Ashford Road, Chartham, Canterbury | 4.8\% | 11 | 0.0\% | 0 | 16.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 23.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 Zone 5 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bay Sports Arena, Bullockstone Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herons Leisure Centre, William Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Playzone, Eddington <br> Business Park, Herne Bay | 3.5\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Hippodrome, King's Road, Herne Bay | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Active Life, Amphenol Complex, Thanet Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Snappy's, Millstrood Road, Whitstable | 0.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whistable Sports Centre, Bellevue Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $\text { Other - Zone } 7$ $\text { Zone } 10$ | 4.8\% | 11 | 15.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkestone Town Centre | 1.1\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 8.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kidz Planet, Centurion Park, | 2.8\% | 6 | 0.0\% | 0 | 20.0\% | 5 | 9.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Kidz Planet, Centurion Park, | $2.8 \%$ | 6 | $0.0 \%$ | 0 | $20.0 \%$ | 5 | $9.0 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Folkestone
Zone 11

| Other - Zone 11 | $3.9 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $26.7 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Zone 12 |  |  |  |  |  |  |  |  |  |  | 0 |  |  |  |  |
| Ashford Town Centre | $1.8 \%$ | 4 | $0.0 \%$ | 0 | $5.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $5.0 \%$ | 1 | $16.9 \%$ | 2 | $0.0 \%$ |
| Flip Out, Henwood Industrial | $21.3 \%$ | 47 | $68.9 \%$ | 1 | $38.4 \%$ | 9 | $58.7 \%$ | 11 | $3.7 \%$ | 1 | $55.0 \%$ | 8 | $76.1 \%$ | 8 | $9.2 \%$ |

## Estate, St. James Business

Park, Ashford

| Other - Zone 13 | 1.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 16.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Maritime | 3.4\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 23.3\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Town Centre | 2.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 2 |
| Lockmeadow Entertainment Centre, Maidstone | 15.4\% | 34 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 36.7\% | 31 |
| Sour Trampoline Park, Courteney Road, Gillingham | 4.2\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 6.5\% | 6 |
| Other - Zone 14 | 2.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 2 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Gravity Trampoline Park, Bluewater, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 2 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 22.6\% | 50 | 0.0\% | 0 | 16.1\% | 4 | 3.5\% | 1 | 12.6\% | 4 | 0.0\% | 0 | 7.1\% | 1 | 40.7\% | 35 |
| Weighted base: |  | 220 |  | 1 |  | 23 |  | 19 |  | 32 |  | 15 |  | 10 |  | 85 |
| Sample: |  | 129 |  | 4 |  | 11 |  | 13 |  | 14 |  | 13 |  | 10 |  | 16 |

$\begin{array}{llllllll}\text { Total Zone } 8 & \text { Zone 9 } & \text { Zone } 10 & \text { Zone 11 } & \text { Zone 12 } & \text { Zone 13 } & \text { Zone } 14\end{array}$

Q34 Where do you or members of your household most frequently go to visit theatres? Those that said 'Visit theatres' at Q23

Zone 1

| Canterbury City Centre | 3.2\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 3.2\% | 2 | 8.1\% | 4 | 3.5\% | 1 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Marlow, Canterbury Zone 2 | 45.0\% | 269 | 64.7\% | 4 | 62.4\% | 40 | 42.6\% | 30 | 37.4\% | 28 | 49.2\% | 25 | 58.5\% | 21 | 18.1\% | 23 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gulbenkian Theatre, Canterbury | 1.0\% | 6 | 6.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Little Theatre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Kings Hall, Herne Bay Zone 6 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Playhouse Theatre, Whitstable | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre Zone 7 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 2.1\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre <br> Zone 10 | 0.2\% | 1 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Centre |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre Zone 12 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 0.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 2 |
| Maidstone Town Centre | 0.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 3 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 2 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 39.7\% | 237 | 11.7\% | 1 | 32.3\% | 21 | 48.7\% | 34 | 42.5\% | 32 | 34.5\% | 18 | 37.9\% | 13 | 72.6\% | 91 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Zone 8 |  | Zone 9 |  | Zone 10 |  | Zone 11 |  | Zone 12 |  | Zone 13 |  | Zone 14 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| The Orchard Theatre, Home Gardnes, Dartford | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 2 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Outside Survey Area Others | 1.1\% | 6 | 0.0\% | 0 | 2.3\% | 1 | 2.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 3 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 2.4\% | 14 | 17.1\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 3.8\% | 3 | 7.0\% | 4 | 0.0\% | 0 | 1.9\% | 2 |
| Weighted base: |  | 597 |  | 6 |  | 64 |  | 70 |  | 75 |  | 51 |  | 35 |  | 125 |
| Sample: |  | 673 |  | 31 |  | 48 |  | 57 |  | 46 |  | 55 |  | 39 |  | 37 |

Q35 Where do you or members of your household most frequently go to visit art galleries / museums? Those that said 'Visit art galleries / museums' at Q23

| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury Cathedral | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury City Centre | 1.7\% | 6 | 11.6\% | 1 | 2.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Museum and Gallery | 1.8\% | 7 | 3.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Canterbury Roman Museum | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Augustines Abbey, Longport, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | , | 0.0\% | 0 | 0.0\% | 0 |
| The Beany House of Art and Knowledge, Canterbury | 3.0\% | 11 | 5.8\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre Zone 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre Zone 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Seaside Museum \& Gallery | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Windmill, Mill Lane, Herne Bay | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Community Museum and Gallery | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre Zone 7 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 7.3\% | 28 | 12.9\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 10.7\% | 5 | 6.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Turner Contemporary, Rendezvous, Margate | 0.4\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre <br> Zone 10 | 2.9\% | 11 | 5.8\% | 0 | 23.4\% | 9 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 15.4\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre Zone 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 1.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |

## Ashford

Zone 14

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Chatham Town Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Maidstone Town Centre | $1.9 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $11.1 \%$ | 5 | $0.0 \%$ | 0 | $2.0 \%$ | 1 | $2.5 \%$ | 2 |
| Staplehurst Village Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Zone 14 | $1.4 \%$ | 5 | $2.5 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 | $6.6 \%$ | 5 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Abroad | $2.5 \%$ | 9 | $12.7 \%$ | 1 | $2.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 | $0.0 \%$ | 0 |
| Central London | $61.3 \%$ | 230 | $28.5 \%$ | 2 | $59.3 \%$ | 23 | $68.1 \%$ | 29 | $54.9 \%$ | 24 | $55.4 \%$ | 15 | $87.5 \%$ | 24 | $76.3 \%$ | 54 |
| Sevenoaks Town Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Strood Town Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other - Outside Survey Area | $2.6 \%$ | 10 | $2.5 \%$ | 0 | $0.0 \%$ | 0 | $9.1 \%$ | 4 | $6.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.3 \%$ | 2 |
| Others |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| (Don't know / varies) | $7.7 \%$ | 29 | $14.4 \%$ | 1 | $7.4 \%$ | 3 | $3.0 \%$ | 1 | $13.6 \%$ | 6 | $12.7 \%$ | 4 | $4.6 \%$ | 1 | $11.4 \%$ | 8 |
| Weighted base: |  | 375 |  | 5 |  | 39 |  | 43 |  | 43 |  | 28 |  | 27 |  | 71 |
| Sample: |  | 26 |  | 28 |  | 40 |  | 27 |  | 30 |  | 32 |  | 23 |  |  |

## Q36 Where do you or members of your household most frequently go to visit escape rooms?

Those that said 'Visit escape rooms' at Q23

## Zone 1

| Escape In The Towers, Pound Lane, Canterbury | 4.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 17.8\% | 2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Escape Kent, Simmonds Road, Canterbury | 20.8\% | 17 | 12.5\% | 0 | 33.3\% | 3 | 82.6\% | 5 | 5.5\% | 1 | 30.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Escape Room: Marlowe's Ghost, Stour Street, Canterbury | 3.2\% | 3 | 29.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 7 <br> Zone 9 | 8.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Get Lost Escape Rooms, Snargate Street, Dover | 2.1\% | 2 | 0.0\% | 0 | 9.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 15.1\% | 1 | 0.0\% | 0 |
| Other - Zone 9 | 2.9\% | 2 | 0.0\% | 0 | 23.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clever Dilemma Escape | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | .0\% | 0 |


| Rooms, Preston Street, Faversham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Pressure Point Escape Rooms, New Rents, Ashford | 3.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 33.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 12 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other - Zone 14 | 8.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 39.8\% | 5 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Central London | 5.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 17.4\% | 1 | 0.0\% | 0 | 8.0\% | 1 | 58.3\% | 3 | 0.0\% | 0 |
| Other - Outside Survey Area | 25.4\% | 20 | 0.0\% | 0 | 23.5\% | 2 | 0.0\% | 0 | 53.9\% | 9 | 19.7\% | 2 | 0.0\% | 0 | 42.5\% | 6 |
| Others |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 13.2\% | 11 | 57.7\% | 1 | 9.8\% | 1 | 0.0\% | 0 | 33.3\% | 6 | 0.0\% | 0 | 26.6\% | 1 | 0.0\% | 0 |
| Weighted base: |  | 80 |  | 1 |  | 10 |  | 6 |  | 17 |  | 9 |  | 5 |  | 13 |
| Sample: |  | 66 |  | 4 |  | 6 |  | 4 |  | 8 |  | 9 |  | 4 |  | 4 |

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

Q37 Where do you or members of your household most frequently go to visit events and festivals?
Those that said 'Visit events and festivals' at Q23
Zone 1

| Canterbury City Centre | 10.5\% | 35 | 32.9\% | 1 | 0.0\% | 0 | 17.7\% | 6 | 15.0\% | 5 | 0.0\% | 0 | 7.2\% | 2 | 3.9\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre | 1.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Recluver Road, Beltinge, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Street, Herne Bay Zone 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Road, Seasalter | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 1 | 0.0\% | 0 |
| Herne Bay Road / St Johns Road / Swalecliffe | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre Zone 7 | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 1.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 3.7\% | 12 | 3.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 2.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.4\% | 1 | 20.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 1.9\% | 6 | 0.0\% | 0 | 24.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre <br> Zone 10 | 2.0\% | 7 | 0.0\% | 0 | 21.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 2.4\% | 8 | 0.0\% | 0 | 11.9\% | 2 | 18.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.1\% | 1 | 0.0\% | 0 | 10.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 11 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Faversham Town Centre | 2.7\% | 9 | 0.0\% | 0 | 3.8\% | 1 | 2.1\% | 1 | 16.7\% | 6 | 0.0\% | 0 | 3.9\% | 1 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 12 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Ashford Town Centre | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.4\% | 1 | 3.1\% | 1 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 13 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Tenterden Town Centre | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.2\% | 1 | 0.0\% | 0 |
| Other - Zone 13 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.5\% | 1 | 0.0\% | 0 |
| Zone 14 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chatham Town Centre | 1.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 1 | 0.0\% | 0 | 2.4\% | 3 |
| Maidstone Town Centre | 3.5\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.6\% | 11 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other - Zone 14 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 1 | 0.0\% | 0 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Central London | 10.4\% | 35 | 4.7\% | 0 | 19.2\% | 4 | 6.0\% | 2 | 3.3\% | 1 | 18.3\% | 3 | 9.4\% | 2 | 4.9\% | 6 |
| Reading Festival, Richfield Avenue, Reading | 3.6\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 12.0\% | 3 | 4.7\% | 6 |
| Rochester Town Centre | 10.5\% | 35 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 24.3\% | 29 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Other - Outside Survey Area Others | 9.1\% | 30 | 2.9\% | 0 | 10.0\% | 2 | 4.8\% | 1 | 6.7\% | 2 | 4.4\% | 1 | 2.4\% | 1 | 16.3\% | 19 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 29.0\% | 97 | 35.5\% | 2 | 8.8\% | 2 | 43.3\% | 13 | 31.0\% | 11 | 57.0\% | 10 | 43.3\% | 10 | 33.9\% | 40 |
| Weighted base: |  | 335 |  | 5 |  | 19 |  | 31 |  | 36 |  | 17 |  | 23 |  | 118 |
| Sample: |  | 304 |  | 23 |  | 14 |  | 26 |  | 24 |  | 15 |  | 23 |  | 24 |

Total Zone $8 \quad$ Zone 9 $\quad$ Zone $10 \quad$ Zone 11 $\quad$ Zone 12 $\quad$ Zone 13 $\quad$ Zone 14

Q38 Which town and city centres do you visit most often for shopping and leisure activities? [MR]

| Canterbury City Centre Zone 4 | 39.4\% | 553 | 62.3\% | 11 | 62.6\% | 81 | 56.4\% | 63 | 37.8\% | 65 | 48.1\% | 46 | 38.9\% | 34 | 9.4\% | 39 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sturry Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre Zone 6 | 2.8\% | 39 | 1.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre Zone 7 | 2.9\% | 41 | 1.7\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 3 |
| Birchington-on-Sea Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 5.0\% | 70 | 6.8\% | 1 | 1.8\% | 2 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 4.7\% | 66 | 0.0\% | 0 | 4.3\% | 6 | 0.0\% | 0 | 2.7\% | 5 | 0.8\% | 1 | 0.0\% | 0 | 2.2\% | 9 |
| Ramsgate Town Centre | 4.9\% | 69 | 3.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks | 1.2\% | 17 | 0.0\% | 0 | 2.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Zone 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sandwich Town Centre | 1.0\% | 14 | 25.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| Westgate-on-Sea Town Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre Zone 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aylesham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 4.5\% | 63 | 15.2\% | 3 | 26.2\% | 34 | 2.9\% | 3 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| Dover Town Centre <br> Zone 10 | 3.5\% | 49 | 1.5\% | 0 | 32.0\% | 41 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 6.6\% | 93 | 0.9\% | 0 | 11.5\% | 15 | 51.3\% | 57 | 2.7\% | 5 | 4.2\% | 4 | 11.4\% | 10 | 0.0\% | 0 |
| Hythe Town Centre | 2.3\% | 33 | 0.0\% | 0 | 0.0\% | 0 | 24.5\% | 27 | 0.0\% | 0 | 1.2\% | 1 | 5.0\% | 4 | 0.0\% | 0 |
| Sellindge Village Centre Zone 11 | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 2.1\% | 29 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 13.1\% | 23 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.4\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Town Centre Zone 12 | 3.0\% | 42 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 22.0\% | 38 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Ashford Town Centre Zone 13 | 12.7\% | 178 | 0.9\% | 0 | 6.7\% | 9 | 16.2\% | 18 | 1.7\% | 3 | 67.2\% | 64 | 64.2\% | 56 | 3.3\% | 14 |
| New Romney Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.6\% | 1 | 0.0\% | 0 |
| Tenterden Town Centre Zone 14 | 1.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 2 | 12.6\% | 11 | 0.4\% | 2 |
| Chatham Town Centre | 5.6\% | 78 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 17.9\% | 74 |
| Gillingham Town Centre | 1.5\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 19 |
| Maidstone Town Centre | 20.0\% | 281 | 0.0\% | 0 | 2.0\% | 3 | 1.5\% | 2 | 22.3\% | 39 | 12.8\% | 12 | 5.9\% | 5 | 52.3\% | 217 |
| Rainham Town Centre | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 11 |
| Outside Survey Area |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Barnstaple Town Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Dartford, Greenhithe | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Brighton City Centre | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cambridge City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London City Centre | 4.8\% | 67 | 5.5\% | 1 | 5.5\% | 7 | 5.3\% | 6 | 7.1\% | 12 | 1.8\% | 2 | 6.0\% | 5 | 3.8\% | 16 |
| Greenhithe Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Guildford Town Centre | 0.3\% | 4 | 0.0\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hastings Town Centre | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 1.3\% | 5 |
| Lincoln City Centre | 0.2\% | 2 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Milton Keynes Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perth City Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Plymouth City Centre | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rochester Town Centre | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 11 |
| Royal Tunbridge Wells Town Centre | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 1.1\% | 5 |
| Rye Town Centre | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| Strood Town Centre Others | 0.8\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 11 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't visit any town centres for shopping and leisure activities) | 8.2\% | 115 | 13.3\% | 2 | 2.4\% | 3 | 1.7\% | 2 | 6.3\% | 11 | 0.6\% | 1 | 6.8\% | 6 | 13.4\% | 56 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

## Q38AWhy don't you visit any town or city centres for shopping and leisure activities? [MR]

Those that said '(Don't visit any town centres for shopping and leisure activities)' at Q38

| Can't get what I need in town centres | 12.1\% | 14 | 0.0\% | 0 | 30.4\% | 1 | 33.3\% | 1 | 24.6\% | 3 | 0.0\% | 0 | 14.8\% | 1 | 11.5\% | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Disabled / health issues | 8.2\% | 9 | 0.0\% | 0 | 23.2\% | 1 | 100.0\% | 2 | 0.0\% | 0 | 00.1\% | 1 | 27.4\% | 2 | 0.0\% | 0 |
| Don't drive | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't feel safe in town centres | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like busy centres / crowds | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Parking is too difficult | 15.1\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 18.3\% | 10 |
| Prefer online / catalogue / TV shopping | 2.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 2 |
| Prefer shopping at retail / shopping parks | 28.8\% | 33 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 26.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 19.3\% | 11 |
| Prefer shopping in villages/ local centres | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport services are poor | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion is too bad | 9.2\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 16.1\% | 9 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cost of parking | 3.4\% | 4 | 5.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.4\% | 4 |
| Financial reasons | 0.1\% | 0 | 5.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Parking isn't close enough to shopping areas | 1.5\% | , | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 2 |
| Shops are too spread out in town centres | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Shops aren't open late enough | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 2 |
| Town centres don't have any character anymore | 0.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / no particular reason) | 28.1\% | 32 | 89.1\% | 2 | 46.4\% | 1 | 0.0\% | 0 | 27.2\% | 3 | 0.0\% | 0 | 57.9\% | 3 | 35.9\% | 20 |
| Weighted base: |  | 115 |  | 2 |  | 3 |  | 2 |  | 11 |  | 1 |  | 6 |  | 56 |
| Sample: |  | 106 |  | 15 |  | 4 |  | 3 |  | 7 |  | 1 |  | 6 |  | 17 |

$\begin{array}{llllllll}\text { Total Zone } 8 & \text { Zone 9 } & \text { Zone } 10 & \text { Zone 11 } & \text { Zone 12 } & \text { Zone 13 } & \text { Zone } 14\end{array}$

Q38BWhich of those centres is the one you visit most often for shopping and leisure activities?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38
Zone 1

| Canterbury City Centre Zone 4 | 28.7\% | 369 | 55.4\% | 9 | 39.2\% | 49 | 28.8\% | 32 | 30.8\% | 48 | $33.1 \%$ | 31 | 21.0\% | 7 | 4.4\% | 16 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sturry Village Centre Zone 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Town Centre Zone 6 | 1.9\% | 25 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre Zone 7 | 1.4\% | 19 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Birchington-on-Sea Village Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 3.9\% | 50 | 4.4\% | 1 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 1.5\% | 19 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 3.6\% | 46 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping | 0.8 | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  |

## Centre \& Retail Parks

Sandwich Town Cent

| Sandwich Town Centre | $1.0 \%$ | 13 | $26.9 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.5 \%$ |  |
| :--- | ---: | ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Westgate-on-Sea Town <br> Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Wingham Village Centre | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |

## Zone 9

Aylesham Village Centre
Deal Town Centre
Zone 10
Folkstone Town Centre
Hythe Town Centre
Sellingge Village Centre
Zone 11
Faversham Town Centre
Sheerness Town Centre, Isle
of Sheppey
Sittingbourne Town Centre
Ashford Town Centre
Zone 13
New Romney Town Centre
Tenterden Town Centre
Chatham Town Centre
Gillingham Town Centre
Maidstone Town Centre
Rainham Town Centre
Outside Survey Area
Barnstaple Town Centre Dartford, Greenhithe Brighton City Centre
Cambridge City Centre Central London City Centre Greenhithe Village Centre Guildford Town Centre Hastings Town Centre Lincoln City Centre
Milton Keynes Town Centre Perth City Centre
Plymouth City Centre Rochester Town Centre Royal Tunbridge Wells Town Centre
Rye Town Centre
Sevenoaks Town Centre
Strood Town Centre
Others
Other
(Don't know)
(Don't visit any town centres for shopping and leisure activities)

| Weighted base: | 1283 | 16 | 126 | 110 | 158 | 95 | 81 | 360 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Meanscore: [Number of visits per week]

Q39 How frequently do you visit (CENTRE MENTIONED AT Q38B)?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Daily | 5.6\% | 72 | 7.2\% | 1 | 8.8\% | 11 | 5.4\% | 6 | 2.5\% | 4 | 4.4\% | 4 | 1.1\% | 1 | 6.3\% | 23 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 3-6 times a week | 10.3\% | 132 | 7.7\% | 1 | 9.0\% | 11 | 14.6\% | 16 | 8.3\% | 13 | 5.1\% | 5 | 6.2\% | 5 | 9.5\% | 34 |
| Twice a week | 10.7\% | 137 | 7.3\% | 1 | 15.3\% | 19 | 11.8\% | 13 | 13.3\% | 21 | 12.0\% | 11 | 8.2\% | 7 | 6.8\% | 24 |
| Once a week | 25.1\% | 322 | 30.4\% | 5 | 18.2\% | 23 | 20.9\% | 23 | 16.6\% | 26 | 34.0\% | 32 | 21.8\% | 18 | 26.2\% | 94 |
| Once a fortnight | 15.2\% | 195 | 9.6\% | 2 | 16.8\% | 21 | 17.0\% | 19 | 22.3\% | 35 | 9.9\% | 9 | 22.2\% | 18 | 13.0\% | 47 |
| Once every 3 weeks | 3.0\% | 38 | 1.9\% | 0 | 0.0\% | 0 | 3.8\% | 4 | 3.9\% | 6 | 3.6\% | 3 | 1.3\% | 1 | 5.0\% | 18 |
| Once a month | 17.6\% | 226 | 21.1\% | 3 | 25.8\% | 33 | 14.9\% | 16 | 21.1\% | 33 | 21.4\% | 20 | 27.8\% | 22 | 14.2\% | 51 |
| Once every three months | 7.2\% | 92 | 5.8\% | 1 | 3.7\% | 5 | 7.3\% | 8 | 11.3\% | 18 | 1.6\% | 1 | 8.2\% | 7 | 9.5\% | 34 |
| Once every six months | 2.9\% | 37 | 4.0\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 2.6\% | 2 | 0.0\% | 0 | 7.2\% | 26 |
| Once a year | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 3 |
| Less often | 0.7\% | 8 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 1.7\% | 1 | 0.8\% | 3 |
| (Don't know / varies) | 1.5\% | 20 | 5.0\% | 1 | 0.9\% | 1 | 4.3\% | 5 | 0.0\% | 0 | 3.6\% | 3 | 1.5\% | 1 | 0.8\% | 3 |
| Mean: |  | 1.49 |  | 1.50 |  | 1.69 |  | 1.70 |  | 1.18 |  | 1.29 |  | 0.96 |  | 1.41 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

Q40 Do you typically visit this centre on the way home from work?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Yes | $15.0 \%$ | 193 | $6.7 \%$ | 1 | $9.1 \%$ | 11 | $11.7 \%$ | 13 | $22.8 \%$ | 36 | $14.3 \%$ | 14 | $2.8 \%$ | 2 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

## Q41 What do you and your household like about (CENTRE MENTIONED AT Q38B)?

Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

## 1st Mention

| Cheap parking | 0.4\% | 6 | 0.8\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.3\% | 3 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Close to friends / relatives | 0.4\% | 5 | 2.8\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Compact centre | 3.1\% | 39 | 4.9\% | 1 | 1.9\% | 2 | 2.4\% | 3 | 7.0\% | 11 | 1.8\% | 2 | 4.2\% | 3 | 0.6\% | 2 |
| Competitive prices | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 6 |
| Easy parking | 2.7\% | 34 | 2.6\% | 0 | 0.8\% | 1 | 0.9\% | 1 | 2.5\% | 4 | 1.0\% | 1 | 3.3\% | 3 | 6.0\% | 21 |
| Evening entertainment | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 3 | 0.0\% | 0 | 0.7\% | 1 | 0.5\% | 2 |
| Familiarity | 3.8\% | 49 | 3.8\% | 1 | 2.6\% | 3 | 2.3\% | 3 | 3.9\% | 6 | 2.9\% | 3 | 6.6\% | 5 | 3.8\% | 14 |
| Feels safe | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 1.1\% | 1 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.4\% | 6 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.4\% | 5 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Friendly people | 0.9\% | 11 | 2.5\% | 0 | 1.8\% | 2 | 2.1\% | 2 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.4\% | 5 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 2 |
| Market | 0.2\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to home / convenient | 25.5\% | 327 | 13.5\% | 2 | 17.3\% | 22 | 18.4\% | 20 | 14.7\% | 23 | 20.4\% | 19 | 15.9\% | 13 | 44.3\% | 159 |
| Nice environment | 6.8\% | 87 | 14.2\% | 2 | 10.3\% | 13 | 8.9\% | 10 | 4.2\% | 7 | 12.6\% | 12 | 7.0\% | 6 | 1.3\% | 5 |
| Particular foodstore | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 0.8\% | 11 | 0.0\% | 0 | 0.9\% | 1 | 0.8\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 |
| Selection / choice multiple shops | 18.4\% | 236 | 15.7\% | 2 | 22.8\% | 29 | 21.5\% | 24 | 25.7\% | 40 | 19.9\% | 19 | 10.0\% | 8 | 13.3\% | 48 |
| Selection / choice of independent shops | 4.1\% | 52 | 2.2\% | 0 | 7.7\% | 10 | 2.5\% | 3 | 5.1\% | 8 | 2.3\% | 2 | 7.6\% | 6 | 2.2\% | 8 |
| Supporting local traders | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Big | 1.0\% | 13 | 0.8\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 9 |
| Can get everything I need there | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 1.3\% | 2 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Debenhams store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Easy access | 0.2\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 1.1\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 0.8\% | 1 | 5.5\% | 4 | 0.6\% | 2 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good cafes | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good leisure facilities | 0.6\% | 8 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 3 | 0.0\% | 0 | 5.1\% | 4 | 0.0\% | 0 |
| Good pubs / bars | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Good restaurants / places to eat out | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Good theatre | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.7\% | 1 | 0.0\% | 0 |
| Historic / traditional | 1.4\% | 18 | 0.8\% | 0 | 1.5\% | 2 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 3 | 1.4\% | 5 |
| Marks \& Spencer store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.1\% | 2 | 0.0\% | 0 | 1.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 1.5\% | 20 | 0.0\% | 0 | 2.9\% | 4 | 3.5\% | 4 | 2.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 6 |
| Nice cathedral | 0.1\% | 1 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 1.0\% | 13 | 2.2\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers undercover shopping | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Primark store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Quiet / not too busy | 0.4\% | 6 | 2.2\% | 0 | 1.8\% | 2 | 0.8\% | 1 | 0.9\% | , | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| The regeneration has been good | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 1.7\% | 22 | 5.6\% | 1 | 1.7\% | 2 | 4.1\% | 5 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 9 |
| (Nothing / Nothing else) | 18.1\% | 232 | 16.5\% | 3 | 10.3\% | 13 | 25.0\% | 27 | 19.9\% | 31 | 28.3\% | 27 | 25.5\% | 21 | 16.1\% | 58 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

## Total

Zone 8
Zone 9
Zone 10
Zone 11
Zone 12
Zone 13
Zone 14

2nd Mention

| Cheap parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.2\% | 3 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Close to friends / relatives | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.5\% | 2 |
| Compact centre | 1.9\% | 24 | 4.3\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 2.5\% | 4 | 1.6\% | 1 | 5.0\% | 4 | 2.2\% | 8 |
| Competitive prices | 0.2\% | 3 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 0.8\% | 10 | 0.8\% | 0 | 3.7\% | 5 | 0.6\% | 1 | 1.8\% | 3 | 0.8\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Evening entertainment | 0.4\% | 5 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 3.4\% | 3 | 0.0\% | 0 |
| Familiarity | 0.5\% | 7 | 1.7\% | 0 | 0.8\% | 1 | 0.6\% | 1 | 0.8\% | 1 | 1.4\% | 1 | 0.7\% | 1 | 0.0\% | 0 |
| Feels safe | 0.3\% | 3 | 1.4\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Friendly people | 1.1\% | 14 | 1.4\% | 0 | 1.9\% | 2 | 0.6\% | 1 | 1.7\% | 3 | 1.9\% | 2 | 0.9\% | 1 | 0.6\% | 2 |
| Good public transport links | 0.3\% | 3 | 1.7\% | 0 | 0.6\% | , | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 2 |
| Market | 0.1\% | 1 | 1.9\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to home / convenient | 2.1\% | 26 | 5.1\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.6\% | 1 | 4.2\% | 3 | 2.7\% | 10 |
| Nice environment | 4.0\% | 52 | 5.8\% | 1 | 10.7\% | 14 | 1.8\% | 2 | 2.9\% | 5 | 1.7\% | 2 | 3.3\% | 3 | 4.0\% | 15 |
| Particular foodstore | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 0.7\% | 9 | 1.7\% | 0 | 0.0\% | 0 | 3.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.8\% | 3 |
| Selection / choice multiple shops | 9.7\% | 124 | 6.1\% | 1 | 7.1\% | 9 | 12.7\% | 14 | 9.1\% | 14 | 2.5\% | 2 | 10.8\% | 9 | 14.8\% | 53 |
| Selection / choice of independent shops | 4.9\% | 63 | 5.0\% | 1 | 13.6\% | 17 | 3.4\% | 4 | 4.9\% | 8 | 10.4\% | 10 | 2.4\% | 2 | 3.5\% | 13 |
| Supporting local traders | 0.6\% | 7 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Big | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can get everything I need there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 |
| Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 1.2\% | 15 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 2.5\% | 9 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good cafes | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 3 | 0.0\% | 0 | 0.6\% | 2 |
| Good leisure facilities | 1.1\% | 14 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good pubs / bars | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Good restaurants / places to eat out | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 3.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Good theatre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 2.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Historic / traditional | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer store | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 0.5\% | 7 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 3 |
| Nice cathedral | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers undercover shopping | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Primark store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The regeneration has been good | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.9\% | 37 | 11.0\% | 2 | 3.6\% | 4 | 2.7\% | 3 | 6.2\% | 10 | 0.8\% | 1 | 1.5\% | 1 | 0.0\% | 0 |
| (Nothing / Nothing else) | 62.6\% | 803 | 49.6\% | 8 | 48.4\% | 61 | 68.9\% | 75 | 63.4\% | 100 | 59.8\% | 57 | 62.3\% | 50 | 66.4\% | 239 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

## 3rd Mention

| Cheap parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Close to friends / relatives | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Compact centre | 0.6\% | 7 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 0.8\% | 3 |
| Competitive prices | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Evening entertainment | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| Familiarity | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Feels safe | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.3\% | 4 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 3 |
| Free parking | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Friendly people | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to home / convenient | 0.6\% | 7 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice environment | 1.5\% | 19 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 1.3\% | 1 | 2.5\% | 9 |
| Particular foodstore | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Selection / choice multiple shops | 1.3\% | 17 | 3.3\% | 1 | 3.5\% | 4 | 1.8\% | 2 | 3.3\% | 5 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Selection / choice of independent shops | 0.9\% | 11 | 0.0\% | 0 | 2.6\% | 3 | 1.8\% | 2 | 0.0\% | 0 | 1.0\% | 1 | 1.5\% | 1 | 0.5\% | 2 |
| Supporting local traders | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Big | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can get everything I need there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 1.8\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 18 |
| Good cafes | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good leisure facilities | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good pubs / bars | 0.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 0.7\% | 1 | 0.0\% | 0 |
| Good restaurants / places to eat out | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 2 | 0.9\% | 1 | 0.0\% | 0 |
| Good theatre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Historic / traditional | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice cathedral | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers undercover shopping | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Primark store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The regeneration has been good | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 3.6\% | 47 | 13.5\% | 2 | 4.5\% | 6 | 3.5\% | 4 | 6.2\% | 10 | 1.6\% | 1 | 2.2\% | 2 | 0.0\% | 0 |
| (Nothing / Nothing else) | 86.0\% | 1103 | 80.8\% | 13 | 84.1\% | 106 | 90.4\% | 99 | 84.0\% | 132 | 88.6\% | 84 | 90.5\% | 73 | 90.4\% | 325 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

Any mention

| Cheap parking | 0.5\% | 6 | 0.8\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.6\% | 7 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.9\% | 1 | 2.3\% | 2 | 1.5\% | 1 | 0.0\% | 0 |
| Close to friends / relatives | 0.8\% | 10 | 2.8\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.5\% | 2 |
| Compact centre | 5.2\% | 66 | 9.2\% | 1 | 4.5\% | 6 | 2.4\% | 3 | 8.9\% | 14 | 4.6\% | 4 | 7.6\% | 6 | 3.0\% | 11 |
| Competitive prices | 0.7\% | 8 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 1.5\% | 6 |
| Easy parking | 3.6\% | 46 | 3.4\% | 1 | 4.4\% | 6 | 2.1\% | 2 | 4.3\% | 7 | 1.7\% | 2 | 4.8\% | 4 | 6.0\% | 21 |
| Evening entertainment | 1.1\% | 14 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 4 | 0.0\% | 0 | 4.9\% | 4 | 0.5\% | 2 |
| Familiarity | 4.4\% | 56 | 5.5\% | 1 | 3.4\% | 4 | 2.9\% | 3 | 4.7\% | 7 | 4.3\% | 4 | 7.2\% | 6 | 3.8\% | 14 |
| Feels safe | 0.5\% | 7 | 1.4\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 2.5\% | 2 | 1.7\% | 1 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.9\% | 12 | 0.8\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 3 |
| Free parking | 0.6\% | 7 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Friendly people | 2.1\% | 27 | 3.9\% | 1 | 3.7\% | 5 | 2.7\% | 3 | 2.6\% | 4 | 2.4\% | 2 | 0.9\% | 1 | 0.6\% | 2 |
| Good public transport links | 0.6\% | 8 | 2.5\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 4 |
| Market | 0.7\% | 9 | 2.8\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to home / convenient | 27.9\% | 358 | 19.4\% | 3 | 18.1\% | 23 | 18.4\% | 20 | 17.2\% | 27 | 20.9\% | 20 | 20.1\% | 16 | 47.0\% | 169 |
| Nice environment | 12.2\% | 157 | 19.9\% | 3 | 23.7\% | 30 | 10.7\% | 12 | 6.5\% | 10 | 15.1\% | 14 | 11.7\% | 9 | 7.9\% | 28 |
| Particular foodstore | 0.1\% | 2 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 1.7\% | 22 | 1.7\% | 0 | 0.9\% | 1 | 4.5\% | 5 | 1.9\% | 3 | 0.0\% | 0 | 3.1\% | 2 | 0.8\% | 3 |
| Selection / choice multiple shops | 29.0\% | 373 | 25.1\% | 4 | 32.8\% | 41 | 33.0\% | 36 | 38.1\% | 60 | 23.4\% | 22 | 20.8\% | 17 | 28.1\% | 101 |
| Selection / choice of independent shops | 9.9\% | 127 | 7.2\% | 1 | 23.9\% | 30 | 7.7\% | 8 | 10.0\% | 16 | 13.7\% | 13 | 11.5\% | 9 | 6.2\% | 22 |
| Supporting local traders | 0.8\% | 10 | 2.6\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Big | 1.0\% | 13 | 0.8\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 9 |
| Can get everything I need there | 0.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 1.9\% | 3 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 0 |
| Debenhams store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Easy access | 0.2\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 2.3\% | 29 | 0.8\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 1.5\% | 2 | 3.8\% | 4 | 5.5\% | 4 | 3.1\% | 11 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 1.8\% | 23 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 18 |
| Good cafes | 1.4\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.6\% | 1 | 2.8\% | 3 | 0.0\% | 0 | 0.6\% | 2 |
| Good leisure facilities | 2.1\% | 27 | 1.7\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 6.3\% | 10 | 0.0\% | 0 | 5.1\% | 4 | 0.0\% | 0 |
| Good pubs / bars | 1.2\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 5.6\% | 5 | 1.5\% | 1 | 0.0\% | 0 |
| Good restaurants / places to eat out | 2.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.8\% | 1 | 6.2\% | 6 | 0.9\% | 1 | 0.0\% | 0 |
| Good theatre | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 3.2\% | 3 | 0.7\% | 1 | 0.0\% | 0 |
| Historic / traditional | 1.6\% | 21 | 1.7\% | 0 | 1.5\% | 2 | 1.8\% | 2 | 0.0\% | 0 | 1.4\% | 1 | 3.4\% | 3 | 1.4\% | 5 |
| Marks \& Spencer store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.1\% | 2 | 0.0\% | 0 | 1.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 2.1\% | 27 | 0.0\% | 0 | 4.7\% | 6 | 3.5\% | 4 | 2.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 8 |
| Nice cathedral | 0.1\% | 1 | 2.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 1.6\% | 20 | 2.2\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Offers undercover shopping | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Primark store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Quiet / not too busy | 0.5\% | 6 | 2.2\% | 0 | 1.8\% | 2 | 0.8\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| The regeneration has been good | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

$\begin{array}{llllllll}\text { Total Zone } 8 & \text { Zone 9 } & \text { Zone } 10 & \text { Zone 11 } & \text { Zone 12 } & \text { Zone 13 } & \text { Zone } 14\end{array}$

Q42 What do you and your household dislike about (CENTRE MENTIONED AT Q38B)?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

## 1st Mention

| Alternative facilities more accessible / too far away | 0.7\% | 9 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 3 | 0.8\% | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 5.6\% | 72 | 11.0\% | 2 | 6.5\% | 8 | 5.1\% | 6 | 15.0\% | 24 | 4.6\% | 4 | 4.4\% | 4 | 0.6\% | 2 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 5.1\% | 65 | 2.5\% | 0 | 4.2\% | 5 | 4.0\% | 4 | 3.1\% | 5 | 4.7\% | 4 | 2.7\% | 2 | 7.3\% | 26 |
| Lack of choice of facilities | 0.3\% | 4 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of public toilets | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 1.7\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 3.9\% | 14 |
| Poor choice of bars / restaurants | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.1\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 8.9\% | 114 | 4.4\% | 1 | 7.1\% | 9 | 9.0\% | 10 | 10.7\% | 17 | 12.1\% | 11 | 15.9\% | 13 | 7.3\% | 26 |
| Poor public transport links | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 2 |
| Poor range of independent shops | 1.1\% | 14 | 4.2\% | 1 | 2.4\% | 3 | 0.0\% | 0 | 1.9\% | 3 | 0.0\% | 0 | 0.9\% | 1 | 1.3\% | 5 |
| Too busy | 4.7\% | 61 | 8.3\% | 1 | 8.6\% | 11 | 5.1\% | 6 | 7.6\% | 12 | 3.3\% | 3 | 3.3\% | 3 | 0.5\% | 2 |
| Too expensive | 1.1\% | 14 | 0.8\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 2.5\% | 9 |
| Unattractive environment | 4.3\% | 55 | 1.7\% | 0 | 4.8\% | 6 | 4.4\% | 5 | 0.9\% | 1 | 2.3\% | 2 | 2.2\% | 2 | 6.8\% | 24 |
| Vacant shops | 10.3\% | 133 | 3.0\% | 0 | 6.8\% | 9 | 12.2\% | 13 | 5.0\% | 8 | 25.3\% | 24 | 15.6\% | 13 | 8.8\% | 32 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.9\% | 12 | 0.8\% | 0 | 7.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 1.3\% | 1 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 1.1\% | 14 | 0.0\% | 0 | 0.6\% | 1 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 11 |
| Needs a revamp | 0.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 5 | 0.0\% | 0 | 0.8\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Not cycle friendly | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 2 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 1.5\% | 6 |
| Poor layout | 0.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 2.5\% | 9 |
| Poor mobile phone signal | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.3\% | 3 | 1.7\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.3\% | 4 | 1.4\% | 0 | 1.8\% | 2 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 2.9\% | 37 | 0.0\% | 0 | 1.8\% | 2 | 1.8\% | 2 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 9.0\% | 32 |
| The redevelopment | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 2 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 1.7\% | 22 | 3.6\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 3.7\% | 6 | 3.6\% | 3 | 3.0\% | 2 | 1.0\% | 4 |
| Unclean streets / too much litter | 1.8\% | 23 | 0.8\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 8 |
| Other | 6.4\% | 82 | 4.7\% | 1 | 3.3\% | 4 | 8.7\% | 10 | 3.6\% | 6 | 2.9\% | 3 | 4.1\% | 3 | 8.0\% | 29 |
| (Don't know) | 3.0\% | 39 | 4.2\% | 1 | 3.2\% | 4 | 2.1\% | 2 | 1.5\% | 2 | 3.0\% | 3 | 2.0\% | 2 | 5.0\% | 18 |
| (Nothing / Nothing else) | 33.7\% | 433 | 44.3\% | 7 | 33.0\% | 42 | 33.6\% | 37 | 42.3\% | 67 | 32.1\% | 30 | 35.5\% | 29 | 26.7\% | 96 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

## 2nd Mention

| Alternative facilities more accessible / too far away | 0.3\% | 4 | 0.0\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 2.3\% | 29 | 0.8\% | 0 | 2.3\% | 3 | 6.6\% | 7 | 2.9\% | 5 | 1.9\% | 2 | 3.0\% | 2 | 1.8\% | 6 |
| Do not live in or near a town <br> / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 1.8\% | 24 | 2.2\% | 0 | 0.9\% | 1 | 0.6\% | 1 | 0.8\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 1.5\% | 6 |
| Lack of choice of facilities | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| Lack of public toilets | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 1.0\% | 13 | 0.0\% | 0 | 0.8\% | 1 | 3.0\% | 3 | 0.8\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.5\% | 6 |
| Poor choice of bars / restaurants | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 3 | 3.4\% | 3 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Poor choice of multiple shops | 3.3\% | 43 | 0.8\% | 0 | 2.9\% | 4 | 1.4\% | 1 | 0.9\% | 1 | 6.5\% | 6 | 0.7\% | 1 | 7.1\% | 25 |
| Poor public transport links | 0.1\% | 1 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 1.8\% | 23 | 0.0\% | 0 | 0.6\% | 1 | 0.8\% | 1 | 2.4\% | 4 | 4.9\% | 5 | 3.7\% | 3 | 1.4\% | 5 |
| Too busy | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 0.2\% | 2 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 2 | 1.1\% | 4 |
| Vacant shops | 2.2\% | 28 | 0.0\% | 0 | 3.7\% | 5 | 3.7\% | 4 | 0.0\% | 0 | 1.4\% | 1 | 0.7\% | 1 | 1.9\% | 7 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.1\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Poor atmosphere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor mobile phone signal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 3 |
| Poor quality road surfaces / potholes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The redevelopment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 0.8\% | 10 | 0.8\% | 0 | 0.8\% | 1 | 0.6\% | 1 | 2.3\% | 4 | 1.9\% | 2 | 0.9\% | 1 | 0.5\% | 2 |
| Unclean streets / too much litter | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 4.9\% | 63 | 1.4\% | 0 | 6.5\% | 8 | 5.6\% | 6 | 0.9\% | 1 | 3.7\% | 3 | 0.7\% | 1 | 6.5\% | 23 |
| (Don't know) | 2.3\% | 29 | 9.4\% | 1 | 2.5\% | 3 | 3.1\% | 3 | 5.5\% | 9 | 0.8\% | 1 | 3.3\% | 3 | 0.0\% | 0 |
| (Nothing / Nothing else) | 76.1\% | 976 | 83.7\% | 13 | 73.4\% | 92 | 69.2\% | 76 | 82.1\% | 129 | 73.2\% | 70 | 79.5\% | 64 | 75.7\% | 272 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

## Total

Zone 8
Zone 9
Zone 10
Zone 11
Zone 12
Zone 13
Zone 14

3rd Mention

| Alternative facilities more accessible / too far away | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 0.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.6\% | 2 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 0.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 7 |
| Lack of choice of facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of public toilets | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of bars / restaurants | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 3 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 0.6\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 1.3\% | 5 |
| Poor public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 0.8\% | 10 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.8\% | 3 |
| Too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Vacant shops | 0.2\% | 2 | 1.4\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor mobile phone signal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| The redevelopment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unclean streets / too much litter | 1.0\% | 13 | 0.0\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 9 |
| Other | 1.5\% | 20 | 0.0\% | 0 | 1.7\% | 2 | 1.8\% | 2 | 0.0\% | 0 | 4.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.6\% | 34 | 9.4\% | 1 | 2.6\% | 3 | 3.8\% | 4 | 6.2\% | 10 | 1.4\% | 1 | 4.2\% | 3 | 0.0\% | 0 |
| (Nothing / Nothing else) | 90.8\% | 1166 | 89.2\% | 14 | 90.1\% | 113 | 91.0\% | 100 | 92.0\% | 145 | 89.7\% | 85 | 94.5\% | 77 | 92.7\% | 334 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Any mention

| Alternative facilities more accessible / too far away | 1.0\% | 13 | 0.0\% | 0 | 4.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 3 | 0.8\% | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 8.7\% | 112 | 11.9\% | 2 | 8.8\% | 11 | 11.7\% | 13 | 17.8\% | 28 | 7.0\% | 7 | 7.3\% | 6 | 3.1\% | 11 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 7.6\% | 98 | 4.7\% | 1 | 5.1\% | 6 | 5.3\% | 6 | 3.8\% | 6 | 5.3\% | 5 | 2.7\% | 2 | 10.8\% | 39 |
| Lack of choice of facilities | 0.4\% | 5 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 |
| Lack of public toilets | 0.2\% | 3 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 2.7\% | 35 | 0.0\% | 0 | 0.8\% | 1 | 3.5\% | 4 | 1.3\% | 2 | 0.8\% | 1 | 0.9\% | 1 | 5.5\% | 20 |
| Poor choice of bars / restaurants | 0.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 4 | 3.5\% | 3 | 3.4\% | 3 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.3\% | 4 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.1\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Poor choice of multiple shops | 12.5\% | 161 | 5.2\% | 1 | 9.9\% | 12 | 11.1\% | 12 | 11.7\% | 18 | 18.9\% | 18 | 16.5\% | 13 | 14.9\% | 54 |
| Poor public transport links | 0.2\% | 3 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.5\% | 2 |
| Poor range of independent shops | 3.6\% | 46 | 4.2\% | 1 | 4.5\% | 6 | 0.8\% | 1 | 4.3\% | 7 | 4.9\% | 5 | 5.2\% | 4 | 3.5\% | 13 |
| Too busy | 4.9\% | 62 | 8.3\% | 1 | 8.6\% | 11 | 5.7\% | 6 | 7.6\% | 12 | 3.3\% | 3 | 3.3\% | 3 | 0.5\% | 2 |
| Too expensive | 1.3\% | 16 | 0.8\% | 0 | 3.5\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 1.7\% | 1 | 2.5\% | 9 |
| Unattractive environment | 5.1\% | 66 | 1.7\% | 0 | 4.8\% | 6 | 6.2\% | 7 | 0.9\% | 1 | 2.3\% | 2 | 4.2\% | 3 | 7.4\% | 27 |
| Vacant shops | 12.6\% | 162 | 4.4\% | 1 | 11.7\% | 15 | 15.8\% | 17 | 5.0\% | 8 | 26.7\% | 25 | 16.3\% | 13 | 10.7\% | 39 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.1\% | 1 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 1.0\% | 13 | 0.8\% | 0 | 7.8\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 1.3\% | 1 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 1.1\% | 14 | 0.0\% | 0 | 0.6\% | 1 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 11 |
| Needs a revamp | 0.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 5 | 0.0\% | 0 | 0.8\% | 1 | 0.9\% | 1 | 0.0\% | 0 |
| Not cycle friendly | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 2 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Poor atmosphere | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 1.5\% | 6 |
| Poor layout | 0.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 2.5\% | 9 |
| Poor mobile phone signal | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.5\% | 7 | 1.7\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.8\% | 3 |
| Poor quality road surfaces / potholes | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.3\% | 4 | 1.4\% | 0 | 1.8\% | 2 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 3.1\% | 40 | 0.0\% | 0 | 1.8\% | 2 | 1.8\% | 2 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 9.0\% | 32 |
| The redevelopment | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 2 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 2.5\% | 32 | 4.4\% | 1 | 0.8\% | 1 | 1.8\% | 2 | 6.0\% | 9 | 5.5\% | 5 | 3.8\% | 3 | 1.5\% | 5 |
| Unclean streets / too much litter | 3.2\% | 41 | 0.8\% | 0 | 4.4\% | 6 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 17 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

Q43 What type of retail provision would persuade you to shop at (CENTRE MENTIONED AT Q38B) more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Book shops | 4.2\% | 54 | 1.7\% | 0 | 1.8\% | 2 | 1.9\% | 2 | 1.2\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 6.5\% | 23 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CDs / DVDs / Computer game shops | 3.8\% | 49 | 0.8\% | 0 | 1.8\% | 2 | 1.8\% | 2 | 0.0\% | 0 | 3.0\% | 3 | 2.1\% | 2 | 7.5\% | 27 |
| Children's clothing shops | 7.7\% | 98 | 3.4\% | 1 | 11.9\% | 15 | 6.4\% | 7 | 7.2\% | 11 | 8.6\% | 8 | 3.0\% | 2 | 8.0\% | 29 |
| Children's shoe shops | 4.1\% | 53 | 0.0\% | 0 | 5.4\% | 7 | 5.5\% | 6 | 5.5\% | 9 | 7.4\% | 7 | 2.8\% | 2 | 2.2\% | 8 |
| Department store | 16.6\% | 213 | 2.8\% | 0 | 20.1\% | 25 | 23.1\% | 25 | 7.9\% | 12 | 25.4\% | 24 | 14.7\% | 12 | 17.9\% | 64 |
| DIY and hardware shops | 4.2\% | 54 | 1.1\% | 0 | 5.1\% | 6 | 1.2\% | 1 | 2.6\% | 4 | 3.0\% | 3 | 2.1\% | 2 | 5.0\% | 18 |
| Electrical retailer shops | 5.0\% | 64 | 0.0\% | 0 | 1.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 3 | 2.8\% | 2 | 12.5\% | 45 |
| Foodstore | 6.2\% | 80 | 9.8\% | 2 | 6.2\% | 8 | 1.8\% | 2 | 0.8\% | 1 | 7.4\% | 7 | 7.8\% | 6 | 10.4\% | 37 |
| Gents clothing shops | 8.5\% | 109 | 12.1\% | 2 | 12.2\% | 15 | 8.6\% | 9 | 13.6\% | 21 | 13.1\% | 12 | 9.5\% | 8 | 5.4\% | 19 |
| Gents shoe shops | 3.4\% | 44 | 4.0\% | 1 | 2.9\% | 4 | 3.7\% | 4 | 3.2\% | 5 | 3.0\% | 3 | 2.9\% | 2 | 5.0\% | 18 |
| Ladies clothing shops | 18.8\% | 241 | 11.3\% | 2 | 16.0\% | 20 | 15.6\% | 17 | 10.9\% | 17 | 22.6\% | 22 | 13.9\% | 11 | 25.2\% | 91 |
| Ladies shoe shops | 8.6\% | 111 | 3.4\% | 1 | 3.7\% | 5 | 8.4\% | 9 | 6.2\% | 10 | 10.0\% | 10 | 3.7\% | 3 | 11.1\% | 40 |
| Major household appliance shops | 4.1\% | 52 | 0.0\% | 0 | 1.8\% | 2 | 0.6\% | 1 | 0.0\% | 0 | 6.8\% | 6 | 0.0\% | 0 | 10.0\% | 36 |
| Sports shops | 3.3\% | 43 | 0.0\% | 0 | 1.8\% | 2 | 1.4\% | 1 | 1.8\% | 3 | 1.9\% | 2 | 5.7\% | 5 | 6.5\% | 23 |
| Youth fashion shops | 3.0\% | 39 | 2.4\% | 0 | 6.4\% | 8 | 2.4\% | 3 | 3.5\% | 6 | 6.0\% | 6 | 0.0\% | 0 | 2.5\% | 9 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Art / craft / hobby stores | 1.0\% | 12 | 0.8\% | 0 | 0.6\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 5 |
| Baby / young child store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bakers | 0.0\% | 0 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bank | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Beauty / cosmetics stores | 1.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 3.1\% | 11 |
| Boutique stores | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Butchers | 0.5\% | 6 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.7\% | 1 | 0.8\% | 3 |
| Cake shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Charity shops | 0.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Discount stores | 0.6\% | 8 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 6 |
| Fishmongers | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Furniture stores | 0.1\% | 1 | 1.4\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Garden Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gift shops | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Greengrocers | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 3 |
| Homewares / household goods store | 1.3\% | 17 | 0.0\% | 0 | 6.0\% | 8 | 0.8\% | 1 | 0.0\% | 0 | 1.4\% | 1 | 0.9\% | 1 | 0.6\% | 2 |
| Independent shops | 3.5\% | 45 | 9.6\% | 2 | 1.2\% | 1 | 4.5\% | 5 | 2.5\% | 4 | 3.8\% | 4 | 1.7\% | 1 | 2.1\% | 8 |
| Kitchen shop | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Outdoor store | 0.1\% | 1 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pet shop | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.5\% | 2 |
| Post Office | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Record store | 0.2\% | 2 | 1.7\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Specialist food stores / delicatesen | 0.3\% | 4 | 0.0\% | 0 | 1.8\% | 2 | 0.8\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Specialist market | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Toy shops | 1.7\% | 21 | 3.7\% | 1 | 4.7\% | 6 | 0.8\% | 1 | 2.4\% | 4 | 0.0\% | 0 | 0.7\% | 1 | 1.5\% | 6 |
| Unisex clothing shops | 0.5\% | 7 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 3.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Unisex shoe shops | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (None) | 42.3\% | 543 | 53.7\% | 9 | 34.0\% | 43 | 44.8\% | 49 | 61.1\% | 96 | 28.1\% | 27 | 56.8\% | 46 | 35.2\% | 127 |
| (Don't know) | 7.1\% | 91 | 5.5\% | 1 | 12.5\% | 16 | 7.9\% | 9 | 4.3\% | 7 | 5.7\% | 5 | 5.6\% | 5 | 6.4\% | 23 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

Q44 What general improvements to the quality of the leisure and entertainment offer in (CENTRE MENTIONED AT Q38B) would persuade you to visit it more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Enhanced range of health and fitness centres / gyms | 3.8\% | 49 | 1.4\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 5.8\% | 6 | 2.0\% | 2 | 7.5\% | 27 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improved music / theatre provision | 4.4\% | 57 | 1.7\% | 0 | 4.2\% | 5 | 9.8\% | 11 | 0.0\% | 0 | 9.1\% | 9 | 8.8\% | 7 | 5.5\% | 20 |
| Improved play areas for children | 6.5\% | 83 | 7.4\% | 1 | 11.5\% | 14 | 1.4\% | 1 | 6.6\% | 10 | 4.7\% | 4 | 3.6\% | 3 | 7.5\% | 27 |
| Improved public transport facilities during the evenings | 5.8\% | 75 | 0.0\% | 0 | 4.7\% | 6 | 0.0\% | 0 | 2.9\% | 5 | 6.7\% | 6 | 0.9\% | 1 | 14.0\% | 50 |
| Improved range of places to eat | 8.6\% | 110 | 1.4\% | 0 | 10.2\% | 13 | 4.4\% | 5 | 7.2\% | 11 | 12.4\% | 12 | 4.2\% | 3 | 14.4\% | 52 |
| Improved range of pubs and night clubs | 1.9\% | 24 | 0.8\% | 0 | 0.0\% | 0 | 4.1\% | 5 | 0.0\% | 0 | 1.9\% | 2 | 3.4\% | 3 | 2.5\% | 9 |
| Improved youth / young adult facilities | 4.4\% | 56 | 1.1\% | 0 | 0.0\% | 0 | 4.5\% | 5 | 2.9\% | 5 | 3.1\% | 3 | 2.6\% | 2 | 7.5\% | 27 |
| New / better bowling alley | 4.9\% | 63 | 1.9\% | 0 | 10.3\% | 13 | 6.1\% | 7 | 2.6\% | 4 | 6.8\% | 6 | 0.0\% | 0 | 3.1\% | 11 |
| New / better swimming pool | 3.6\% | 46 | 10.3\% | 2 | 5.2\% | 7 | 3.7\% | 4 | 3.6\% | 6 | 8.7\% | 8 | 4.2\% | 3 | 3.9\% | 14 |
| New / improved cinema | 6.7\% | 86 | 7.3\% | 1 | 12.2\% | 15 | 2.5\% | 3 | 6.4\% | 10 | 4.9\% | 5 | 4.2\% | 3 | 6.9\% | 25 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo hall | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 |
| Community centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Festivals | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Go karting | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ice rink | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improved disabled access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improved evening security | 0.7\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improved range of cafes | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Indoor snow centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Kitesurfing centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Laser tag | 0.2\% | 3 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Later opening hours at leisure / entertainment facilities | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices to access leisure / entertainment facilities | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.6\% | 2 |
| More amusement arcades at the beach | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More art galleries | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More football pitches | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| More leisure activities available | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More museums | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking available at leisure / entertainment facilities | 0.9\% | 12 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% |  | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 9 |
| More parks | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More sporting events | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / better leisure centre | 0.3\% | 4 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outdoor cinema | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rebuild / improve the pier | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea life centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Skate park | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Speedway | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tennis / squash court | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 60.6\% | 777 | 71.7\% | 11 | 55.8\% | 70 | 60.2\% | 66 | 74.0\% | 117 | 65.7\% | 62 | 70.2\% | 57 | 48.7\% | 175 |
| (Don't know) | 7.5\% | 96 | 4.4\% | 1 | 5.8\% | 7 | 6.4\% | 7 | 2.8\% | 4 | 0.8\% | 1 | 0.9\% | 1 | 15.1\% | 54 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

## Total Zone 8 Zone 9 Zone $10 \quad$ Zone $11 \quad$ Zone $12 \quad$ Zone $13 \quad$ Zone 14

Q45 What general improvements to the quality of the environment in (CENTRE MENTIONED AT Q38B) would persuade you to visit it more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Theatres | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0 | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Trampolining | 0.5\% | 6 | 2.2\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Attract less people / relieve over-crowding | 4.4\% | 56 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 3 | 0.0\% | 0 | 0.9\% | 1 | 13.1\% | 47 |
| Attract more people / make more lively | 2.6\% | 33 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 1.8\% | 3 | 3.0\% | 3 | 7.5\% | 6 | 5.0\% | 18 |
| Clean shopping streets | 15.5\% | 199 | 7.8\% | 1 | 10.6\% | 13 | 16.1\% | 18 | 4.2\% | 7 | 9.1\% | 9 | 4.4\% | 4 | 25.9\% | 93 |
| Create more open spaces | 5.4\% | 69 | 2.6\% | 0 | 4.4\% | 6 | 0.9\% | 1 | 1.8\% | 3 | 1.9\% | 2 | 0.0\% | 0 | 12.2\% | 44 |
| Improve number and attractiveness of meeting places | 2.7\% | 35 | 0.0\% | 0 | 4.2\% | 5 | 1.8\% | 2 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 5.0\% | 18 |
| Improve play areas for children | 7.4\% | 95 | 2.6\% | 0 | 8.4\% | 11 | 0.0\% | 0 | 6.6\% | 10 | 3.0\% | 3 | 2.1\% | 2 | 12.5\% | 45 |
| Improve policing / other security measures | 7.2\% | 93 | 0.0\% | 0 | 2.6\% | 3 | 7.1\% | 8 | 3.3\% | 5 | 4.9\% | 5 | 0.0\% | 0 | 14.6\% | 53 |
| Improve street furniture / floral displays | 2.9\% | 37 | 0.8\% | 0 | 6.2\% | 8 | 2.3\% | 3 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 4.0\% | 15 |
| Improve the condition of the roads | 3.8\% | 48 | 0.8\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 1.8\% | 3 | 1.9\% | 2 | 0.0\% | 0 | 5.8\% | 21 |
| Increase soft / hard landscaping | 2.5\% | 32 | 0.0\% | 0 | 3.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 2 | 2.1\% | 2 | 4.0\% | 15 |
| Pedestrianisation of main shopping streets in the town centre | 1.6\% | 21 | 1.1\% | 0 | 1.8\% | 2 | 1.8\% | 2 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 0.8\% | 3 |
| Remove street clutter / advertisements | 2.8\% | 36 | 2.2\% | 0 | 1.7\% | 2 | 6.0\% | 7 | 0.6\% | 1 | 6.7\% | 6 | 0.0\% | 0 | 1.5\% | 6 |
| Other | 2.1\% | 27 | 1.4\% | 0 | 2.3\% | 3 | 3.5\% | 4 | 0.8\% | 1 | 1.4\% | 1 | 2.0\% | 2 | 3.3\% | 12 |
| Theatres | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| A Post Office | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A revamp | 0.5\% | 7 | 0.0\% | 0 | 0.6\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.1\% | 1 | 0.6\% | 2 |
| Bins emptied more often | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheaper parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean the beach area / improve sea water quality | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the disabled access | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the indoor shopping centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the mobile phone signal | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Trampolining | 0.5\% | 6 | 2.2\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Introduce smoke-free areas | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Longer opening hours | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower air pollution levels | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.8\% | 3 |
| Make sure any redevelopment suits the current architecture | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 2 |
| More / better public toilets | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / bigger litter bins | 1.1\% | 14 | 4.2\% | 1 | 2.9\% | 4 | 1.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More cycle routes | 0.0\% | 0 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More recycling | 0.4\% | 5 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More seating | 0.2\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More undercover shopping | 0.1\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Plant more trees / don't cut down current trees | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Remove the graffiti | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stop building new homes | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 3.7\% | 4 | 0.7\% | 1 | 0.0\% | 0 |
| (Nothing in particular) | 57.6\% | 739 | 69.9\% | 11 | 63.5\% | 80 | 59.7\% | 65 | 74.9\% | 118 | 64.9\% | 62 | 79.0\% | 64 | 42.2\% | 152 |
| (Don't know) | 4.9\% | 62 | 6.5\% | 1 | 6.4\% | 8 | 8.1\% | 9 | 6.3\% | 10 | 0.0\% | 0 | 4.2\% | 3 | 3.0\% | 11 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

$\begin{array}{llllllll}\text { Total Zone } 8 & \text { Zone 9 } & \text { Zone } 10 & \text { Zone 11 } & \text { Zone 12 } & \text { Zone 13 } & \text { Zone } 14\end{array}$

Q46 What general improvements to transport and accessibility would persuade you to visit (CENTRE MENTIONED AT Q38B) more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Enhance shopmobility service | 2.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 5.0\% | 18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve access for pushchairs / wheelchairs, etc | 4.1\% | 53 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.8\% | 1 | 1.1\% | 1 | 10.0\% | 36 |
| Improve directional signs to town centre | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 6 |
| Improve layout of car parks | 1.9\% | 24 | 1.9\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 2.6\% | 2 | 0.0\% | 0 | 4.0\% | 15 |
| Improve location of bus stops / bus station | 3.3\% | 42 | 4.1\% | 1 | 0.8\% | 1 | 0.6\% | 1 | 0.9\% | 1 | 4.4\% | 4 | 2.6\% | 2 | 5.0\% | 18 |
| Improve public transport links | 9.7\% | 125 | 21.8\% | 3 | 5.3\% | 7 | 4.8\% | 5 | 5.3\% | 8 | 13.3\% | 13 | 12.4\% | 10 | 12.4\% | 45 |
| Improve safety of pedestrians | 2.6\% | 33 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 6 | 0.0\% | 0 | 4.0\% | 15 |
| Improve signage within centre | 0.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improve transport interchange | 1.2\% | 15 | 0.8\% | 0 | 0.6\% | 1 | 1.8\% | 2 | 0.0\% | 0 | 2.8\% | 3 | 0.0\% | 0 | 0.6\% | 2 |
| Increase frequency of public transport in the evenings | 2.7\% | 35 | 2.5\% | 0 | 3.5\% | 4 | 2.4\% | 3 | 0.0\% | 0 | 7.0\% | 7 | 2.2\% | 2 | 4.0\% | 15 |
| More frequent bus service during the day | 4.5\% | 58 | 5.5\% | 1 | 3.6\% | 4 | 1.2\% | 1 | 1.8\% | 3 | 3.5\% | 3 | 6.2\% | 5 | 8.5\% | 31 |
| More parking spaces - long stay | 4.8\% | 61 | 4.2\% | 1 | 3.5\% | 4 | 4.5\% | 5 | 1.3\% | 2 | 8.1\% | 8 | 6.3\% | 5 | 3.7\% | 13 |
| More parking spaces - short stay | 5.9\% | 76 | 5.0\% | 1 | 2.5\% | 3 | 4.5\% | 5 | 2.1\% | 3 | 7.5\% | 7 | 7.0\% | 6 | 9.0\% | 32 |
| More parking spaces - type unspecified | 4.7\% | 61 | 4.2\% | 1 | 0.9\% | 1 | 10.1\% | 11 | 3.2\% | 5 | 4.4\% | 4 | 8.7\% | 7 | 5.2\% | 19 |
| Pedestrianisation | 0.9\% | 11 | 2.4\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.0\% | 0 | 3.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Reduce cost of parking | 14.1\% | 181 | 11.9\% | 2 | 16.0\% | 20 | 14.9\% | 16 | 9.3\% | 15 | 13.8\% | 13 | 17.1\% | 14 | 14.8\% | 53 |
| Reduce road congestion | 9.2\% | 118 | 15.9\% | 3 | 3.8\% | 5 | 3.5\% | 4 | 17.8\% | 28 | 10.9\% | 10 | 10.1\% | 8 | 8.8\% | 32 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A bypass | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 2 |
| A Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| A tram system | 0.1\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| An improved Park \& Ride service | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 2.1\% | 2 | 0.5\% | 2 |
| Better access by car | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 2 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Cheaper public transport | 1.7\% | 22 | 2.4\% | 0 | 0.8\% | 1 | 0.8\% | 1 | 2.4\% | 4 | 0.0\% | 0 | 1.1\% | 1 | 2.6\% | 9 |
| Electric buses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Encourage more people to use the Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.7\% | 9 | 0.0\% | 0 | 2.3\% | 3 | 1.5\% | 2 | 0.0\% | 0 | 1.9\% | 2 | 0.9\% | 1 | 0.0\% | 0 |
| Improve the condition of the roads | 0.3\% | 4 | 1.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 |
| Improve the one-way system | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 2 |
| Improve the pavements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the traffic light system | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.8\% | 3 |
| More / better cycle routes | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.5\% | 2 |
| More / better places to lock bicycles | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces disabled | 0.2\% | 2 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More road crossings | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Use smaller buses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 48.4\% | 622 | 45.3\% | 7 | 61.1\% | 77 | 56.3\% | 62 | 50.8\% | 80 | 42.2\% | 40 | 50.7\% | 41 | 40.9\% | 147 |
| (Don't know) | 4.9\% | 63 | 2.2\% | 0 | 5.9\% | 7 | 6.0\% | 7 | 6.6\% | 10 | 2.6\% | 2 | 2.2\% | 2 | 5.5\% | 20 |
| Weighted base: |  | 1283 |  | 16 |  | 126 |  | 110 |  | 158 |  | 95 |  | 81 |  | 360 |
| Sample: |  | 1294 |  | 85 |  | 96 |  | 97 |  | 92 |  | 99 |  | 94 |  | 83 |

Q47 Which of these markets or boot fairs do you ever visit? [MR/PR]

| Bridge Farmers Market | 1.8\% | 25 | 1.5\% | 0 | 2.9\% | 4 | 2.8\% | 3 | 0.0\% | 0 | 6.0\% | 6 | 1.2\% | 1 | 2.2\% | 9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury Boot Fair | 3.1\% | 44 | 5.8\% | 1 | 4.7\% | 6 | 0.6\% | 1 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 2.2\% | 9 |
| Canterbury High Street Market | 13.2\% | 185 | 9.5\% | 2 | 19.0\% | 25 | 23.9\% | 27 | 8.8\% | 15 | 9.8\% | 9 | 8.6\% | 7 | 4.6\% | 19 |
| The Goods Shed Farmers Market, Canterbury | 6.3\% | 89 | 8.9\% | 2 | 5.1\% | 7 | 9.4\% | 10 | 7.1\% | 12 | 10.3\% | 10 | 2.9\% | 2 | 2.2\% | 9 |
| Herne Bay Market, Mortimer Street | 4.7\% | 66 | 2.6\% | 0 | 0.9\% | 1 | 1.8\% | 2 | 1.1\% | 2 | 1.7\% | 2 | 0.0\% | 0 | 2.6\% | 11 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 1.6\% | 23 | 0.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 2.2\% | 9 |
| Lions Boot Fair, Herne Bay | 1.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Farmers Market, St Mary's Hall | 1.6\% | 22 | 0.7\% | 0 | 3.4\% | 4 | 1.2\% | 1 | 2.7\% | 5 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Fish Market, Whitstable Harbour | 5.5\% | 77 | 4.1\% | 1 | 4.7\% | 6 | 4.5\% | 5 | 7.7\% | 13 | 4.3\% | 4 | 0.6\% | 1 | 5.2\% | 22 |
| Whitstable Market, Gorrell Tank Car Park | 2.4\% | 34 | 1.7\% | 0 | 2.9\% | 4 | 0.0\% | 0 | 0.9\% | 1 | 1.7\% | 2 | 0.0\% | 0 | 4.0\% | 17 |
| (Don't know) | 2.4\% | 33 | 0.0\% | 0 | 5.7\% | 7 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 9 |
| (Don't visit any of them) | 72.0\% | 1010 | 79.4\% | 15 | 69.1\% | 89 | 71.4\% | 80 | 81.2\% | 141 | 72.5\% | 69 | 89.2\% | 78 | 77.0\% | 320 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

Q48 Which of those markets or boot fairs is the one you visit most often?
Not those that said '(Don't visit any of them)' or '(Don't know) at Q47

| Bridge Farmers Market | 4.8\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 21.6\% | 6 | 5.7\% | 1 | 10.4\% | 9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Canterbury Boot Fair | 4.1\% | 15 | 19.1\% | 1 | 3.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Canterbury High Street Market | 40.0\% | 144 | 27.2\% | 1 | 71.8\% | 23 | 75.8\% | 24 | 25.0\% | 8 | 33.3\% | 9 | 73.5\% | 7 | 18.8\% | 16 |
| The Goods Shed Farmers Market, Canterbury | 13.3\% | 48 | 36.4\% | 1 | 17.4\% | 6 | 16.7\% | 5 | 21.6\% | 7 | 24.4\% | 6 | 15.0\% | 1 | 10.4\% | 9 |
| Herne Bay Market, Mortimer Street | 11.1\% | 40 | 5.7\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 5.6\% | 2 | 2.8\% | 1 | 0.0\% | 0 | 12.4\% | 11 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 2.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.4\% | 9 |
| Lions Boot Fair, Herne Bay | 1.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Farmers Market, St Mary's Hall | 3.2\% | 12 | 3.5\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 8.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Fish Market, Whitstable Harbour | 11.4\% | 41 | 4.6\% | 0 | 3.6\% | 1 | 2.1\% | 1 | 34.4\% | 11 | 12.9\% | 3 | 5.7\% | 1 | 18.4\% | 16 |
| Whitstable Market, Gorrell Tank Car Park | 6.7\% | 24 | 3.5\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 19.3\% | 17 |
| (Don't know) | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't visit any of them) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 360 |  | 4 |  | 33 |  | 31 |  | 33 |  | 26 |  | 9 |  | 87 |
| Sample: |  | 464 |  | 18 |  | 25 |  | 28 |  | 21 |  | 25 |  | 10 |  | 17 |

Q49 Which day do you most frequently visit (MARKET/BOOT FAIR MENTIONED AT Q48)?
Those that stated a market / boot fair at Q48
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
(Don't know / varies)
Weighted base:
Sample:

| $0.3 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.6 \%$ | 2 | $0.0 \%$ | 0 | $2.2 \%$ | 1 | $2.7 \%$ |
| $9.0 \%$ | 32 | $24.8 \%$ | 1 | $14.4 \%$ | 5 | $4.1 \%$ |
| $7.5 \%$ | 27 | $3.5 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ |
| $5.5 \%$ | 20 | $11.0 \%$ | 0 | $12.6 \%$ | 4 | $2.1 \%$ |
| $34.8 \%$ | 124 | $17.3 \%$ | 1 | $31.4 \%$ | 10 | $44.8 \%$ |
| $13.9 \%$ | 49 | $19.1 \%$ | 1 | $3.6 \%$ | 1 | $0.0 \%$ |
| $28.4 \%$ | 101 | $24.3 \%$ | 1 | $35.7 \%$ | 12 | $44.2 \%$ |
|  | 357 |  | 4 |  | 33 |  |
|  | 463 |  | 18 |  | 25 |  |


| 0 | $2.8 \%$ | 1 | $0.0 \%$ |
| ---: | ---: | ---: | ---: |
| 1 | $0.0 \%$ | 0 | $0.0 \%$ |
| 1 | $6.5 \%$ | 2 | $26.6 \%$ |
| 1 | $0.0 \%$ | 0 | $0.0 \%$ |
| 1 | $7.4 \%$ | 2 | $7.8 \%$ |
| 14 | $43.0 \%$ | 14 | $26.1 \%$ |
| 0 | $0.0 \%$ | 0 | $12.9 \%$ |
| 14 | $40.3 \%$ | 13 | $26.6 \%$ |
| 31 |  | 33 |  |
| 28 |  | 21 |  |


| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| ---: | ---: | ---: | ---: | ---: |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 0 | $0.0 \%$ | 0 | $20.7 \%$ | 18 |
| 2 | $15.0 \%$ | 1 | $0.0 \%$ | 0 |
| 7 | $33.0 \%$ | 3 | $22.1 \%$ | 19 |
| 3 | $0.0 \%$ | 0 | $35.0 \%$ | 30 |
| 7 | $52.0 \%$ | 5 | $22.2 \%$ | 19 |
| 26 |  | 9 |  | 87 |
| 25 |  | 10 |  | 17 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q50 Why do you visit (MARKET/BOOT FAIR MENTIONED AT Q48)? [MR]
Those that stated a market / boot fair at Q48

| Convenient / nearby | 13.0\% | 46 | 5.7\% | 0 | 0.0\% | 0 | 7.5\% | 2 | 6.5\% | 2 | 16.4\% | 4 | 5.7\% | 1 | 23.2\% | 20 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Good atmosphere | 15.1\% | 54 | 5.7\% | 0 | 2.2\% | 1 | 6.2\% | 2 | 17.1\% | 6 | 39.8\% | 10 | 0.0\% | 0 | 22.1\% | 19 |
| Good prices / cheaper | 5.9\% | 21 | 11.0\% | 0 | 2.2\% | 1 | 2.7\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 10.4\% | 9 |
| Good quality stalls | 11.3\% | 40 | 12.7\% | 0 | 9.3\% | 3 | 2.1\% | 1 | 10.2\% | 3 | 16.4\% | 4 | 29.0\% | 3 | 13.7\% | 12 |
| Good range of goods | 20.4\% | 73 | 7.0\% | 0 | 16.9\% | 6 | 28.5\% | 9 | 14.8\% | 5 | 23.5\% | 6 | 13.3\% | 1 | 24.0\% | 21 |
| Nice staff | 7.9\% | 28 | 5.7\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 10.8\% | 3 | 0.0\% | 0 | 27.1\% | 23 |
| Quality of goods | 8.1\% | 29 | 7.0\% | 0 | 18.0\% | 6 | 2.7\% | 1 | 3.7\% | 1 | 11.6\% | 3 | 0.0\% | 0 | 3.3\% | 3 |
| Specialist market (i.e. Farmers Market) | 1.4\% | 5 | 0.0\% | 0 | 7.0\% | 2 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 5.7\% | 1 | 0.0\% | 0 |
| To browse | 18.7\% | 67 | 50.6\% | 2 | 33.7\% | 11 | 13.1\% | 4 | 19.9\% | 6 | 11.9\% | 3 | 31.2\% | 3 | 0.0\% | 0 |
| To buy local produce | 7.2\% | 26 | 8.1\% | 0 | 8.1\% | 3 | 3.4\% | 1 | 14.2\% | 5 | 11.9\% | 3 | 15.0\% | 1 | 2.1\% | 2 |
| To support local traders | 4.5\% | 16 | 0.0\% | 0 | 11.5\% | 4 | 12.9\% | 4 | 14.2\% | 5 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can eat out whilst I'm there | 0.5\% | 2 | 7.0\% | 0 | 0.0\% | 0 | 4.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 3 |
| Close to other shops | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Have a stall there / sell items there | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It's in / close to the town, so I can visit it when I'm there | 2.5\% | 9 | 0.0\% | 0 | 7.0\% | 2 | 2.7\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Just for a change of scenery | 0.8\% | 3 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Meet friends / family there | 1.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 3.7\% | 1 | 3.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Nice environment | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice for a day out | 4.9\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 16.2\% | 14 |
| Work nearby | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 2.7\% | 2 |
| (Don't know) | 7.1\% | 25 | 8.1\% | 0 | 13.6\% | 4 | 22.3\% | 7 | 15.3\% | 5 | 0.0\% | 0 | 5.7\% | 1 | 0.0\% | 0 |
| Weighted base: |  | 357 |  | 4 |  | 33 |  | 31 |  | 33 |  | 26 |  | 9 |  | 87 |
| Sample: |  | 463 |  | 18 |  | 25 |  | 28 |  | 21 |  | 25 |  | 10 |  | 17 |

Q51 What improvements to the quality and range of the market would persuade you or your household to visit the (MARKET/BOOT FAIR MENTIONED AT Q48) more often? [MR] Those that stated a market / boot fair at Q48

| Hold more specialist market events (i.e. food fairs / farmers markets) | 10.8\% | 38 | 3.5\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 | 21.6\% | 6 | 0.0\% | 0 | 27.1\% | 23 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve advertisements (increase publicity of market events) | 6.4\% | 23 | 0.0\% | 0 | 14.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 20.7\% | 18 |
| Change the location (PLEASE WRITE IN NEW LOCATION AND ADDRESS DETAILS) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve quality / appearance of market stalls / venue | 1.4\% | 5 | 0.0\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve quality of goods | 6.4\% | 23 | 4.6\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 10.8\% | 3 | 0.0\% | 0 | 10.4\% | 9 |
| Improve range of goods / more stalls | 16.8\% | 60 | 7.0\% | 0 | 15.1\% | 5 | 2.1\% | 1 | 3.7\% | 1 | 23.8\% | 6 | 0.0\% | 0 | 31.1\% | 27 |
| More car parking spaces | 1.7\% | 6 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 | 0.0\% | 0 | 2.1\% | 2 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Allocate more space for the market | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Better disabled access | 0.6\% | 2 | 0.0\% | 0 | 7.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Change the location to: Dane John Gardens, Canterbury | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Change the location to: Market Way, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Have it on more often | 0.4\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less students at the market | 0.2\% | 1 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less traders | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower the fee to sell goods | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Make it cleaner / less litter | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Make it less busy | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 2 |
| Make it undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing) | 66.9\% | 239 | 73.9\% | 3 | 54.8\% | 18 | 92.5\% | 29 | 89.8\% | 29 | 58.5\% | 15 | 00.0\% | 9 | 50.1\% | 43 |
| (Don't know) | 5.0\% | 18 | 11.0\% | 0 | 11.3\% | 4 | 2.1\% | 1 | 6.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 10.4\% | 9 |
| Weighted base: |  | 357 |  | 4 |  | 33 |  | 31 |  | 33 |  | 26 |  | 9 |  | 87 |
| Sample: |  | 463 |  | 18 |  | 25 |  | 28 |  | 21 |  | 25 |  | 10 |  | 17 |

GEN Gender of respondent:

| Male | 31.6\% | 443 | 27.2\% | 5 | 33.6\% | 43 | 27.3\% | 30 | 25.5\% | 44 | 38.8\% | 37 | 36.2\% | 31 | 31.6\% | 131 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Female | 68.4\% | 960 | 72.8\% | 13 | 66.4\% | 86 | 72.7\% | 81 | 74.5\% | 129 | 61.2\% | 58 | 63.8\% | 55 | 68.4\% | 284 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |

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

| 18 to 24 | 8.6\% | 120 | 7.3\% | 1 | 5.7\% | 7 | 11.6\% | 13 | 5.4\% | 9 | 6.0\% | 6 | 9.4\% | 8 | 12.9\% | 54 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 25 to 34 | 18.0\% | 253 | 3.7\% | 1 | 8.6\% | 11 | 11.6\% | 13 | 13.4\% | 23 | 8.9\% | 9 | 12.6\% | 11 | 28.0\% | 116 |
| 35 to 44 | 20.1\% | 283 | 13.6\% | 2 | 28.3\% | 36 | 23.4\% | 26 | 26.5\% | 46 | 22.1\% | 21 | 13.6\% | 12 | 22.7\% | 94 |
| 45 to 54 | 19.3\% | 271 | 12.3\% | 2 | 25.9\% | 33 | 19.6\% | 22 | 21.5\% | 37 | 22.4\% | 21 | 22.0\% | 19 | 16.8\% | 70 |
| 55 to 64 | 17.0\% | 238 | 17.6\% | 3 | 17.4\% | 22 | 8.4\% | 9 | 23.2\% | 40 | 22.9\% | 22 | 15.1\% | 13 | 13.1\% | 55 |
| $65+$ | 16.9\% | 238 | 45.6\% | 8 | 14.1\% | 18 | 25.4\% | 28 | 10.1\% | 17 | 17.7\% | 17 | 27.4\% | 24 | 6.4\% | 27 |
| (Refused) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Weighted base: |  | 1403 |  | 18 |  | 129 |  | 112 |  | 173 |  | 96 |  | 87 |  | 416 |
| Sample: |  | 1403 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |  | 100 |


| Total Zone 8 | Zone 9 | Zone 10 | Zone 11 | Zone 12 | Zone 13 | Zone 14 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## QUOTA Zone



| by Q39-Q46 by Q38B | Canterbury Household Survey |  |  |  |  |  |  |  | Page 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted: |  |  |  | G L He |  |  |  |  | May 2019 |
|  | Total | Canterbury City Centre | Herne Bay Town Centre | Whitstable Town Centre | Ashford Town Centre | Maidstone Town Centre | Folkstone Town Centre | Broadstairs Town Centre | Deal Town Centre |

## Meanscore: [Number of visits per week]

Q39 How frequently do you visit (CENTRE MENTIONED AT Q38B)?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Daily | 5.6\% | 72 | 2.7\% | 10 | 9.8\% | 2 | 7.8\% | 1 | 3.8\% | 4 | 4.7\% | 12 | 4.5\% | 3 | 8.7\% | 4 | 5.6\% | 2 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 3-6 times a week | 10.3\% | 132 | 5.7\% | 21 | 38.5\% | 10 | 22.9\% | 4 | 8.8\% | 9 | 8.3\% | 21 | 10.1\% | 6 | 17.1\% | 9 | 14.2\% | 5 |
| Twice a week | 10.7\% | 137 | 5.8\% | 21 | 13.4\% | 3 | 21.0\% | 4 | 10.2\% | 11 | 6.1\% | 15 | 10.8\% | 6 | 26.6\% | 13 | 39.9\% | 14 |
| Once a week | 25.1\% | 322 | 20.7\% | 76 | 31.4\% | 8 | 24.3\% | 5 | 33.9\% | 37 | 22.5\% | 56 | 20.7\% | 12 | 17.1\% | 9 | 28.7\% | 10 |
| Once a fortnight | 15.2\% | 195 | 20.7\% | 76 | 1.9\% | 0 | 11.1\% | 2 | 16.8\% | 18 | 17.8\% | 44 | 14.9\% | 9 | 10.3\% | 5 | 3.2\% | 1 |
| Once every 3 weeks | 3.0\% | 38 | 2.3\% | 8 | 0.0\% | 0 | 1.8\% | 0 | 1.2\% | 1 | 8.8\% | 22 | 2.8\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Once a month | 17.6\% | 226 | 26.3\% | 97 | 3.7\% | 1 | 7.9\% | 1 | 18.3\% | 20 | 18.2\% | 46 | 19.4\% | 11 | 20.0\% | 10 | 8.4\% | 3 |
| Once every three months | 7.2\% | 92 | 10.4\% | 38 | 1.3\% | 0 | 0.0\% | 0 | 4.0\% | 4 | 9.9\% | 25 | 10.0\% | 6 | 0.2\% | 0 | 0.0\% | 0 |
| Once every six months | 2.9\% | 37 | 2.5\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 2.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Once a year | 0.3\% | 3 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less often | 0.7\% | 8 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 1.5\% | 20 | 1.3\% | 5 | 0.0\% | 0 | 3.2\% | 1 | 1.7\% | 2 | 0.7\% | 2 | 6.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 1.49 |  | 0.98 |  | 3.02 |  | 2.40 |  | 1.38 |  | 1.24 |  | 1.44 |  | 2.19 |  | 2.16 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

Q40 Do you typically visit this centre on the way home from work?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Yes | $15.0 \%$ | 193 | $11.9 \%$ | 44 | $17.7 \%$ | 4 | $8.8 \%$ | 2 | $13.4 \%$ | 14 | $18.1 \%$ | 45 | $11.4 \%$ | 7 | $15.7 \%$ | 8 | $5.8 \%$ | 2 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $75.8 \%$ | 973 | $81.0 \%$ | 299 | $67.1 \%$ | 17 | $77.8 \%$ | 14 | $80.0 \%$ | 86 | $72.3 \%$ | 181 | $83.1 \%$ | 49 | $81.0 \%$ | 40 | $81.3 \%$ | 28 |
| (Don't work) | $9.2 \%$ | 118 | $7.1 \%$ | 26 | $15.2 \%$ | 4 | $13.4 \%$ | 2 | $6.6 \%$ | 7 | $9.7 \%$ | 24 | $5.5 \%$ | 3 | $3.3 \%$ | 2 | $12.9 \%$ | 4 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 | 50 | 34 |  |  |
| Sample: |  | 1294 | 632 |  | 61 |  | 38 |  | 114 |  | 74 | 49 | 33 | 33 |  |  |  |  |

## Q41 What do you and your household like about (CENTRE MENTIONED AT Q38B)?

Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

## 1st Mention

| Cheap parking | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 10.8\% | 4 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.3\% | 3 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Close to friends / relatives | 0.4\% | 5 | 0.2\% | 1 | 0.3\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.4\% | 0 |
| Compact centre | 3.1\% | 39 | 4.9\% | 18 | 1.3\% | 0 | 9.6\% | 2 | 1.5\% | 2 | 1.1\% | 3 | 0.0\% | 0 | 4.1\% | 2 | 4.9\% | 2 |
| Competitive prices | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 2.7\% | 34 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 4 | 8.0\% | 20 | 1.5\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Evening entertainment | 0.6\% | 8 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Familiarity | 3.8\% | 49 | 2.8\% | 10 | 4.6\% | 1 | 2.1\% | 0 | 2.3\% | 2 | 5.7\% | 14 | 1.2\% | 1 | 0.0\% | 0 | 3.5\% | 1 |
| Feels safe | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.4\% | 6 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 2 | 0.0\% | 0 |
| Friendly people | 0.9\% | 11 | 0.1\% | 0 | 7.6\% | 2 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 2.0\% | 1 | 7.1\% | 2 |
| Good public transport links | 0.4\% | 5 | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market | 0.2\% | 2 | 0.0\% | 0 | 4.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to home / convenient | 25.5\% | 327 | 10.6\% | 39 | 22.7\% | 6 | 3.7\% | 1 | 26.0\% | 28 | 47.4\% | 119 | 27.3\% | 16 | 37.9\% | 19 | 6.0\% | 2 |
| Nice environment | 6.8\% | 87 | 11.0\% | 41 | 19.1\% | 5 | 12.8\% | 2 | 4.5\% | 5 | 0.7\% | 2 | 0.0\% | 0 | 16.7\% | 8 | 14.0\% | 5 |
| Particular foodstore | 0.1\% | 1 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 0.8\% | 11 | 1.8\% | 7 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Selection / choice multiple shops | 18.4\% | 236 | 35.5\% | 131 | 7.5\% | 2 | 3.2\% | 1 | 10.2\% | 11 | 12.3\% | 31 | 18.0\% | 11 | 8.7\% | 4 | 7.0\% | 2 |
| Selection / choice of independent shops | 4.1\% | 52 | 5.5\% | 20 | 7.3\% | 2 | 20.8\% | 4 | 0.0\% | 0 | 1.7\% | 4 | 1.3\% | 1 | 8.7\% | 4 | 22.5\% | 8 |
| Supporting local traders | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Big | 1.0\% | 13 | 3.5\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can get everything I need there | 0.5\% | 7 | 0.3\% | 1 | 1.7\% | 0 | 7.0\% | 1 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Debenhams store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.2\% | 2 | 0.0\% | 0 | 0.4\% | 0 | 0.0\% | 0 | 1.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 1.1\% | 14 | 1.1\% | 4 | 0.0\% | 0 | 5.0\% | 1 | 4.8\% | 5 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fenwick store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good amenities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good cafes | 0.5\% | 7 | 0.3\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good leisure facilities | 0.6\% | 8 | 0.1\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 1.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good pubs / bars | 0.4\% | 5 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Good restaurants / places to eat out | 0.3\% | 4 | 0.3\% | 1 | 1.7\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good theatre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.1\% | 2 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Historic / traditional | 1.4\% | 18 | 3.8\% | 14 | 0.0\% | 0 | 1.6\% | 0 | 2.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.1\% | 2 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 1.5\% | 20 | 1.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Nice cathedral | 0.1\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 1.0\% | 13 | 0.0\% | 0 | 2.3\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 0 | 0.0\% | 0 |
| Offers undercover shopping | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Primark store | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.4\% | 6 | 0.2\% | 1 | 0.9\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 2 |
| The regeneration has been good | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 1.7\% | 22 | 1.9\% | 7 | 1.3\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 |
| (Nothing / Nothing else) | 18.1\% | 232 | 10.4\% | 38 | 14.6\% | 4 | 18.1\% | 3 | 34.3\% | 37 | 17.9\% | 45 | 34.8\% | 21 | 10.5\% | 5 | 8.8\% | 3 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

Total
Canterbury Herne Bay Whitstable Ashford Town Maid City Centre Town Centre Town Centre

2nd Mention

| Cheap parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 0.2\% | 3 | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to friends / relatives | 0.3\% | 4 | 0.1\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Compact centre | 1.9\% | 24 | 1.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 2.2\% | 6 | 2.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Competitive prices | 0.2\% | 3 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 0.8\% | 10 | 0.3\% | 1 | 2.1\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 1.1\% | 3 | 0.1\% | 0 | 0.0\% | 0 | 10.8\% | 4 |
| Evening entertainment | 0.4\% | 5 | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Familiarity | 0.5\% | 7 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.4\% | 0 |
| Feels safe | 0.3\% | 3 | 0.3\% | 1 | 2.6\% | , | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Financial services, banks / building societies, etc. | 0.2\% | 2 | 0.5\% | 2 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 2 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Friendly people | 1.1\% | 14 | 1.7\% | 6 | 3.3\% | 1 | 0.0\% | 0 | 2.8\% | 3 | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 2 |
| Good public transport links | 0.3\% | 3 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market | 0.1\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.3\% | 0 | 0.0\% | 0 |
| Near to home / convenient | 2.1\% | 26 | 1.3\% | 5 | 3.7\% | 1 | 3.7\% | 1 | 2.2\% | 2 | 4.5\% | 11 | 0.0\% | 0 | 2.7\% | 1 | 2.8\% | 1 |
| Nice environment | 4.0\% | 52 | 4.1\% | 15 | 1.3\% | 0 | 12.0\% | 2 | 0.8\% | 1 | 4.1\% | 10 | 1.1\% | 1 | 6.6\% | 3 | 13.5\% | 5 |
| Particular foodstore | 0.0\% | 1 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 0.7\% | 9 | 1.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 3 | 0.0\% | 0 | 0.2\% | 0 | 0.0\% | 0 |
| Selection / choice multiple shops | 9.7\% | 124 | 13.4\% | 49 | 3.4\% | 1 | 9.0\% | 2 | 0.4\% | 0 | 14.8\% | 37 | 2.7\% | 2 | 5.4\% | 3 | 0.0\% | 0 |
| Selection / choice of independent shops | 4.9\% | 63 | 8.2\% | 30 | 2.0\% | 0 | 10.7\% | 2 | 4.8\% | 5 | 1.2\% | 3 | 3.4\% | 2 | 6.8\% | 3 | 19.2\% | 7 |
| Supporting local traders | 0.6\% | 7 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 |
| Big | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can get everything I need there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 1.2\% | 15 | 0.0\% | 0 | 6.5\% | 2 | 0.0\% | 0 | 2.6\% | 3 | 3.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 |
| Fenwick store | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Flat | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 |
| Good amenities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good cafes | 0.4\% | 5 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good leisure facilities | 1.1\% | 14 | 2.6\% | 9 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Good pubs / bars | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 1 | 0.0\% | 0 |
| Good restaurants / places to eat out | 1.0\% | 13 | 0.9\% | 3 | 0.0\% | 0 | 1.6\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 1 | 0.0\% | 0 |
| Good theatre | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a Park \& Ride | 0.3\% | 4 | 1.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Historic / traditional | 0.1\% | 2 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer store | 0.0\% | 1 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near to work | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| New shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice atmosphere | 0.5\% | 7 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 2 |
| Nice cathedral | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice seafront / harbour | 0.5\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.3\% | 5 | 0.0\% | 0 |
| Offers undercover shopping | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Primark store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quiet / not too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The regeneration has been good | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.9\% | 37 | 6.5\% | 24 | 2.6\% | 1 | 17.1\% | 3 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 1 |
| (Nothing / Nothing else) | 62.6\% | 803 | 51.2\% | 189 | 65.7\% | 16 | 43.3\% | 8 | 71.0\% | 77 | 64.9\% | 162 | 77.5\% | 46 | 62.5\% | 31 | 28.7\% | 10 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

# Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs 

 City Centre Town Centre Town Centre Centre Town Centre Town Centre Town CentreCentre

## 3rd Mention

Cheap parking
Cleanliness of streets
Close to friends / relatives
Compact centre
Competitive prices
Easy parking
Evening entertainment
Familiarity
Feels safe
Financial services, banks /
building societies, etc.
Free parking
Friendly people
Good public transport links
Market
Near to home / convenient
Nice environment
Particular foodstore
Pedestrian friendly
environment
Selection / choice multiple
shops
Selection / choice of
independent shops
Supporting local traders
Big
Can get everything I need
there
Debenhams store
Easy access
Easy to get to
Fenwick store
Flat
Good amenities
Good cafes
Good leisure facilities
Good pubs / bars
Good restaurants / places to
eat out
Good theatre
Has a Park \& Ride
Historic / traditional
Marks \& Spencer store
Near to work
New shopping centre
Nice atmosphere
Nice cathedral
Nice seafront / harbour
Offers undercover shopping
Primark store
Quiet / not too busy
The regeneration has been
good
Other
(Don't know)
(Nothing / Nothing else)
Weighted base:
Sample:

Total
Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs City Centre Town Centre Town Centre Centre Town Centre Town Centre Town Centre

Deal Town Centre

Any mention
Cheap parking
Cleanliness of streets
Close to friends / relatives
Compact centre
Competitive prices
Easy parking
Evening entertainment
Familiarity
Feels safe
Financial services, banks /
building societies, etc.
Free parking
Friendly people
Good public transport links
Market
Near to home / convenient
Nice environment
Particular foodstore
Pedestrian friendly
environment
Selection / choice multiple
shops
Selection / choice of
independent shops
Supporting local traders
Big
Can get everything I need
there
Debenhams store
Easy access
Easy to get to
Fenwick store
Flat
Good amenities
Good cafes
Good leisure facilities
Good pubs / bars
Good restaurants / places to
eat out
Good theatre
Has a Park \& Ride
Historic / traditional
Marks \& Spencer store
Near to work
New shopping centre
Nice atmosphere
Nice cathedral
Nice seafront / harbour
Offers undercover shopping
Primark store
Quiet / not too busy
The regeneration has been
good

Weighted base:
Sample:

1283
1294
$\begin{array}{lllll}0.5 \% & 6 & 0.0 \% & 0 & 0.0 \%\end{array}$ $\begin{array}{lllllll}0.5 \% & 6 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array}$ 2. 0.8\% $5.2 \%$ .7\%
$3.6 \%$ $\begin{array}{lllll}3.6 \% & 46 & 1.4 \% & 5 & 2.1 \% \\ 1.1 \% & 14 & 2.4 \% & 8 & 13\end{array}$
$4.4 \%$
$0.5 \%$
$0.9 \%$
0.6\%
$2.1 \%$
$2.1 \%$
$0.6 \%$
$0.7 \%$
$27.9 \%$
$\begin{array}{rrrrrrr}12.2 \% & 157 & 16.8 \% & 62 & 24.7 \% & 6 & 26.9 \% \\ 0.1 \% & 2 & 0.0 \% & 0 & 3.4 \% & 1 & 0.0 \% \\ 1.7 \% & 22 & 3.4 \% & 13 & 0.0 \% & 0 & 1.6 \%\end{array}$
$29.0 \% \quad 373 \quad 49.4 \% \quad 182 \quad 12.2 \%$

| $9.9 \%$ | 127 | $14.5 \%$ | 53 | $11.4 \%$ | 3 | $31.5 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.8 \%$ | 10 | $0.2 \%$ | 1 | $0.0 \%$ | 0 | $1.6 \%$ |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $1.0 \%$ | 13 | $3.5 \%$ | 13 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.7 \%$ | 9 | $0.3 \%$ | 1 | $1.7 \%$ | 0 | $7.0 \%$ |


| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | ---: | ---: | ---: | ---: | :--- | :--- |
| $0.2 \%$ | 2 | $0.1 \%$ | 0 | $0.4 \%$ | 0 | $0.0 \%$ |
| $2.3 \%$ | 29 | $1.2 \%$ | 4 | $6.5 \%$ | 2 | $5.0 \%$ |
| $0.0 \%$ | 0 | $0.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $1.8 \%$ | 23 | $1.4 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ |
| $1.4 \%$ | 17 | $0.6 \%$ | 2 | $0.6 \%$ | 0 | $0.0 \%$ |
| $2.1 \%$ | 27 | $2.7 \%$ | 10 | $1.3 \%$ | 0 | $2.1 \%$ |
| $1.2 \%$ | 15 | $0.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $2.0 \%$ | 26 | $2.9 \%$ | 11 | $1.7 \%$ | 0 | $1.6 \%$ |
|  |  |  |  |  |  |  |
| $0.1 \%$ | 1 | $0.1 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.5 \%$ | 6 | $1.7 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ |
| $1.6 \%$ | 21 | $4.3 \%$ | 16 | $0.0 \%$ | 0 | $1.6 \%$ |
| $0.1 \%$ | 1 | $0.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.3 \%$ | 4 | $0.3 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.1 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $2.1 \%$ | 27 | $1.7 \%$ | 6 | $1.7 \%$ | 0 | $0.0 \%$ |
| $0.1 \%$ | 1 | $0.3 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ |
| $1.6 \%$ | 20 | $0.0 \%$ | 0 | $2.3 \%$ | 1 | $6.7 \%$ |
| $0.2 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.5 \%$ | 6 | $0.2 \%$ | 1 | $0.9 \%$ | 0 | $2.6 \%$ |
| $0.2 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |


| 0 | $0.0 \%$ |
| ---: | ---: |
| 0 | $4.2 \%$ |
| 0 | $9.6 \%$ |
| 0 | $0.0 \%$ |
| 1 | $0.0 \%$ |
| 0 | $0.0 \%$ |
| 1 | $2.1 \%$ |
| 1 | $1.6 \%$ |
| 0 | $0.8 \%$ |
|  |  |
| 1 | $0.0 \%$ |
| 3 | $1.6 \%$ |
| 0 | $0.0 \%$ |
| 1 | $0.0 \%$ |
| 7 | $7.3 \%$ |
| 6 | $26.9 \%$ |
| 1 | $0.0 \%$ |
| 0 | $1.6 \%$ |
|  | $12.1 \%$ |


| 7 | $0.9 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 2 |
| ---: | ---: | ---: | ---: | :--- | :--- | :--- | :--- | :--- |
| 10 | $0.3 \%$ | 1 | $1.6 \%$ | 0 | $4.2 \%$ | 1 | $0.0 \%$ | 0 |
| 66 | $8.6 \%$ | 32 | $1.3 \%$ | 0 | $9.6 \%$ | 2 | $2.4 \%$ | 3 |

$0 \quad 0.4 \%$

| 0 | $0.4 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- |
| 0 | $2.0 \%$ | 2 | $0.0 \%$ |

$0 \quad 0.0 \%$

| \% | 0 |
| :---: | :---: |
| .0\% | 0 |
| .0\% | 0 |
| .9\% | 2 |
| .0\% | 0 |
| .6\% | 1 |
| .0\% | 0 |
| .3\% | 1 |
| .0\% | 0 |
| .0\% | 0 |
| .0\% | 0 |
| .2\% | 1 |
| .0\% | 0 |
| .0\% | 0 |
| .3\% | 16 |
| .1\% | 1 |
| .0\% | 0 |
| .0\% | 0 |
| 7\% | 12 |
| .1\% | 5 |

$0.0 \%$
$3.4 \%$
$2 \quad 0.0 \%$

$$
\begin{aligned}
& 1 \\
& 0
\end{aligned}
$$

$\begin{array}{ll}2 & 2.4 \% \\ 0 & 0.5 \%\end{array}$
$3.4 \%$
$2.2 \%$
8
6
2.9\%
0.0\% 2.0\% 3.5\%
$0.4 \%$
4.9\%
$10.8 \%$
$0 \quad 4.6 \%$

| 5 | $9.1 \%$ |
| :--- | :--- |
| 0 | $0.6 \%$ |

$$
\begin{array}{rrrrrrrr}
0 & 0.0 \% & 0 & 0.6 \% & 1 & 0.0 \% & 0 & 0.0 \% \\
0 & 3.5 \% & 4 & 5.7 \% & 14 & 2.3 \% & 1 & 0.0 \%
\end{array}
$$

| 0 | $2.0 \%$ | 1 | $10.8 \%$ | 4 |
| ---: | ---: | ---: | ---: | ---: |
| 0 | $0.0 \%$ | 0 | $3.5 \%$ | 1 |
| 0 | $2.0 \%$ | 1 | $0.4 \%$ | 0 |
| 2 | $4.1 \%$ | 2 | $4.9 \%$ | 2 |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 1 | $2.0 \%$ | 1 | $10.8 \%$ | 4 |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 1 | $0.0 \%$ | 0 | $3.8 \%$ | 1 |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |
| 0 | $4.8 \%$ | 2 | $0.0 \%$ | 0 |
| 1 | $2.0 \%$ | 1 | $14.0 \%$ | 5 |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 0 | $0.3 \%$ | 0 | $0.0 \%$ | 0 |
| 16 | $37.9 \%$ | 19 | $8.8 \%$ | 3 |
| 1 | $23.3 \%$ | 12 | $30.3 \%$ | 10 |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 0 | $0.2 \%$ | 0 | $3.5 \%$ | 1 |
|  |  |  |  |  |
| 12 | $18.6 \%$ | 9 | $10.8 \%$ | 4 |
|  |  |  |  |  |
| 5 | $17.5 \%$ | 9 | $48.4 \%$ | 17 |
|  |  |  |  |  |
| 0 | $3.3 \%$ | 2 | $2.8 \%$ | 1 |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
|  |  |  |  |  |

$$
\begin{aligned}
& 4 \\
& 0
\end{aligned}
$$

$0 \quad 3.5 \%$
0.0\%
$\begin{array}{rr}14 & 2.3 \% \\ 0 & 0.0 \% \\ 0 & 0.0 \%\end{array}$
$\begin{array}{llll}3 & 0.0 \% & 0 & 0.0 \% \\ 2 & 0.0 \% & 0 & 0.0 \%\end{array}$

| 0 | $1.5 \%$ | 2 | $0.0 \%$ |
| :--- | :--- | :--- | :--- |
| 0 | $2.8 \%$ | 3 | $0.6 \%$ |
| 0 | $0.0 \%$ | 0 | $0.7 \%$ |

0
1
2
0
$\begin{array}{rrr}51.9 \% & 130 & 27.3 \% \\ 8.4 \% & 21 & 1.1 \%\end{array}$
$0.0 \%$
$1.7 \%$
$28.3 \%$
$71 \quad 20.7 \% \quad 12$

| $3.6 \%$ | 9 | $8.1 \%$ |
| :--- | :--- | :--- |
|  |  |  |
| $0.5 \%$ | 1 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ |


| $0.4 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $4.1 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ | 1 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ | 1 |


| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.1 \%$ | 1 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $3.6 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $3.6 \%$ | 9 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| $1.6 \%$ | 4 | $11.2 \%$ | 7 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| $0.0 \%$ | 0 | $3.4 \%$ | 2 | $13.0 \%$ | 6 | $0.0 \%$ |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.5 \%$ | 1 | $0.0 \%$ | 0 | $2.7 \%$ | 1 | $0.0 \%$ |

[^2]0
$0.0 \%$
$\begin{array}{lllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \%\end{array}$
0
0
$\begin{array}{llllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$
$\begin{array}{lll}0 & 2.7 \% & 3 \\ 0 & 0.0 \% & \end{array}$
$0.0 \%$
0.0\%

0
0
$0.5 \%$
$0 \quad 0.0 \%$
$\begin{array}{llll}0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & 0\end{array}$
$\begin{array}{llll}0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & 0\end{array}$
$\begin{array}{llllllll}0.0 \% & 0 & 7.8 \% & 5 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 6.7 \% & 2\end{array}$
$0 \quad 2.7 \%$
$0.0 \%$
$0.0 \%$
$\begin{array}{lll}0.0 \% & 0 & 0.0 \% \\ 0.0 \% & 0 & 0.0 \%\end{array}$
$\begin{array}{llllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 \\ 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$
$\begin{array}{llllllll}0.0 \% & 0 & 0.0 \% & 0 & 0.0 \% & 0 & 6.7 \% & 2 \\ 0.0 \% & 0 & 3.4 \% & 2 & 0.0 \% & 0 & 0.0 \% & 0\end{array}$
19
108
114
250
74
59

# Total 

Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs Deal Town City Centre Town Centre Town Centre Centre Town Centre Town Centre Town Centre Centre

Q42 What do you and your household dislike about (CENTRE MENTIONED AT Q38B)?
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

## 1st Mention

| Alternative facilities more accessible / too far away | 0.7\% | 9 | 1.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 2 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 5.6\% | 72 | 12.1\% | 45 | 1.7\% | 0 | 3.2\% | 1 | 3.5\% | 4 | 4.6\% | 12 | 0.0\% | 0 | 10.2\% | 5 | 5.6\% | 2 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.2\% | 3 | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 5.1\% | 65 | 6.2\% | 23 | 4.2\% | 1 | 24.0\% | 4 | 0.5\% | 1 | 9.4\% | 23 | 0.0\% | 0 | 10.3\% | 5 | 4.9\% | 2 |
| Lack of choice of facilities | 0.3\% | 4 | 0.0\% | 0 | 6.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 2.8\% | 1 |
| Lack of public toilets | 0.1\% | 2 | 0.3\% | 1 | 1.3\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 1.7\% | 22 | 0.5\% | 2 | 6.0\% | 1 | 1.6\% | 0 | 0.7\% | 1 | 3.6\% | 9 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of bars / restaurants | 0.1\% | 1 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 1 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Poor choice of leisure facilities | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 |
| Poor choice of multiple shops | 8.9\% | 114 | 3.1\% | 11 | 8.1\% | 2 | 0.0\% | 0 | 23.2\% | 25 | 4.7\% | 12 | 11.0\% | 7 | 17.0\% | 8 | 17.0\% | 6 |
| Poor public transport links | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 1.1\% | 14 | 1.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too busy | 4.7\% | 61 | 10.9\% | 40 | 1.7\% | 0 | 22.0\% | 4 | 1.2\% | 1 | 1.2\% | 3 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 1.1\% | 14 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 4.3\% | 55 | 1.2\% | 4 | 1.7\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 2.8\% | 7 | 8.6\% | 5 | 2.1\% | 1 | 0.0\% | 0 |
| Vacant shops | 10.3\% | 133 | 7.0\% | 26 | 7.6\% | 2 | 3.7\% | 1 | 32.6\% | 35 | 11.6\% | 29 | 24.2\% | 14 | 0.0\% | 0 | 0.0\% | 0 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.9\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 26.5\% | 9 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.1\% | 1 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 1.1\% | 14 | 0.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.7\% | 8 | 0.2\% | 1 | 6.5\% | 2 | 0.0\% | 0 | 2.1\% | 2 | 0.0\% | 0 | 6.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.9\% | 11 | 2.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor mobile phone signal | 0.3\% | 3 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.3\% | 3 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 2 |
| Some of the people there are unpleasant | 2.9\% | 37 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.7\% | 27 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| The redevelopment | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.1\% | 1 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 1.7\% | 22 | 3.5\% | 13 | 0.0\% | 0 | 5.0\% | 1 | 0.7\% | 1 | 2.2\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unclean streets / too much litter | 1.8\% | 23 | 1.6\% | 6 | 1.7\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 2.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 6.4\% | 82 | 4.7\% | 17 | 5.5\% | 1 | 10.0\% | 2 | 3.8\% | 4 | 1.1\% | 3 | 10.8\% | 6 | 2.0\% | 1 | 3.4\% | 1 |
| (Don't know) | 3.0\% | 39 | 1.5\% | 6 | 4.3\% | 1 | 0.0\% | 0 | 3.3\% | 4 | 3.6\% | 9 | 1.4\% | 1 | 2.3\% | 1 | 0.0\% | 0 |
| (Nothing / Nothing else) | 33.7\% | 433 | 37.6\% | 138 | 40.6\% | 10 | 27.4\% | 5 | 21.2\% | 23 | 35.1\% | 88 | 29.7\% | 18 | 48.2\% | 24 | 26.8\% | 9 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

Total
Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs Deal Town City Centre Town Centre Town Centre Centre Town Centre Town Centre Town Centre Centre

## 2nd Mention

| Alternative facilities more accessible / too far away | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 2.3\% | 29 | 4.4\% | 16 | 0.0\% | 0 | 7.0\% | 1 | 3.2\% | 3 | 1.3\% | 3 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.1\% | 1 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 1.8\% | 24 | 1.8\% | 7 | 0.4\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.2\% | 6 | 0.0\% | 0 | 18.3\% | 9 | 0.0\% | 0 |
| Lack of choice of facilities | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of public toilets | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 1.0\% | 13 | 0.4\% | 1 | 1.7\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 5.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of bars / restaurants | 0.4\% | 5 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 1 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 3.3\% | 43 | 1.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 6 | 3.6\% | 9 | 2.5\% | 1 | 0.0\% | 0 | 2.8\% | 1 |
| Poor public transport links | 0.1\% | 1 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 1.8\% | 23 | 1.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 6.4\% | 7 | 1.1\% | 3 | 1.4\% | 1 | 0.0\% | 0 | 1.5\% | 1 |
| Too busy | 0.1\% | 1 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 0.2\% | 2 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.8\% | 10 | 0.2\% | 1 | 3.0\% | 1 | 0.0\% | 0 | 1.9\% | 2 | 1.6\% | 4 | 2.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Vacant shops | 2.2\% | 28 | 1.4\% | 5 | 1.7\% | 0 | 2.1\% | 0 | 1.2\% | 1 | 0.9\% | 2 | 4.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Doesn't have a Debenhams store | 0.3\% | 3 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor mobile phone signal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.3\% | 4 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 0.1\% | , | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The redevelopment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 0.8\% | 10 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unclean streets / too much litter | 0.4\% | 5 | 0.3\% | 1 | 0.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 6.4\% | 3 | 0.0\% | 0 |
| Other | 4.9\% | 63 | 3.4\% | 12 | 3.8\% | 1 | 3.7\% | 1 | 2.9\% | 3 | 0.0\% | 0 | 7.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.3\% | 29 | 3.9\% | 14 | 1.3\% | 0 | 11.2\% | 2 | 2.6\% | 3 | 0.0\% | 0 | 1.4\% | 1 | 2.0\% | 1 | 2.6\% | 1 |
| (Nothing / Nothing else) | 76.1\% | 976 | 79.3\% | 292 | 87.8\% | 22 | 71.8\% | 13 | 67.7\% | 73 | 88.0\% | 220 | 65.9\% | 39 | 73.3\% | 36 | 86.8\% | 30 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

Total
Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs Deal Town City Centre Town Centre Town Centre Centre Town Centre Town Centre Town Centre Centre

## 3rd Mention

| Alternative facilities more accessible / too far away | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 0.8\% | 10 | 0.2\% | 1 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 7 | 0.0\% | 0 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 0.7\% | 9 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of choice of facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of public toilets | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of bars / restaurants | 0.3\% | 3 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 0.6\% | 7 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 0.8\% | 10 | 1.2\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too busy | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.1\% | 2 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Vacant shops | 0.2\% | 2 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Debenhams store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor mobile phone signal | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Some of the people there are unpleasant | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The redevelopment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unclean streets / too much litter | 1.0\% | 13 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 1.5\% | 20 | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 4 | 0.0\% | 0 | 3.4\% | 2 | 9.1\% | 5 | 0.0\% | 0 |
| (Don't know) | 2.6\% | 34 | 4.5\% | 17 | 1.3\% | 0 | 11.2\% | 2 | 3.2\% | 3 | 0.0\% | 0 | 2.8\% | 2 | 2.0\% | 1 | 3.3\% | 1 |
| (Nothing / Nothing else) | 90.8\% | 1166 | 91.9\% | 339 | 94.9\% | 23 | 87.2\% | 16 | 87.2\% | 94 | 99.3\% | 248 | 90.9\% | 54 | 75.3\% | 37 | 96.7\% | 33 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

Total
Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs Deal Town City Centre Town Centre Town Centre Centre Town Centre Town Centre Town Centre Centre

Any mention

| Alternative facilities more accessible / too far away | 1.0\% | 13 | 1.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.6\% | 2 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 8.7\% | 112 | 16.6\% | 61 | 3.8\% | 1 | 10.2\% | 2 | 6.7\% | 7 | 5.9\% | 15 | 3.4\% | 2 | 23.8\% | 12 | 5.6\% | 2 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed are not available there | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.4\% | 5 | 1.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 7.6\% | 98 | 8.3\% | 31 | 4.6\% | 1 | 28.2\% | 5 | 0.5\% | 1 | 12.3\% | 31 | 1.4\% | 1 | 28.6\% | 14 | 4.9\% | 2 |
| Lack of choice of facilities | 0.4\% | 5 | 0.0\% | 0 | 6.5\% | 2 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 2.8\% | 1 |
| Lack of public toilets | 0.2\% | 3 | 0.3\% | 1 | 1.3\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 2.7\% | 35 | 0.8\% | 3 | 6.0\% | 1 | 3.2\% | 1 | 1.3\% | 1 | 3.6\% | 9 | 6.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of bars / restaurants | 0.8\% | 10 | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.3\% | 4 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Poor choice of leisure facilities | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 1 |
| Poor choice of multiple shops | 12.5\% | 161 | 4.3\% | 16 | 8.1\% | 2 | 0.0\% | 0 | 29.2\% | 32 | 8.3\% | 21 | 15.0\% | 9 | 17.0\% | 8 | 19.8\% | 7 |
| Poor public transport links | 0.2\% | 3 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of independent shops | 3.6\% | 46 | 3.2\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 7 | 2.1\% | 5 | 1.4\% | 1 | 0.0\% | 0 | 1.5\% | 1 |
| Too busy | 4.9\% | 62 | 11.4\% | 42 | 1.7\% | 0 | 22.0\% | 4 | 1.2\% | 1 | 1.2\% | 3 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 1.3\% | 16 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 5.1\% | 66 | 1.6\% | 6 | 4.7\% | 1 | 0.0\% | 0 | 3.3\% | 4 | 3.7\% | 9 | 11.5\% | 7 | 2.1\% | 1 | 0.0\% | 0 |
| Vacant shops | 12.6\% | 162 | 8.5\% | 31 | 9.3\% | 2 | 3.7\% | 1 | 33.8\% | 37 | 12.5\% | 31 | 28.5\% | 17 | 0.0\% | 0 | 0.0\% | 0 |
| Building too many new houses | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Business rates are too high | 0.1\% | 1 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Co-op store | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Doesn't have a Debenhams store | 0.3\% | 3 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Doesn't have a Marks \& Spencer store | 1.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 29.3\% | 10 |
| Don't like the shopping centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Don't like where the market is located | 0.1\% | 1 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hard to access | 1.1\% | 14 | 0.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a revamp | 0.7\% | 9 | 0.3\% | 1 | 8.2\% | 2 | 0.0\% | 0 | 2.1\% | 2 | 0.0\% | 0 | 6.6\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Not cycle friendly | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not enough seating | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Not undercover | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor air quality | 0.1\% | 1 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor atmosphere | 0.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor layout | 0.9\% | 11 | 2.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor mobile phone signal | 0.3\% | 3 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality / uneven pavements | 0.5\% | 7 | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 1.1\% | 3 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality road surfaces / potholes | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Public transport is expensive to get there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Short opening hours | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 2 |
| Some of the people there are unpleasant | 3.1\% | 40 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 10.7\% | 27 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| The redevelopment | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too cold / windy | 0.1\% | 1 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 2.5\% | 32 | 4.1\% | 15 | 0.0\% | 0 | 5.0\% | 1 | 2.2\% | 2 | 2.2\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unclean streets / too much litter | 3.2\% | 41 | 2.0\% | 8 | 2.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 2.2\% | 6 | 1.4\% | 1 | 6.4\% | 3 | 0.0\% | 0 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

Total
Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs Deal Town City Centre Town Centre Town Centre Centre Town Centre Town Centre Town Centre Centre

Q43 What type of retail provision would persuade you to shop at (CENTRE MENTIONED AT Q38B) more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Book shops | 4.2\% | 54 | 2.0\% | 7 | 1.7\% | 0 | 5.0\% | 1 | 2.6\% | 3 | 2.2\% | 6 | 1.1\% | 1 | 13.6\% | 7 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CDs / DVDs / Computer game shops | 3.8\% | 49 | 2.1\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 5 | 7.2\% | 18 | 3.4\% | 2 | 0.0\% | 0 | 6.7\% | 2 |
| Children's clothing shops | 7.7\% | 98 | 2.7\% | 10 | 7.6\% | 2 | 5.0\% | 1 | 9.6\% | 10 | 2.2\% | 6 | 9.3\% | 6 | 2.0\% | 1 | 12.9\% | 4 |
| Children's shoe shops | 4.1\% | 53 | 2.0\% | 7 | 1.7\% | 0 | 5.0\% | 1 | 8.5\% | 9 | 2.2\% | 6 | 5.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Department store | 16.6\% | 213 | 15.6\% | 58 | 5.6\% | 1 | 5.0\% | 1 | 30.6\% | 33 | 13.8\% | 35 | 31.4\% | 19 | 0.3\% | 0 | 19.2\% | 7 |
| DIY and hardware shops | 4.2\% | 54 | 1.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 2 | 1.1\% | 3 | 4.9\% | 3 | 10.7\% | 5 | 6.7\% | 2 |
| Electrical retailer shops | 5.0\% | 64 | 4.5\% | 17 | 18.6\% | 5 | 0.0\% | 0 | 3.7\% | 4 | 10.7\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 |
| Foodstore | 6.2\% | 80 | 0.5\% | 2 | 0.4\% | 0 | 7.5\% | 1 | 11.8\% | 13 | 9.5\% | 24 | 7.3\% | 4 | 11.1\% | 6 | 12.7\% | 4 |
| Gents clothing shops | 8.5\% | 109 | 6.4\% | 24 | 16.8\% | 4 | 3.2\% | 1 | 12.0\% | 13 | 7.5\% | 19 | 18.8\% | 11 | 0.3\% | 0 | 23.3\% | 8 |
| Gents shoe shops | 3.4\% | 44 | 1.2\% | 4 | 7.9\% | 2 | 3.2\% | 1 | 4.3\% | 5 | 7.2\% | 18 | 3.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Ladies clothing shops | 18.8\% | 241 | 9.5\% | 35 | 26.6\% | 7 | 9.9\% | 2 | 27.2\% | 29 | 24.0\% | 60 | 25.1\% | 15 | 27.6\% | 14 | 16.6\% | 6 |
| Ladies shoe shops | 8.6\% | 111 | 4.2\% | 16 | 12.3\% | 3 | 0.0\% | 0 | 9.6\% | 10 | 10.1\% | 25 | 8.4\% | 5 | 16.9\% | 8 | 0.4\% | 0 |
| Major household appliance shops | 4.1\% | 52 | 1.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 5.1\% | 6 | 10.7\% | 27 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sports shops | 3.3\% | 43 | 1.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 6 | 9.4\% | 23 | 5.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Youth fashion shops | 3.0\% | 39 | 1.8\% | 6 | 1.7\% | 0 | 5.0\% | 1 | 4.4\% | 5 | 3.6\% | 9 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Art / craft / hobby stores | 1.0\% | 12 | 1.6\% | 6 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 2.1\% | 5 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Baby / young child store | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bakers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bank | 0.2\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.4\% | 3 | 0.0\% | 0 |
| Beauty / cosmetics stores | 1.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 4.5\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Boutique stores | 0.2\% | 2 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Butchers | 0.5\% | 6 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 1.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cake shops | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Charity shops | 0.1\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Discount stores | 0.6\% | 8 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fishmongers | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Furniture stores | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Garden Centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gift shops | 0.2\% | 2 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Greengrocers | 0.4\% | 6 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Homewares / household goods store | 1.3\% | 17 | 1.6\% | 6 | 0.0\% | 0 | 1.6\% | 0 | 1.5\% | 2 | 0.9\% | 2 | 0.0\% | 0 | 4.6\% | 2 | 2.8\% | 1 |
| Independent shops | 3.5\% | 45 | 5.0\% | 18 | 2.6\% | 1 | 7.8\% | 1 | 4.1\% | 4 | 1.9\% | 5 | 5.3\% | 3 | 3.3\% | 2 | 1.5\% | 1 |
| Kitchen shop | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Outdoor store | 0.1\% | 1 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pet shop | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Post Office | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Record store | 0.2\% | 2 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Specialist food stores / delicatesen | 0.3\% | 4 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Specialist market | 0.1\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Toy shops | 1.7\% | 21 | 1.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 6 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Unisex clothing shops | 0.5\% | 7 | 0.3\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 2.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unisex shoe shops | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 9.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (None) | 42.3\% | 543 | 53.3\% | 197 | 35.2\% | 9 | 54.5\% | 10 | 22.5\% | 24 | 43.0\% | 107 | 35.3\% | 21 | 37.8\% | 19 | 18.3\% | 6 |
| (Don't know) | 7.1\% | 91 | 4.4\% | 16 | 7.3\% | 2 | 8.7\% | 2 | 5.0\% | 5 | 4.7\% | 12 | 11.8\% | 7 | 10.3\% | 5 | 22.0\% | 7 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

Q44 What general improvements to the quality of the leisure and entertainment offer in (CENTRE MENTIONED AT Q38B) would persuade you to visit it more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Enhanced range of health and fitness centres / gyms | 3.8\% | 49 | 2.9\% | 11 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 7.2\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improved music / theatre provision | 4.4\% | 57 | 1.8\% | 7 | 9.1\% | 2 | 5.0\% | 1 | 13.2\% | 14 | 7.9\% | 20 | 13.4\% | 8 | 0.0\% | 0 | 2.1\% | 1 |
| Improved play areas for children | 6.5\% | 83 | 1.5\% | 6 | 0.0\% | 0 | 5.0\% | 1 | 7.7\% | 8 | 3.6\% | 9 | 11.7\% | 7 | 0.0\% | 0 | 8.8\% | 3 |
| Improved public transport facilities during the evenings | 5.8\% | 75 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 5 | 16.6\% | 41 | 11.7\% | 7 | 10.3\% | 5 | 0.0\% | 0 |
| Improved range of places to eat | 8.6\% | 110 | 5.9\% | 22 | 8.9\% | 2 | 6.6\% | 1 | 12.5\% | 13 | 11.5\% | 29 | 6.8\% | 4 | 0.0\% | 0 | 6.7\% | 2 |
| Improved range of pubs and night clubs | 1.9\% | 24 | 0.3\% | 1 | 1.7\% | 0 | 0.0\% | 0 | 4.2\% | 4 | 3.6\% | 9 | 4.8\% | 3 | 10.3\% | 5 | 0.0\% | 0 |
| Improved youth / young adult facilities | 4.4\% | 56 | 2.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 4 | 7.2\% | 18 | 12.7\% | 7 | 0.0\% | 0 | 0.5\% | 0 |
| New / better bowling alley | 4.9\% | 63 | 4.2\% | 15 | 1.7\% | 0 | 0.0\% | 0 | 5.9\% | 6 | 0.9\% | 2 | 11.3\% | 7 | 0.0\% | 0 | 12.0\% | 4 |
| New / better swimming pool | 3.6\% | 46 | 2.5\% | 9 | 0.3\% | 0 | 0.0\% | 0 | 7.5\% | 8 | 4.7\% | 12 | 3.0\% | 2 | 0.3\% | 0 | 5.6\% | 2 |
| New / improved cinema | 6.7\% | 86 | 5.6\% | 21 | 0.0\% | 0 | 24.4\% | 5 | 5.3\% | 6 | 7.2\% | 18 | 5.2\% | 3 | 2.0\% | 1 | 20.1\% | 7 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo hall | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Community centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Festivals | 0.1\% | 2 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Go karting | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ice rink | 0.4\% | 5 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Improved disabled access | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improved evening security | 0.7\% | 8 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improved range of cafes | 0.2\% | 2 | 0.1\% | 1 | 1.7\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Indoor snow centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kitesurfing centre | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Laser tag | 0.2\% | 3 | 0.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Later opening hours at leisure / entertainment facilities | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices to access leisure / entertainment facilities | 1.0\% | 13 | 1.0\% | 4 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More amusement arcades at the beach | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More art galleries | 0.1\% | 1 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More football pitches | 0.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More leisure activities available | 0.2\% | 2 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More museums | 0.1\% | 1 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking available at leisure / entertainment facilities | 0.9\% | 12 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 9 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| More parks | 0.3\% | 3 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More sporting events | 0.1\% | 1 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / better leisure centre | 0.3\% | 4 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 1 |
| Outdoor cinema | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rebuild / improve the pier | 0.1\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea life centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Skate park | 0.2\% | 2 | 0.2\% | 1 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Speedway | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tennis / squash court | 0.2\% | 2 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 60.6\% | 777 | 71.8\% | 265 | 63.3\% | 16 | 57.9\% | 11 | 57.8\% | 62 | 57.8\% | 145 | 43.2\% | 26 | 78.9\% | 39 | 44.5\% | 15 |
| (Don't know) | 7.5\% | 96 | 3.7\% | 14 | 8.6\% | 2 | 11.2\% | 2 | 3.3\% | 4 | 8.7\% | 22 | 8.3\% | 5 | 6.4\% | 3 | 15.7\% | 5 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

## Total

Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs Deal Town City Centre Town Centre Town Centre Centre Town Centre Town Centre Town Centre Centre

Q45 What general improvements to the quality of the environment in (CENTRE MENTIONED AT Q38B) would persuade you to visit it more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Theatres | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Trampolining | 0.5\% | 6 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Attract less people / relieve over-crowding | 4.4\% | 56 | 1.2\% | 4 | 0.0\% | 0 | 6.6\% | 1 | 0.7\% | 1 | 14.3\% | 36 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Attract more people / make more lively | 2.6\% | 33 | 0.0\% | 0 | 0.3\% | 0 | 5.0\% | 1 | 8.3\% | 9 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Clean shopping streets | 15.5\% | 199 | 7.6\% | 28 | 9.1\% | 2 | 2.1\% | 0 | 8.5\% | 9 | 15.0\% | 37 | 23.6\% | 14 | 14.4\% | 7 | 5.8\% | 2 |
| Create more open spaces | 5.4\% | 69 | 4.0\% | 15 | 8.2\% | 2 | 5.0\% | 1 | 1.6\% | 2 | 7.2\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 16.2\% | 6 |
| Improve number and attractiveness of meeting places | 2.7\% | 35 | 1.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 3.6\% | 9 | 3.4\% | 2 | 10.3\% | 5 | 8.8\% | 3 |
| Improve play areas for children | 7.4\% | 95 | 2.2\% | 8 | 0.0\% | 0 | 5.0\% | 1 | 4.2\% | 5 | 7.2\% | 18 | 11.7\% | 7 | 10.3\% | 5 | 0.0\% | 0 |
| Improve policing / other security measures | 7.2\% | 93 | 1.8\% | 7 | 6.0\% | 1 | 1.6\% | 0 | 1.6\% | 2 | 13.0\% | 33 | 13.2\% | 8 | 2.7\% | 1 | 2.8\% | 1 |
| Improve street furniture / floral displays | 2.9\% | 37 | 1.3\% | 5 | 4.3\% | 1 | 0.0\% | 0 | 0.7\% | 1 | 2.2\% | 6 | 5.3\% | 3 | 2.0\% | 1 | 7.1\% | 2 |
| Improve the condition of the roads | 3.8\% | 48 | 2.5\% | 9 | 8.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 21 | 5.5\% | 3 | 10.3\% | 5 | 0.0\% | 0 |
| Increase soft / hard landscaping | 2.5\% | 32 | 1.0\% | 4 | 1.3\% | 0 | 0.0\% | 0 | 2.7\% | 3 | 2.2\% | 6 | 0.0\% | 0 | 15.0\% | 7 | 2.1\% | 1 |
| Pedestrianisation of main shopping streets in the town centre | 1.6\% | 21 | 0.7\% | 2 | 1.7\% | 0 | 1.6\% | 0 | 1.6\% | 2 | 1.1\% | 3 | 7.3\% | 4 | 13.6\% | 7 | 0.0\% | 0 |
| Remove street clutter / advertisements | 2.8\% | 36 | 1.1\% | 4 | 2.6\% | 1 | 1.6\% | 0 | 4.8\% | 5 | 0.0\% | 0 | 11.1\% | 7 | 2.0\% | 1 | 0.0\% | 0 |
| Other | 2.1\% | 27 | 1.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 1.1\% | 3 | 7.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Theatres | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A Post Office | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A revamp | 0.5\% | 7 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 4.1\% | 2 | 0.0\% | 0 | 2.1\% | 1 |
| Bins emptied more often | 0.1\% | 2 | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheaper parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clean the beach area / improve sea water quality | 0.2\% | 2 | 0.0\% | 0 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the disabled access | 0.0\% | 1 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the indoor shopping centre | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the mobile phone signal | 0.1\% | 2 | 0.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Trampolining | 0.5\% | 6 | 0.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Introduce smoke-free areas | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer opening hours | 0.0\% | 1 | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower air pollution levels | 0.5\% | 6 | 0.6\% | 2 | 0.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Make sure any redevelopment suits the current architecture | 0.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better public toilets | 0.1\% | 1 | 0.1\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / bigger litter bins | 1.1\% | 14 | 1.3\% | 5 | 1.7\% | 0 | 1.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 2 | 0.0\% | 0 | 10.8\% | 4 |
| More cycle routes | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 0 | 0.0\% | 0 |
| More recycling | 0.4\% | 5 | 1.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More seating | 0.2\% | 2 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 0 |
| More undercover shopping | 0.1\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Plant more trees / don't cut down current trees | 0.2\% | 3 | 0.5\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Remove the graffiti | 0.1\% | 1 | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stop building new homes | 0.5\% | 7 | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 57.6\% | 739 | 74.2\% | 273 | 63.0\% | 16 | 63.2\% | 12 | 66.6\% | 72 | 55.1\% | 138 | 25.7\% | 15 | 51.8\% | 26 | 47.7\% | 16 |
| (Don't know) | 4.9\% | 62 | 3.1\% | 12 | 8.6\% | 2 | 10.6\% | 2 | 1.7\% | 2 | 4.5\% | 11 | 12.6\% | 7 | 2.0\% | 1 | 14.2\% | 5 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

Total
Canterbury Herne Bay Whitstable Ashford Town Maidstone Folkstone Broadstairs Deal Town City Centre Town Centre Town Centre Centre Town Centre Town Centre Town Centre Centre

Q46 What general improvements to transport and accessibility would persuade you to visit (CENTRE MENTIONED AT Q38B) more often? [MR]
Not those that said '(Don't visit any town centres for shopping and leisure activities)' or '(Don't know) at Q38

| Enhance shopmobility service | 2.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 7.2\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve access for pushchairs / wheelchairs, etc | 4.1\% | 53 | 0.9\% | 3 | 3.0\% | 1 | 5.0\% | 1 | 0.7\% | 1 | 10.7\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve directional signs to town centre | 0.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve layout of car parks | 1.9\% | 24 | 1.7\% | 6 | 0.0\% | 0 | 7.5\% | 1 | 0.7\% | 1 | 0.0\% | 0 | 1.4\% | 1 | 0.3\% | 0 | 0.0\% | 0 |
| Improve location of bus stops / bus station | 3.3\% | 42 | 3.5\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 10.3\% | 5 | 0.4\% | 0 |
| Improve public transport links | 9.7\% | 125 | 6.6\% | 24 | 5.6\% | 1 | 4.8\% | 1 | 17.5\% | 19 | 13.2\% | 33 | 4.5\% | 3 | 5.4\% | 3 | 7.4\% | 3 |
| Improve safety of pedestrians | 2.6\% | 33 | 1.9\% | 7 | 0.0\% | 0 | 5.0\% | 1 | 5.3\% | 6 | 2.2\% | 6 | 0.0\% | 0 | 10.3\% | 5 | 0.0\% | 0 |
| Improve signage within centre | 0.6\% | 8 | 1.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve transport interchange | 1.2\% | 15 | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 3.5\% | 4 | 0.9\% | 2 | 0.0\% | 0 | 12.4\% | 6 | 2.1\% | 1 |
| Increase frequency of public transport in the evenings | 2.7\% | 35 | 1.5\% | 6 | 5.4\% | 1 | 0.0\% | 0 | 2.3\% | 3 | 6.9\% | 17 | 3.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| More frequent bus service during the day | 4.5\% | 58 | 3.1\% | 12 | 0.0\% | 0 | 1.6\% | 0 | 6.5\% | 7 | 10.0\% | 25 | 0.0\% | 0 | 3.3\% | 2 | 0.0\% | 0 |
| More parking spaces - long stay | 4.8\% | 61 | 5.7\% | 21 | 2.3\% | 1 | 18.3\% | 3 | 7.5\% | 8 | 2.2\% | 6 | 2.8\% | 2 | 19.4\% | 10 | 2.1\% | 1 |
| More parking spaces - short stay | 5.9\% | 76 | 3.5\% | 13 | 2.9\% | 1 | 15.8\% | 3 | 6.8\% | 7 | 6.1\% | 15 | 2.8\% | 2 | 9.1\% | 5 | 7.1\% | 2 |
| More parking spaces - type unspecified | 4.7\% | 61 | 4.0\% | 15 | 3.2\% | 1 | 16.0\% | 3 | 1.6\% | 2 | 5.9\% | 15 | 15.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianisation | 0.9\% | 11 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Reduce cost of parking | 14.1\% | 181 | 14.7\% | 54 | 4.7\% | 1 | 4.7\% | 1 | 18.3\% | 20 | 15.1\% | 38 | 15.7\% | 9 | 25.1\% | 12 | 6.6\% | 2 |
| Reduce road congestion | 9.2\% | 118 | 11.4\% | 42 | 7.8\% | 2 | 3.2\% | 1 | 6.3\% | 7 | 12.1\% | 30 | 5.5\% | 3 | 5.3\% | 3 | 3.7\% | 1 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A bypass | 0.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A Park \& Ride | 0.1\% | 1 | 0.0\% | 0 | 1.3\% | 0 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| A tram system | 0.1\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| An improved Park \& Ride service | 0.5\% | 6 | 1.3\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Better access by car | 0.5\% | 6 | 1.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cheaper public transport | 1.7\% | 22 | 2.1\% | 8 | 1.7\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.8\% | 7 | 2.9\% | 2 | 3.3\% | 2 | 0.0\% | 0 |
| Electric buses | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Encourage more people to use the Park \& Ride | 0.1\% | 1 | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.7\% | 9 | 0.6\% | 2 | 4.2\% | 1 | 3.2\% | 1 | 2.3\% | 2 | 0.0\% | 0 | 2.8\% | 2 | 0.0\% | 0 | 2.8\% | 1 |
| Improve the condition of the roads | 0.3\% | 4 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.4\% | 0 | 0.0\% | 0 |
| Improve the one-way system | 0.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the pavements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the traffic light system | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better cycle routes | 0.2\% | 3 | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better places to lock bicycles | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces disabled | 0.2\% | 2 | 0.5\% | 2 | 0.3\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 |
| More road crossings | 0.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Use smaller buses | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 48.4\% | 622 | 50.2\% | 185 | 54.2\% | 13 | 40.9\% | 8 | 47.9\% | 52 | 43.4\% | 108 | 48.0\% | 28 | 50.6\% | 25 | 61.1\% | 21 |
| (Don't know) | 4.9\% | 63 | 2.7\% | 10 | 7.3\% | 2 | 13.5\% | 3 | 1.5\% | 2 | 6.6\% | 16 | 16.5\% | 10 | 0.2\% | 0 | 11.2\% | 4 |
| Weighted base: |  | 1283 |  | 369 |  | 25 |  | 19 |  | 108 |  | 250 |  | 59 |  | 50 |  | 34 |
| Sample: |  | 1294 |  | 632 |  | 61 |  | 38 |  | 114 |  | 74 |  | 49 |  | 33 |  | 33 |

for G L Hearn

| Total | Bridge Farmers Market | Canterbury <br> Boot Fair | Canterbury High Street Market | The Goods Shed Farmers Market, Canterbury | Herne Bay Market, Mortimer Street | Herne Bay Produce \& Craft Market, Wimereux Square | Lions Boot Fair, Herne Bay | Whitstable Farmers Market, St Mary's Hall | Whitstable Fish Market, Whitstable Harbour | Whitstable Market, Gorrell Tank Car Park |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |

Q49 Which day do you most frequently visit (MARKET/BOOT FAIR MENTIONED AT Q48)?
Those that stated a market / boot fair at Q48

| Monday | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.1\% | 0 | 0.0\% | 0 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tuesday | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.3\% | 0 | 3.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wednesday | 9.0\% | 32 | 0.0\% | 0 | 0.0\% | 0 | 18.6\% | 27 | 4.5\% | 2 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 3 | 0.0\% | 0 |
| Thursday | 7.5\% | 27 | 0.0\% | 0 | 11.2\% | 2 | 0.6\% | 1 | 20.7\% | 10 | 0.0\% | 0 | 84.6\% | 9 | 8.9\% | 0 | 0.0\% | 0 | 4.0\% | 2 | 14.2\% | 3 |
| Friday | 5.5\% | 20 | 0.0\% | 0 | 0.0\% | 0 | 9.0\% | 13 | 8.9\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 1 | 6.1\% | 1 |
| Saturday | 34.8\% | 124 | 21.7\% | 4 | 35.0\% | 5 | 29.0\% | 42 | 33.5\% | 16 | 92.3\% | 37 | 7.5\% | 1 | 48.6\% | 3 | 35.5\% | 4 | 28.0\% | 12 | 6.7\% | 2 |
| Sunday | 13.9\% | 49 | 68.6\% | 12 | 50.8\% | 7 | 4.6\% | 7 | 3.1\% | 1 | 0.0\% | 0 | 7.9\% | 1 | 41.3\% | 2 | 27.5\% | 3 | 24.8\% | 10 | 22.9\% | 6 |
| (Don't know / varies) | 28.4\% | 101 | 9.6\% | 2 | 2.9\% | 0 | 37.8\% | 54 | 26.0\% | 12 | 4.6\% | 2 | 0.0\% | 0 | 1.2\% | 0 | 37.0\% | 4 | 33.9\% | 14 | 50.0\% | 12 |
| Weighted base: |  | 357 |  | 17 |  | 15 |  | 144 |  | 48 |  | 40 |  | 11 |  | 5 |  | 12 |  | 41 |  | 24 |
| Sample: |  | 463 |  | 20 |  | 29 |  | 198 |  | 73 |  | 66 |  | 6 |  | 9 |  | 15 |  | 31 |  | 16 |

## Q50 Why do you visit (MARKET/BOOT FAIR MENTIONED AT Q48)? [MR]

Those that stated a market / boot fair at Q48

| Convenient / nearby | 13.0\% | 46 | 18.6\% | 3 | 36.0\% | 5 | 4.7\% | 7 | 5.4\% | 3 | 38.6\% | 15 | 0.6\% | 0 | 0.0\% | 0 | 3.3\% | 0 | 14.9\% | 6 | 26.7\% | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Good atmosphere | 15.1\% | 54 | 33.1\% | 6 | 7.2\% | 1 | 12.3\% | 18 | 8.7\% | 4 | 30.0\% | 12 | 7.6\% | 1 | 5.9\% | 0 | 30.7\% | 4 | 7.0\% | 3 | 22.9\% | 6 |
| Good prices / cheaper | 5.9\% | 21 | 0.0\% | 0 | 8.5\% | 1 | 5.3\% | 8 | 0.0\% | 0 | 24.9\% | 10 | 0.0\% | 0 | 29.9\% | 2 | 4.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good quality stalls | 11.3\% | 40 | 51.9\% | 9 | 4.9\% | 1 | 11.3\% | 16 | 2.9\% | 1 | 3.9\% | 2 | 3.6\% | 0 | 7.8\% | 0 | 13.3\% | 2 | 22.0\% | 9 | 0.0\% | 0 |
| Good range of goods | 20.4\% | 73 | 52.4\% | 9 | 6.3\% | 1 | 24.4\% | 35 | 11.4\% | 5 | 12.3\% | 5 | 88.3\% | 9 | 15.5\% | 1 | 22.2\% | 3 | 9.5\% | 4 | 2.8\% | 1 |
| Nice staff | 7.9\% | 28 | 68.2\% | 12 | 0.0\% | 0 | 4.2\% | 6 | 20.6\% | 10 | 0.5\% | 0 | 0.0\% | 0 | 1.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of goods | 8.1\% | 29 | 1.7\% | 0 | 0.0\% | 0 | 6.7\% | 10 | 21.2\% | 10 | 2.6\% | 1 | 4.0\% | 0 | 0.0\% | 0 | 4.1\% | 0 | 15.5\% | 6 | 2.0\% | 0 |
| Specialist market (i.e. <br> Farmers Market) | 1.4\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 5.6\% | 3 | 0.8\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 0 |
| To browse | 18.7\% | 67 | 1.0\% | 0 | 29.2\% | 4 | 19.6\% | 28 | 10.7\% | 5 | 25.9\% | 10 | 0.6\% | 0 | 77.3\% | 4 | 30.8\% | 4 | 19.3\% | 8 | 11.6\% | 3 |
| To buy local produce | 7.2\% | 26 | 0.5\% | 0 | 0.0\% | 0 | 1.4\% | 2 | 27.7\% | 13 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 37.1\% | 4 | 9.0\% | 4 | 6.4\% | 2 |
| To support local traders | 4.5\% | 16 | 1.4\% | 0 | 3.8\% | 1 | 4.1\% | 6 | 14.5\% | 7 | 6.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Can eat out whilst I'm there | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.5\% | 0 |
| Clean | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Close to other shops | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy access | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good layout | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.2\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Have a stall there / sell items there | 0.2\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It's in / close to the town, so I can visit it when I'm there | 2.5\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 5.2\% | 8 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 |
| Just for a change of scenery | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.7\% | 1 | 0.0\% | 0 | 4.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Meet friends / family there | 1.1\% | 4 | 6.0\% | 1 | 0.0\% | 0 | 1.5\% | 2 | 0.2\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Nice environment | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.2\% | 0 | 0.0\% | 0 | 4.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Nice for a day out | 4.9\% | 18 | 0.0\% | 0 | 0.0\% | 0 | 3.9\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 11.7\% | 5 | 29.6\% | 7 |
| Work nearby | 0.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 2 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 7.1\% | 25 | 3.1\% | 1 | 10.7\% | 2 | 12.1\% | 17 | 3.0\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.4\% | 3 | 1.6\% | 0 |
| Weighted base: |  | 357 |  | 17 |  | 15 |  | 144 |  | 48 |  | 40 |  | 11 |  | 5 |  | 12 |  | 41 |  | 24 |
| Sample: |  | 463 |  | 20 |  | 29 |  | 198 |  | 73 |  | 66 |  | 6 |  | 9 |  | 15 |  | 31 |  | 16 |


|  | Total |  | Bridge Farmers Market |  | Canterbury <br> Boot Fair |  |  | Canterbury High Street Market |  | The Goods Shed Farmers Market, Canterbury |  | Herne Bay Market, Mortimer Street | Herne Bay Produce \& Craft Market, Wimereux Square |  |  | Lions Boot Fair, Herne Bay |  | Whitstable Farmers Market, St Mary's Hall |  | Whitstable Fish Market, Whitstable Harbour |  | Whitstable Market, Gorrell Tank Car Park |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q51 What improvements to the quality and range of the market would persuade you or your household to visit the <br> (MARKET/BOOT FAIR MENTIONED AT Q48) more often? Those that stated a market / boot fair at Q48 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hold more specialist market events (i.e. food fairs / farmers markets) | 10.8\% | 38 | 84.1\% | 15 | 35.9\% | 5 |  | 6.6\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 84.6\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve advertisements (increase publicity of market events) | 6.4\% | 23 | 51.5\% | 9 | 0.0\% | 0 |  | 3.3\% | 5 | 0.2\% | 0 | 22.4\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Change the location <br> (PLEASE WRITE IN NEW LOCATION AND ADDRESS DETAILS) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve quality / appearance of market stalls / venue | 1.4\% | 5 | 0.8\% | 0 | 8.1\% | 1 |  | 1.1\% | 2 | 0.5\% | 0 | 2.1\% | 1 | 0.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 |
| Improve quality of goods | 6.4\% | 23 | 16.3\% | 3 | 36.2\% | 5 |  | 3.4\% | 5 | 0.0\% | 0 | 24.7\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve range of goods / more stalls | 16.8\% | 60 | 69.9\% | 12 | 3.6\% | 1 |  | 8.4\% | 12 | 2.8\% | 1 | 31.9\% | 13 | 88.6\% | 9 | 5.5\% | 0 | 29.6\% | 3 | 13.8\% | 6 | 8.8\% | 2 |
| More car parking spaces | 1.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 |  | 0.0\% | 0 | 5.4\% | 3 | 0.3\% | 0 | 0.0\% | 0 | 29.9\% | 2 | 0.0\% | 0 | 4.3\% | 2 | 0.0\% | 0 |
| Other | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Allocate more space for the market | 0.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 |  | 0.4\% | 1 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 0 |
| Better disabled access | 0.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 |  | 1.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Change the location to: Dane John Gardens, Canterbury | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |  | 1.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Change the location to: Market Way, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |  | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Have it on more often | 0.4\% |  | 0.0\% | 0 | 0.0\% | 0 |  | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less students at the market | 0.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |  | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less traders | 0.1\% | 0 | 0.0\% | 0 | 1.4\% | 0 | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer opening hours | 0.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0 | 0.0\% |  | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower prices | 0.6\% | 2 | 0.4\% | 0 | 0.0\% | 0 |  | 0.0\% | 0 | - $4.0 \%$ | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lower the fee to sell goods | 0.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 27.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Make it cleaner / less litter | 0.1\% | 1 | 0.0\% | 0 | 3.6\% | 1 |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Make it less busy | 0.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 2 | 0.0\% | 0 |
| Make it undercover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |  | 0.1\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing) | 66.9\% | 239 | 12.9\% | 2 | 41.9\% | 6 |  | 75.7\% | 109 | 66.1\% | 32 | 60.8\% | 24 | 10.8\% | 1 | 37.0\% | 2 | 67.8\% | 8 | 79.6\% | 33 | 88.6\% | 21 |
| (Don't know) | 5.0\% | 18 | 0.0\% | 0 | 4.3\% | 1 |  | 3.6\% | 5 | 21.6\% | 10 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 | 0.6\% | 0 |
| Weighted base: |  | 357 |  | 17 |  | 15 |  |  | 144 |  | 48 |  | 40 |  | 11 |  | 5 |  | 12 |  | 41 |  | 24 |
| Sample: |  | 463 |  | 20 |  | 29 |  |  | 198 |  | 73 |  | 66 |  | 6 |  | 9 |  | 15 |  | 31 |  | 16 |

Canterbury City Council Retail and Leisure Study, July 2020
Canterbury City Council
3. In Centre Surveys

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## Canterbury In Centre Survey for G L Hearn

May 2019

Job Ref: 020419

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## Introduction

### 1.1 Research Background \& Objectives

To conduct an independent face to face survey amongst a sample of visitors to Canterbury City Centre, Herne Bay and Whitstable Town Centres.

The main aims and objectives of the study were as follows:

- To find out respondents' main purpose for visiting;
- To find out which store respondents use most frequently for food shopping;
- To find out what respondents like most about the centre;
- To find out what types of retail or service provisions would make people shop in the centre more often.


### 1.2 Research Methodology

A total of 200 face to face interviews were conducted. Fieldwork was carried out between Saturday $18^{\text {th }}$ May and Saturday $25^{\text {th }}$ May 2019. Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in shopper research studies.
The interviews were subject to a $10 \%$ random back check to ensure the survey was being conducted to the required standard.

### 1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population - this is known as the standard error.
The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a $50 \%$ response than say a $10 \%$ response simply because of the magnitude of the numbers).
To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have $100 \%$ accuracy of the results would require you to sample the entire population. The usual confidence interval used is $95 \%$ - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.
For example, if $50 \%$ of a sample of 200 answers "Yes" to a question we can be $95 \%$ sure that between $43.1 \%$ and $56.9 \%$ of the population holds the same opinion (i.e. +/- $6.9 \%$ ).

| \%age Response | 95\% confidence interval |
| :---: | :---: |
| $10 \%$ | $\pm 4.2 \%$. |
| $20 \%$ | $\pm 5.5 \%$ |
| $30 \%$ | $\pm 6.3 \%$ |
| $40 \%$ | $\pm 6.8 \%$ |
| $50 \%$ | $\pm 6.9 \%$ |

### 1.4 Data Tables

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

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

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

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed $100 \%$. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.
Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

## Appendix 1:

Data Tabulations
By Demographics

Q01 What is the main purpose of your visit to Canterbury / Whitstable / Herne Bay today?

| Shopping for food only | 11.5\% | 23 | 4.4\% | 3 | 15.2\% | 20 | 7.4\% | 4 | 8.9\% | 5 | 15.6\% | 14 | 11.9\% | 10 | 11.2\% | 13 | 6.0\% | 6 | 24.0\% | 12 | 10.0\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 15.0\% | 30 | 11.8\% | 8 | 16.7\% | 22 | 11.1\% | 6 | 21.4\% | 12 | 13.3\% | 12 | 15.5\% | 13 | 14.7\% | 17 | 22.0\% | 22 | 10.0\% | 5 | 6.0\% | 3 |
| Shopping for both food \& non-food items | 8.5\% | 17 | 7.4\% | 5 | 9.1\% | 12 | 7.4\% | 4 | 8.9\% | 5 | 8.9\% | 8 | 10.7\% | 9 | 6.9\% | 8 | 10.0\% | 10 | 6.0\% | 3 | 8.0\% | 4 |
| To visit the market | 1.5\% | 3 | 4.4\% | 3 | 0.0\% | 0 | 1.9\% | 1 | 3.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 3 | 1.0\% | 1 | 2.0\% | 1 | 2.0\% | 1 |
| Window shopping | 8.0\% | 16 | 10.3\% | 7 | 6.8\% | 9 | 11.1\% | 6 | 1.8\% | 1 | 10.0\% | 9 | 10.7\% | 9 | 6.0\% | 7 | 6.0\% | 6 | 8.0\% | 4 | 12.0\% | 6 |
| To visit a restaurant | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| To visit a café | 2.5\% | 5 | 2.9\% | 2 | 2.3\% | 3 | 1.9\% | 1 | 7.1\% | 4 | 0.0\% | 0 | 3.6\% | 3 | 1.7\% | 2 | 2.0\% | 2 | 4.0\% | 2 | 2.0\% | 1 |
| To visit a public house / bar | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 8.5\% | 17 | 16.2\% | 11 | 4.5\% | 6 | 13.0\% | 7 | 5.4\% | 3 | 7.8\% | 7 | 6.0\% | 5 | 10.3\% | 12 | 10.0\% | 10 | 6.0\% | 3 | 8.0\% | 4 |
| To use services e.g. bank, post office, hairdresser | 7.5\% | 15 | 8.8\% | 6 | 6.8\% | 9 | 3.7\% | 2 | 3.6\% | 2 | 12.2\% | 11 | 3.6\% | 3 | 10.3\% | 12 | 8.0\% | 8 | 10.0\% | 5 | 4.0\% | 2 |
| Work / business purposes | 15.0\% | 30 | 16.2\% | 11 | 14.4\% | 19 | 27.8\% | 15 | 23.2\% | 13 | 2.2\% | 2 | 15.5\% | 13 | 14.7\% | 17 | 16.0\% | 16 | 6.0\% | 3 | 22.0\% | 11 |
| Healthcare e.g. doctor, dentist, optician | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 0.0\% | 0 | 3.6\% | 2 | 4.4\% | 4 | 2.4\% | 2 | 3.4\% | 4 | 4.0\% | 4 | 4.0\% | 2 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 10.5\% | 21 | 8.8\% | 6 | 11.4\% | 15 | 7.4\% | 4 | 5.4\% | 3 | 15.6\% | 14 | 13.1\% | 11 | 8.6\% | 10 | 6.0\% | 6 | 18.0\% | 9 | 12.0\% | 6 |
| Tourism, e.g. holiday, day trip | 6.0\% | 12 | 4.4\% | 3 | 6.8\% | 9 | 1.9\% | 1 | 5.4\% | 3 | 8.9\% | 8 | 4.8\% | 4 | 6.9\% | 8 | 6.0\% | 6 | 0.0\% | 0 | 12.0\% | 6 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 3.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| (Don’t know) | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Q02 And for what other reasons have you come Canterbury / Whitstable / Herne Bay today? [MR]

| Shopping for food only | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 1.9\% | 1 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 1.7\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 2.0\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 3.7\% | 2 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 2.6\% | 3 | 2.0\% | 2 | 4.0\% | 2 | 0.0\% | 0 |
| Shopping for both food \& non-food items | 4.5\% | 9 | 4.4\% | 3 | 4.5\% | 6 | 0.0\% | 0 | 7.1\% | 4 | 5.6\% | 5 | 4.8\% | 4 | 4.3\% | 5 | 0.0\% | 0 | 10.0\% | 5 | 8.0\% | 4 |
| To visit the market | 1.5\% | 3 | 4.4\% | 3 | 0.0\% | 0 | 3.7\% | 2 | 0.0\% | 0 | 1.1\% | 1 | 3.6\% | 3 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 4.0\% | 2 |
| Window shopping | 14.0\% | 28 | 8.8\% | 6 | 16.7\% | 22 | 20.4\% | 11 | 8.9\% | 5 | 13.3\% | 12 | 8.3\% | 7 | 18.1\% | 21 | 16.0\% | 16 | 18.0\% | 9 | 6.0\% | 3 |
| To visit a restaurant | 4.5\% | 9 | 2.9\% | 2 | 5.3\% | 7 | 0.0\% | 0 | 1.8\% | 1 | 8.9\% | 8 | 3.6\% | 3 | 5.2\% | 6 | 6.0\% | 6 | 2.0\% | 1 | 4.0\% | 2 |
| To visit a café | 14.5\% | 29 | 10.3\% | 7 | 16.7\% | 22 | 11.1\% | 6 | 21.4\% | 12 | 12.2\% | 11 | 9.5\% | 8 | 18.1\% | 21 | 7.0\% | 7 | 18.0\% | 9 | 26.0\% | 13 |
| To visit a public house / bar | 1.5\% | 3 | 2.9\% | 2 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 3 | 1.2\% | 1 | 1.7\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 24.5\% | 49 | 16.2\% | 11 | 28.8\% | 38 | 16.7\% | 9 | 21.4\% | 12 | 31.1\% | 28 | 25.0\% | 21 | 24.1\% | 28 | 24.0\% | 24 | 34.0\% | 17 | 16.0\% | 8 |
| To use services e.g. bank, post office, hairdresser | 8.5\% | 17 | 4.4\% | 3 | 10.6\% | 14 | 11.1\% | 6 | 8.9\% | 5 | 6.7\% | 6 | 9.5\% | 8 | 7.8\% | 9 | 7.0\% | 7 | 12.0\% | 6 | 8.0\% | 4 |
| Work / business purposes | 1.5\% | 3 | 1.5\% | 1 | 1.5\% | 2 | 1.9\% | 1 | 3.6\% | 2 | 0.0\% | 0 | 1.2\% | 1 | 1.7\% | 2 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Healthcare e.g. doctor, dentist, optician | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 3.6\% | 2 | 0.0\% | 0 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 7.5\% | 15 | 7.4\% | 5 | 7.6\% | 10 | 5.6\% | 3 | 8.9\% | 5 | 7.8\% | 7 | 7.1\% | 6 | 7.8\% | 9 | 11.0\% | 11 | 8.0\% | 4 | 0.0\% | 0 |
| Tourism, e.g. holiday, day trip | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (None) | 23.0\% | 46 | 26.5\% | 18 | 21.2\% | 28 | 24.1\% | 13 | 30.4\% | 17 | 17.8\% | 16 | 26.2\% | 22 | 20.7\% | 24 | 25.0\% | 25 | 18.0\% | 9 | 24.0\% | 12 |
| (Don't know) | 7.5\% | 15 | 10.3\% | 7 | 6.1\% | 8 | 11.1\% | 6 | 5.4\% | 3 | 6.7\% | 6 | 8.3\% | 7 | 6.9\% | 8 | 10.0\% | 10 | 0.0\% | 0 | 10.0\% | 5 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Q01X Any mention at Q01 \& Q02 [MR]

| Shopping for food only | 13.0\% | 26 | 4.4\% | 3 | 17.4\% | 23 | 9.3\% | 5 | 8.9\% | 5 | 17.8\% | 16 | 13.1\% | 11 | 12.9\% | 15 | 6.0\% | 6 | 28.0\% | 14 | 12.0\% | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 17.0\% | 34 | 13.2\% | 9 | 18.9\% | 25 | 14.8\% | 8 | 21.4\% | 12 | 15.6\% | 14 | 16.7\% | 14 | 17.2\% | 20 | 24.0\% | 24 | 14.0\% | 7 | 6.0\% | 3 |
| Shopping for both food \& non-food items | 13.0\% | 26 | 11.8\% | 8 | 13.6\% | 18 | 7.4\% | 4 | 16.1\% | 9 | 14.4\% | 13 | 15.5\% | 13 | 11.2\% | 13 | 10.0\% | 10 | 16.0\% | 8 | 16.0\% | 8 |
| To visit the market | 3.0\% | 6 | 8.8\% | 6 | 0.0\% | 0 | 5.6\% | 3 | 3.6\% | 2 | 1.1\% | 1 | 3.6\% | 3 | 2.6\% | 3 | 2.0\% | 2 | 2.0\% | 1 | 6.0\% | 3 |
| Window shopping | 22.0\% | 44 | 19.1\% | 13 | 23.5\% | 31 | 31.5\% | 17 | 10.7\% | 6 | 23.3\% | 21 | 19.0\% | 16 | 24.1\% | 28 | 22.0\% | 22 | 26.0\% | 13 | 18.0\% | 9 |
| To visit a restaurant | 5.0\% | 10 | 2.9\% | 2 | 6.1\% | 8 | 0.0\% | 0 | 3.6\% | 2 | 8.9\% | 8 | 4.8\% | 4 | 5.2\% | 6 | 6.0\% | 6 | 4.0\% | 2 | 4.0\% | 2 |
| To visit a café | 17.0\% | 34 | 13.2\% | 9 | 18.9\% | 25 | 13.0\% | 7 | 28.6\% | 16 | 12.2\% | 11 | 13.1\% | 11 | 19.8\% | 23 | 9.0\% | 9 | 22.0\% | 11 | 28.0\% | 14 |
| To visit a public house / bar | 2.0\% | 4 | 4.4\% | 3 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 3.3\% | 3 | 2.4\% | 2 | 1.7\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 33.0\% | 66 | 32.4\% | 22 | 33.3\% | 44 | 29.6\% | 16 | 26.8\% | 15 | 38.9\% | 35 | 31.0\% | 26 | 34.5\% | 40 | 34.0\% | 34 | 40.0\% | 20 | 24.0\% | 12 |
| To use services e.g. bank, post office, hairdresser | 16.0\% | 32 | 13.2\% | 9 | 17.4\% | 23 | 14.8\% | 8 | 12.5\% | 7 | 18.9\% | 17 | 13.1\% | 11 | 18.1\% | 21 | 15.0\% | 15 | 22.0\% | 11 | 12.0\% | 6 |
| Work / business purposes | 16.0\% | 32 | 17.6\% | 12 | 15.2\% | 20 | 29.6\% | 16 | 25.0\% | 14 | 2.2\% | 2 | 16.7\% | 14 | 15.5\% | 18 | 17.0\% | 17 | 8.0\% | 4 | 22.0\% | 11 |
| Healthcare e.g. doctor, dentist, optician | 4.0\% | 8 | 1.5\% | 1 | 5.3\% | 7 | 0.0\% | 0 | 7.1\% | 4 | 4.4\% | 4 | 3.6\% | 3 | 4.3\% | 5 | 5.0\% | 5 | 6.0\% | 3 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 18.0\% | 36 | 16.2\% | 11 | 18.9\% | 25 | 13.0\% | 7 | 14.3\% | 8 | 23.3\% | 21 | 20.2\% | 17 | 16.4\% | 19 | 17.0\% | 17 | 26.0\% | 13 | 12.0\% | 6 |
| Tourism, e.g. holiday, day trip | 6.5\% | 13 | 4.4\% | 3 | 7.6\% | 10 | 1.9\% | 1 | 7.1\% | 4 | 8.9\% | 8 | 4.8\% | 4 | 7.8\% | 9 | 7.0\% | 7 | 0.0\% | 0 | 12.0\% | 6 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 1.5\% | 3 | 1.5\% | 1 | 1.5\% | 2 | 5.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 1.7\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Q03 Do you intend to do any shopping in Canterbury / Whitstable / Herne Bay today?
Those who did not mention shopping for food, non food or both at Q01 or Q02

| Yes | 25.9\% | 29 | 15.9\% | 7 | 32.4\% | 22 | 11.1\% | 4 | 32.1\% | 9 | 33.3\% | 16 | 26.1\% | 12 | 25.8\% | 17 | 27.1\% | 16 | 45.5\% | 10 | 9.7\% | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| No | 47.3\% | 53 | 56.8\% | 25 | 41.2\% | 28 | 58.3\% | 21 | 57.1\% | 16 | 33.3\% | 16 | 43.5\% | 20 | 50.0\% | 33 | 42.4\% | 25 | 40.9\% | 9 | 61.3\% | 19 |
| (Don't know) | 26.8\% | 30 | 27.3\% | 12 | 26.5\% | 18 | 30.6\% | 11 | 10.7\% | 3 | 33.3\% | 16 | 30.4\% | 14 | 24.2\% | 16 | 30.5\% | 18 | 13.6\% | 3 | 29.0\% | 9 |
| Base: |  | 112 |  | 44 |  | 68 |  | 36 |  | 28 |  | 48 |  | 46 |  | 66 |  | 59 |  | 22 |  | 31 |

Total Male Female 18-34 $35-54 \quad 55+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q04 What do you intend to buy in Canterbury / Whitstable / Herne Bay today ? [MR]
Those who intend to shop for food, non-food or both at Q01, Q02 or Q03

| Food and groceries | 48.7\% | 57 | 41.9\% | 13 | 51.2\% | 44 | 54.5\% | 12 | 40.5\% | 15 | 51.7\% | 30 | 46.0\% | 23 | 50.7\% | 34 | 36.8\% | 21 | 55.3\% | 21 | 68.2\% | 15 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Newspapers / Magazines | 6.8\% | 8 | 3.2\% | 1 | 8.1\% | 7 | 18.2\% | 4 | 8.1\% | 3 | 1.7\% | 1 | 12.0\% | 6 | 3.0\% | 2 | 10.5\% | 6 | 5.3\% | 2 | 0.0\% | 0 |
| Confectionery / Tobacco | 6.0\% | 7 | 0.0\% | 0 | 8.1\% | 7 | 9.1\% | 2 | 10.8\% | 4 | 1.7\% | 1 | 4.0\% | 2 | 7.5\% | 5 | 5.3\% | 3 | 10.5\% | 4 | 0.0\% | 0 |
| Clothing / Footwear | 27.4\% | 32 | 22.6\% | 7 | 29.1\% | 25 | 27.3\% | 6 | 29.7\% | 11 | 25.9\% | 15 | 30.0\% | 15 | 25.4\% | 17 | 45.6\% | 26 | 7.9\% | 3 | 13.6\% | 3 |
| Furniture / Carpets / Soft furnishings | 1.7\% | 2 | 0.0\% | 0 | 2.3\% | 2 | 0.0\% | 0 | 5.4\% | 2 | 0.0\% | 0 | 2.0\% | 1 | 1.5\% | 1 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Domestic Electrical goods | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other electrical goods (TV, Hi-fi etc) | 0.9\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 2.0\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| DIY / Hardware / Gardening | 5.1\% | 6 | 9.7\% | 3 | 3.5\% | 3 | 0.0\% | 0 | 8.1\% | 3 | 5.2\% | 3 | 4.0\% | 2 | 6.0\% | 4 | 7.0\% | 4 | 0.0\% | 0 | 9.1\% | 2 |
| Other household goods | 19.7\% | 23 | 16.1\% | 5 | 20.9\% | 18 | 18.2\% | 4 | 18.9\% | 7 | 20.7\% | 12 | 12.0\% | 6 | 25.4\% | 17 | 19.3\% | 11 | 26.3\% | 10 | 9.1\% | 2 |
| Gifts / Jewellery / China and Glass | 5.1\% | 6 | 6.5\% | 2 | 4.7\% | 4 | 9.1\% | 2 | 0.0\% | 0 | 6.9\% | 4 | 0.0\% | 0 | 9.0\% | 6 | 10.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Books / CD's / Videos / Toys / Hobbies | 3.4\% | 4 | 3.2\% | 1 | 3.5\% | 3 | 0.0\% | 0 | 2.7\% | 1 | 5.2\% | 3 | 2.0\% | 1 | 4.5\% | 3 | 5.3\% | 3 | 0.0\% | 0 | 4.5\% | 1 |
| Health / Beauty / Chemist items | 16.2\% | 19 | 19.4\% | 6 | 15.1\% | 13 | 27.3\% | 6 | 24.3\% | 9 | 6.9\% | 4 | 22.0\% | 11 | 11.9\% | 8 | 15.8\% | 9 | 18.4\% | 7 | 13.6\% | 3 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 5.1\% | 6 | 12.9\% | 4 | 2.3\% | 2 | 4.5\% | 1 | 2.7\% | 1 | 6.9\% | 4 | 6.0\% | 3 | 4.5\% | 3 | 0.0\% | 0 | 10.5\% | 4 | 9.1\% | 2 |
| Base: |  | 117 |  | 31 |  | 86 |  | 22 |  | 37 |  | 58 |  | 50 |  | 67 |  | 57 |  | 38 |  | 22 |



Q05 Which STORE do you visit most frequently for food shopping ? [MR]

| Aldi, Boundary Road, Ramsgate | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, East Street, Sittingbourne | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, High Road, Tottenham | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 4.0\% | 8 | 4.4\% | 3 | 3.8\% | 5 | 3.7\% | 2 | 3.6\% | 2 | 4.4\% | 4 | 4.8\% | 4 | 3.4\% | 4 | 1.0\% | 1 | 0.0\% | 0 | 14.0\% | 7 |
| Aldi, Prospect Retail Park, Whitstable | 6.5\% | 13 | 4.4\% | 3 | 7.6\% | 10 | 0.0\% | 0 | 16.1\% | 9 | 4.4\% | 4 | 7.1\% | 6 | 6.0\% | 7 | 2.0\% | 2 | 20.0\% | 10 | 2.0\% | 1 |
| Aldi, St Mary's Road, Swanley | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, St. Andrews Close, Canterbury | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Crook Log, Bexleyheath | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Asda, Maidstone Road, Chatham | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Asda, Sturry Road, Canterbury | 5.5\% | 11 | 7.4\% | 5 | 4.5\% | 6 | 11.1\% | 6 | 5.4\% | 3 | 2.2\% | 2 | 3.6\% | 3 | 6.9\% | 8 | 8.0\% | 8 | 2.0\% | 1 | 4.0\% | 2 |
| Asda, Tollgate Road, Beckton | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Road, Sittingbourne | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Forbes Road, Faversham | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Co-op, Moatsole, Sandwich | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 3.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Co-op, Oxford Street, Whitstable | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 1.9\% | 1 | 0.0\% | 0 | 3.3\% | 3 | 1.2\% | 1 | 2.6\% | 3 | 0.0\% | 0 | 6.0\% | 3 | 2.0\% | 1 |
| Co-op, Station Road, Birchington | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 2.4\% | 2 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Iceland, High Street, Whitstable | 2.5\% | 5 | 2.9\% | 2 | 2.3\% | 3 | 3.7\% | 2 | 0.0\% | 0 | 3.3\% | 3 | 2.4\% | 2 | 2.6\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 3.7\% | 2 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 1.7\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 4.0\% | 2 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Shellons Street, Folkestone | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 2.0\% | 4 | 4.4\% | 3 | 0.8\% | 1 | 1.9\% | 1 | 3.6\% | 2 | 1.1\% | 1 | 2.4\% | 2 | 1.7\% | 2 | 3.0\% | 3 | 2.0\% | 1 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Marks \& Spencer, St. | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 1.9\% | 1 | 0.0\% | 0 | 3.3\% | 3 | 2.4\% | 2 | 1.7\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |


| Canterbury | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Morrisons, Beach Street, Herne Bay | 8.0\% | 16 | 4.4\% | 3 | 9.8\% | 13 | 1.9\% | 1 | 10.7\% | 6 | 10.0\% | 9 | 10.7\% | 9 | 6.0\% | 7 | 0.0\% | 0 | 6.0\% | 3 | 26.0\% | 13 |
| Morrisons, Bridge Street, Dover | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Morrisons, Cheriton Road, Folkestone | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Morrisons, Mill Way, Sittingbourne | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Parsons Green, Saint Ives | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Sutton Road, Maidstone | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 0.0\% | 0 | 1.8\% | 1 | 3.3\% | 3 | 2.4\% | 2 | 1.7\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Welling High Street, Welling | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 2.5\% | 5 | 2.9\% | 2 | 2.3\% | 3 | 0.0\% | 0 | 3.6\% | 2 | 3.3\% | 3 | 4.8\% | 4 | 0.9\% | 1 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 2.5\% | 5 | 2.9\% | 2 | 2.3\% | 3 | 3.7\% | 2 | 1.8\% | 1 | 2.2\% | 2 | 2.4\% | 2 | 2.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Sainsbury's Superstore, Central Drive, Didcot | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dymchurch Road, New Romney | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Hempstead Valley, Gillingham | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 5.6\% | 3 | 3.6\% | 2 | 1.1\% | 1 | 3.6\% | 3 | 2.6\% | 3 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Kingsmead Road, Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sainsbury's Superstore, Reeves Way, Whitstable | 4.5\% | 9 | 2.9\% | 2 | 5.3\% | 7 | 1.9\% | 1 | 1.8\% | 1 | 7.8\% | 7 | 3.6\% | 3 | 5.2\% | 6 | 3.0\% | 3 | 12.0\% | 6 | 0.0\% | 0 |
| Sainsbury's Superstore, Romney Place, Maidstone | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, New Dover Road, Canterbury | 1.0\% | 2 | 2.9\% | 2 | 0.0\% | 0 | 3.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Grand Depot Road, Woolwich | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Extra, Hythe Road, Willesborough, Ashford | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 1.5\% | 3 | 1.5\% | 1 | 1.5\% | 2 | 1.9\% | 1 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 1.7\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 6.0\% | 12 | 2.9\% | 2 | 7.6\% | 10 | 5.6\% | 3 | 8.9\% | 5 | 4.4\% | 4 | 4.8\% | 4 | 6.9\% | 8 | 1.0\% | 1 | 20.0\% | 10 | 2.0\% | 1 |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 6.0\% | 12 | 7.4\% | 5 | 5.3\% | 7 | 9.3\% | 5 | 5.4\% | 3 | 4.4\% | 4 | 7.1\% | 6 | 5.2\% | 6 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Superstore, Grovewood Drive, Maidstone | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Superstore, Manston Road, Ramsgate | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Southside Shopping Centre, Wandsworth | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, St. Georges Centre, Canterbury | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Other (PLEASE WRITE IN | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ | ABC1 |  |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| SPECIFIC SHOP \& ADDRESS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Internet / delivered | 4.5\% | 9 | 8.8\% | 6 | 2.3\% | 3 | 11.1\% | 6 | 3.6\% | 2 | 1.1\% | 1 | 3.6\% | 3 | 5.2\% | 6 | 5.0\% | 5 | 0.0\% | 0 | 8.0\% | 4 |
| (Don't know / can't remember) | 6.0\% | 12 | 5.9\% | 4 | 6.1\% | 8 | 1.9\% | 1 | 5.4\% | 3 | 8.9\% | 8 | 3.6\% | 3 | 7.8\% | 9 | 8.0\% | 8 | 6.0\% | 3 | 2.0\% | 1 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Total Male Female 18-34 $\mathbf{3 5 - 5 4} \quad 55+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q06 And which other STORE do you also visit frequently for food shopping? [MR]

| Aldi, East Street, Sittingbourne | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, Kings Road, Herne Bay | 3.5\% | 7 | 4.4\% | 3 | 3.0\% | 4 | 1.9\% | 1 | 1.8\% | 1 | 5.6\% | 5 | 6.0\% | 5 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| Aldi, Prospect Retail Park, Whitstable | 2.0\% | 4 | 0.0\% | 0 | 3.0\% | 4 | 0.0\% | 0 | 7.1\% | 4 | 0.0\% | 0 | 2.4\% | 2 | 1.7\% | 2 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Aldi, St. Andrews Close, Canterbury | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Well Road, Maidstone | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Asda, Pier Road, Gillingham | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sturry Road, Canterbury | 3.0\% | 6 | 4.4\% | 3 | 2.3\% | 3 | 5.6\% | 3 | 5.4\% | 3 | 0.0\% | 0 | 3.6\% | 3 | 2.6\% | 3 | 4.0\% | 4 | 4.0\% | 2 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Co-op, Oxford Street, Whitstable | 1.5\% | 3 | 4.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 2 | 1.1\% | 1 | 3.6\% | 3 | 0.0\% | 0 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Co-op, Virginia Woolf Building, University of Kent, Canterbury | 1.0\% | 2 | 2.9\% | 2 | 0.0\% | 0 | 3.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Bellgrove Road, Welling | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, College Square, Margate | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Iceland, East Street, Faversham | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Iceland, High Street, Whitstable | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 0.0\% | 0 | 3.6\% | 2 | 4.4\% | 4 | 1.2\% | 1 | 4.3\% | 5 | 0.0\% | 0 | 10.0\% | 5 | 2.0\% | 1 |
| Iceland, Market Place, Didcot | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Margate Road, Ramsgate | 1.0\% | 2 | 2.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 0.9\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 2.5\% | 5 | 4.4\% | 3 | 1.5\% | 2 | 5.6\% | 3 | 1.8\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 4.3\% | 5 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Manna, Thomas Street, Woolwich, | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Marks \& Spencer, Hempstead Valley | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Male | Female | $18-34$ | $35-54$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Shopping Centre, Gillingham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 3.0\% | 6 | 0.0\% | 0 | 4.5\% | 6 | 0.0\% | 0 | 5.4\% | 3 | 3.3\% | 3 | 6.0\% | 5 | 0.9\% | 1 | 1.0\% | 1 | 6.0\% | 3 | 4.0\% | 2 |
| Marks \& Spencer, St. Georges Street, Canterbury | 2.5\% | 5 | 2.9\% | 2 | 2.3\% | 3 | 5.6\% | 3 | 3.6\% | 2 | 0.0\% | 0 | 2.4\% | 2 | 2.6\% | 3 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Week Street, Maidstone | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Wimbledon Park Road, Southfields | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 5.5\% | 11 | 5.9\% | 4 | 5.3\% | 7 | 7.4\% | 4 | 3.6\% | 2 | 5.6\% | 5 | 4.8\% | 4 | 6.0\% | 7 | 2.0\% | 2 | 0.0\% | 0 | 18.0\% | 9 |
| Morrisons, Cheriton Road, Folkestone | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Jenner Close, Sidcup | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Knight Road, Rochester | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Morrisons, North Lane, Faversham | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Morrisons, Ten Perch Road, Canterbury | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 1.9\% | 1 | 5.4\% | 3 | 2.2\% | 2 | 1.2\% | 1 | 4.3\% | 5 | 5.0\% | 5 | 2.0\% | 1 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 4.0\% | 8 | 2.9\% | 2 | 4.5\% | 6 | 3.7\% | 2 | 1.8\% | 1 | 5.6\% | 5 | 2.4\% | 2 | 5.2\% | 6 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, Station Road, Birchington | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 1.0\% | 2 | 2.9\% | 2 | 0.0\% | 0 | 1.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Broadway, Bexleyheath | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 2.5\% | 5 | 4.4\% | 3 | 1.5\% | 2 | 5.6\% | 3 | 1.8\% | 1 | 1.1\% | 1 | 6.0\% | 5 | 0.0\% | 0 | 4.0\% | 4 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 3.7\% | 2 | 3.6\% | 2 | 2.2\% | 2 | 2.4\% | 2 | 3.4\% | 4 | 0.0\% | 0 | 10.0\% | 5 | 2.0\% | 1 |
| Tesco Express, Ashford Road, Bearsted | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |



| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q07 Why do you visit (STORE MENTIONED AT Q.5) for food shopping? [MR]
Those who mentioned a store at Q05

| Close to home | 67.0\% | 120 | 63.8\% | 37 | 68.6\% | 83 | 51.1\% | 24 | 64.7\% | 33 | 77.8\% | 63 | 70.5\% | 55 | 64.4\% | 65 | 51.7\% | 45 | 76.6\% | 36 | 86.7\% | 39 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to work | 11.7\% | 21 | 8.6\% | 5 | 13.2\% | 16 | 8.5\% | 4 | 21.6\% | 11 | 7.4\% | 6 | 10.3\% | 8 | 12.9\% | 13 | 10.3\% | 9 | 2.1\% | 1 | 24.4\% | 11 |
| Easy to get to | 36.3\% | 65 | 31.0\% | 18 | 38.8\% | 47 | 36.2\% | 17 | 47.1\% | 24 | 29.6\% | 24 | 41.0\% | 32 | 32.7\% | 33 | 41.4\% | 36 | 19.1\% | 9 | 44.4\% | 20 |
| Good public transport links | 4.5\% | 8 | 1.7\% | 1 | 5.8\% | 7 | 6.4\% | 3 | 3.9\% | 2 | 3.7\% | 3 | 5.1\% | 4 | 4.0\% | 4 | 3.4\% | 3 | 4.3\% | 2 | 6.7\% | 3 |
| Sufficient car parking | 12.8\% | 23 | 8.6\% | 5 | 14.9\% | 18 | 4.3\% | 2 | 21.6\% | 11 | 12.3\% | 10 | 12.8\% | 10 | 12.9\% | 13 | 17.2\% | 15 | 2.1\% | 1 | 15.6\% | 7 |
| Reasonably priced car parking | 1.7\% | 3 | 0.0\% | 0 | 2.5\% | 3 | 0.0\% | 0 | 2.0\% | 1 | 2.5\% | 2 | 1.3\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 2.1\% | 1 | 4.4\% | 2 |
| Reasonably priced shops | 26.3\% | 47 | 34.5\% | 20 | 22.3\% | 27 | 27.7\% | 13 | 29.4\% | 15 | 23.5\% | 19 | 24.4\% | 19 | 27.7\% | 28 | 27.6\% | 24 | 23.4\% | 11 | 26.7\% | 12 |
| Good selection / quality of shops | 15.6\% | 28 | 13.8\% | 8 | 16.5\% | 20 | 10.6\% | 5 | 21.6\% | 11 | 14.8\% | 12 | 14.1\% | 11 | 16.8\% | 17 | 12.6\% | 11 | 34.0\% | 16 | 2.2\% | 1 |
| Good mix of shopping and leisure facilities | 2.8\% | 5 | 0.0\% | 0 | 4.1\% | 5 | 0.0\% | 0 | 9.8\% | 5 | 0.0\% | 0 | 1.3\% | 1 | 4.0\% | 4 | 1.1\% | 1 | 8.5\% | 4 | 0.0\% | 0 |
| To visit specific shop(s) (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant shopping environment (general ambience) | 18.4\% | 33 | 10.3\% | 6 | 22.3\% | 27 | 17.0\% | 8 | 19.6\% | 10 | 18.5\% | 15 | 16.7\% | 13 | 19.8\% | 20 | 18.4\% | 16 | 19.1\% | 9 | 17.8\% | 8 |
| Good standard of street cleanliness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Visit the market | 1.1\% | 2 | 1.7\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 2.0\% | 2 | 1.1\% | 1 | 2.1\% | 1 | 0.0\% | 0 |
| Safe shopping environment | 2.2\% | 4 | 3.4\% | 2 | 1.7\% | 2 | 0.0\% | 0 | 2.0\% | 1 | 3.7\% | 3 | 1.3\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 2.1\% | 1 | 6.7\% | 3 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a car wash | 0.6\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 |
| Marks \& Spencer | 0.6\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 2.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of the food | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No particular reason) | 0.6\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 179 |  | 58 |  | 121 |  | 47 |  | 51 |  | 81 |  | 78 |  | 101 |  | 87 |  | 47 |  | 45 |

Q08 Which town centre or retail park do you visit most frequently for non-food shopping? [MR]

| Canterbury City Centre | 39.5\% | 79 | 39.7\% | 27 | 39.4\% | 52 | 53.7\% | 29 | 30.4\% | 17 | 36.7\% | 33 | 42.9\% | 36 | 37.1\% | 43 | 36.0\% | 36 | 58.0\% | 29 | 28.0\% | 14 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay Town Centre | 7.5\% | 15 | 5.9\% | 4 | 8.3\% | 11 | 3.7\% | 2 | 8.9\% | 5 | 8.9\% | 8 | 7.1\% | 6 | 7.8\% | 9 | 3.0\% | 3 | 14.0\% | 7 | 10.0\% | 5 |
| Whitstable Town Centre | 3.5\% | 7 | 1.5\% | 1 | 4.5\% | 6 | 0.0\% | 0 | 1.8\% | 1 | 6.7\% | 6 | 4.8\% | 4 | 2.6\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 6.0\% | 3 |
| Ashford Town Centre | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | , | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 0.0\% | 0 | 3.6\% | 2 | 1.1\% | 1 | 2.4\% | 2 | 0.9\% | 1 | 1.0\% | 1 | 4.0\% | 2 | 0.0\% | 0 |
| Folkstone Town Centre | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 3.0\% | 6 | 2.9\% | 2 | 3.0\% | 4 | 3.7\% | 2 | 1.8\% | 1 | 3.3\% | 3 | 2.4\% | 2 | 3.4\% | 4 | 5.0\% | 5 | 0.0\% | 0 | 2.0\% | 1 |
| Margate Town Centre | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 1.0\% | 2 | 2.9\% | 2 | 0.0\% | 0 | 1.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittinbourne Town Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 3.7\% | 2 | 1.8\% | 1 | 1.1\% | 1 | 3.6\% | 3 | 0.9\% | 1 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 1.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury | 1.0\% | 2 | 2.9\% | 2 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 1.7\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Westwood Cross Shopping Centre \& Retail Parks | 16.0\% | 32 | 11.8\% | 8 | 18.2\% | 24 | 11.1\% | 6 | 30.4\% | 17 | 10.0\% | 9 | 14.3\% | 12 | 17.2\% | 20 | 13.0\% | 13 | 12.0\% | 6 | 26.0\% | 3 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bexleyheath Town Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Hastings Town Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Hounslow Town Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Newquay Town Centre | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| St Ives Town Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Stratford District Centre | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Woolwich District Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% |  | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Internet | 7.0\% | 14 | 10.3\% | 7 | 5.3\% | 7 | 11.1\% | 6 | 3.6\% | 2 | 6.7\% | 6 | 8.3\% | 7 | 6.0\% | 7 | 10.0\% | 10 | 0.0\% | 0 | 8.0\% | 4 |
| (Don't know / varies) | 7.0\% | 14 | 8.8\% | 6 | 6.1\% | 8 | 0.0\% | 0 | 5.4\% | 3 | 12.2\% | 11 | 8.3\% | 7 | 6.0\% | 7 | 9.0\% | 9 | 4.0\% | 2 | 6.0\% | 3 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Q09 And which other town centre or retail park do you visit frequently for non-food shopping? [MR]

| Canterbury City Centre | 13.0\% | 26 | 10.3\% | 7 | 14.4\% | 19 | 9.3\% | 5 | 17.9\% | 10 | 12.2\% | 11 | 13.1\% | 11 | 12.9\% | 15 | 9.0\% | 9 | 22.0\% | 11 | 12.0\% | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay Town Centre | 5.0\% | 10 | 2.9\% | 2 | 6.1\% | 8 | 5.6\% | 3 | 3.6\% | 2 | 5.6\% | 5 | 3.6\% | 3 | 6.0\% | 7 | 1.0\% | 1 | 10.0\% | 5 | 8.0\% | 4 |
| Whitstable Town Centre | 5.0\% | 10 | 1.5\% | 1 | 6.8\% | 9 | 3.7\% | 2 | 8.9\% | 5 | 3.3\% | 3 | 7.1\% | 6 | 3.4\% | 4 | 0.0\% | 0 | 18.0\% | 9 | 2.0\% | 1 |
| Ashford Town Centre | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 3.6\% | 2 | 0.0\% | 0 | 1.2\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Folkstone Town Centre | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 3.7\% | 2 | 1.8\% | 1 | 1.1\% | 1 | 3.6\% | 3 | 0.9\% | 1 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 1.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 0.0\% | 0 | 1.8\% | 1 | 3.3\% | 3 | 1.2\% | 1 | 2.6\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 2.0\% | 1 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittinbourne Town Centre | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 1.9\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 2.4\% | 2 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet | 8.0\% | 16 | 5.9\% | 4 | 9.1\% | 12 | 11.1\% | 6 | 5.4\% | 3 | 7.8\% | 7 | 2.4\% | 2 | 12.1\% | 14 | 9.0\% | 9 | 2.0\% | 1 | 12.0\% | 6 |
| Ashford Retail Park | 1.5\% | 3 | 2.9\% | 2 | 0.8\% | 1 | 1.9\% | 1 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 1.7\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 9.5\% | 19 | 7.4\% | 5 | 10.6\% | 14 | 13.0\% | 7 | 10.7\% | 6 | 6.7\% | 6 | 8.3\% | 7 | 10.3\% | 12 | 10.0\% | 10 | 8.0\% | 4 | 10.0\% | 5 |
| Eddington Business Park, | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |


Total Male Female 18 - $\mathbf{3 4} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q10 Why do you visit (MOST FREQUENTLY VISITED CENTRE OR PARK AT Q.8) for non-food shopping? [MR] If any location mentioned at Q08

| Close to home | 35.5\% | 61 | 32.7\% | 18 | 36.8\% | 43 | 33.3\% | 16 | 33.3\% | 17 | 38.4\% | 28 | 35.7\% | 25 | 35.3\% | 36 | 35.8\% | 29 | 41.7\% | 20 | 27.9\% | 12 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to work | 7.6\% | 13 | 10.9\% | 6 | 6.0\% | 7 | 10.4\% | 5 | 9.8\% | 5 | 4.1\% | 3 | 11.4\% | 8 | 4.9\% | 5 | 7.4\% | 6 | 0.0\% | 0 | 16.3\% | 7 |
| Easy to get to | 33.1\% | 57 | 43.6\% | 24 | 28.2\% | 33 | 39.6\% | 19 | 15.7\% | 8 | 41.1\% | 30 | 31.4\% | 22 | 34.3\% | 35 | 42.0\% | 34 | 8.3\% | 4 | 44.2\% | 19 |
| Good public transport links | 9.3\% | 16 | 20.0\% | 11 | 4.3\% | 5 | 14.6\% | 7 | 9.8\% | 5 | 5.5\% | 4 | 5.7\% | 4 | 11.8\% | 12 | 11.1\% | 9 | 4.2\% | 2 | 11.6\% | 5 |
| Free car parking | 9.9\% | 17 | 9.1\% | 5 | 10.3\% | 12 | 8.3\% | 4 | 15.7\% | 8 | 6.8\% | 5 | 10.0\% | 7 | 9.8\% | 10 | 12.3\% | 10 | 8.3\% | 4 | 7.0\% | 3 |
| Sufficient car parking | 8.7\% | 15 | 3.6\% | 2 | 11.1\% | 13 | 10.4\% | 5 | 11.8\% | 6 | 5.5\% | 4 | 10.0\% | 7 | 7.8\% | 8 | 9.9\% | 8 | 2.1\% | 1 | 14.0\% | 6 |
| Reasonably priced car parking | 4.1\% | 7 | 1.8\% | 1 | 5.1\% | 6 | 0.0\% | 0 | 5.9\% | 3 | 5.5\% | 4 | 4.3\% | 3 | 3.9\% | 4 | 1.2\% | 1 | 8.3\% | 4 | 4.7\% | 2 |
| Reasonably priced shops | 15.7\% | 27 | 12.7\% | 7 | 17.1\% | 20 | 12.5\% | 6 | 13.7\% | 7 | 19.2\% | 14 | 20.0\% | 14 | 12.7\% | 13 | 11.1\% | 9 | 16.7\% | 8 | 23.3\% | 10 |
| Good selection / quality of shops | 47.1\% | 81 | 40.0\% | 22 | 50.4\% | 59 | 45.8\% | 22 | 51.0\% | 26 | 45.2\% | 33 | 38.6\% | 27 | 52.9\% | 54 | 46.9\% | 38 | 47.9\% | 23 | 46.5\% | 20 |
| Good mix of shopping and leisure facilities | 20.3\% | 35 | 12.7\% | 7 | 23.9\% | 28 | 22.9\% | 11 | 29.4\% | 15 | 12.3\% | 9 | 18.6\% | 13 | 21.6\% | 22 | 17.3\% | 14 | 18.8\% | 9 | 27.9\% | 12 |
| To visit specific shop(s) <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant shopping environment (general ambience) | 7.0\% | 12 | 5.5\% | 3 | 7.7\% | 9 | 4.2\% | 2 | 13.7\% | 7 | 4.1\% | 3 | 8.6\% | 6 | 5.9\% | 6 | 9.9\% | 8 | 2.1\% | 1 | 7.0\% | 3 |
| Good standard of street cleanliness | 2.9\% | 5 | 3.6\% | 2 | 2.6\% | 3 | 2.1\% | 1 | 3.9\% | 2 | 2.7\% | 2 | 5.7\% | 4 | 1.0\% | 1 | 1.2\% | 1 | 2.1\% | 1 | 7.0\% | 3 |
| Visit the market | 1.7\% | 3 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 2.0\% | 1 | 2.7\% | 2 | 2.9\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 4.7\% | 2 |
| Safe shopping environment | 1.7\% | 3 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% | 0 | 5.9\% | 3 | 0.0\% | 0 | 4.3\% | 3 | 0.0\% | 0 | 2.5\% | 2 | 0.0\% | 0 | 2.3\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeland | 0.6\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Supporting local shops | 0.6\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.4\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 1 |
| (No particular reason) | 3.5\% | 6 | 1.8\% | 1 | 4.3\% | 5 | 4.2\% | 2 | 3.9\% | 2 | 2.7\% | 2 | 2.9\% | 2 | 3.9\% | 4 | 3.7\% | 3 | 2.1\% | 1 | 4.7\% | 2 |
| Base: |  | 172 |  | 55 |  | 117 |  | 48 |  | 51 |  | 73 |  | 70 |  | 102 |  | 81 |  | 48 |  | 43 |

Total Male Female 18-34 35-54 $\quad$ 55 + $\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

## Mean score [£]

Q11 Approximately how much will you spend in total on each of the following during your visit to Canterbury / Whitstable / Herne Bay ?
Those who intend to shop for food, non-food or both at Q01, Q02 or Q03

## Food \& Grocery

| Nothing | 33.3\% | 39 | 41.9\% | 13 | 30.2\% | 26 | 36.4\% | 8 | 40.5\% | 15 | 27.6\% | 16 | 34.0\% | 17 | 32.8\% | 22 | 45.6\% | 26 | 31.6\% | 12 | 4.5\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than $£ 5.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £5.01-£10.00 | 15.4\% | 18 | 12.9\% | 4 | 16.3\% | 14 | 18.2\% | 4 | 18.9\% | 7 | 12.1\% | 7 | 16.0\% | 8 | 14.9\% | 10 | 14.0\% | 8 | 18.4\% | 7 | 13.6\% | 3 |
| £10.01-£20.00 | 18.8\% | 22 | 9.7\% | 3 | 22.1\% | 19 | 9.1\% | 2 | 13.5\% | 5 | 25.9\% | 15 | 12.0\% | 6 | 23.9\% | 16 | 8.8\% | 5 | 36.8\% | 14 | 13.6\% | 3 |
| £20.01-£30.00 | 3.4\% | 4 | 9.7\% | 3 | 1.2\% | 1 | 0.0\% | 0 | 5.4\% | 2 | 3.4\% | 2 | 4.0\% | 2 | 3.0\% | 2 | 0.0\% | 0 | 2.6\% | 1 | 13.6\% | 3 |
| £30.01-£40.00 | 2.6\% | 3 | 0.0\% | 0 | 3.5\% | 3 | 0.0\% | 0 | 8.1\% | 3 | 0.0\% | 0 | 4.0\% | 2 | 1.5\% | 1 | 0.0\% | 0 | 7.9\% | 3 | 0.0\% | 0 |
| £40.01-£50.00 | 3.4\% | 4 | 3.2\% | 1 | 3.5\% | 3 | 4.5\% | 1 | 0.0\% | 0 | 5.2\% | 3 | 4.0\% | 2 | 3.0\% | 2 | 5.3\% | 3 | 0.0\% | 0 | 4.5\% | 1 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 2.6\% | 3 | 0.0\% | 0 | 3.5\% | 3 | 4.5\% | 1 | 2.7\% | 1 | 1.7\% | 1 | 4.0\% | 2 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 20.5\% | 24 | 22.6\% | 7 | 19.8\% | 17 | 27.3\% | 6 | 10.8\% | 4 | 24.1\% | 14 | 22.0\% | 11 | 19.4\% | 13 | 26.3\% | 15 | 2.6\% | 1 | 36.4\% | 8 |
| Mean: |  | 11.96 |  | 8.13 |  | 13.30 |  | 12.03 |  | 11.21 |  | 12.50 |  | 13.72 |  | 10.69 |  | 6.43 |  | 10.61 |  | 32.14 |
| Base: |  | 117 |  | 31 |  | 86 |  | 22 |  | 37 |  | 58 |  | 50 |  | 67 |  | 57 |  | 38 |  | 22 |
| Non-food |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 23.1\% | 27 | 16.1\% | 5 | 25.6\% | 22 | 27.3\% | 6 | 27.0\% | 10 | 19.0\% | 11 | 22.0\% | 11 | 23.9\% | 16 | 14.0\% | 8 | 42.1\% | 16 | 13.6\% | 3 |
| Less than $£ 5.00$ | 5.1\% | 6 | 9.7\% | 3 | 3.5\% | 3 | 9.1\% | 2 | 2.7\% | 1 | 5.2\% | 3 | 6.0\% | 3 | 4.5\% | 3 | 1.8\% | 1 | 5.3\% | 2 | 13.6\% | 3 |
| £5.01-£10.00 | 14.5\% | 17 | 16.1\% | 5 | 14.0\% | 12 | 13.6\% | 3 | 16.2\% | 6 | 13.8\% | 8 | 14.0\% | 7 | 14.9\% | 10 | 3.5\% | 2 | 36.8\% | 14 | 4.5\% | 1 |
| £10.01-£20.00 | 10.3\% | 12 | 16.1\% | 5 | 8.1\% | 7 | 18.2\% | 4 | 8.1\% | 3 | 8.6\% | 5 | 16.0\% | 8 | 6.0\% | 4 | 14.0\% | 8 | 5.3\% | 2 | 9.1\% | 2 |
| £20.01-£30.00 | 8.5\% | 10 | 12.9\% | 4 | 7.0\% | 6 | 0.0\% | 0 | 10.8\% | 4 | 10.3\% | 6 | 6.0\% | 3 | 10.4\% | 7 | 12.3\% | 7 | 0.0\% | 0 | 13.6\% | 3 |
| £30.01-£40.00 | 1.7\% | 2 | 0.0\% | 0 | 2.3\% | 2 | 0.0\% | 0 | 2.7\% | 1 | 1.7\% | 1 | 0.0\% | 0 | 3.0\% | 2 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 6.0\% | 7 | 3.2\% | 1 | 7.0\% | 6 | 4.5\% | 1 | 13.5\% | 5 | 1.7\% | 1 | 6.0\% | 3 | 6.0\% | 4 | 8.8\% | 5 | 2.6\% | , | 4.5\% | 1 |
| £50.01-£75.00 | 0.9\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | , | 0.0\% | 0 |
| £75.01-£100.00 | 3.4\% | 4 | 0.0\% | 0 | 4.7\% | 4 | 4.5\% | 1 | 5.4\% | 2 | 1.7\% | 1 | 6.0\% | 3 | 1.5\% | 1 | 5.3\% | 3 | 2.6\% | 1 | 0.0\% | 0 |
| £100.01-£150.00 | 0.9\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 0 | 1.5\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.9\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 2.7\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 24.8\% | 29 | 25.8\% | 8 | 24.4\% | 21 | 22.7\% | 5 | 10.8\% | 4 | 34.5\% | 20 | 20.0\% | 10 | 28.4\% | 19 | 33.3\% | 19 | 2.6\% | 1 | 40.9\% | 9 |
| Mean: |  | 18.86 |  | 11.52 |  | 21.46 |  | 12.94 |  | 24.32 |  | 16.78 |  | 22.00 |  | 16.25 |  | 30.79 |  | 8.78 |  | 12.69 |
| Base: |  | 117 |  | 31 |  | 86 |  | 22 |  | 37 |  | 58 |  | 50 |  | 67 |  | 57 |  | 38 |  | 22 |

Eating \& Drinking out

| Nothing | 43.6\% | 51 | 51.6\% | 16 | 40.7\% | 35 | 40.9\% | 9 | 35.1\% | 13 | 50.0\% | 29 | 50.0\% | 25 | 38.8\% | 26 | 33.3\% | 19 | 52.6\% | 20 | 54.5\% | 12 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than $£ 5.00$ | 13.7\% | 16 | 9.7\% | 3 | 15.1\% | 13 | 18.2\% | 4 | 21.6\% | 8 | 6.9\% | 4 | 14.0\% | 7 | 13.4\% | 9 | 12.3\% | 7 | 18.4\% | 7 | 9.1\% | 2 |
| £5.01-£10.00 | 12.0\% | 14 | 3.2\% | 1 | 15.1\% | 13 | 9.1\% | 2 | 18.9\% | 7 | 8.6\% | 5 | 8.0\% | 4 | 14.9\% | 10 | 8.8\% | 5 | 23.7\% | 9 | 0.0\% | 0 |
| £10.01-£20.00 | 6.0\% | 7 | 12.9\% | 4 | 3.5\% | 3 | 4.5\% | 1 | 8.1\% | 3 | 5.2\% | 3 | 6.0\% | 3 | 6.0\% | 4 | 7.0\% | 4 | 2.6\% | 1 | 9.1\% | 2 |
| £20.01-£30.00 | 1.7\% | 2 | 3.2\% | , | 1.2\% | 1 | 0.0\% | 0 | 2.7\% | 1 | 1.7\% | 1 | 2.0\% | 1 | 1.5\% | 1 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| £30.01-£40.00 | 0.9\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 0.0\% | 0 | 1.5\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 22.2\% | 26 | 19.4\% | 6 | 23.3\% | 20 | 27.3\% | 6 | 13.5\% | 5 | 25.9\% | 15 | 20.0\% | 10 | 23.9\% | 16 | 33.3\% | 19 | 2.6\% | 1 | 27.3\% | 6 |
| Mean: |  | 3.68 |  | 4.00 |  | 3.56 |  | 2.50 |  | 4.45 |  | 3.55 |  | 2.94 |  | 4.26 |  | 5.26 |  | 2.70 |  | 2.19 |
| Base: |  | 117 |  | 31 |  | 86 |  | 22 |  | 37 |  | 58 |  | 50 |  | 67 |  | 57 |  | 38 |  | 22 |

## Leisure \& culture

## Nothing

 £5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £40.01-£50.00 £40.01-£50.00 £75.01-£100.00 モ100.01-f150.00 More than $£ 150.00$ (Don't know)Mean:
$83.8 \% \quad 98 \quad 83.9 \% \quad 26 \quad 83.7 \% \quad 72 \quad 77.3 \%$

| 17 | $86.5 \%$ | 32 | $84.5 \%$ | 49 |
| :--- | :--- | :--- | :--- | :--- |


| $83.8 \%$ |  | $83.9 \%$ | 26 | $83.7 \%$ | 72 |
| ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |



| $0.0 \%$ | 0 | 0.0 | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.0 \%$ | $0.0 \%$ | 0 |  |  |  |  |  |  |  |  |  |


| 42 | $83.6 \%$ | 56 | $82.5 \%$ | 47 | $94.7 \%$ | 36 | $68.2 \%$ | 15 |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 0 | $1.5 \%$ | 1 | $0.0 \%$ | 0 | $2.6 \%$ | 1 | $0.0 \%$ |  |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |  |
| 8 | $14.9 \%$ | 10 | $17.5 \%$ | 10 | $2.6 \%$ | 1 | $31.8 \%$ |  |
| 0.00 |  | 0.44 |  | 0.00 |  | 0.68 |  | 0.00 |
| 50 |  | 67 |  | 57 |  | 38 |  |  |
|  |  |  |  |  |  |  |  |  |

Total Male Female $18-34 \quad 35-54 \quad 55+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q12 How did you travel to Canterbury / Whitstable / Herne Bay today?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Car-driver | $24.0 \%$ | 48 | $23.5 \%$ | 16 | $24.2 \%$ | 32 | $22.2 \%$ | 12 | $30.4 \%$ | 17 | $21.1 \%$ | 19 | $28.6 \%$ | 24 | $20.7 \%$ | 24 | $21.0 \%$ | 21 | $18.0 \%$ |  |  |  |
| Car-passenger | $19.5 \%$ | 39 | $10.3 \%$ | 7 | $24.2 \%$ | 32 | $16.7 \%$ | 9 | $28.6 \%$ | 16 | $15.6 \%$ | 14 | $16.7 \%$ | 14 | $21.6 \%$ | 25 | $14.0 \%$ | 14 | $18.0 \%$ | 9 | $32.0 \%$ | 18 |
| Bus / coach | $15.5 \%$ | 31 | $16.2 \%$ | 11 | $15.2 \%$ | 20 | $18.5 \%$ | 10 | $7.1 \%$ | 4 | $18.9 \%$ | 17 | $10.7 \%$ | 9 | $19.0 \%$ | 22 | $25.0 \%$ | 25 | $10.0 \%$ | 5 | $2.0 \%$ | 16 |
| Train | $3.5 \%$ | 7 | $5.9 \%$ | 4 | $2.3 \%$ | 3 | $7.4 \%$ | 4 | $3.6 \%$ | 2 | $1.1 \%$ | 1 | $2.4 \%$ | 2 | $4.3 \%$ | 5 | $6.0 \%$ | 6 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| Taxi | $0.5 \%$ | 1 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $1.9 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.2 \%$ | 1 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Walked | $33.0 \%$ | 66 | $39.7 \%$ | 27 | $29.5 \%$ | 39 | $29.6 \%$ | 16 | $26.8 \%$ | 15 | $38.9 \%$ | 35 | $40.5 \%$ | 34 | $27.6 \%$ | 32 | $25.0 \%$ | 25 | $54.0 \%$ | 27 | $28.0 \%$ | 14 |
| Bicycle | $1.5 \%$ | 3 | $4.4 \%$ | 3 | $0.0 \%$ | 0 | $3.7 \%$ | 2 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 | $2.6 \%$ | 3 | $3.0 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Park \& Ride | $2.5 \%$ | 5 | $0.0 \%$ | 0 | $3.8 \%$ | 5 | $0.0 \%$ | 0 | $3.6 \%$ | 2 | $3.3 \%$ | 3 | $0.0 \%$ | 0 | $4.3 \%$ | 5 | $5.0 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other (PLEASE WRITE IN) | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 | 100 |  | 50 | 50 |  |  |

## Mean score [minutes]

Q13 How long did your journey take?

| 0-10 minutes | 46.0\% | 92 | 47.1\% | 32 | 45.5\% | 60 | 55.6\% | 30 | 48.2\% | 27 | 38.9\% | 35 | 47.6\% | 40 | 44.8\% | 52 | 26.0\% | 26 | 68.0\% | 34 | 64.0\% | 32 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 11-20 minutes | 27.0\% | 54 | 29.4\% | 20 | 25.8\% | 34 | 24.1\% | 13 | 26.8\% | 15 | 28.9\% | 26 | 28.6\% | 24 | 25.9\% | 30 | 28.0\% | 28 | 26.0\% | 13 | 26.0\% | 13 |
| 21-30 minutes | 13.0\% | 26 | 7.4\% | 5 | 15.9\% | 21 | 5.6\% | 3 | 19.6\% | 11 | 13.3\% | 12 | 11.9\% | 10 | 13.8\% | 16 | 22.0\% | 22 | 6.0\% | 3 | 2.0\% | 1 |
| 31-45 minutes | 12.0\% | 24 | 13.2\% | 9 | 11.4\% | 15 | 11.1\% | 6 | 5.4\% | 3 | 16.7\% | 15 | 10.7\% | 9 | 12.9\% | 15 | 20.0\% | 20 | 0.0\% | 0 | 8.0\% | 4 |
| 46+ minutes | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 3.7\% | 2 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 2.6\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 15.14 |  | 15.12 |  | 15.15 |  | 13.93 |  | 13.32 |  | 17.00 |  | 14.26 |  | 15.78 |  | 20.60 |  | 8.80 |  | 10.56 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Mean score [Very easy=2, Quite easy=1, Neiterh easy nor difficult=0, Quite difficult=-1, Very difficult=-2]
Q14 How easy was it to find a car parking place today?
Those who mentioned car at Q12

| Very easy | $23.0 \%$ | 20 | $4.3 \%$ | 1 | $29.7 \%$ | 19 | $14.3 \%$ | 3 | $24.2 \%$ | 8 | $27.3 \%$ | 9 | $31.6 \%$ | 12 | $16.3 \%$ | 8 | $17.1 \%$ | 6 | $27.8 \%$ | 5 | $26.5 \%$ |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Quite easy | $33.3 \%$ | 29 | $47.8 \%$ | 11 | $28.1 \%$ | 18 | $33.3 \%$ | 7 | $24.2 \%$ | 8 | $42.4 \%$ | 14 | $31.6 \%$ | 12 | $34.7 \%$ | 17 | $45.7 \%$ | 16 | $22.2 \%$ | 4 | $26.5 \%$ | 9 |
| Neither easy nor difficult | $23.0 \%$ | 20 | $30.4 \%$ | 7 | $20.3 \%$ | 13 | $33.3 \%$ | 7 | $27.3 \%$ | 9 | $12.1 \%$ | 4 | $21.1 \%$ | 8 | $24.5 \%$ | 12 | $25.7 \%$ | 9 | $27.8 \%$ | 5 | $17.6 \%$ | 6 |
| Quite difficult | $6.9 \%$ | 6 | $4.3 \%$ | 1 | $7.8 \%$ | 5 | $4.8 \%$ | 1 | $9.1 \%$ | 3 | $6.1 \%$ | 2 | $5.3 \%$ | 2 | $8.2 \%$ | 4 | $5.7 \%$ | 2 | $11.1 \%$ | 2 | $5.9 \%$ | 2 |
| Very difficult | $1.1 \%$ | 1 | $4.3 \%$ | 1 | $0.0 \%$ | 0 | $4.8 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 | $0.0 \%$ | 0 | $5.6 \%$ | 1 | $0.0 \%$ | 0 |
| (Don't know) | $12.6 \%$ | 11 | $8.7 \%$ | 2 | $14.1 \%$ | 9 | $9.5 \%$ | 2 | $15.2 \%$ | 5 | $12.1 \%$ | 4 | $10.5 \%$ | 4 | $14.3 \%$ | 7 | $5.7 \%$ | 2 | $5.6 \%$ | 1 | $23.5 \%$ | 8 |
| Mean: |  | 0.80 |  | 0.48 |  | 0.93 |  | 0.53 |  | 0.75 |  | 1.03 |  | 1.00 | 0.64 | 0.79 | 0.59 | 0.96 |  |  |  |  |
| Base: |  | 87 |  | 23 |  | 64 |  | 21 |  | 33 |  | 33 |  | 38 | 49 | 35 | 18 | 34 |  |  |  |  |


| Total | Male | Female | $18-34$ | $35-54$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q15 Where did you park today? [MR]
Those who mentioned car at Q12

| Castle Row car park, Canterbury | 1.1\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Holmans Meadow car park, Canterbury | 1.1\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Northgate car park, Canterbury | 4.6\% | 4 | 0.0\% | 0 | 6.3\% | 4 | 0.0\% | 0 | 3.0\% | 1 | 9.1\% | 3 | 0.0\% | 0 | 8.2\% | 4 | 11.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Pound Lane car park, Canterbury | 2.3\% | 2 | 0.0\% | 0 | 3.1\% | 2 | 4.8\% | 1 | 3.0\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 2.0\% | 1 | 5.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Queningate car park, Canterbury | 1.1\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Rosemary Lane car park, Canterbury | 1.1\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Watling Street car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| West Station car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitefriars car park, Canterbury | 8.0\% | 7 | 4.3\% | 1 | 9.4\% | 6 | 14.3\% | 3 | 3.0\% | 1 | 9.1\% | 3 | 7.9\% | 3 | 8.2\% | 4 | 20.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| East Quay car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gorrell Tank car park, Whitstable | 2.3\% | 2 | 0.0\% | 0 | 3.1\% | 2 | 0.0\% | 0 | 6.1\% | 2 | 0.0\% | 0 | 2.6\% | 1 | 2.0\% | 1 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 |
| Harbour, Whitstable | 1.1\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 |
| Middle Wall car park, Whitstable | 2.3\% | 2 | 0.0\% | 0 | 3.1\% | 2 | 0.0\% | 0 | 3.0\% | 1 | 3.0\% | 1 | 0.0\% | 0 | 4.1\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 |
| Seafront, Whitstable | 1.1\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 |
| Shaftesbury Road car park, Whitstable | 1.1\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 |
| Victoria Street car park, Whitstable | 2.3\% | 2 | 0.0\% | 0 | 3.1\% | 2 | 4.8\% | 1 | 3.0\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 2.0\% | 1 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 |
| Whitstable Station car park (North side) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Station car park (South side) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Beach Street car park, Herne Bay | 5.7\% | 5 | 4.3\% | 1 | 6.3\% | 4 | 0.0\% | 0 | 6.1\% | 2 | 9.1\% | 3 | 5.3\% | 2 | 6.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 14.7\% | 5 |
| Hampton Pier, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Station car park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market Street car park, Herne Bay | 3.4\% | 3 | 0.0\% | 0 | 4.7\% | 3 | 4.8\% | 1 | 0.0\% | 0 | 6.1\% | 2 | 7.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.8\% | 3 |
| Swalecliffe Avenue car park, Herne Bay | 1.1\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Abode Canterbury | 1.1\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |



## Mean score [minutes]

## Q16 Approximately how much time will you spend in the shopping area in Canterbury / Whitstable / Herne Bay today?

| 0-15 minutes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 16-30 minutes | 6.0\% | 12 | 5.9\% | 4 | 6.1\% | 8 | 7.4\% | 4 | 7.1\% | 4 | 4.4\% | 4 | 7.1\% | 6 | 5.2\% | 6 | 7.0\% | 7 | 6.0\% | 3 | 4.0\% | 2 |
| 31 minutes - 1 hour | 23.5\% | 47 | 16.2\% | 11 | 27.3\% | 36 | 24.1\% | 13 | 21.4\% | 12 | 24.4\% | 22 | 19.0\% | 16 | 26.7\% | 31 | 19.0\% | 19 | 48.0\% | 24 | 8.0\% | 4 |
| More than 1 hour, but less than $11 / 2$ hours | 16.5\% | 33 | 14.7\% | 10 | 17.4\% | 23 | 13.0\% | 7 | 17.9\% | 10 | 17.8\% | 16 | 20.2\% | 17 | 13.8\% | 16 | 12.0\% | 12 | 24.0\% | 12 | 18.0\% | 9 |
| More than $11 / 2$ hours, but less than 2 hours | 14.5\% | 29 | 16.2\% | 11 | 13.6\% | 18 | 7.4\% | 4 | 14.3\% | 8 | 18.9\% | 17 | 13.1\% | 11 | 15.5\% | 18 | 14.0\% | 14 | 8.0\% | 4 | 22.0\% | 11 |
| More than 2 hours, but less than 3 hours | 17.0\% | 34 | 23.5\% | 16 | 13.6\% | 18 | 16.7\% | 9 | 14.3\% | 8 | 18.9\% | 17 | 19.0\% | 16 | 15.5\% | 18 | 18.0\% | 18 | 12.0\% | 6 | 20.0\% | 10 |
| 3 hours or more | 18.0\% | 36 | 16.2\% | 11 | 18.9\% | 25 | 25.9\% | 14 | 23.2\% | 13 | 10.0\% | 9 | 15.5\% | 13 | 19.8\% | 23 | 24.0\% | 24 | 2.0\% | 1 | 22.0\% | 11 |
| (Don't know) | 4.5\% | 9 | 7.4\% | 5 | 3.0\% | 4 | 5.6\% | 3 | 1.8\% | 1 | 5.6\% | 5 | 6.0\% | 5 | 3.4\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 6.0\% | 3 |
| Mean: |  | 7.73 |  | 14.35 |  | 04.48 |  | 15.96 |  | 11.89 |  | 00.11 |  | 06.59 |  | 08.54 |  | 18.40 |  | 71.61 |  | 124.83 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

## Mean score [times per year, those who do visit]

## Q17 How often do you come to the centre?

| Daily | 11.5\% | 23 | 10.3\% | 7 | 12.1\% | 16 | 16.7\% | 9 | 8.9\% | 5 | 10.0\% | 9 | 13.1\% | 11 | 10.3\% | 12 | 9.0\% | 9 | 20.0\% | 10 | 8.0\% |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Several times a week | 34.5\% | 69 | 39.7\% | 27 | 31.8\% | 42 | 37.0\% | 20 | 41.1\% | 23 | 28.9\% | 26 | 39.3\% | 33 | 31.0\% | 36 | 31.0\% | 31 | 42.0\% | 21 | 34.0\% |  |
| Once a week | 17.5\% | 35 | 16.2\% | 11 | 18.2\% | 24 | 18.5\% | 10 | 16.1\% | 9 | 17.8\% | 16 | 14.3\% | 12 | 19.8\% | 23 | 14.0\% | 14 | 24.0\% | 12 | 18.0\% | 9 |
| Once every 2 to 3 weeks | 8.5\% | 17 | 7.4\% | 5 | 9.1\% | 12 | 5.6\% | 3 | 7.1\% | 4 | 11.1\% | 10 | 7.1\% | 6 | 9.5\% | 11 | 9.0\% | 9 | 6.0\% | 3 | 10.0\% | 5 |
| Monthly | 10.0\% | 20 | 8.8\% | 6 | 10.6\% | 14 | 14.8\% | 8 | 8.9\% | 5 | 7.8\% | 7 | 4.8\% | 4 | 13.8\% | 16 | 14.0\% | 14 | 8.0\% | 4 | 4.0\% | 2 |
| Once a quarter | 4.5\% | 9 | 5.9\% | 4 | 3.8\% | 5 | 1.9\% | 1 | 5.4\% | 3 | 5.6\% | 5 | 3.6\% | 3 | 5.2\% | 6 | 4.0\% | 4 | 0.0\% | 0 | 10.0\% | 5 |
| Less often than once a quarter | 7.0\% | 14 | 2.9\% | 2 | 9.1\% | 12 | 1.9\% | 1 | 8.9\% | 5 | 8.9\% | 8 | 10.7\% | 9 | 4.3\% | 5 | 11.0\% | 11 | 0.0\% | 0 | 6.0\% | 3 |
| First time today | 4.0\% | 8 | 4.4\% | 3 | 3.8\% | 5 | 1.9\% | 1 | 1.8\% | 1 | 6.7\% | 6 | 2.4\% | 2 | 5.2\% | 6 | 5.0\% | 5 | 0.0\% | 0 | 6.0\% | 3 |
| (Don't know / varies) | 2.5\% | 5 | 4.4\% | 3 | 1.5\% | 2 | 1.9\% | 1 | 1.8\% | 1 | 3.3\% | 3 | 4.8\% | 4 | 0.9\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 4.0\% | 2 |
| Mean: |  | 9.33 |  | 7.51 |  | 25.24 |  | 3.36 |  | 1.64 |  | 3.23 |  | 46.29 |  | 7.53 |  | 11.88 |  | 5.00 |  |  |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  |  |

Q18 What do you like about shopping in Canterbury / Whitstable / Herne Bay ? [MR]

| Cheap parking | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 3.0\% | 6 | 2.9\% | 2 | 3.0\% | 4 | 1.9\% | 1 | 0.0\% | 0 | 5.6\% | 5 | 2.4\% | 2 | 3.4\% | 4 | 4.0\% | 4 | 2.0\% | 1 | 2.0\% | 1 |
| Close to friends / relatives | 12.5\% | 25 | 14.7\% | 10 | 11.4\% | 15 | 14.8\% | 8 | 8.9\% | 5 | 13.3\% | 12 | 15.5\% | 13 | 10.3\% | 12 | 7.0\% | 7 | 24.0\% | 12 | 12.0\% | 6 |
| Competitive prices | 7.5\% | 15 | 11.8\% | 8 | 5.3\% | 7 | 11.1\% | 6 | 7.1\% | 4 | 5.6\% | 5 | 7.1\% | 6 | 7.8\% | 9 | 12.0\% | 12 | 4.0\% | 2 | 2.0\% | 1 |
| Easy parking | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 1.9\% | 1 | 1.8\% | 1 | 2.2\% | 2 | 0.0\% | 0 | 3.4\% | 4 | 2.0\% | 2 | 2.0\% | 1 | 2.0\% | 1 |
| Evening entertainment | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | , | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Feels safe | 11.0\% | 22 | 8.8\% | 6 | 12.1\% | 16 | 5.6\% | 3 | 10.7\% | 6 | 14.4\% | 13 | 10.7\% | 9 | 11.2\% | 13 | 11.0\% | 11 | 12.0\% | 6 | 10.0\% | 5 |
| Financial services (banks / building societies, etc.) | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 0.0\% | 0 | 5.4\% | 3 | 3.3\% | 3 | 2.4\% | 2 | 3.4\% | 4 | 1.0\% | 1 | 10.0\% | 5 | 0.0\% | 0 |
| Free parking | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Good public transport links | 6.5\% | 13 | 7.4\% | 5 | 6.1\% | 8 | 11.1\% | 6 | 5.4\% | 3 | 4.4\% | 4 | 3.6\% | 3 | 8.6\% | 10 | 11.0\% | 11 | 4.0\% | 2 | 0.0\% | 0 |
| Leisure facilities (PLEASE WRITE IN e.g. pubs / restaurants / cinemas / etc.) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near / convenient | 29.5\% | 59 | 25.0\% | 17 | 31.8\% | 42 | 18.5\% | 10 | 35.7\% | 20 | 32.2\% | 29 | 29.8\% | 25 | 29.3\% | 34 | 24.0\% | 24 | 44.0\% | 22 | 26.0\% | 13 |
| Particular foodstore (PLEASE WRITE IN STORE NAME) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 19.0\% | 38 | 25.0\% | 17 | 15.9\% | 21 | 13.0\% | 7 | 21.4\% | 12 | 21.1\% | 19 | 19.0\% | 16 | 19.0\% | 22 | 26.0\% | 26 | 6.0\% | 3 | 18.0\% | 9 |
| Selection / choice multiple shops | 25.5\% | 51 | 17.6\% | 12 | 29.5\% | 39 | 33.3\% | 18 | 25.0\% | 14 | 21.1\% | 19 | 26.2\% | 22 | 25.0\% | 29 | 44.0\% | 44 | 10.0\% | 5 | 4.0\% | 2 |
| Selection / choice of independent shops | 28.5\% | 57 | 23.5\% | 16 | 31.1\% | 41 | 22.2\% | 12 | 33.9\% | 19 | 28.9\% | 26 | 31.0\% | 26 | 26.7\% | 31 | 25.0\% | 25 | 38.0\% | 19 | 26.0\% | 13 |
| Market | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 3.7\% | 2 | 1.8\% | , | 1.1\% | 1 | 2.4\% | 2 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 4.0\% | 2 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 1.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 |
| Bowling | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Gym | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% |  | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| It's friendly | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| It's quiet | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Marks \& Spencer | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Marlowe Theatre | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% |  | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Pier Café | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Pleasant | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pubs | 1.5\% | 3 | 4.4\% | 3 | 0.0\% | 0 | 3.7\% | 2 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 1.7\% | 2 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Quaint \& quirky | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| The history | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 2.4\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| The Pier | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | , | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| (Nothing at all) | 10.5\% | 21 | 13.2\% | 9 | 9.1\% | 12 | 18.5\% | 10 | 7.1\% | 4 | 7.8\% | 7 | 9.5\% | 8 | 11.2\% | 13 | 7.0\% | 7 | 4.0\% | 2 | 24.0\% | 12 |
| (Don't know) | 3.5\% | 7 | 5.9\% | 4 | 2.3\% | 3 | 0.0\% | 0 | 5.4\% | 3 | 4.4\% | 4 | 2.4\% | 2 | 4.3\% | 5 | 5.0\% | 5 | 0.0\% | 0 | 4.0\% | 2 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Total Male Female $18-\mathbf{1 8} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q19 What do you dislike about shopping in Canterbury / Whitstable / Herne Bay ? [MR]

| Alternative facilities more accessible | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 1.9\% | 1 | 1.8\% | 1 | 2.2\% | 2 | 1.2\% | 1 | 2.6\% | 3 | 0.0\% | 0 | 2.0\% | 1 | 6.0\% | 3 |
| Car parking cost | 14.5\% | 29 | 11.8\% | 8 | 15.9\% | 21 | 11.1\% | 6 | 23.2\% | 13 | 11.1\% | 10 | 16.7\% | 14 | 12.9\% | 15 | 18.0\% | 18 | 20.0\% | 10 | 2.0\% | 1 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed not available there | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| It does not cater for the disabled | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Lack of car parking | 7.0\% | 14 | 8.8\% | 6 | 6.1\% | 8 | 7.4\% | 4 | 12.5\% | 7 | 3.3\% | 3 | 9.5\% | 8 | 5.2\% | 6 | 8.0\% | 8 | 12.0\% | 6 | 0.0\% | 0 |
| Lack of choice of facilities | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | , | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Paying for parking | 5.0\% | 10 | 4.4\% | 3 | 5.3\% | 7 | 3.7\% | 2 | 8.9\% | 5 | 3.3\% | 3 | 7.1\% | 6 | 3.4\% | 4 | 7.0\% | 7 | 4.0\% | 2 | 2.0\% | 1 |
| Perception of safety | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 0.0\% | 0 | 1.8\% | 1 | 3.3\% | 3 | 2.4\% | 2 | 1.7\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 2.0\% | 1 |
| Poor choice of food / convenience store | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of pubs / bars | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of cafes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of retaurants | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 1.9\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 2.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Poor choice of multiple shops | 6.5\% | 13 | 2.9\% | 2 | 8.3\% | 11 | 3.7\% | 2 | 12.5\% | 7 | 4.4\% | 4 | 6.0\% | 5 | 6.9\% | 8 | 2.0\% | 2 | 2.0\% | 1 | 20.0\% | 10 |
| Poor range of inependent shops | 3.5\% | 7 | 4.4\% | 3 | 3.0\% | 4 | 3.7\% | 2 | 5.4\% | 3 | 2.2\% | 2 | 3.6\% | 3 | 3.4\% | 4 | 3.0\% | 3 | 8.0\% | 4 | 0.0\% | 0 |
| Too busy | 18.0\% | 36 | 19.1\% | 13 | 17.4\% | 23 | 29.6\% | 16 | 14.3\% | 8 | 13.3\% | 12 | 20.2\% | 17 | 16.4\% | 19 | 26.0\% | 26 | 20.0\% | 10 | 0.0\% | 0 |
| Too expensive | 8.0\% | 16 | 13.2\% | 9 | 5.3\% | 7 | 18.5\% | 10 | 3.6\% | 2 | 4.4\% | 4 | 7.1\% | 6 | 8.6\% | 10 | 16.0\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| No particular reason - I just do not like it | 12.5\% | 25 | 13.2\% | 9 | 12.1\% | 16 | 11.1\% | 6 | 8.9\% | 5 | 15.6\% | 14 | 6.0\% | 5 | 17.2\% | 20 | 3.0\% | 3 | 32.0\% | 16 | 12.0\% | 6 |
| Kids | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 2.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 |
| Litter | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Too many cheap shops | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 1.9\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 |
| Too many empty shops | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 0.0\% | 0 | 1.8\% | 1 | 2.2\% | 2 | 1.2\% | , | 1.7\% | 2 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Too much traffic | 4.0\% | 8 | 1.5\% | 1 | 5.3\% | 7 | 0.0\% | 0 | 5.4\% | 3 | 5.6\% | 5 | 6.0\% | 5 | 2.6\% | 3 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Too quiet | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tourists | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 29.5\% | 59 | 36.8\% | 25 | 25.8\% | 34 | 27.8\% | 15 | 19.6\% | 11 | 36.7\% | 33 | 27.4\% | 23 | 31.0\% | 36 | 33.0\% | 33 | 2.0\% | 1 | 50.0\% | 25 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Total Male Female 18 -34 $\quad$ 35-54 $\quad$ 55 + $\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q20 What type of retail or service provision would persuade you to shop in the Town centre more often? [MR]

| Foodstore | 9.0\% | 18 | 7.4\% | 5 | 9.8\% | 13 | 13.0\% | 7 | 5.4\% | 3 | 8.9\% | 8 | 8.3\% | 7 | 9.5\% | 11 | 15.0\% | 15 | 4.0\% | 2 | 2.0\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ladies clothing shops | 19.5\% | 39 | 5.9\% | 4 | 26.5\% | 35 | 14.8\% | 8 | 23.2\% | 13 | 20.0\% | 18 | 21.4\% | 18 | 18.1\% | 21 | 12.0\% | 12 | 22.0\% | 11 | 32.0\% | 16 |
| Ladies shoe shops | 11.5\% | 23 | 4.4\% | 3 | 15.2\% | 20 | 16.7\% | 9 | 14.3\% | 8 | 6.7\% | 6 | 13.1\% | 11 | 10.3\% | 12 | 6.0\% | 6 | 22.0\% | 11 | 12.0\% | 6 |
| Gents clothing shops | 8.0\% | 16 | 17.6\% | 12 | 3.0\% | 4 | 9.3\% | 5 | 12.5\% | 7 | 4.4\% | 4 | 9.5\% | 8 | 6.9\% | 8 | 5.0\% | 5 | 12.0\% | 6 | 10.0\% | 5 |
| Gents shoe shops | 4.0\% | 8 | 2.9\% | 2 | 4.5\% | 6 | 3.7\% | 2 | 8.9\% | 5 | 1.1\% | 1 | 3.6\% | 3 | 4.3\% | 5 | 1.0\% | 1 | 10.0\% | 5 | 4.0\% | 2 |
| Children's clothing shops | 5.0\% | 10 | 1.5\% | 1 | 6.8\% | 9 | 7.4\% | 4 | 10.7\% | 6 | 0.0\% | 0 | 8.3\% | 7 | 2.6\% | 3 | 2.0\% | 2 | 4.0\% | 2 | 12.0\% | 6 |
| Children's shoe shops | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 5.6\% | 3 | 3.6\% | 2 | 1.1\% | 1 | 6.0\% | 5 | 0.9\% | 1 | 0.0\% | 0 | 6.0\% | 3 | 6.0\% | 3 |
| Youth fashion shops | 6.0\% | 12 | 5.9\% | 4 | 6.1\% | 8 | 13.0\% | 7 | 5.4\% | 3 | 2.2\% | 2 | 6.0\% | 5 | 6.0\% | 7 | 0.0\% | 0 | 18.0\% | 9 | 6.0\% | 3 |
| Electrical retailer shops | 5.0\% | 10 | 4.4\% | 3 | 5.3\% | 7 | 3.7\% | 2 | 7.1\% | 4 | 4.4\% | 4 | 4.8\% | 4 | 5.2\% | 6 | 1.0\% | 1 | 14.0\% | 7 | 4.0\% | 2 |
| DIY and hardware shops | 3.0\% | 6 | 2.9\% | 2 | 3.0\% | 4 | 1.9\% | 1 | 0.0\% | 0 | 5.6\% | 5 | 2.4\% | 2 | 3.4\% | 4 | 4.0\% | 4 | 0.0\% | 0 | 4.0\% | 2 |
| CDs / DVDs / computer game shops | 4.0\% | 8 | 4.4\% | 3 | 3.8\% | 5 | 9.3\% | 5 | 5.4\% | 3 | 0.0\% | 0 | 2.4\% | 2 | 5.2\% | 6 | 7.0\% | 7 | 0.0\% | 0 | 2.0\% | 1 |
| Major household appliance shops | 4.5\% | 9 | 4.4\% | 3 | 4.5\% | 6 | 3.7\% | 2 | 7.1\% | 4 | 3.3\% | 3 | 3.6\% | 3 | 5.2\% | 6 | 6.0\% | 6 | 4.0\% | 2 | 2.0\% | 1 |
| Sports shops | 6.0\% | 12 | 8.8\% | 6 | 4.5\% | 6 | 11.1\% | 6 | 10.7\% | 6 | 0.0\% | 0 | 6.0\% | 5 | 6.0\% | 7 | 8.0\% | 8 | 8.0\% | 4 | 0.0\% | 0 |
| Book shops | 6.0\% | 12 | 4.4\% | 3 | 6.8\% | 9 | 5.6\% | 3 | 7.1\% | 4 | 5.6\% | 5 | 4.8\% | 4 | 6.9\% | 8 | 6.0\% | 6 | 10.0\% | 5 | 2.0\% | 1 |
| Post office | 7.0\% | 14 | 5.9\% | 4 | 7.6\% | 10 | 9.3\% | 5 | 8.9\% | 5 | 4.4\% | 4 | 4.8\% | 4 | 8.6\% | 10 | 6.0\% | 6 | 16.0\% | 8 | 0.0\% | 0 |
| Professional and Financial Services | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 0.0\% | 0 | 3.6\% | 2 | 2.2\% | 2 | 0.0\% | 0 | 3.4\% | 4 | 1.0\% | 1 | 6.0\% | 3 | 0.0\% | 0 |
| Council offices | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chain stores | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Fun play for children | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 1.7\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| More police | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| (None) | 46.0\% | 92 | 54.4\% | 37 | 41.7\% | 55 | 40.7\% | 22 | 35.7\% | 20 | 55.6\% | 50 | 44.0\% | 37 | 47.4\% | 55 | 50.0\% | 50 | 38.0\% | 19 | 46.0\% | 23 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Mean score [times per year, those who do visit]
Q21 How frequently do you visit the market in the Town Centre?

| Several times a week | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Once a week | 8.5\% | 17 | 7.4\% | 5 | 9.1\% | 12 | 5.6\% | 3 | 7.1\% | 4 | 11.1\% | 10 | 9.5\% | 8 | 7.8\% | 9 | 8.0\% | 8 | 8.0\% | 4 | 10.0\% | 5 |
| Once every 2 to 3 weeks | 9.0\% | 18 | 16.2\% | 11 | 5.3\% | 7 | 11.1\% | 6 | 12.5\% | 7 | 5.6\% | 5 | 4.8\% | 4 | 12.1\% | 14 | 10.0\% | 10 | 4.0\% | 2 | 12.0\% | 6 |
| Monthly | 13.5\% | 27 | 14.7\% | 10 | 12.9\% | 17 | 18.5\% | 10 | 8.9\% | 5 | 13.3\% | 12 | 13.1\% | 11 | 13.8\% | 16 | 19.0\% | 19 | 12.0\% | 6 | 4.0\% | 2 |
| Once a quarter | 2.5\% | 5 | 1.5\% | 1 | 3.0\% | 4 | 1.9\% | 1 | 1.8\% | 1 | 3.3\% | 3 | 1.2\% | 1 | 3.4\% | 4 | 4.0\% | 4 | 2.0\% | 1 | 0.0\% | 0 |
| Less often than once a quarter | 12.5\% | 25 | 5.9\% | 4 | 15.9\% | 21 | 3.7\% | 2 | 17.9\% | 10 | 14.4\% | 13 | 16.7\% | 14 | 9.5\% | 11 | 12.0\% | 12 | 24.0\% | 12 | 2.0\% | 1 |
| First time today | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 0.0\% | 0 | 3.6\% | 2 | 2.2\% | 2 | 4.8\% | 4 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 4.0\% | 2 |
| Never | 33.0\% | 66 | 38.2\% | 26 | 30.3\% | 40 | 46.3\% | 25 | 23.2\% | 13 | 31.1\% | 28 | 32.1\% | 27 | 33.6\% | 39 | 31.0\% | 31 | 48.0\% | 24 | 22.0\% | 11 |
| (Varies) | 18.0\% | 36 | 14.7\% | 10 | 19.7\% | 26 | 13.0\% | 7 | 23.2\% | 13 | 17.8\% | 16 | 17.9\% | 15 | 18.1\% | 21 | 12.0\% | 12 | 2.0\% | 1 | 46.0\% | 23 |
| Mean: |  | 21.00 |  | 19.16 |  | 21.89 |  | 18.36 |  | 21.40 |  | 22.00 |  | 15.81 |  | 24.89 |  | 22.84 |  | 13.92 |  | 25.50 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |


| Total | Male | Female | $18-34$ | $35-54$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q22 Which market do you normally visit? [MR]
Those who mentioned a market at Q21

| Canterbury High Street Market | 49.3\% | 66 | 59.5\% | 25 | 44.6\% | 41 | 69.0\% | 20 | 46.5\% | 20 | 41.9\% | 26 | 47.4\% | 27 | 50.6\% | 39 | 88.4\% | 61 | 19.2\% | 5 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| The Goods Shed Farmers Market, Canterbury | 6.0\% | 8 | 7.1\% | 3 | 5.4\% | 5 | 6.9\% | 2 | 4.7\% | 2 | 6.5\% | 4 | 5.3\% | 3 | 6.5\% | 5 | 10.1\% | 7 | 0.0\% | 0 | 2.6\% | 1 |
| Herne Bay Market, Mortimer Street | 27.6\% | 37 | 31.0\% | 13 | 26.1\% | 24 | 20.7\% | 6 | 25.6\% | 11 | 32.3\% | 20 | 31.6\% | 18 | 24.7\% | 19 | 7.2\% | 5 | 11.5\% | 3 | 74.4\% | 29 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 3.0\% | 4 | 4.8\% | 2 | 2.2\% | 2 | 3.4\% | 1 | 2.3\% | 1 | 3.2\% | 2 | 1.8\% | 1 | 3.9\% | 3 | 1.4\% | 1 | 7.7\% | 2 | 2.6\% | 1 |
| Lions Boot Fair, Herne Bay | 7.5\% | 10 | 11.9\% | 5 | 5.4\% | 5 | 0.0\% | 0 | 11.6\% | 5 | 8.1\% | 5 | 1.8\% | 1 | 11.7\% | 9 | 1.4\% | 1 | 3.8\% | 1 | 20.5\% | 8 |
| Whitstable Farmers Market, St Mary's Hall | 14.2\% | 19 | 7.1\% | 3 | 17.4\% | 16 | 0.0\% | 0 | 18.6\% | 8 | 17.7\% | 11 | 15.8\% | 9 | 13.0\% | 10 | 0.0\% | 0 | 65.4\% | 17 | 5.1\% | 2 |
| Whitstable Fish Market, Whitstable Harbour | 11.9\% | 16 | 0.0\% | 0 | 17.4\% | 16 | 0.0\% | 0 | 14.0\% | 6 | 16.1\% | 10 | 12.3\% | 7 | 11.7\% | 9 | 2.9\% | 2 | 42.3\% | 11 | 7.7\% | 3 |
| Whitstable Market, Gorrell Tank Car Park | 11.2\% | 15 | 2.4\% | 1 | 15.2\% | 14 | 6.9\% | 2 | 18.6\% | 8 | 8.1\% | 5 | 12.3\% | 7 | 10.4\% | 8 | 5.8\% | 4 | 38.5\% | 10 | 2.6\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 9.0\% | 12 | 2.4\% | 1 | 12.0\% | 11 | 3.4\% | 1 | 11.6\% | 5 | 9.7\% | 6 | 7.0\% | 4 | 10.4\% | 8 | 8.7\% | 6 | 3.8\% | 1 | 12.8\% | 5 |
| Faversham Market | 0.7\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Gillingham Market | 0.7\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Market | 0.7\% | 1 | 2.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Romford Market | 0.7\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 1.3\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Woolwich Market | 1.5\% | 2 | 0.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 | 2.3\% | 1 | 1.6\% | 1 | 1.8\% | 1 | 1.3\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 2.6\% | 1 |
| Base: |  | 134 |  | 42 |  | 92 |  | 29 |  | 43 |  | 62 |  | 57 |  | 77 |  | 69 |  | 26 |  | 39 |

Q23 What is your opinion of the quality of the market in the Town Centre?

| Good quality | 16.5\% | 33 | 16.2\% | 11 | 16.7\% | 22 | 14.8\% | 8 | 12.5\% | 7 | 20.0\% | 18 | 13.1\% | 11 | 19.0\% | 22 | 21.0\% | 21 | 6.0\% | 3 | 18.0\% | 9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Average (neither good nor poor) | 38.5\% | 77 | 41.2\% | 28 | 37.1\% | 49 | 37.0\% | 20 | 48.2\% | 27 | 33.3\% | 30 | 46.4\% | 39 | 32.8\% | 38 | 40.0\% | 40 | 28.0\% | 14 | 46.0\% | 23 |
| Poor quality | 10.5\% | 21 | 7.4\% | 5 | 12.1\% | 16 | 5.6\% | 3 | 12.5\% | 7 | 12.2\% | 11 | 9.5\% | 8 | 11.2\% | 13 | 7.0\% | 7 | 18.0\% | 9 | 10.0\% | 5 |
| (Don't know) | 34.5\% | 69 | 35.3\% | 24 | 34.1\% | 45 | 42.6\% | 23 | 26.8\% | 15 | 34.4\% | 31 | 31.0\% | 26 | 37.1\% | 43 | 32.0\% | 32 | 48.0\% | 24 | 26.0\% | 13 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Total Male Female $18-\mathbf{1 8} \quad$ 35-54 $\quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q24 What improvements to the quality and range of the market would persuade you or your household to visit the Town Centre Market more often? [MR]

| Improve location (relocation) | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 3.3\% | 3 | 1.2\% | 1 | 2.6\% | 3 | 1.0\% | 1 | 6.0\% | 3 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve advertisements (increase publicity of market events) | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improve range of goods | 22.0\% | 44 | 17.6\% | 12 | 24.2\% | 32 | 16.7\% | 9 | 28.6\% | 16 | 21.1\% | 19 | 23.8\% | 20 | 20.7\% | 24 | 18.0\% | 18 | 26.0\% | 13 | 26.0\% | 13 |
| Improve quality of goods | 9.5\% | 19 | 4.4\% | 3 | 12.1\% | 16 | 7.4\% | 4 | 14.3\% | 8 | 7.8\% | 7 | 10.7\% | 9 | 8.6\% | 10 | 4.0\% | 4 | 16.0\% | 8 | 14.0\% | 7 |
| Improve quality / appearance of market stalls / market hall | 10.5\% | 21 | 2.9\% | 2 | 14.4\% | 19 | 11.1\% | 6 | 14.3\% | 8 | 7.8\% | 7 | 10.7\% | 9 | 10.3\% | 12 | 5.0\% | 5 | 18.0\% | 9 | 14.0\% | 7 |
| Hold more specialist/themed market events (i.e. food fairs, farmers markets, antique fairs, continental, recycling, vintage, thrift etc.) | 25.5\% | 51 | 20.6\% | 14 | 28.0\% | 37 | 27.8\% | 15 | 26.8\% | 15 | 23.3\% | 21 | 23.8\% | 20 | 26.7\% | 31 | 28.0\% | 28 | 20.0\% | 10 | 26.0\% | 13 |
| Increase number of market stalls | 26.5\% | 53 | 23.5\% | 16 | 28.0\% | 37 | 24.1\% | 13 | 32.1\% | 18 | 24.4\% | 22 | 23.8\% | 20 | 28.4\% | 33 | 28.0\% | 28 | 38.0\% | 19 | 12.0\% | 6 |
| Reduce the rent charges | 1.5\% | 3 | 4.4\% | 3 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 1.7\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 2.0\% | 1 |
| Have an outside (street) market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Evening market | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Local stalls | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Stop charging to get into Markets | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| (Don't know) | 31.5\% | 63 | 38.2\% | 26 | 28.0\% | 37 | 38.9\% | 21 | 19.6\% | 11 | 34.4\% | 31 | 34.5\% | 29 | 29.3\% | 34 | 40.0\% | 40 | 8.0\% | 4 | 38.0\% | 19 |
| (Nothing / Nothing else) | 10.5\% | 21 | 13.2\% | 9 | 9.1\% | 12 | 11.1\% | 6 | 10.7\% | 6 | 10.0\% | 9 | 8.3\% | 7 | 12.1\% | 14 | 9.0\% | 9 | 8.0\% | 4 | 16.0\% | 8 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Q25 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes ?

| Yes | $77.5 \%$ | 155 | $75.0 \%$ | 51 | $78.8 \%$ | 104 | $75.9 \%$ | 41 | $82.1 \%$ | 46 | $75.6 \%$ | 68 | $83.3 \%$ | 70 | $73.3 \%$ | 85 | $83.0 \%$ | 83 | $62.0 \%$ | 31 | $82.0 \%$ | 41 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $22.5 \%$ | 45 | $25.0 \%$ | 17 | $21.2 \%$ | 28 | $24.1 \%$ | 13 | $17.9 \%$ | 10 | $24.4 \%$ | 22 | $16.7 \%$ | 14 | $26.7 \%$ | 31 | $17.0 \%$ | 17 | $38.0 \%$ | 19 | $18.0 \%$ | 9 |
| Base: |  | 200 | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 | 100 |  | 50 |  | 50 |  |  |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $\mathbf{5 5}+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q26 What do you do in Canterbury / Whitstable / Herne Bay for leisure purposes ? [MR]
Those who said Yes at Q25

| Sports / fitness facilities | 9.7\% | 15 | 15.7\% | 8 | 6.7\% | 7 | 19.5\% | 8 | 10.9\% | 5 | 2.9\% | 2 | 14.3\% | 10 | 5.9\% | 5 | 8.4\% | 7 | 22.6\% | 7 | 2.4\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Pubs / bars | 34.2\% | 53 | 45.1\% | 23 | 28.8\% | 30 | 56.1\% | 23 | 28.3\% | 13 | 25.0\% | 17 | 31.4\% | 22 | 36.5\% | 31 | 31.3\% | 26 | 38.7\% | 12 | 36.6\% | 15 |
| Restaurants | 40.6\% | 63 | 29.4\% | 15 | 46.2\% | 48 | 22.0\% | 9 | 54.3\% | 25 | 42.6\% | 29 | 52.9\% | 37 | 30.6\% | 26 | 26.5\% | 22 | 67.7\% | 21 | 48.8\% | 20 |
| Cafes | 40.0\% | 62 | 41.2\% | 21 | 39.4\% | 41 | 26.8\% | 11 | 34.8\% | 16 | 51.5\% | 35 | 40.0\% | 28 | 40.0\% | 34 | 33.7\% | 28 | 41.9\% | 13 | 51.2\% | 21 |
| Services (eg. cash tills) | 12.3\% | 19 | 13.7\% | 7 | 11.5\% | 12 | 14.6\% | 6 | 15.2\% | 7 | 8.8\% | 6 | 15.7\% | 11 | 9.4\% | 8 | 10.8\% | 9 | 19.4\% | 6 | 9.8\% | 4 |
| Takeaway food | 16.1\% | 25 | 15.7\% | 8 | 16.3\% | 17 | 22.0\% | 9 | 32.6\% | 15 | 1.5\% | 1 | 12.9\% | 9 | 18.8\% | 16 | 18.1\% | 15 | 12.9\% | 4 | 14.6\% | 6 |
| Walk about / look around | 40.0\% | 62 | 52.9\% | 27 | 33.7\% | 35 | 41.5\% | 17 | 23.9\% | 11 | 50.0\% | 34 | 40.0\% | 28 | 40.0\% | 34 | 48.2\% | 40 | 29.0\% | 9 | 31.7\% | 13 |
| Cinema | 16.8\% | 26 | 21.6\% | 11 | 14.4\% | 15 | 14.6\% | 6 | 21.7\% | 10 | 14.7\% | 10 | 17.1\% | 12 | 16.5\% | 14 | 13.3\% | 11 | 29.0\% | 9 | 14.6\% | 6 |
| Theatre | 23.2\% | 36 | 23.5\% | 12 | 23.1\% | 24 | 19.5\% | 8 | 30.4\% | 14 | 20.6\% | 14 | 25.7\% | 18 | 21.2\% | 18 | 32.5\% | 27 | 25.8\% | 8 | 2.4\% | 1 |
| Nightclubs | 6.5\% | 10 | 9.8\% | 5 | 4.8\% | 5 | 24.4\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 4 | 7.1\% | 6 | 6.0\% | 5 | 3.2\% | 1 | 9.8\% | 4 |
| Bowling Alleys | 1.9\% | 3 | 3.9\% | 2 | 1.0\% | 1 | 4.9\% | 2 | 2.2\% | 1 | 0.0\% | 0 | 1.4\% | 1 | 2.4\% | 2 | 0.0\% | 0 | 9.7\% | 3 | 0.0\% | 0 |
| Bingo | 3.2\% | 5 | 2.0\% | 1 | 3.8\% | 4 | 0.0\% | 0 | 6.5\% | 3 | 2.9\% | 2 | 0.0\% | 0 | 5.9\% | 5 | 2.4\% | 2 | 0.0\% | 0 | 7.3\% | 3 |
| Casino | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Museums | 1.3\% | 2 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 2.2\% | 1 | 1.5\% | 1 | 2.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.5\% | 2 | 0.0\% | 0 |
| Art galleries | 4.5\% | 7 | 2.0\% | 1 | 5.8\% | 6 | 2.4\% | 1 | 10.9\% | 5 | 1.5\% | 1 | 8.6\% | 6 | 1.2\% | 1 | 0.0\% | 0 | 19.4\% | 6 | 2.4\% | 1 |
| Events / festivals | 17.4\% | 27 | 19.6\% | 10 | 16.3\% | 17 | 14.6\% | 6 | 23.9\% | 11 | 14.7\% | 10 | 17.1\% | 12 | 17.6\% | 15 | 12.0\% | 10 | 16.1\% | 5 | 29.3\% | 12 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cathedral, Canterbury Tales | 1.3\% | 2 | 0.0\% | 0 | 1.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 2 | 0.0\% | 0 | 2.4\% | 2 | 2.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 0.6\% | 1 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.5\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 155 |  | 51 |  | 104 |  | 41 |  | 46 |  | 68 |  | 70 |  | 85 |  | 83 |  | 31 |  | 41 |

Q27 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes in the evenings ?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Yes | $48.5 \%$ | 97 | $45.6 \%$ | 31 | $50.0 \%$ | 66 | $57.4 \%$ | 31 | $57.1 \%$ | 32 | $37.8 \%$ | 34 | $53.6 \%$ | 45 | $44.8 \%$ | 52 | $55.0 \%$ | 55 | $34.0 \%$ | 17 | $50.0 \%$ | 25 |
| No | $51.5 \%$ | 103 | $54.4 \%$ | 37 | $50.0 \%$ | 66 | $42.6 \%$ | 23 | $42.9 \%$ | 24 | $62.2 \%$ | 56 | $46.4 \%$ | 39 | $55.2 \%$ | 64 | $45.0 \%$ | 45 | $66.0 \%$ | 33 | $50.0 \%$ | 25 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Total Male Female 18 - $\mathbf{3 4} \quad \mathbf{3 5 - 5 4} \quad 55+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q28 What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in Canterbury / Whitstable / Herne Bay ? [MR]

| Nothing in particular | 6.5\% | 13 | 10.3\% | 7 | 4.5\% | 6 | 7.4\% | 4 | 8.9\% | 5 | 4.4\% | 4 | 8.3\% | 7 | 5.2\% | 6 | 3.0\% | 3 | 14.0\% | 7 | 6.0\% | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to home / easy to get to | 20.5\% | 41 | 20.6\% | 14 | 20.5\% | 27 | 18.5\% | 10 | 23.2\% | 13 | 20.0\% | 18 | 26.2\% | 22 | 16.4\% | 19 | 23.0\% | 23 | 12.0\% | 6 | 24.0\% | 12 |
| Good cinema | 7.0\% | 14 | 4.4\% | 3 | 8.3\% | 11 | 7.4\% | 4 | 10.7\% | 6 | 4.4\% | 4 | 3.6\% | 3 | 9.5\% | 11 | 7.0\% | 7 | 8.0\% | 4 | 6.0\% | 3 |
| Good choice of cafes | 21.0\% | 42 | 25.0\% | 17 | 18.9\% | 25 | 18.5\% | 10 | 14.3\% | 8 | 26.7\% | 24 | 23.8\% | 20 | 19.0\% | 22 | 19.0\% | 19 | 24.0\% | 12 | 22.0\% | 11 |
| Good quality of cafes | 10.0\% | 20 | 10.3\% | 7 | 9.8\% | 13 | 7.4\% | 4 | 8.9\% | 5 | 12.2\% | 11 | 15.5\% | 13 | 6.0\% | 7 | 7.0\% | 7 | 16.0\% | 8 | 10.0\% | 5 |
| Good choice of restaurants | 23.5\% | 47 | 17.6\% | 12 | 26.5\% | 35 | 22.2\% | 12 | 30.4\% | 17 | 20.0\% | 18 | 25.0\% | 21 | 22.4\% | 26 | 21.0\% | 21 | 44.0\% | 22 | 8.0\% | 4 |
| Good quality of restaurants | 8.0\% | 16 | 7.4\% | 5 | 8.3\% | 11 | 11.1\% | 6 | 8.9\% | 5 | 5.6\% | 5 | 8.3\% | 7 | 7.8\% | 9 | 10.0\% | 10 | 8.0\% | 4 | 4.0\% | 2 |
| Good quality of pubs / bars / nightclubs | 16.0\% | 32 | 23.5\% | 16 | 12.1\% | 16 | 33.3\% | 18 | 16.1\% | 9 | 5.6\% | 5 | 15.5\% | 13 | 16.4\% | 19 | 18.0\% | 18 | 10.0\% | 5 | 18.0\% | 9 |
| Good choice of pubs / bars / nightclubs | 12.5\% | 25 | 17.6\% | 12 | 9.8\% | 13 | 33.3\% | 18 | 7.1\% | 4 | 3.3\% | 3 | 13.1\% | 11 | 12.1\% | 14 | 14.0\% | 14 | 6.0\% | 3 | 16.0\% | 8 |
| Good health / fitness facilities | 1.5\% | 3 | 4.4\% | 3 | 0.0\% | 0 | 3.7\% | 2 | 1.8\% | 1 | 0.0\% | 0 | 2.4\% | 2 | 0.9\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Good bingo hall(s) | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 1.7\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Good casino(s) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good museums | 2.0\% | 4 | 0.0\% | 0 | 3.0\% | 4 | 0.0\% | 0 | 3.6\% | 2 | 2.2\% | 2 | 2.4\% | 2 | 1.7\% | 2 | 1.0\% | 1 | 6.0\% | 3 | 0.0\% | 0 |
| Good art galleries | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 0.0\% | 0 | 1.8\% | 1 | 2.2\% | 2 | 3.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Good events / festivals | 12.0\% | 24 | 7.4\% | 5 | 14.4\% | 19 | 5.6\% | 3 | 8.9\% | 5 | 17.8\% | 16 | 10.7\% | 9 | 12.9\% | 15 | 12.0\% | 12 | 20.0\% | 10 | 4.0\% | 2 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marlowe Theatre | 6.5\% | 13 | 4.4\% | 3 | 7.6\% | 10 | 1.9\% | 1 | 5.4\% | 3 | 10.0\% | 9 | 6.0\% | 5 | 6.9\% | 8 | 13.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 |
| The historical aspects | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Westgate Gardens | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 12.0\% | 24 | 16.2\% | 11 | 9.8\% | 13 | 14.8\% | 8 | 8.9\% | 5 | 12.2\% | 11 | 8.3\% | 7 | 14.7\% | 17 | 12.0\% | 12 | 2.0\% | 1 | 22.0\% | 11 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Q29 What do you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? [MR]

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Nothing in particular | $59.5 \%$ | 119 | $52.9 \%$ | 36 | $62.9 \%$ | 83 | $51.9 \%$ | 28 | $64.3 \%$ | 36 | $61.1 \%$ | 55 | $63.1 \%$ | 53 | $56.9 \%$ | 66 | $59.0 \%$ | 59 | $84.0 \%$ | 42 | $36.0 \%$ | 18 |
| Poor choice of facilities | $3.0 \%$ | 6 | $2.9 \%$ | 2 | $3.0 \%$ | 4 | $5.6 \%$ | 3 | $1.8 \%$ | 1 | $2.2 \%$ | 2 | $4.8 \%$ | 4 | $1.7 \%$ | 2 | $0.0 \%$ | 0 | $2.0 \%$ | 1 | $10.0 \%$ | 5 |
| Too expensive | $7.0 \%$ | 14 | $13.2 \%$ | 9 | $3.8 \%$ | 5 | $20.4 \%$ | 11 | $0.0 \%$ | 0 | $3.3 \%$ | 3 | $2.4 \%$ | 2 | $10.3 \%$ | 12 | $11.0 \%$ | 11 | $4.0 \%$ | 2 | $2.0 \%$ | 1 |
| Too busy | $4.5 \%$ | 9 | $2.9 \%$ | 2 | $5.3 \%$ | 7 | $3.7 \%$ | 2 | $5.4 \%$ | 3 | $4.4 \%$ | 4 | $4.8 \%$ | 4 | $4.3 \%$ | 5 | $5.0 \%$ | 5 | $8.0 \%$ | 4 | $0.0 \%$ | 0 |
| Too quiet | $2.0 \%$ | 4 | $1.5 \%$ | 1 | $2.3 \%$ | 3 | $3.7 \%$ | 2 | $3.6 \%$ | 2 | $0.0 \%$ | 0 | $2.4 \%$ | 2 | $1.7 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $8.0 \%$ | 4 |
| Unsafe / poor security / | $1.0 \%$ | 2 | $0.0 \%$ | 0 | $1.5 \%$ | 2 | $0.0 \%$ | 0 | $1.8 \%$ | 1 | $1.1 \%$ | 1 | $2.4 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 | $2.0 \%$ | 1 |
| $\quad$ dangerous |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other (PLEASE WRITE IN) | $0.5 \%$ | 1 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 | $0.9 \%$ | 1 | $1.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Lack of advertising | $0.5 \%$ | 1 | $0.0 \%$ | 0 | $0.8 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $1.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| Parking at night | $2.0 \%$ | 4 | $0.0 \%$ | 0 | $3.0 \%$ | 4 | $1.9 \%$ | 1 | $1.8 \%$ | 1 | $2.2 \%$ | 2 | $2.4 \%$ | 2 | $1.7 \%$ | 2 | $4.0 \%$ | 4 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Peoples attitude | $1.0 \%$ | 2 | $1.5 \%$ | 1 | $0.8 \%$ | 1 | $1.9 \%$ | 1 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $0.0 \%$ | 0 | $1.7 \%$ | 2 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $4.0 \%$ | 2 |
| Quality of cooking | $0.5 \%$ | 1 | $1.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $1.1 \%$ | 1 | $1.2 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| (Don't know) | $20.5 \%$ | 41 | $23.5 \%$ | 16 | $18.9 \%$ | 25 | $14.8 \%$ | 8 | $21.4 \%$ | 12 | $23.3 \%$ | 21 | $17.9 \%$ | 15 | $22.4 \%$ | 26 | $22.0 \%$ | 22 | $2.0 \%$ | 1 | $36.0 \%$ | 18 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |


|  | Total |  | Male | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  |  | C2DE | Canterbury |  |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q30 What general improvements to the quality of the leisure and entertainment offer in Canterbury / Whitstable / Herne Bay town centre would persuade you to visit it mor improvements. [MR] |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Enhanced range of health and fitness centres / gyms | 2.5\% | 5 | 1.5\% | 1 | 3.0\% | 4 | 7.4\% | 4 | 1.8\% | 1 | 0.0\% | 0 | 4.8\% | 4 | 0.9\% | 1 | 3.0\% | 3 | 4.0\% | 2 | 0.0\% | 0 |
| Improved music / theatre provision | 4.0\% | 8 | 2.9\% | 2 | 4.5\% | 6 | 3.7\% | 2 | 3.6\% | 2 | 4.4\% | 4 | 4.8\% | 4 | 3.4\% | 4 | 3.0\% | 3 | 6.0\% | 3 | 4.0\% | 2 |
| Improved / new play areas for children | 6.0\% | 12 | 5.9\% | 4 | 6.1\% | 8 | 3.7\% | 2 | 10.7\% | 6 | 4.4\% | 4 | 8.3\% | 7 | 4.3\% | 5 | 4.0\% | 4 | 12.0\% | 6 | 4.0\% | 2 |
| Improved / new facilities for young adults | 10.0\% | 20 | 8.8\% | 6 | 10.6\% | 14 | 14.8\% | 8 | 7.1\% | 4 | 8.9\% | 8 | 11.9\% | 10 | 8.6\% | 10 | 4.0\% | 4 | 24.0\% | 12 | 8.0\% | 4 |
| Improved policing / enhance security / CCTV | 5.0\% | 10 | 5.9\% | 4 | 4.5\% | 6 | 5.6\% | 3 | 5.4\% | 3 | 4.4\% | 4 | 3.6\% | 3 | 6.0\% | 7 | 4.0\% | 4 | 10.0\% | 5 | 2.0\% | 1 |
| Improved public transport facilities during the evenings | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 1.9\% | 1 | 0.0\% | 0 | 3.3\% | 3 | 0.0\% | 0 | 3.4\% | 4 | 2.0\% | 2 | 2.0\% | 1 | 2.0\% | 1 |
| Improved range of places to eat | 5.5\% | 11 | 0.0\% | 0 | 8.3\% | 11 | 3.7\% | 2 | 12.5\% | 7 | 2.2\% | 2 | 6.0\% | 5 | 5.2\% | 6 | 1.0\% | 1 | 0.0\% | 0 | 20.0\% | 10 |
| Improved range of pubs and night clubs | 5.0\% | 10 | 4.4\% | 3 | 5.3\% | 7 | 9.3\% | 5 | 7.1\% | 4 | 1.1\% | 1 | 4.8\% | 4 | 5.2\% | 6 | 2.0\% | 2 | 2.0\% | 1 | 14.0\% | 7 |
| Less pubs and clubs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved bingo facility | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 0.0\% | 0 | 1.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| New / improved cinema | 11.5\% | 23 | 10.3\% | 7 | 12.1\% | 16 | 20.4\% | 11 | 14.3\% | 8 | 4.4\% | 4 | 11.9\% | 10 | 11.2\% | 13 | 14.0\% | 14 | 16.0\% | 8 | 2.0\% | 1 |
| New / improved museum or art gallery | 3.0\% | 6 | 4.4\% | 3 | 2.3\% | 3 | 1.9\% | 1 | 5.4\% | 3 | 2.2\% | 2 | 4.8\% | 4 | 1.7\% | 2 | 3.0\% | 3 | 4.0\% | 2 | 2.0\% | 1 |
| New / improved other leisure facilities | 6.0\% | 12 | 8.8\% | 6 | 4.5\% | 6 | 5.6\% | 3 | 8.9\% | 5 | 4.4\% | 4 | 4.8\% | 4 | 6.9\% | 8 | 7.0\% | 7 | 6.0\% | 3 | 4.0\% | 2 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved ten pin bowling centre | 1.5\% | 3 | 1.5\% | 1 | 1.5\% | 2 | 3.7\% | 2 | 0.0\% | 0 | 1.1\% | 1 | 2.4\% | 2 | 0.9\% | 1 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Other (PLEASE WRITE IN / PROBE FULLY) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 13.0\% | 26 | 13.2\% | 9 | 12.9\% | 17 | 13.0\% | 7 | 14.3\% | 8 | 12.2\% | 11 | 10.7\% | 9 | 14.7\% | 17 | 13.0\% | 13 | 12.0\% | 6 | 14.0\% | 7 |
| (Nothing in particular) | 36.5\% | 73 | 39.7\% | 27 | 34.8\% | 46 | 29.6\% | 16 | 28.6\% | 16 | 45.6\% | 41 | 38.1\% | 32 | 35.3\% | 41 | 41.0\% | 41 | 36.0\% | 18 | 28.0\% | 14 |
| (Don't know) | 8.5\% | 17 | 8.8\% | 6 | 8.3\% | 11 | 7.4\% | 4 | 3.6\% | 2 | 12.2\% | 11 | 6.0\% | 5 | 10.3\% | 12 | 9.0\% | 9 | 2.0\% | 1 | 14.0\% | 7 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |


|  | Total |  | Male | Female |  |  | 18-34 |  | 35-54 | $55+$ |  | ABC1 |  |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q31 What general improvements to the quality of the environment in Canterbury / Whitstable / Herne Bay Town Centre would persuade you to visit it more often? Please na [MR] |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Attract less people / relieve over-crowding | 4.0\% | 8 | 2.9\% | 2 | 4.5\% | 6 | 3.7\% | 2 | 5.4\% | 3 | 3.3\% | 3 | 1.2\% | 1 | 6.0\% | 7 | 3.0\% | 3 | 10.0\% | 5 | 0.0\% | 0 |
| Attract more people / make more lively | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 3.7\% | 2 | 1.8\% | 1 | 1.1\% | 1 | 2.4\% | 2 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 4.0\% | 2 |
| Clean shopping streets | 8.0\% | 16 | 4.4\% | 3 | 9.8\% | 13 | 1.9\% | 1 | 10.7\% | 6 | 10.0\% | 9 | 10.7\% | 9 | 6.0\% | 7 | 4.0\% | 4 | 18.0\% | 9 | 6.0\% | 3 |
| Create more open spaces | 2.5\% | 5 | 2.9\% | 2 | 2.3\% | 3 | 3.7\% | 2 | 1.8\% | 1 | 2.2\% | 2 | 2.4\% | 2 | 2.6\% | 3 | 2.0\% | 2 | 6.0\% | 3 | 0.0\% | 0 |
| Improve number and attractiveness of meeting places | 5.0\% | 10 | 5.9\% | 4 | 4.5\% | 6 | 1.9\% | 1 | 5.4\% | 3 | 6.7\% | 6 | 4.8\% | 4 | 5.2\% | 6 | 7.0\% | 7 | 6.0\% | 3 | 0.0\% | 0 |
| Improve play areas for children | 7.0\% | 14 | 4.4\% | 3 | 8.3\% | 11 | 3.7\% | 2 | 17.9\% | 10 | 2.2\% | 2 | 10.7\% | 9 | 4.3\% | 5 | 4.0\% | 4 | 12.0\% | 6 | 8.0\% | 4 |
| Improve / new facilities for young adults | 11.0\% | 22 | 16.2\% | 11 | 8.3\% | 11 | 18.5\% | 10 | 16.1\% | 9 | 3.3\% | 3 | 9.5\% | 8 | 12.1\% | 14 | 10.0\% | 10 | 16.0\% | 8 | 8.0\% | 4 |
| Improve policing / other security measures | 6.5\% | 13 | 5.9\% | 4 | 6.8\% | 9 | 7.4\% | 4 | 10.7\% | 6 | 3.3\% | 3 | 3.6\% | 3 | 8.6\% | 10 | 6.0\% | 6 | 12.0\% | 6 | 2.0\% | 1 |
| More/improved outside entertainment spaces | 10.5\% | 21 | 5.9\% | 4 | 12.9\% | 17 | 14.8\% | 8 | 8.9\% | 5 | 8.9\% | 8 | 8.3\% | 7 | 12.1\% | 14 | 12.0\% | 12 | 2.0\% | 1 | 16.0\% | 8 |
| New artwork/art installations | 5.0\% | 10 | 4.4\% | 3 | 5.3\% | 7 | 7.4\% | 4 | 5.4\% | 3 | 3.3\% | 3 | 4.8\% | 4 | 5.2\% | 6 | 7.0\% | 7 | 6.0\% | 3 | 0.0\% | 0 |
| Increase soft landscaping/ planting/ trees/ floral displays | 6.5\% | 13 | 2.9\% | 2 | 8.3\% | 11 | 0.0\% | 0 | 8.9\% | 5 | 8.9\% | 8 | 6.0\% | 5 | 6.9\% | 8 | 8.0\% | 8 | 4.0\% | 2 | 6.0\% | 3 |
| Hard landscaping/wider pavements/ street furniture | 7.0\% | 14 | 2.9\% | 2 | 9.1\% | 12 | 1.9\% | 1 | 7.1\% | 4 | 10.0\% | 9 | 8.3\% | 7 | 6.0\% | 7 | 10.0\% | 10 | 4.0\% | 2 | 4.0\% | 2 |
| Historic building fascia restauration and upgrade | 3.0\% | 6 | 4.4\% | 3 | 2.3\% | 3 | 1.9\% | 1 | 1.8\% | 1 | 4.4\% | 4 | 7.1\% | 6 | 0.0\% | 0 | 3.0\% | 3 | 2.0\% | 1 | 4.0\% | 2 |
| Pedestrianise main shopping streets in the town centre | 3.5\% | 7 | 2.9\% | 2 | 3.8\% | 5 | 5.6\% | 3 | 1.8\% | 1 | 3.3\% | 3 | 1.2\% | 1 | 5.2\% | 6 | 1.0\% | 1 | 12.0\% | 6 | 0.0\% | 0 |
| New / improved rang of events | 8.0\% | 16 | 7.4\% | 5 | 8.3\% | 11 | 9.3\% | 5 | 5.4\% | 3 | 8.9\% | 8 | 9.5\% | 8 | 6.9\% | 8 | 9.0\% | 9 | 12.0\% | 6 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 2.0\% | 4 | 0.0\% | 0 | 3.0\% | 4 | 0.0\% | 0 | 3.6\% | 2 | 2.2\% | 2 | 2.4\% | 2 | 1.7\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Less traffic | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 0.9\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| (No opinion) | 12.5\% | 25 | 17.6\% | 12 | 9.8\% | 13 | 14.8\% | 8 | 12.5\% | 7 | 11.1\% | 10 | 15.5\% | 13 | 10.3\% | 12 | 10.0\% | 10 | 14.0\% | 7 | 16.0\% | 8 |
| (Nothing in particular) | 23.0\% | 46 | 26.5\% | 18 | 21.2\% | 28 | 22.2\% | 12 | 14.3\% | 8 | 28.9\% | 26 | 21.4\% | 18 | 24.1\% | 28 | 27.0\% | 27 | 8.0\% | 4 | 30.0\% | 15 |
| (Don't know) | 9.0\% | 18 | 10.3\% | 7 | 8.3\% | 11 | 13.0\% | 7 | 7.1\% | 4 | 7.8\% | 7 | 6.0\% | 5 | 11.2\% | 13 | 10.0\% | 10 | 0.0\% | 0 | 16.0\% | 8 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |


| Total | Male | Female | $18-34$ | $35-54$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |



| Enhance shopmobility service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve access for pushchairs / wheelchairs, etc | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Improve directional signs to town centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve layout of car parks | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 1.9\% | 1 | 3.6\% | 2 | 3.3\% | 3 | 2.4\% | 2 | 3.4\% | 4 | 3.0\% | 3 | 6.0\% | 3 | 0.0\% | 0 |
| Improve location of bus stops / bus station | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve public transport links | 5.0\% | 10 | 5.9\% | 4 | 4.5\% | 6 | 11.1\% | 6 | 1.8\% | 1 | 3.3\% | 3 | 4.8\% | 4 | 5.2\% | 6 | 8.0\% | 8 | 2.0\% | 1 | 2.0\% | 1 |
| Improve safety of pedestrians | 7.0\% | 14 | 7.4\% | 5 | 6.8\% | 9 | 5.6\% | 3 | 8.9\% | 5 | 6.7\% | 6 | 6.0\% | 5 | 7.8\% | 9 | 2.0\% | 2 | 24.0\% | 12 | 0.0\% | 0 |
| Improve signage within centre | 1.5\% | 3 | 4.4\% | 3 | 0.0\% | 0 | 1.9\% | 1 | 1.8\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 2.6\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Improve transport interchange | 1.0\% | 2 | 2.9\% | 2 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 1.7\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Increase frequency of public transport in the evenings | 3.0\% | 6 | 2.9\% | 2 | 3.0\% | 4 | 5.6\% | 3 | 1.8\% | 1 | 2.2\% | 2 | 2.4\% | 2 | 3.4\% | 4 | 5.0\% | 5 | 0.0\% | 0 | 2.0\% | 1 |
| Increase number of taxis | 2.5\% | 5 | 1.5\% | 1 | 3.0\% | 4 | 1.9\% | 1 | 1.8\% | 1 | 3.3\% | 3 | 1.2\% | 1 | 3.4\% | 4 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - long stay | 7.5\% | 15 | 5.9\% | 4 | 8.3\% | 11 | 3.7\% | 2 | 7.1\% | 4 | 10.0\% | 9 | 6.0\% | 5 | 8.6\% | 10 | 8.0\% | 8 | 14.0\% | 7 | 0.0\% | 0 |
| More parking spaces - short stay | 4.5\% | 9 | 2.9\% | 2 | 5.3\% | 7 | 1.9\% | 1 | 5.4\% | 3 | 5.6\% | 5 | 4.8\% | 4 | 4.3\% | 5 | 3.0\% | 3 | 12.0\% | 6 | 0.0\% | 0 |
| More parking spaces - type unspecified | 9.5\% | 19 | 10.3\% | 7 | 9.1\% | 12 | 9.3\% | 5 | 10.7\% | 6 | 8.9\% | 8 | 11.9\% | 10 | 7.8\% | 9 | 6.0\% | 6 | 14.0\% | 7 | 12.0\% | 6 |
| Pedestrianisation | 2.0\% | 4 | 0.0\% | 0 | 3.0\% | 4 | 0.0\% | 0 | 1.8\% | 1 | 3.3\% | 3 | 2.4\% | 2 | 1.7\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 2.0\% | 1 |
| Reduce cost of parking | 20.0\% | 40 | 19.1\% | 13 | 20.5\% | 27 | 16.7\% | 9 | 28.6\% | 16 | 16.7\% | 15 | 27.4\% | 23 | 14.7\% | 17 | 25.0\% | 25 | 20.0\% | 10 | 10.0\% | 5 |
| Reduce road congestion | 14.0\% | 28 | 10.3\% | 7 | 15.9\% | 21 | 11.1\% | 6 | 19.6\% | 11 | 12.2\% | 11 | 11.9\% | 10 | 15.5\% | 18 | 17.0\% | 17 | 22.0\% | 11 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 12.5\% | 25 | 10.3\% | 7 | 13.6\% | 18 | 13.0\% | 7 | 16.1\% | 9 | 10.0\% | 9 | 11.9\% | 10 | 12.9\% | 15 | 6.0\% | 6 | 14.0\% | 7 | 24.0\% | 12 |
| (Nothing in particular) | 27.0\% | 54 | 33.8\% | 23 | 23.5\% | 31 | 31.5\% | 17 | 12.5\% | 7 | 33.3\% | 30 | 26.2\% | 22 | 27.6\% | 32 | 34.0\% | 34 | 20.0\% | 10 | 20.0\% | 10 |
| (Don't know) | 13.5\% | 27 | 13.2\% | 9 | 13.6\% | 18 | 16.7\% | 9 | 12.5\% | 7 | 12.2\% | 11 | 13.1\% | 11 | 13.8\% | 16 | 10.0\% | 10 | 0.0\% | 0 | 34.0\% | 17 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |

Total Male Female $18-\mathbf{1 8} \quad$ 35-54 $\quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q33 Excluding the improvements to transport and accessibility already mentioned, what else would encourage you to visit Canterbury / Whitstable / Herne Bay Town Centre more often?

| Nothing | 29.0\% | 58 | 33.8\% | 23 | 26.5\% | 35 | 25.9\% | 14 | 23.2\% | 13 | 34.4\% | 31 | 27.4\% | 23 | 30.2\% | 35 | 22.0\% | 22 | 36.0\% | 18 | 36.0\% | 18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 14.5\% | 29 | 13.2\% | 9 | 15.2\% | 20 | 11.1\% | 6 | 14.3\% | 8 | 16.7\% | 15 | 19.0\% | 16 | 11.2\% | 13 | 13.0\% | 13 | 26.0\% | 13 | 6.0\% | 3 |
| More shops | 9.5\% | 19 | 10.3\% | 7 | 9.1\% | 12 | 13.0\% | 7 | 12.5\% | 7 | 5.6\% | 5 | 13.1\% | 11 | 6.9\% | 8 | 8.0\% | 8 | 4.0\% | 2 | 18.0\% | 9 |
| Provide better range of shops | 7.0\% | 14 | 2.9\% | 2 | 9.1\% | 12 | 9.3\% | 5 | 7.1\% | 4 | 5.6\% | 5 | 4.8\% | 4 | 8.6\% | 10 | 8.0\% | 8 | 6.0\% | 3 | 6.0\% | 3 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 2.0\% | 4 | 1.5\% | 1 | 2.3\% | 3 | 1.9\% | 1 | 3.6\% | 2 | 1.1\% | 1 | 1.2\% | 1 | 2.6\% | 3 | 2.0\% | 2 | 2.0\% | 1 | 2.0\% | 1 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 1.9\% | 1 | 0.0\% | 0 | 5.6\% | 5 | 1.2\% | 1 | 4.3\% | 5 | 5.0\% | 5 | 0.0\% | 0 | 2.0\% | 1 |
| Better market | 3.5\% | 7 | 1.5\% | 1 | 4.5\% | 6 | 1.9\% | 1 | 7.1\% | 4 | 2.2\% | 2 | 4.8\% | 4 | 2.6\% | 3 | 4.0\% | 4 | 6.0\% | 3 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 3.0\% | 6 | 1.5\% | 1 | 3.8\% | 5 | 1.9\% | 1 | 1.8\% | 1 | 4.4\% | 4 | 3.6\% | 3 | 2.6\% | 3 | 1.0\% | 1 | 8.0\% | 4 | 2.0\% | 1 |
| More events | 9.5\% | 19 | 8.8\% | 6 | 9.8\% | 13 | 14.8\% | 8 | 14.3\% | 8 | 3.3\% | 3 | 11.9\% | 10 | 7.8\% | 9 | 12.0\% | 12 | 2.0\% | 1 | 12.0\% | 6 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 4 | 0.0\% | 0 | 3.4\% | 4 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 4.0\% | 8 | 5.9\% | 4 | 3.0\% | 4 | 3.7\% | 2 | 3.6\% | 2 | 4.4\% | 4 | 3.6\% | 3 | 4.3\% | 5 | 6.0\% | 6 | 0.0\% | 0 | 4.0\% | 2 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 0.0\% | 0 | 3.6\% | 2 | 1.1\% | 1 | 2.4\% | 2 | 0.9\% | 1 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 1.9\% | 1 | 0.0\% | 0 | 2.2\% | 2 | 1.2\% | 1 | 1.7\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop - Bon Marche | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 8.0\% | 16 | 13.2\% | 9 | 5.3\% | 7 | 7.4\% | 4 | 8.9\% | 5 | 7.8\% | 7 | 3.6\% | 3 | 11.2\% | 13 | 12.0\% | 12 | 2.0\% | 1 | 6.0\% | 3 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2nd mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 23.0\% | 46 | 19.1\% | 13 | 25.0\% | 33 | 22.2\% | 12 | 26.8\% | 15 | 21.1\% | 19 | 21.4\% | 18 | 24.1\% | 28 | 15.0\% | 15 | 50.0\% | 25 | 12.0\% | 6 |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 5.0\% | 10 | 2.9\% | 2 | 6.1\% | 8 | 0.0\% | 0 | 8.9\% | 5 | 5.6\% | 5 | 8.3\% | 7 | 2.6\% | 3 | 4.0\% | 4 | 10.0\% | 5 | 2.0\% | 1 |
| More shops | 5.0\% | 10 | 4.4\% | 3 | 5.3\% | 7 | 3.7\% | 2 | 5.4\% | 3 | 5.6\% | 5 | 3.6\% | 3 | 6.0\% | 7 | 3.0\% | 3 | 6.0\% | 3 | 8.0\% | 4 |
| Provide better range of shops | 7.5\% | 15 | 8.8\% | 6 | 6.8\% | 9 | 11.1\% | 6 | 8.9\% | 5 | 4.4\% | 4 | 8.3\% | 7 | 6.9\% | 8 | 7.0\% | 7 | 8.0\% | 4 | 8.0\% | 4 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 2.5\% | 5 | 1.5\% | 1 | 3.0\% | 4 | 3.7\% | 2 | 1.8\% | 1 | 2.2\% | 2 | 2.4\% | 2 | 2.6\% | 3 | 1.0\% | 1 | 0.0\% | 0 | 8.0\% | 4 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 6.0\% | 12 | 2.9\% | 2 | 7.6\% | 10 | 7.4\% | 4 | 5.4\% | 3 | 5.6\% | 5 | 3.6\% | 3 | 7.8\% | 9 | 7.0\% | 7 | 0.0\% | 0 | 10.0\% | 5 |
| Better market | 7.5\% | 15 | 5.9\% | 4 | 8.3\% | 11 | 7.4\% | 4 | 8.9\% | 5 | 6.7\% | 6 | 4.8\% | 4 | 9.5\% | 11 | 10.0\% | 10 | 10.0\% | 5 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 4.0\% | 8 | 4.4\% | 3 | 3.8\% | 5 | 3.7\% | 2 | 5.4\% | 3 | 3.3\% | 3 | 2.4\% | 2 | 5.2\% | 6 | 5.0\% | 5 | 6.0\% | 3 | 0.0\% | 0 |
| More events | 7.0\% | 14 | 8.8\% | 6 | 6.1\% | 8 | 11.1\% | 6 | 5.4\% | 3 | 5.6\% | 5 | 9.5\% | 8 | 5.2\% | 6 | 7.0\% | 7 | 4.0\% | 2 | 10.0\% | 5 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 1.5\% | 3 | 2.9\% | 2 | 0.8\% | 1 | 5.6\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 3 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 4.0\% | 8 | 4.4\% | 3 | 3.8\% | 5 | 3.7\% | 2 | 7.1\% | 4 | 2.2\% | 2 | 3.6\% | 3 | 4.3\% | 5 | 7.0\% | 7 | 0.0\% | 0 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Fill the empty shops | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 11.5\% | 23 | 14.7\% | 10 | 9.8\% | 13 | 9.3\% | 5 | 8.9\% | 5 | 14.4\% | 13 | 13.1\% | 11 | 10.3\% | 12 | 17.0\% | 17 | 4.0\% | 2 | 8.0\% | 4 |
| (Nothing else) | 13.5\% | 27 | 16.2\% | 11 | 12.1\% | 16 | 9.3\% | 5 | 5.4\% | 3 | 21.1\% | 19 | 11.9\% | 10 | 14.7\% | 17 | 13.0\% | 13 | 0.0\% | 0 | 28.0\% | 14 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 3rd mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 5.5\% | 11 | 4.4\% | 3 | 6.1\% | 8 | 5.6\% | 3 | 7.1\% | 4 | 4.4\% | 4 | 8.3\% | 7 | 3.4\% | 4 | 1.0\% | 16.0\% | 8 | 4.0\% | 2 |
| Make the centre easier to get to | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 2.5\% | 5 | 0.0\% | 0 | 3.8\% | 5 | 1.9\% | 1 | 3.6\% | 2 | 2.2\% | 2 | 2.4\% | 2 | 2.6\% | 3 | 5.0\% 5 | 0.0\% | 0 | 0.0\% | 0 |
| More shops | 2.5\% | 5 | 0.0\% | 0 | 3.8\% | 5 | 1.9\% | 1 | 1.8\% | 1 | 3.3\% | 3 | 3.6\% | 3 | 1.7\% | 2 | 5.0\% 5 | 0.0\% | 0 | 0.0\% | 0 |
| Provide better range of shops | 2.5\% | 5 | 1.5\% | 1 | 3.0\% | 4 | 3.7\% | 2 | 1.8\% | 1 | 2.2\% | 2 | 2.4\% | 2 | 2.6\% | 3 | 1.0\% 1 | 4.0\% | 2 | 4.0\% | 2 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% 1 | 0.0\% | 0 | 2.0\% | 1 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 3.0\% | 6 | 2.9\% | 2 | 3.0\% | 4 | 1.9\% | 1 | 3.6\% | 2 | 3.3\% | 3 | 1.2\% | 1 | 4.3\% | 5 | 4.0\% 4 | 0.0\% | 0 | 4.0\% | 2 |
| Better market | 2.0\% | 4 | 2.9\% | 2 | 1.5\% | 2 | 7.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 4 | 4.0\% 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 5.0\% | 10 | 4.4\% | 3 | 5.3\% | 7 | 5.6\% | 3 | 7.1\% | 4 | 3.3\% | 3 | 6.0\% | 5 | 4.3\% | 5 | 5.0\% 5 | 8.0\% | 4 | 2.0\% | 1 |
| More events | 7.5\% | 15 | 7.4\% | 5 | 7.6\% | 10 | 5.6\% | 3 | 5.4\% | 3 | 10.0\% | 9 | 6.0\% | 5 | 8.6\% | 10 | 8.0\% 8 | 10.0\% | 5 | 4.0\% | 2 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 2.5\% | 5 | 1.5\% | 1 | 3.0\% | 4 | 7.4\% | 4 | 1.8\% | 1 | 0.0\% | 0 | 2.4\% | 2 | 2.6\% | 3 | 5.0\% 5 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 3.5\% | 7 | 5.9\% | 4 | 2.3\% | 3 | 7.4\% | 4 | 3.6\% | 2 | 1.1\% | 1 | 3.6\% | 3 | 3.4\% | 4 | 6.0\% 6 | 0.0\% | 0 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 2.0\% | 1 |
| Fill the empty shops | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 0.0\% | 0 | 1.8\% | 1 | 2.2\% | 2 | 0.0\% | 0 | 2.6\% | 3 | 0.0\% 0 | 6.0\% | 3 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 8.5\% | 17 | 10.3\% | 7 | 7.6\% | 10 | 11.1\% | 6 | 8.9\% | 5 | 6.7\% | 6 | 7.1\% | 6 | 9.5\% | 11 | 12.0\% 12 | 4.0\% | 2 | 6.0\% | 3 |
| (Nothing else) | 51.0\% | 102 | 57.4\% | 39 | 47.7\% | 63 | 40.7\% | 22 | 48.2\% | 27 | 58.9\% | 53 | 53.6\% | 45 | 49.1\% | 57 | 42.0\% 42 | 50.0\% | 25 | 70.0\% | 5 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 | 100 |  | 50 |  | 50 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q33X Any mention at Q33 [MR]

| Nothing | 43.5\% | 87 | 48.5\% | 33 | 40.9\% | 54 | 40.7\% | 22 | 42.9\% | 24 | 45.6\% | 41 | 44.0\% | 37 | 43.1\% | 50 | 31.0\% | 31 | 66.0\% | 33 | 46.0\% | 23 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Make the centre easier to get to | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 21.0\% | 42 | 16.2\% | 11 | 23.5\% | 31 | 11.1\% | 6 | 26.8\% | 15 | 23.3\% | 21 | 28.6\% | 24 | 15.5\% | 18 | 20.0\% | 20 | 36.0\% | 18 | 8.0\% | 4 |
| More shops | 17.0\% | 34 | 14.7\% | 10 | 18.2\% | 24 | 18.5\% | 10 | 19.6\% | 11 | 14.4\% | 13 | 20.2\% | 17 | 14.7\% | 17 | 16.0\% | 16 | 10.0\% | 5 | 26.0\% | 13 |
| Provide better range of shops | 16.5\% | 33 | 13.2\% | 9 | 18.2\% | 24 | 24.1\% | 13 | 17.9\% | 10 | 11.1\% | 10 | 14.3\% | 12 | 18.1\% | 21 | 16.0\% | 16 | 18.0\% | 9 | 16.0\% | 8 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 5.5\% | 11 | 4.4\% | 3 | 6.1\% | 8 | 5.6\% | 3 | 7.1\% | 4 | 4.4\% | 4 | 4.8\% | 4 | 6.0\% | 7 | 4.0\% | 4 | 2.0\% | 1 | 12.0\% | 6 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 12.0\% | 24 | 7.4\% | 5 | 14.4\% | 19 | 11.1\% | 6 | 8.9\% | 5 | 14.4\% | 13 | 6.0\% | 5 | 16.4\% | 19 | 16.0\% | 16 | 0.0\% | 0 | 16.0\% | 8 |
| Better market | 13.0\% | 26 | 10.3\% | 7 | 14.4\% | 19 | 16.7\% | 9 | 16.1\% | 9 | 8.9\% | 8 | 9.5\% | 8 | 15.5\% | 18 | 18.0\% | 18 | 16.0\% | 8 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 12.0\% | 24 | 10.3\% | 7 | 12.9\% | 17 | 11.1\% | 6 | 14.3\% | 8 | 11.1\% | 10 | 11.9\% | 10 | 12.1\% | 14 | 11.0\% | 11 | 22.0\% | 11 | 4.0\% | 2 |
| More events | 23.5\% | 47 | 23.5\% | 16 | 23.5\% | 31 | 29.6\% | 16 | 25.0\% | 14 | 18.9\% | 17 | 26.2\% | 22 | 21.6\% | 25 | 27.0\% | 27 | 16.0\% | 8 | 24.0\% | 12 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 6.0\% | 12 | 7.4\% | 5 | 5.3\% | 7 | 13.0\% | 7 | 1.8\% | 1 | 4.4\% | 4 | 6.0\% | 5 | 6.0\% | 7 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 11.0\% | 22 | 14.7\% | 10 | 9.1\% | 12 | 13.0\% | 7 | 14.3\% | 8 | 7.8\% | 7 | 10.7\% | 9 | 11.2\% | 13 | 18.0\% | 18 | 0.0\% | 0 | 8.0\% | 4 |
| Other (PLEASE WRITE IN) | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 2.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Fill the empty shops | 2.5\% | 5 | 0.0\% | 0 | 3.8\% | 5 | 0.0\% | 0 | 3.6\% | 2 | 3.3\% | 3 | 4.8\% | 4 | 0.9\% | 1 | 2.0\% | 2 | 6.0\% | 3 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 3.0\% | 6 | 0.0\% | 0 | 4.5\% | 6 | 1.9\% | 1 | 1.8\% | 1 | 4.4\% | 4 | 1.2\% | 1 | 4.3\% | 5 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop - Bon Marche | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop Primark | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop - TK Maxx | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop Waterstones | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |


| by demographics | Canterbury In Centre Surveys for G L Hearn |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Male |  |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| GEN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Male | 34.0\% | 68 | 100.0\% | 68 | 8 | 0.0\% | 0 | 53.7\% | 29 | 21.4\% | 12 | 30.0\% | 27 | 32.1\% | 27 | 35.3\% | 41 | 38.0\% | 38 | 20.0\% | 10 | 40.0\% | 20 |
| Female | 66.0\% | 132 | 0.0\% |  |  | 100.0\% | 132 | 46.3\% | 25 | 78.6\% | 44 | 70.0\% | 63 | 67.9\% | 57 | 64.7\% | 75 | 62.0\% | 62 | 80.0\% | 40 | 60.0\% | 30 |
| Base: |  | 200 |  | 68 | 8 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |
| AGE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 18-24 years | 16.0\% | 32 | 25.0\% | 17 | 7 | 11.4\% | 15 | 59.3\% | 32 | 0.0\% | 0 | 0.0\% | 0 | 20.2\% | 17 | 12.9\% | 15 | 21.0\% | 21 | 12.0\% | 6 | 10.0\% | 5 |
| 25-34 years | 11.0\% | 22 | 17.6\% | 12 | 2 | 7.6\% | 10 | 40.7\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 9.5\% | 8 | 12.1\% | 14 | 15.0\% | 15 | 4.0\% | 2 | 10.0\% | 5 |
| 35-44 years | 12.5\% | 25 | 11.8\% |  | 8 | 12.9\% | 17 | 0.0\% | 0 | 44.6\% | 25 | 0.0\% | 0 | 11.9\% | 10 | 12.9\% | 15 | 13.0\% | 13 | 10.0\% | 5 | 14.0\% | 7 |
| 45-54 years | 15.5\% | 31 | 5.9\% |  | 4 | 20.5\% | 27 | 0.0\% | 0 | 55.4\% | 31 | 0.0\% | 0 | 15.5\% | 13 | 15.5\% | 18 | 11.0\% | 11 | 26.0\% | 13 | 14.0\% | 7 |
| 55-64 years | 19.5\% | 39 | 17.6\% | 12 | 2 | 20.5\% | 27 | 0.0\% | 0 | 0.0\% | 0 | 43.3\% | 39 | 14.3\% | 12 | 23.3\% | 27 | 14.0\% | 14 | 24.0\% | 12 | 26.0\% | 13 |
| 65+ years | 25.5\% | 51 | 22.1\% | 15 | 5 | 27.3\% | 36 | 0.0\% | 0 | 0.0\% | 0 | 56.7\% | 51 | 28.6\% | 24 | 23.3\% | 27 | 26.0\% | 26 | 24.0\% | 12 | 26.0\% | 13 |
| Base: |  | 200 |  | 68 | 8 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |
| SEG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| AB | 7.0\% | 14 | 7.4\% | 5 | 5 | 6.8\% | 9 | 3.7\% | 2 | 1.8\% | 1 | 12.2\% | 11 | 16.7\% | 14 | 0.0\% | 0 | 6.0\% | 6 | 8.0\% | 4 | 8.0\% | 4 |
| C1 | 35.0\% | 70 | 32.4\% | 22 | 2 | 36.4\% | 48 | 42.6\% | 23 | 39.3\% | 22 | 27.8\% | 25 | 83.3\% | 70 | 0.0\% | 0 | 34.0\% | 34 | 34.0\% | 17 | 38.0\% | 19 |
| C2 | 28.5\% | 57 | 29.4\% | 20 | 0 | 28.0\% | 37 | 22.2\% | 12 | 26.8\% | 15 | 33.3\% | 30 | 0.0\% | 0 | 49.1\% | 57 | 26.0\% | 26 | 22.0\% | 11 | 40.0\% | 20 |
| DE | 29.5\% | 59 | 30.9\% | 21 | 1 | 28.8\% | 38 | 31.5\% | 17 | 32.1\% | 18 | 26.7\% | 24 | 0.0\% | 0 | 50.9\% | 59 | 34.0\% | 34 | 36.0\% | 18 | 14.0\% | 7 |
| Base: |  | 200 |  | 68 | 8 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |
| ADU |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 adult in hhold | 31.0\% | 62 | 30.9\% | 21 | 1 | 31.1\% | 41 | 14.8\% | 8 | 16.1\% | 9 | 50.0\% | 45 | 32.1\% | 27 | 30.2\% | 35 | 22.0\% | 22 | 54.0\% | 27 | 26.0\% | 13 |
| 2 adults in hhold | 41.5\% | 83 | 42.6\% | 29 | 9 | 40.9\% | 54 | 31.5\% | 17 | 57.1\% | 32 | 37.8\% | 34 | 40.5\% | 34 | 42.2\% | 49 | 49.0\% | 49 | 22.0\% | 11 | 46.0\% | 23 |
| 3 adults in hhold | 13.0\% | 26 | 11.8\% |  | 8 | 13.6\% | 18 | 24.1\% | 13 | 8.9\% | 5 | 8.9\% | 8 | 8.3\% | 7 | 16.4\% | 19 | 13.0\% | 13 | 14.0\% | 7 | 12.0\% | 6 |
| 4 or more adults in hhold | 14.5\% | 29 | 14.7\% | 10 | 0 | 14.4\% | 19 | 29.6\% | 16 | 17.9\% | 10 | 3.3\% | 3 | 19.0\% | 16 | 11.2\% | 13 | 16.0\% | 16 | 10.0\% | 5 | 16.0\% | 8 |
| Base: |  | 200 |  | 68 | 8 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |
| CHI |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| No children in hhold | 74.5\% | 149 | 75.0\% | 51 | 1 | 74.2\% | 98 | 66.7\% | 36 | 48.2\% | 27 | 95.6\% | 86 | 75.0\% | 63 | 74.1\% | 86 | 73.0\% | 73 | 84.0\% | 42 | 68.0\% | 34 |
| 1 child in hhold | 12.5\% | 25 | 14.7\% | 10 | 0 | 11.4\% | 15 | 22.2\% | 12 | 16.1\% | 9 | 4.4\% | 4 | 10.7\% | 9 | 13.8\% | 16 | 15.0\% | 15 | 4.0\% | 2 | 16.0\% | 8 |
| 2 children in hhold | 7.5\% | 15 | 5.9\% |  | 4 | 8.3\% | 11 | 7.4\% | 4 | 19.6\% | 11 | 0.0\% | 0 | 9.5\% | 8 | 6.0\% | 7 | 5.0\% | 5 | 10.0\% | 5 | 10.0\% | 5 |
| 3 children in hhold | 3.5\% | 7 | 1.5\% |  | 1 | 4.5\% | 6 | 0.0\% | 0 | 12.5\% | 7 | 0.0\% | 0 | 3.6\% | 3 | 3.4\% | 4 | 5.0\% | 5 | 2.0\% | 1 | 2.0\% | 1 |
| 4 or more children in hhold | 2.0\% | 4 | 2.9\% |  | 2 | 1.5\% | 2 | 3.7\% | 2 | 3.6\% | 2 | 0.0\% | 0 | 1.2\% | 1 | 2.6\% | 3 | 2.0\% | 2 | 0.0\% | 0 | 4.0\% | 2 |
| Base: |  | 200 |  | 68 | 8 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 |  | 100 |  | 50 |  | 50 |




|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury | Whitstable | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| DA15 9 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 0.0\% 0 | 0.0\% | 0 |
| DA16 1 | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 2 | 2.4\% | 2 | 0.0\% | 0 | 1.0\% 1 | 0.0\% 0 | 2.0\% | 1 |
| ME10 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 0.0\% 0 | 0.0\% | 0 |
| ME10 3 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| ME13 0 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% 0 | 2.0\% 1 | 0.0\% | 0 |
| ME13 7 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% | 0.0\% 0 | 0.0\% | 0 |
| ME13 8 | 1.5\% | 3 | 0.0\% | 0 | 2.3\% | 3 | 1.9\% | 1 | 1.8\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 2.6\% | 3 | 2.0\% 2 | 0.0\% 0 | 2.0\% | 1 |
| ME13 9 | 1.0\% | 2 | 0.0\% | 0 | 1.5\% | 2 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 2.0\% | 1 |
| ME14 2 | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 1.2\% | 1 | 0.9\% | 1 | 1.0\% | 0.0\% 0 | 2.0\% | 1 |
| ME17 3 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| ME2 6 | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 0.0\% 0 | 0.0\% | 0 |
| ME20 6 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| ME5 1 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% | 0.0\% 0 | 0.0\% | 0 |
| ME5 9 | 1.0\% | 2 | 1.5\% | 1 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 1.7\% | 2 | 1.0\% 1 | 0.0\% 0 | 2.0\% | 1 |
| ME7 2 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| ME9 0 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| N17 0 | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| OX11 0 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| PE27 5 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| SE18 6 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% 0 | 0.0\% 0 | 2.0\% | 1 |
| SG10 6 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| SW18 4 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| TN23 3 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% 0 | 0.0\% 0 | 2.0\% | 1 |
| TN25 7 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| TN27 7 | 0.5\% | 1 | 1.5\% | 1 | 0.0\% | 0 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| TN28 8 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.9\% | 1 | 1.0\% 1 | 0.0\% 0 | 0.0\% | 0 |
| TW5 9 | 0.5\% | 1 | 0.0\% | 0 | 0.8\% | 1 | 1.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.9\% | 1 | 0.0\% 0 | 0.0\% 0 | 2.0\% | 1 |
| Xref | 5.5\% | 11 | 5.9\% | 4 | 5.3\% | 7 | 0.0\% | 0 | 5.4\% | 3 | 8.9\% | 8 | 7.1\% | 6 | 4.3\% | 5 | 6.0\% 6 | 6.0\% 3 | 4.0\% | 2 |
| Base: |  | 200 |  | 68 |  | 132 |  | 54 |  | 56 |  | 90 |  | 84 |  | 116 | 100 | 50 |  | 50 |

## Appendix 2:

Data Tabulations
By Canterbury

| Total | Male | Female | $18-\mathbf{3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q01 What is the main purpose of your visit to Canterbury / Whitstable / Herne Bay today?

| Shopping for food only | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 11.1\% | 4 | 0.0\% | 0 | 5.0\% | 2 | 7.5\% | 3 | 5.0\% | 3 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 22.0\% | 22 | 15.8\% | 6 | 25.8\% | 16 | 13.9\% | 5 | 33.3\% | 8 | 22.5\% | 9 | 17.5\% | 7 | 25.0\% | 15 | 22.0\% | 22 | 0.0\% | 0 | 0.0\% | 0 |
| Shopping for both food \& non-food items | 10.0\% | 10 | 5.3\% | 2 | 12.9\% | 8 | 8.3\% | 3 | 8.3\% | 2 | 12.5\% | 5 | 10.0\% | 4 | 10.0\% | 6 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| To visit the market | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Window shopping | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 11.1\% | 4 | 0.0\% | 0 | 5.0\% | 2 | 10.0\% | 4 | 3.3\% | 2 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a restaurant | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a café | 2.0\% | 2 | 2.6\% | 1 | 1.6\% | 1 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | , | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a public house / bar | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | , | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 10.0\% | 10 | 18.4\% | 7 | 4.8\% | 3 | 16.7\% | 6 | 8.3\% | 2 | 5.0\% | 2 | 5.0\% | 2 | 13.3\% | 8 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| To use services e.g. bank, post office, hairdresser | 8.0\% | 8 | 10.5\% | 4 | 6.5\% | 4 | 2.8\% | 1 | 0.0\% | 0 | 17.5\% | 7 | 7.5\% | 3 | 8.3\% | 5 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Work / business purposes | 16.0\% | 16 | 23.7\% | 9 | 11.3\% | 7 | 22.2\% | 8 | 33.3\% | 8 | 0.0\% | 0 | 22.5\% | 9 | 11.7\% | 7 | 16.0\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Healthcare e.g. doctor, dentist, optician | 4.0\% | 4 | 2.6\% | 1 | 4.8\% | 3 | 0.0\% | 0 | 4.2\% | 1 | 7.5\% | 3 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 2.8\% | 1 | 0.0\% | 0 | 12.5\% | 5 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Tourism, e.g. holiday, day trip | 6.0\% | 6 | 0.0\% | 0 | 9.7\% | 6 | 0.0\% | 0 | 4.2\% | 1 | 12.5\% | 5 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 5.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | $18-34$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q02 And for what other reasons have you come Canterbury / Whitstable / Herne Bay today? [MR]

| Shopping for food only | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 2.0\% | 2 | 2.6\% | 1 | 1.6\% | 1 | 5.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Shopping for both food \& non-food items | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To visit the market | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Window shopping | 16.0\% | 16 | 10.5\% | 4 | 19.4\% | 12 | 19.4\% | 7 | 8.3\% | 2 | 17.5\% | 7 | 7.5\% | 3 | 21.7\% | 13 | 16.0\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a restaurant | 6.0\% | 6 | 2.6\% | 1 | 8.1\% | 5 | 0.0\% | 0 | 4.2\% | 1 | 12.5\% | 5 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a café | 7.0\% | 7 | 5.3\% | 2 | 8.1\% | 5 | 5.6\% | 2 | 8.3\% | 2 | 7.5\% | 3 | 0.0\% | 0 | 11.7\% | 7 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a public house / bar | 3.0\% | 3 | 5.3\% | 2 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.5\% | 3 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 24.0\% | 24 | 10.5\% | 4 | 32.3\% | 20 | 13.9\% | 5 | 12.5\% | 3 | 40.0\% | 16 | 22.5\% | 9 | 25.0\% | 15 | 24.0\% | 24 | 0.0\% | 0 | 0.0\% | 0 |
| To use services e.g. bank, post office, hairdresser | 7.0\% | 7 | 5.3\% | 2 | 8.1\% | 5 | 11.1\% | 4 | 8.3\% | 2 | 2.5\% | 1 | 7.5\% | 3 | 6.7\% | 4 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Work / business purposes | 2.0\% | 2 | 2.6\% | 1 | 1.6\% | 1 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Healthcare e.g. doctor, dentist, optician | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 11.0\% | 11 | 10.5\% | 4 | 11.3\% | 7 | 8.3\% | 3 | 12.5\% | 3 | 12.5\% | 5 | 15.0\% | 6 | 8.3\% | 5 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Tourism, e.g. holiday, day trip | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (None) | 25.0\% | 25 | 31.6\% | 12 | 21.0\% | 13 | 27.8\% | 10 | 37.5\% | 9 | 15.0\% | 6 | 32.5\% | 13 | 20.0\% | 12 | 25.0\% | 25 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 10.0\% | 10 | 10.5\% | 4 | 9.7\% | 6 | 13.9\% | 5 | 4.2\% | 1 | 10.0\% | 4 | 10.0\% | 4 | 10.0\% | 6 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q01X Any mention at Q01 \& Q02 [MR]

| Shopping for food only | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 11.1\% | 4 | 0.0\% | 0 | 5.0\% | 2 | 7.5\% | 3 | 5.0\% | 3 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 24.0\% | 24 | 18.4\% | 7 | 27.4\% | 17 | 19.4\% | 7 | 33.3\% | 8 | 22.5\% | 9 | 17.5\% | 7 | 28.3\% | 17 | 24.0\% | 24 | 0.0\% | 0 | 0.0\% | 0 |
| Shopping for both food \& non-food items | 10.0\% | 10 | 5.3\% | 2 | 12.9\% | 8 | 8.3\% | 3 | 8.3\% | 2 | 12.5\% | 5 | 10.0\% | 4 | 10.0\% | 6 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| To visit the market | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Window shopping | 22.0\% | 22 | 15.8\% | 6 | 25.8\% | 16 | 30.6\% | 11 | 8.3\% | 2 | 22.5\% | 9 | 17.5\% | 7 | 25.0\% | 15 | 22.0\% | 22 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a restaurant | 6.0\% | 6 | 2.6\% | 1 | 8.1\% | 5 | 0.0\% | 0 | 4.2\% | 1 | 12.5\% | 5 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a café | 9.0\% | 9 | 7.9\% | 3 | 9.7\% | 6 | 8.3\% | 3 | 12.5\% | 3 | 7.5\% | 3 | 2.5\% | 1 | 13.3\% | 8 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a public house / bar | 4.0\% | 4 | 7.9\% | 3 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 7.5\% | 3 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 34.0\% | 34 | 28.9\% | 11 | 37.1\% | 23 | 30.6\% | 11 | 20.8\% | 5 | 45.0\% | 18 | 27.5\% | 11 | 38.3\% | 23 | 34.0\% | 34 | 0.0\% | 0 | 0.0\% | 0 |
| To use services e.g. bank, post office, hairdresser | 15.0\% | 15 | 15.8\% | 6 | 14.5\% | 9 | 13.9\% | 5 | 8.3\% | 2 | 20.0\% | 8 | 15.0\% | 6 | 15.0\% | 9 | 15.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| Work / business purposes | 17.0\% | 17 | 26.3\% | 10 | 11.3\% | 7 | 25.0\% |  | 33.3\% | 8 | 0.0\% | 0 | 25.0\% | 10 | 11.7\% | 7 | 17.0\% | 17 | 0.0\% | 0 | 0.0\% | 0 |
| Healthcare e.g. doctor, dentist, optician | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 0.0\% | 0 | 8.3\% | 2 | 7.5\% | 3 | 7.5\% | 3 | 3.3\% | 2 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 17.0\% | 17 | 15.8\% | 6 | 17.7\% | 11 | 11.1\% | 4 | 12.5\% | 3 | 25.0\% | 10 | 20.0\% | 8 | 15.0\% | 9 | 17.0\% | 17 | 0.0\% | 0 | 0.0\% | 0 |
| Tourism, e.g. holiday, day trip | 7.0\% | 7 | 0.0\% | 0 | 11.3\% | 7 | 0.0\% | 0 | 8.3\% | 2 | 12.5\% | 5 | 5.0\% | 2 | 8.3\% | 5 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 8.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |

Q03 Do you intend to do any shopping in Canterbury / Whitstable / Herne Bay today?
Those who did not mention shopping for food, non food or both at Q01 or Q02

| Yes | $27.1 \%$ | 16 | $15.4 \%$ | 4 | $36.4 \%$ | 12 | $9.1 \%$ | 2 | $30.8 \%$ | 4 | $41.7 \%$ | 10 | $30.8 \%$ | 8 | $24.2 \%$ | 8 | $27.1 \%$ | 16 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $42.4 \%$ | 25 | $65.4 \%$ | 17 | $24.2 \%$ | 8 | $54.5 \%$ | 12 | $53.8 \%$ | 7 | $25.0 \%$ | 6 | $38.5 \%$ | 10 | $45.5 \%$ | 15 | $42.4 \%$ | 25 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |
| (Don't know) | $30.5 \%$ | 18 | $19.2 \%$ | 5 | $39.4 \%$ | 13 | $36.4 \%$ | 8 | $15.4 \%$ | 2 | $33.3 \%$ | 8 | $30.8 \%$ | 8 | $30.3 \%$ | 10 | $30.5 \%$ | 18 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |  |  |
| Base: |  | 59 |  | 26 |  | 33 |  | 22 |  | 13 |  | 24 |  | 26 |  | 33 |  | 59 |  | 0 |  |  |  |  |


| Total | Male | Female | $18-34$ | $35-54$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q04 What do you intend to buy in Canterbury / Whitstable / Herne Bay today ? [MR]
Those who intend to shop for food, non-food or both at Q01, Q02 or Q03

| Food and groceries | 36.8\% | 21 | 37.5\% | 6 | 36.6\% | 15 | 62.5\% | 10 | 20.0\% | 3 | 30.8\% | 8 | 40.9\% | 9 | 34.3\% | 12 | 36.8\% | 21 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Newspapers / Magazines | 10.5\% | 6 | 6.3\% | 1 | 12.2\% | 5 | 25.0\% | 4 | 6.7\% | 1 | 3.8\% | 1 | 18.2\% | 4 | 5.7\% | 2 | 10.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Confectionery / Tobacco | 5.3\% | 3 | 0.0\% | 0 | 7.3\% | 3 | 12.5\% | 2 | 6.7\% | 1 | 0.0\% | 0 | 9.1\% | 2 | 2.9\% | 1 | 5.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Clothing / Footwear | 45.6\% | 26 | 37.5\% | 6 | 48.8\% | 20 | 37.5\% | 6 | 53.3\% | 8 | 46.2\% | 12 | 40.9\% | 9 | 48.6\% | 17 | 45.6\% | 26 | 0.0\% | 0 | 0.0\% | 0 |
| Furniture / Carpets / Soft furnishings | 3.5\% | 2 | 0.0\% | 0 | 4.9\% | 2 | 0.0\% | 0 | 13.3\% | 2 | 0.0\% | 0 | 4.5\% | 1 | 2.9\% | 1 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Domestic Electrical goods | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other electrical goods (TV, Hi-fi etc) | 1.8\% | 1 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.5\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| DIY / Hardware / Gardening | 7.0\% | 4 | 12.5\% | 2 | 4.9\% | 2 | 0.0\% | 0 | 13.3\% | 2 | 7.7\% | 2 | 0.0\% | 0 | 11.4\% | 4 | 7.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Other household goods | 19.3\% | 11 | 12.5\% | 2 | 22.0\% | 9 | 25.0\% | 4 | 6.7\% | 1 | 23.1\% | 6 | 13.6\% | 3 | 22.9\% | 8 | 19.3\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Gifts / Jewellery / China and Glass | 10.5\% | 6 | 12.5\% | 2 | 9.8\% | 4 | 12.5\% | 2 | 0.0\% | 0 | 15.4\% | 4 | 0.0\% | 0 | 17.1\% | 6 | 10.5\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Books / CD's / Videos / Toys <br> / Hobbies | 5.3\% | 3 | 6.3\% | 1 | 4.9\% | 2 | 0.0\% | 0 | 6.7\% | 1 | 7.7\% | 2 | 4.5\% | 1 | 5.7\% | 2 | 5.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Health / Beauty / Chemist items | 15.8\% | 9 | 18.8\% | 3 | 14.6\% | 6 | 18.8\% | 3 | 20.0\% | 3 | 11.5\% | 3 | 22.7\% | 5 | 11.4\% | 4 | 15.8\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 57 |  | 16 |  | 41 |  | 16 |  | 15 |  | 26 |  | 22 |  | 35 |  | 57 |  | 0 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | 35-54 | 55 + | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q05 Which STORE do you visit most frequently for food shopping ? [MR]

| Aldi, Boundary Road, Ramsgate | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, East Street, Sittingbourne | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, High Road, Tottenham | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, St Mary's Road, Swanley | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, St. Andrews Close, Canterbury | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Crook Log, Bexleyheath | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sturry Road, Canterbury | 8.0\% | 8 | 10.5\% | 4 | 6.5\% | 4 | 13.9\% | 5 | 8.3\% | 2 | 2.5\% | 1 | 7.5\% | 3 | 8.3\% | 5 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Tollgate Road, Beckton | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Road, Sittingbourne | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Forbes Road, Faversham | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Moatsole, Sandwich | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Station Road, Birchington | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Shellons Street, Folkestone | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 3.0\% | 3 | 7.9\% | 3 | 0.0\% | 0 | 2.8\% | 1 | 8.3\% | 2 | 0.0\% | 0 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, St. | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 2.8\% | 1 | 0.0\% | 0 | 7.5\% | 3 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |


| Canterbury | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Morrisons, Beach Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Bridge Street, Dover | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Cheriton Road, Folkestone | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Parsons Green, Saint Ives | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Sutton Road, Maidstone | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 4.0\% | 4 | 2.6\% | 1 | 4.8\% | 3 | 0.0\% | 0 | 4.2\% | 1 | 7.5\% | 3 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Welling High Street, Welling | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Central Drive, Didcot | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dymchurch Road, New Romney | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Hempstead Valley, Gillingham | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 6.0\% | 6 | 2.6\% | 1 | 8.1\% | 5 | 8.3\% | 3 | 8.3\% | 2 | 2.5\% | 1 | 7.5\% | 3 | 5.0\% | 3 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Kingsmead Road, Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sainsbury's Superstore, Reeves Way, Whitstable | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.5\% | 3 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Romney Place, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, New Dover Road, Canterbury | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 5.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Grand Depot Road, Woolwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Hythe Road, Willesborough, Ashford | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 2.8\% | 1 | 4.2\% | 1 | 2.5\% | 1 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 12.0\% | 12 | 13.2\% | 5 | 11.3\% | 7 | 13.9\% | 5 | 12.5\% | 3 | 10.0\% | 4 | 15.0\% | 6 | 10.0\% | 6 | 12.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Grovewood Drive, Maidstone | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Manston Road, Ramsgate | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Southside Shopping Centre, Wandsworth | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, St. Georges Centre, Canterbury | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ | ABC1 |  |  | C2DE |  | Canterbury | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| SPECIFIC SHOP \& ADDRESS) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Internet / delivered | 5.0\% | 5 | 10.5\% | 4 | 1.6\% | 1 | 11.1\% | 4 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 6.7\% | 4 | 5.0\% 5 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / can't remember) | 8.0\% | 8 | 5.3\% | 2 | 9.7\% | 6 | 2.8\% | 1 | 8.3\% | 2 | 12.5\% | 5 | 2.5\% | 1 | 11.7\% | 7 | 8.0\% 8 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 | 100 |  | 0 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q06 And which other STORE do you also visit frequently for food shopping? [MR]

| Aldi, East Street, Sittingbourne | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, Kings Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, St. Andrews Close, Canterbury | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Well Road, Maidstone | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Pier Road, Gillingham | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sturry Road, Canterbury | 4.0\% | 4 | 7.9\% | 3 | 1.6\% | 1 | 5.6\% | 2 | 8.3\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Virginia Woolf Building, University of Kent, Canterbury | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 5.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Bellgrove Road, Welling | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, College Square, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Market Place, Didcot | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Margate Road, Ramsgate | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 2 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 5.0\% | 5 | 7.9\% | 3 | 3.2\% | 2 | 8.3\% | 3 | 4.2\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 8.3\% | 5 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Manna, Thomas Street, Woolwich, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Hempstead Valley | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne B |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping Centre, Gillingham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, St. Georges Street, Canterbury | 5.0\% | 5 | 5.3\% | 2 | 4.8\% | 3 | 8.3\% | 3 | 8.3\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 5.0\% | 3 | 5.0\% 5 | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Week Street, Maidstone | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% 2 | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Wimbledon Park Road, Southfields | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% 1 | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 2.8\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% 2 | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Cheriton Road, Folkestone | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% 1 | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Jenner Close, Sidcup | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Knight Road, Rochester | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 2.8\% | 1 | 12.5\% | 3 | 2.5\% | 1 | 2.5\% | 1 | 6.7\% | 4 | 5.0\% 5 | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, Station Road, Birchington | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% 2 | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Broadway, Bexleyheath | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 5.6\% | 2 | 4.2\% | 1 | 2.5\% | 1 | 10.0\% | 4 | 0.0\% | 0 | 4.0\% 4 | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Ashford Road, Bearsted | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |



| Total | Male | Female | $18-\mathbf{3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q07 Why do you visit (STORE MENTIONED AT Q.5) for food shopping? [MR]
Those who mentioned a store at Q05

| Close to home | 51.7\% | 45 | 50.0\% | 16 | 52.7\% | 29 | 41.9\% | 13 | 42.9\% | 9 | 65.7\% | 23 | 55.3\% | 21 | 49.0\% | 24 | 51.7\% | 45 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to work | 10.3\% | 9 | 9.4\% | 3 | 10.9\% | 6 | 6.5\% | 2 | 19.0\% | 4 | 8.6\% | 3 | 10.5\% | 4 | 10.2\% | 5 | 10.3\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 41.4\% | 36 | 40.6\% | 13 | 41.8\% | 23 | 45.2\% | 14 | 47.6\% | 10 | 34.3\% | 12 | 44.7\% | 17 | 38.8\% | 19 | 41.4\% | 36 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 3.4\% | 3 | 3.1\% | 1 | 3.6\% | 2 | 9.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.9\% | 3 | 0.0\% | 0 | 3.4\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Sufficient car parking | 17.2\% | 15 | 12.5\% | 4 | 20.0\% | 11 | 6.5\% | 2 | 28.6\% | 6 | 20.0\% | 7 | 15.8\% | 6 | 18.4\% | 9 | 17.2\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| Reasonably priced car parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Reasonably priced shops | 27.6\% | 24 | 40.6\% | 13 | 20.0\% | 11 | 35.5\% | 11 | 23.8\% | 5 | 22.9\% | 8 | 18.4\% | 7 | 34.7\% | 17 | 27.6\% | 24 | 0.0\% | 0 | 0.0\% | 0 |
| Good selection / quality of shops | 12.6\% | 11 | 18.8\% | 6 | 9.1\% | 5 | 9.7\% | 3 | 9.5\% | 2 | 17.1\% | 6 | 7.9\% | 3 | 16.3\% | 8 | 12.6\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Good mix of shopping and leisure facilities | 1.1\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| To visit specific shop(s) (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant shopping environment (general ambience) | 18.4\% | 16 | 3.1\% | 1 | 27.3\% | 15 | 16.1\% | 5 | 28.6\% | 6 | 14.3\% | 5 | 15.8\% | 6 | 20.4\% | 10 | 18.4\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Good standard of street cleanliness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Visit the market | 1.1\% | 1 | 3.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Safe shopping environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a car wash | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer | 1.1\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 3.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of the food | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No particular reason) | 1.1\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 1.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 87 |  | 32 |  | 55 |  | 31 |  | 21 |  | 35 |  | 38 |  | 49 |  | 87 |  | 0 |  | 0 |

Total Male Female 18 -34 $\mathbf{~ 3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q08 Which town centre or retail park do you visit most frequently for non-food shopping? [MR]

| Canterbury City Centre | 36.0\% | 36 | 44.7\% | 17 | 30.6\% | 19 | 50.0\% | 18 | 25.0\% | 6 | 30.0\% | 12 | 40.0\% | 16 | 33.3\% | 20 | 36.0\% | 36 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay Town Centre | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 2.8\% | 1 | 8.3\% | 2 | 0.0\% | 0 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 5.6\% | 2 | 4.2\% | 1 | 5.0\% | 2 | 5.0\% | 2 | 5.0\% | 3 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittinbourne Town Centre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet | 2.0\% | 2 | 2.6\% | 1 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 5.6\% | 2 | 4.2\% | 1 | 2.5\% | 1 | 7.5\% | 3 | 1.7\% | 1 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



Q09 And which other town centre or retail park do you visit frequently for non-food shopping? [MR]

| Canterbury City Centre | 9.0\% | 9 | 5.3\% | 2 | 11.3\% | 7 | 8.3\% | 3 | 20.8\% | 5 | 2.5\% | 1 | 12.5\% | 5 | 6.7\% | 4 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay Town Centre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Town Centre | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 5.6\% | 2 | 4.2\% | 1 | 2.5\% | 1 | 7.5\% | 3 | 1.7\% | 1 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 5.0\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittinbourne Town Centre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet | 9.0\% | 9 | 10.5\% | 4 | 8.1\% | 5 | 11.1\% | 4 | 4.2\% | 1 | 10.0\% | 4 | 2.5\% | 1 | 13.3\% | 8 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 3.0\% | 3 | 5.3\% | 2 | 1.6\% | 1 | 2.8\% | 1 | 4.2\% | 1 | 2.5\% | 1 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 10.0\% | 10 | 5.3\% | 2 | 12.9\% | 8 | 13.9\% | 5 | 12.5\% | 3 | 5.0\% | 2 | 5.0\% | 2 | 13.3\% | 8 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



| Total | Male | Female | $18-34$ | $35-54$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q10 Why do you visit (MOST FREQUENTLY VISITED CENTRE OR PARK AT Q.8) for non-food shopping? [MR] If any location mentioned at Q08

| Close to home | 35.8\% | 29 | 25.8\% | 8 | 42.0\% | 21 | 30.3\% | 10 | 40.0\% | 8 | 39.3\% | 11 | 26.7\% | 8 | 41.2\% | 21 | 35.8\% | 29 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to work | 7.4\% | 6 | 12.9\% | 4 | 4.0\% | 2 | 6.1\% | 2 | 15.0\% | 3 | 3.6\% | 1 | 13.3\% | 4 | 3.9\% | 2 | 7.4\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 42.0\% | 34 | 51.6\% | 16 | 36.0\% | 18 | 48.5\% | 16 | 15.0\% | 3 | 53.6\% | 15 | 43.3\% | 13 | 41.2\% | 21 | 42.0\% | 34 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 11.1\% | 9 | 25.8\% | 8 | 2.0\% | 1 | 15.2\% | 5 | 15.0\% | 3 | 3.6\% | 1 | 6.7\% | 2 | 13.7\% | 7 | 11.1\% | 9 | 0.0\% |  | 0.0\% | 0 |
| Free car parking | 12.3\% | 10 | 12.9\% | 4 | 12.0\% | 6 | 3.0\% | 1 | 20.0\% | 4 | 17.9\% | 5 | 16.7\% | 5 | 9.8\% | 5 | 12.3\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| Sufficient car parking | 9.9\% | 8 | 0.0\% | 0 | 16.0\% | 8 | 9.1\% | 3 | 10.0\% | 2 | 10.7\% | 3 | 16.7\% | 5 | 5.9\% | 3 | 9.9\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Reasonably priced car parking | 1.2\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Reasonably priced shops | 11.1\% | 9 | 6.5\% | 2 | 14.0\% | 7 | 6.1\% | 2 | 5.0\% | 1 | 21.4\% | 6 | 13.3\% | 4 | 9.8\% | 5 | 11.1\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Good selection / quality of shops | 46.9\% | 38 | 35.5\% | 11 | 54.0\% | 27 | 45.5\% | 15 | 50.0\% | 10 | 46.4\% | 13 | 40.0\% | 12 | 51.0\% | 26 | 46.9\% | 38 | 0.0\% | 0 | 0.0\% | 0 |
| Good mix of shopping and leisure facilities | 17.3\% | 14 | 12.9\% | 4 | 20.0\% | 10 | 21.2\% | 7 | 15.0\% | 3 | 14.3\% | 4 | 20.0\% | 6 | 15.7\% | 8 | 17.3\% | 14 | 0.0\% | 0 | 0.0\% | 0 |
| To visit specific shop(s) <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant shopping environment (general ambience) | 9.9\% | 8 | 3.2\% | 1 | 14.0\% | 7 | 6.1\% | 2 | 30.0\% | 6 | 0.0\% | 0 | 10.0\% | 3 | 9.8\% | 5 | 9.9\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Good standard of street cleanliness | 1.2\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Visit the market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Safe shopping environment | 2.5\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 | 10.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 2.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeland | 1.2\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Supporting local shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No particular reason) | 3.7\% | 3 | 3.2\% | 1 | 4.0\% | 2 | 3.0\% | 1 | 5.0\% | 1 | 3.6\% | 1 | 3.3\% | 1 | 3.9\% | 2 | 3.7\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 81 |  | 31 |  | 50 |  | 33 |  | 20 |  | 28 |  | 30 |  | 51 |  | 81 |  | 0 |  | 0 |

## Mean score [ $£$ ]

Q11 Approximately how much will you spend in total on each of the following during your visit to Canterbury / Whitstable / Herne Bay ?
Those who intend to shop for food, non-food or both at Q01, Q02 or Q03

## Food \& Grocery

| Nothing | 45.6\% | 26 | 56.3\% | 9 | 41.5\% | 17 | 37.5\% | 6 | 60.0\% | 9 | 42.3\% | 11 | 40.9\% | 9 | 48.6\% | 17 | 45.6\% | 26 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than $£ 5.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £5.01-£10.00 | 14.0\% | 8 | 12.5\% | 2 | 14.6\% | 6 | 18.8\% | 3 | 20.0\% | 3 | 7.7\% | 2 | 13.6\% | 3 | 14.3\% | 5 | 14.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| £10.01-£20.00 | 8.8\% | 5 | 6.3\% | 1 | 9.8\% | 4 | 12.5\% | 2 | 0.0\% | 0 | 11.5\% | 3 | 9.1\% | 2 | 8.6\% | 3 | 8.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| £20.01-£30.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £30.01-£40.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 5.3\% | 3 | 6.3\% | 1 | 4.9\% | 2 | 6.3\% | 1 | 0.0\% | 0 | 7.7\% | 2 | 4.5\% | 1 | 5.7\% | 2 | 5.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 26.3\% | 15 | 18.8\% | 3 | 29.3\% | 12 | 25.0\% | 4 | 20.0\% | 3 | 30.8\% | 8 | 31.8\% | 7 | 22.9\% | 8 | 26.3\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 6.43 |  | 5.77 |  | 6.72 |  | 8.13 |  | 1.88 |  | 8.33 |  | 6.50 |  | 6.39 |  | 6.43 |  | 0.00 |  | 0.00 |
| Base: |  | 57 |  | 16 |  | 41 |  | 16 |  | 15 |  | 26 |  | 22 |  | 35 |  | 57 |  | 0 |  | 0 |
| Non-food |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 14.0\% | 8 | 18.8\% | 3 | 12.2\% | 5 | 31.3\% | 5 | 6.7\% | 1 | 7.7\% | 2 | 22.7\% | 5 | 8.6\% | 3 | 14.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Less than $£ 5.00$ | 1.8\% | 1 | 0.0\% | 0 | 2.4\% | 1 | 6.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| £5.01-£10.00 | 3.5\% | 2 | 6.3\% | 1 | 2.4\% | 1 | 6.3\% | 1 | 6.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.7\% | 2 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| £10.01-£20.00 | 14.0\% | 8 | 18.8\% | 3 | 12.2\% | 5 | 18.8\% | 3 | 6.7\% | 1 | 15.4\% | 4 | 18.2\% | 4 | 11.4\% | 4 | 14.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| £20.01-£30.00 | 12.3\% | 7 | 18.8\% | 3 | 9.8\% | 4 | 0.0\% | 0 | 20.0\% | 3 | 15.4\% | 4 | 4.5\% | 1 | 17.1\% | 6 | 12.3\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| £30.01-£40.00 | 3.5\% | 2 | 0.0\% | 0 | 4.9\% | 2 | 0.0\% | 0 | 6.7\% | 1 | 3.8\% | 1 | 0.0\% | 0 | 5.7\% | 2 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 8.8\% | 5 | 6.3\% | 1 | 9.8\% | 4 | 6.3\% | 1 | 20.0\% | 3 | 3.8\% | 1 | 9.1\% | 2 | 8.6\% | 3 | 8.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 5.3\% | 3 | 0.0\% | 0 | 7.3\% | 3 | 6.3\% | 1 | 6.7\% | 1 | 3.8\% | 1 | 9.1\% | 2 | 2.9\% | 1 | 5.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 1.8\% | 1 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 1.8\% | 1 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 | 6.7\% | 1 | 0.0\% | 0 | 4.5\% | 1 | 0.0\% | 0 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 33.3\% | 19 | 31.3\% | 5 | 34.1\% | 14 | 25.0\% | 4 | 20.0\% | 3 | 46.2\% | 12 | 27.3\% | 6 | 37.1\% | 13 | 33.3\% | 19 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 30.79 |  | 15.68 |  | 36.94 |  | 15.63 |  | 44.17 |  | 32.32 |  | 32.97 |  | 29.20 |  | 30.79 |  | 0.00 |  | 0.00 |
| Base: |  | 57 |  | 16 |  | 41 |  | 16 |  | 15 |  | 26 |  | 22 |  | 35 |  | 57 |  | 0 |  | 0 |



## Eating \& Drinking out

| Nothing | 33.3\% | 19 | 43.8\% | 7 | 29.3\% | 12 | 37.5\% | 6 | 33.3\% | 5 | 30.8\% | 8 | 36.4\% | 8 | 31.4\% | 11 | 33.3\% | 19 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than $£ 5.00$ | 12.3\% | 7 | 12.5\% | 2 | 12.2\% | 5 | 25.0\% | 4 | 13.3\% | 2 | 3.8\% | 1 | 13.6\% | 3 | 11.4\% | 4 | 12.3\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| £5.01-£10.00 | 8.8\% | 5 | 0.0\% | 0 | 12.2\% | 5 | 0.0\% | 0 | 13.3\% | 2 | 11.5\% | 3 | 4.5\% | 1 | 11.4\% | 4 | 8.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| £10.01-£20.00 | 7.0\% | 4 | 12.5\% | 2 | 4.9\% | 2 | 6.3\% | 1 | 6.7\% | 1 | 7.7\% | 2 | 4.5\% | 1 | 8.6\% | 3 | 7.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| £20.01-£30.00 | 3.5\% | 2 | 6.3\% | 1 | 2.4\% | 1 | 0.0\% | 0 | 6.7\% | 1 | 3.8\% | 1 | 4.5\% | 1 | 2.9\% | 1 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| £30.01-£40.00 | 1.8\% | 1 | 0.0\% | 0 | 2.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 33.3\% | 19 | 25.0\% | 4 | 36.6\% | 15 | 31.3\% | 5 | 26.7\% | 4 | 38.5\% | 10 | 36.4\% | 8 | 31.4\% | 11 | 33.3\% | 19 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 5.26 |  | 5.00 |  | 5.38 |  | 2.27 |  | 5.45 |  | 7.19 |  | 3.93 |  | 6.04 |  | 5.26 |  | 0.00 |  | 0.00 |
| Base: |  | 57 |  | 16 |  | 41 |  | 16 |  | 15 |  | 26 |  | 22 |  | 35 |  | 57 |  | 0 |  | 0 |

## Leisure \& culture

Nothing

| $82.5 \%$ | 47 | $93.8 \%$ | 15 | $78.0 \%$ | 32 | $81.3 \%$ | 13 | $80.0 \%$ | 12 | $84.6 \%$ |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $17.5 \%$ | 10 | $6.3 \%$ | 1 | $22.0 \%$ | 9 | $18.8 \%$ | 3 | $20.0 \%$ | 3 | $15.4 \%$ |
|  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  |
|  | 57 |  | 16 |  | 41 |  | 16 |  | 15 |  |


|  |  |  |  |
| ---: | ---: | ---: | ---: |
| 22 | $81.8 \%$ | 18 | $82.9 \%$ |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| 0 | $0.0 \%$ | 0 | 0.0 |
| 0 | $0.0 \%$ | 0 | 0.0 |
| 0 | $0.0 \%$ | 0 | 0.0 |
| 4 | $18.2 \%$ | 4 | $17.1 \%$ |
| 0.00 |  | 0.00 |  |
| 26 |  | 22 |  |
|  |  |  |  |


| $2.9 \%$ | 29 | $82.5 \%$ | 47 | $0.0 \%$ | 0 | $0.0 \%$ |
| ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ |
| $17.1 \%$ | 6 | $17.5 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ |
|  | 0.00 |  | 0.00 |  | 0.00 |  |
|  | 35 |  | 57 |  | 0 |  |

0
0
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0
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0.00
0
Total Male Female 18 -34 $\quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE Canterbury Whitstable Herne Bay

Q12 How did you travel to Canterbury / Whitstable / Herne Bay today ?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Car-driver | $21.0 \%$ | 21 | $21.1 \%$ | 8 | $21.0 \%$ | 13 | $11.1 \%$ | 4 | $29.2 \%$ | 7 | $25.0 \%$ | 10 | $30.0 \%$ | 12 | $15.0 \%$ | 9 | $21.0 \%$ | 21 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Car-passenger | $14.0 \%$ | 14 | $2.6 \%$ | 1 | $21.0 \%$ | 13 | $13.9 \%$ | 5 | $20.8 \%$ | 5 | $10.0 \%$ | 4 | $12.5 \%$ | 5 | $15.0 \%$ | 9 | $14.0 \%$ | 14 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Bus / coach | $25.0 \%$ | 25 | $26.3 \%$ | 10 | $24.2 \%$ | 15 | $25.0 \%$ | 9 | $12.5 \%$ | 3 | $32.5 \%$ | 13 | $20.0 \%$ | 8 | $28.3 \%$ | 17 | $25.0 \%$ | 25 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Train | $6.0 \%$ | 6 | $7.9 \%$ | 3 | $4.8 \%$ | 3 | $11.1 \%$ | 4 | $4.2 \%$ | 1 | $2.5 \%$ | 1 | $5.0 \%$ | 2 | $6.7 \%$ | 4 | $6.0 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Taxi | $1.0 \%$ | 1 | $0.0 \%$ | 0 | $1.6 \%$ | 1 | $2.8 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.5 \%$ | 1 | $0.0 \%$ | 0 | $1.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Walked | $25.0 \%$ | 25 | $34.2 \%$ | 13 | $19.4 \%$ | 12 | $30.6 \%$ | 11 | $25.0 \%$ | 6 | $20.0 \%$ | 8 | $30.0 \%$ | 12 | $21.7 \%$ | 13 | $25.0 \%$ | 25 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Bicycle | $3.0 \%$ | 3 | $7.9 \%$ | 3 | $0.0 \%$ | 0 | $5.6 \%$ | 2 | $0.0 \%$ | 0 | $2.5 \%$ | 1 | $0.0 \%$ | 0 | $5.0 \%$ | 3 | $3.0 \%$ | 3 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Park \& Ride | $5.0 \%$ | 5 | $0.0 \%$ | 0 | $8.1 \%$ | 5 | $0.0 \%$ | 0 | $8.3 \%$ | 2 | $7.5 \%$ | 3 | $0.0 \%$ | 0 | $8.3 \%$ | 5 | $5.0 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other (PLEASE WRITE IN) | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 | 100 |  | 0 |  | 0 |  |

## Mean score [minutes]

Q13 How long did your journey take?

| 0-10 minutes | 26.0\% | 26 | 31.6\% | 12 | 22.6\% | 14 | 38.9\% | 14 | 33.3\% | 8 | 10.0\% | 4 | 22.5\% | 9 | 28.3\% | 17 | 26.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 11-20 minutes | 28.0\% | 28 | 36.8\% | 14 | 22.6\% | 14 | 30.6\% | 11 | 16.7\% | 4 | 32.5\% | 13 | 35.0\% | 14 | 23.3\% | 14 | 28.0\% | 28 | 0.0\% | 0 | 0.0\% | 0 |
| 21-30 minutes | 22.0\% | 22 | 13.2\% | 5 | 27.4\% | 17 | 8.3\% | 3 | 37.5\% | 9 | 25.0\% | 10 | 20.0\% | 8 | 23.3\% | 14 | 22.0\% | 22 | 0.0\% | 0 | 0.0\% | 0 |
| 31-45 minutes | 20.0\% | 20 | 13.2\% | 5 | 24.2\% | 15 | 16.7\% | 6 | 12.5\% | 3 | 27.5\% | 11 | 20.0\% | 8 | 20.0\% | 12 | 20.0\% | 20 | 0.0\% | 0 | 0.0\% | 0 |
| 46+ minutes | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 5.6\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 2.5\% | 1 | 5.0\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 20.60 |  | 18.16 |  | 22.10 |  | 17.83 |  | 18.17 |  | 24.55 |  | 20.15 |  | 20.90 |  | 20.60 |  | 0.00 |  | 0.00 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |

Mean score [Very easy=2, Quite easy=1, Neiterh easy nor difficult=0, Quite difficult=-1, Very difficult=-2]
Q14 How easy was it to find a car parking place today?
Those who mentioned car at Q12

| Very easy | 17.1\% | 6 | 0.0\% | 0 | 23.1\% | 6 | 0.0\% | 0 | 25.0\% | 3 | 21.4\% | 3 | 23.5\% | 4 | 11.1\% | 2 | 17.1\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Quite easy | 45.7\% | 16 | 55.6\% | 5 | 42.3\% | 11 | 44.4\% | 4 | 41.7\% | 5 | 50.0\% | 7 | 41.2\% | 7 | 50.0\% | 9 | 45.7\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Neither easy nor difficult | 25.7\% | 9 | 44.4\% | 4 | 19.2\% | 5 | 33.3\% | 3 | 33.3\% | 4 | 14.3\% | 2 | 29.4\% | 5 | 22.2\% | 4 | 25.7\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Quite difficult | 5.7\% | 2 | 0.0\% | 0 | 7.7\% | 2 | 11.1\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 11.1\% | 2 | 5.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Very difficult | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 5.7\% | 2 | 0.0\% | 0 | 7.7\% | 2 | 11.1\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 5.9\% | 1 | 5.6\% | 1 | 5.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 0.79 |  | 0.56 |  | 0.88 |  | 0.38 |  | 0.92 |  | 0.92 |  | 0.94 |  | 0.65 |  | 0.79 |  | 0.00 |  | 0.00 |
| Base: |  | 35 |  | 9 |  | 26 |  | 9 |  | 12 |  | 14 |  | 17 |  | 18 |  | 35 |  | 0 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q15 Where did you park today? [MR]

Those who mentioned car at Q12

| Castle Row car park, Canterbury | 2.9\% | 1 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Holmans Meadow car park, Canterbury | 2.9\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Northgate car park, Canterbury | 11.4\% | 4 | 0.0\% | 0 | 15.4\% | 4 | 0.0\% | 0 | 8.3\% | 1 | 21.4\% | 3 | 0.0\% | 0 | 22.2\% | 4 | 11.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Pound Lane car park, Canterbury | 5.7\% | 2 | 0.0\% | 0 | 7.7\% | 2 | 11.1\% | 1 | 8.3\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 5.6\% | 1 | 5.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Queningate car park, Canterbury | 2.9\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 8.3\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Rosemary Lane car park, Canterbury | 2.9\% | 1 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 5.9\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Watling Street car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| West Station car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitefriars car park, Canterbury | 20.0\% | 7 | 11.1\% | 1 | 23.1\% | 6 | 33.3\% | 3 | 8.3\% | 1 | 21.4\% | 3 | 17.6\% | 3 | 22.2\% | 4 | 20.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| East Quay car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gorrell Tank car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Harbour, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Middle Wall car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Seafront, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Shaftesbury Road car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Victoria Street car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Station car park (North side) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Station car park (South side) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Beach Street car park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hampton Pier, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Station car park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market Street car park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Swalecliffe Avenue car park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Abode Canterbury | 2.9\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Canterbury | 2.9\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 8.3\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Friends house, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On Street, Canterbury | 2.9\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 5.9\% | 1 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| On street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| On Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Front, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Station Car Park, Canterbury | 2.9\% | 1 | 11.1\% | 1 | 0.0\% | 0 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 2.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Park \& Ride, Canterbury | 5.7\% | 2 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 | 8.3\% | 1 | 7.1\% | 1 | 11.8\% | 2 | 0.0\% | 0 | 5.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| The Marlowe Theatre, Canterbury | 5.7\% | 2 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 | 8.3\% | 1 | 7.1\% | 1 | 0.0\% | 0 | 11.1\% | 2 | 5.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Park \& Ride | 5.7\% | 2 | 22.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 16.7\% | 2 | 0.0\% | 0 | 11.8\% | 2 | 0.0\% | 0 | 5.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Work, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 11.4\% | 4 | 11.1\% | 1 | 11.5\% | 3 | 22.2\% | 2 | 16.7\% | 2 | 0.0\% | 0 | 23.5\% | 4 | 0.0\% | 0 | 11.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| (Dropped off) | 11.4\% | 4 | 22.2\% | 2 | 7.7\% | 2 | 22.2\% | 2 | 0.0\% | 0 | 14.3\% | 2 | 5.9\% | 1 | 16.7\% | 3 | 11.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 35 |  | 9 |  | 26 |  | 9 |  | 12 |  | 14 |  | 17 |  | 18 |  | 35 |  | 0 |  | 0 |

## Mean score [minutes]

## Q16 Approximately how much time will you spend in the shopping area in Canterbury / Whitstable / Herne Bay today?

| 0-15 minutes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 16-30 minutes | 7.0\% | 7 | 7.9\% | 3 | 6.5\% | 4 | 5.6\% | 2 | 12.5\% | 3 | 5.0\% | 2 | 10.0\% | 4 | 5.0\% | 3 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| 31 minutes - 1 hour | 19.0\% | 19 | 13.2\% | 5 | 22.6\% | 14 | 27.8\% | 10 | 12.5\% | 3 | 15.0\% | 6 | 12.5\% | 5 | 23.3\% | 14 | 19.0\% | 19 | 0.0\% | 0 | 0.0\% | 0 |
| More than 1 hour, but less than $1^{1 / 2}$ hours | 12.0\% | 12 | 7.9\% | 3 | 14.5\% | 9 | 8.3\% | 3 | 20.8\% | 5 | 10.0\% | 4 | 15.0\% | 6 | 10.0\% | 6 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| More than $11 / 2$ hours, but less than 2 hours | 14.0\% | 14 | 15.8\% | 6 | 12.9\% | 8 | 8.3\% | 3 | 16.7\% | 4 | 17.5\% | 7 | 10.0\% | 4 | 16.7\% | 10 | 14.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 |
| More than 2 hours, but less than 3 hours | 18.0\% | 18 | 23.7\% | 9 | 14.5\% | 9 | 22.2\% | 8 | 0.0\% | 0 | 25.0\% | 10 | 17.5\% | 7 | 18.3\% | 11 | 18.0\% | 18 | 0.0\% | 0 | 0.0\% | 0 |
| 3 hours or more | 24.0\% | 24 | 23.7\% | 9 | 24.2\% | 15 | 19.4\% | 7 | 33.3\% | 8 | 22.5\% | 9 | 25.0\% | 10 | 23.3\% | 14 | 24.0\% | 24 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 6.0\% | 6 | 7.9\% | 3 | 4.8\% | 3 | 8.3\% | 3 | 4.2\% | 1 | 5.0\% | 2 | 10.0\% | 4 | 3.3\% | 2 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 18.40 |  | 25.44 |  | 14.22 |  | 12.33 |  | 16.54 |  | 24.79 |  | 20.53 |  | 117.08 |  | 18.40 |  | 0.00 |  | 0.00 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Mean score [times per year, those who do visit]

Q17 How often do you come to the centre?

| Daily | 9.0\% | 9 | 10.5\% | 4 | 8.1\% | 5 | 19.4\% | 7 | 4.2\% | 1 | 2.5\% | 1 | 7.5\% | 3 | 10.0\% | 6 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Several times a week | 31.0\% | 31 | 50.0\% | 19 | 19.4\% | 12 | 41.7\% | 15 | 41.7\% | 10 | 15.0\% | 6 | 40.0\% | 16 | 25.0\% | 15 | 31.0\% | 31 | 0.0\% | 0 | 0.0\% | 0 |
| Once a week | 14.0\% | 14 | 10.5\% | 4 | 16.1\% | 10 | 8.3\% | 3 | 16.7\% | 4 | 17.5\% | 7 | 10.0\% | 4 | 16.7\% | 10 | 14.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 |
| Once every 2 to 3 weeks | 9.0\% | 9 | 5.3\% | 2 | 11.3\% | 7 | 5.6\% | 2 | 4.2\% | 1 | 15.0\% | 6 | 10.0\% | 4 | 8.3\% | 5 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Monthly | 14.0\% | 14 | 13.2\% | 5 | 14.5\% | 9 | 19.4\% | 7 | 8.3\% | 2 | 12.5\% | 5 | 2.5\% | 1 | 21.7\% | 13 | 14.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 |
| Once a quarter | 4.0\% | 4 | 2.6\% | 1 | 4.8\% | 3 | 2.8\% | 1 | 0.0\% | 0 | 7.5\% | 3 | 2.5\% | 1 | 5.0\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Less often than once a quarter | 11.0\% | 11 | 2.6\% | 1 | 16.1\% | 10 | 2.8\% | 1 | 16.7\% | 4 | 15.0\% | 6 | 20.0\% | 8 | 5.0\% | 3 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| First time today | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 0.0\% | 0 | 4.2\% | 1 | 10.0\% | 4 | 0.0\% | 0 | 8.3\% | 5 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 5.0\% | 2 | 7.5\% | 3 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 1.88 |  | 4.78 |  | 85.42 |  | 65.58 |  | 7.65 |  | 57.50 |  | 8.19 |  | 1.82 |  | 1.88 |  | 0.00 |  | 0.00 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | 18-34 | 35-54 | 55 + | ABC1 | C2DE | Canterbury | Whitstable Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q18 What do you like about shopping in Canterbury / Whitstable / Herne Bay ? [MR]

| Cheap parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 2.8\% | 1 | 0.0\% | 0 | 7.5\% | 3 | 2.5\% | 1 | 5.0\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Close to friends / relatives | 7.0\% | 7 | 10.5\% | 4 | 4.8\% | 3 | 11.1\% | 4 | 4.2\% | 1 | 5.0\% | 2 | 10.0\% | 4 | 5.0\% | 3 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Competitive prices | 12.0\% | 12 | 18.4\% | 7 | 8.1\% | 5 | 16.7\% | 6 | 12.5\% | 3 | 7.5\% | 3 | 12.5\% | 5 | 11.7\% | 7 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Easy parking | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 2.8\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Evening entertainment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Feels safe | 11.0\% | 11 | 10.5\% | 4 | 11.3\% | 7 | 8.3\% | 3 | 12.5\% | 3 | 12.5\% | 5 | 12.5\% | 5 | 10.0\% | 6 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Financial services (banks/ building societies, etc.) | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 11.0\% | 11 | 13.2\% | 5 | 9.7\% | 6 | 16.7\% | 6 | 8.3\% | 2 | 7.5\% | 3 | 7.5\% | 3 | 13.3\% | 8 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Leisure facilities (PLEASE WRITE IN e.g. pubs / restaurants / cinemas / etc.) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near / convenient | 24.0\% | 24 | 26.3\% | 10 | 22.6\% | 14 | 19.4\% | 7 | 25.0\% | 6 | 27.5\% | 11 | 20.0\% | 8 | 26.7\% | 16 | 24.0\% | 24 | 0.0\% | 0 | 0.0\% | 0 |
| Particular foodstore (PLEASE WRITE IN STORE NAME) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 26.0\% | 26 | 23.7\% | 9 | 27.4\% | 17 | 16.7\% | 6 | 41.7\% | 10 | 25.0\% | 10 | 25.0\% | 10 | 26.7\% | 16 | 26.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 |
| Selection / choice multiple shops | 44.0\% | 44 | 26.3\% | 10 | 54.8\% | 34 | 41.7\% | 15 | 54.2\% | 13 | 40.0\% | 16 | 50.0\% | 20 | 40.0\% | 24 | 44.0\% | 44 | 0.0\% | 0 | 0.0\% | 0 |
| Selection / choice of independent shops | 25.0\% | 25 | 15.8\% | 6 | 30.6\% | 19 | 22.2\% | 8 | 33.3\% | 8 | 22.5\% | 9 | 25.0\% | 10 | 25.0\% | 15 | 25.0\% | 25 | 0.0\% | 0 | 0.0\% | 0 |
| Market | 2.0\% | 2 | 2.6\% | 1 | 1.6\% | 1 | 5.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bowling | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gym | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| It's friendly | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It's quiet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Marlowe Theatre | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pier Café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pubs | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Quaint \& quirky | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The history | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 2.5\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| The Pier | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing at all) | 7.0\% | 7 | 10.5\% | 4 | 4.8\% | 3 | 11.1\% | 4 | 0.0\% | 0 | 7.5\% | 3 | 7.5\% | 3 | 6.7\% | 4 | 7.0\% |  | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 5.0\% | 5 | 7.9\% | 3 | 3.2\% | 2 | 0.0\% | 0 | 8.3\% | 2 | 7.5\% | 3 | 5.0\% | 2 | 5.0\% | 3 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | $18-34$ | $35-54$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q19 What do you dislike about shopping in Canterbury / Whitstable / Herne Bay ? [MR]

| Alternative facilities more accessible | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Car parking cost | 18.0\% | 18 | 10.5\% | 4 | 22.6\% | 14 | 8.3\% | 3 | 33.3\% | 8 | 17.5\% | 7 | 17.5\% | 7 | 18.3\% | 11 | 18.0\% | 18 | 0.0\% | 0 | 0.0\% | 0 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed not available there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 8.0\% | 8 | 10.5\% | 4 | 6.5\% | 4 | 5.6\% | 2 | 12.5\% | 3 | 7.5\% | 3 | 12.5\% | 5 | 5.0\% | 3 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of choice of facilities | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Paying for parking | 7.0\% | 7 | 7.9\% | 3 | 6.5\% | 4 | 2.8\% | 1 | 12.5\% | 3 | 7.5\% | 3 | 10.0\% | 4 | 5.0\% | 3 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Perception of safety | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of food / convenience store | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of pubs / bars | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of cafes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of retaurants | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Poor range of inependent shops | 3.0\% | 3 | 5.3\% | 2 | 1.6\% | 1 | 2.8\% | 1 | 4.2\% | 1 | 2.5\% | 1 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Too busy | 26.0\% | 26 | 26.3\% | 10 | 25.8\% | 16 | 38.9\% | 14 | 16.7\% | 4 | 20.0\% | 8 | 30.0\% | 12 | 23.3\% | 14 | 26.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 16.0\% | 16 | 23.7\% | 9 | 11.3\% | 7 | 27.8\% | 10 | 8.3\% | 2 | 10.0\% | 4 | 15.0\% | 6 | 16.7\% | 10 | 16.0\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| No particular reason - I just do not like it | 3.0\% | 3 | 5.3\% | 2 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 5.0\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Kids | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Litter | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too many cheap shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too many empty shops | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 2.5\% | 1 | 2.5\% | , | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Too much traffic | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too quiet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tourists | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 33.0\% | 33 | 28.9\% | 11 | 35.5\% | 22 | 30.6\% | 11 | 20.8\% | 5 | 42.5\% | 17 | 32.5\% | 13 | 33.3\% | 20 | 33.0\% | 33 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |

Total Male Female $\quad$ 18-34 $\quad$ 35-54 $\quad$ 55+ $\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury $\quad$ Whitstable Herne Bay

Q20 What type of retail or service provision would persuade you to shop in the Town centre more often? [MR]

| Foodstore | 15.0\% | 15 | 10.5\% | 4 | 17.7\% | 11 | 19.4\% | 7 | 12.5\% | 3 | 12.5\% | 5 | 10.0\% | 4 | 18.3\% | 11 | 15.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ladies clothing shops | 12.0\% | 12 | 2.6\% | 1 | 17.7\% | 11 | 8.3\% | 3 | 12.5\% | 3 | 15.0\% | 6 | 10.0\% | 4 | 13.3\% | 8 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Ladies shoe shops | 6.0\% | 6 | 2.6\% | 1 | 8.1\% | 5 | 8.3\% | 3 | 4.2\% | 1 | 5.0\% | 2 | 7.5\% | 3 | 5.0\% | 3 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Gents clothing shops | 5.0\% | 5 | 10.5\% | 4 | 1.6\% | 1 | 5.6\% | 2 | 12.5\% | 3 | 0.0\% | 0 | 2.5\% | 1 | 6.7\% | 4 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Gents shoe shops | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Children's clothing shops | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Children's shoe shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Youth fashion shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Electrical retailer shops | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| DIY and hardware shops | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 2.8\% | 1 | 0.0\% | 0 | 7.5\% | 3 | 2.5\% | 1 | 5.0\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| CDs / DVDs / computer game shops | 7.0\% | 7 | 7.9\% | 3 | 6.5\% | 4 | 13.9\% | 5 | 8.3\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 8.3\% | 5 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Major household appliance shops | 6.0\% | 6 | 7.9\% | 3 | 4.8\% | 3 | 2.8\% | 1 | 8.3\% | 2 | 7.5\% | 3 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Sports shops | 8.0\% | 8 | 13.2\% | 5 | 4.8\% | 3 | 13.9\% | 5 | 12.5\% | 3 | 0.0\% | 0 | 10.0\% | 4 | 6.7\% | 4 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Book shops | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 8.3\% | 3 | 4.2\% | 1 | 5.0\% | 2 | 2.5\% | 1 | 8.3\% | 5 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Post office | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 11.1\% | 4 | 4.2\% | 1 | 2.5\% | 1 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Professional and Financial Services | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Council offices | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chain stores | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fun play for children | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More police | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (None) | 50.0\% | 50 | 57.9\% | 22 | 45.2\% | 28 | 41.7\% | 15 | 41.7\% | 10 | 62.5\% | 25 | 52.5\% | 21 | 48.3\% | 29 | 50.0\% | 50 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |

## Mean score [times per year, those who do visit]

Q21 How frequently do you visit the market in the Town Centre?

| Several times a week | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Once a week | 8.0\% | 8 | 5.3\% | 2 | 9.7\% | 6 | 8.3\% | 3 | 4.2\% | 1 | 10.0\% | 4 | 5.0\% | 2 | 10.0\% | 6 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Once every 2 to 3 weeks | 10.0\% | 10 | 13.2\% | 5 | 8.1\% | 5 | 11.1\% | 4 | 16.7\% | 4 | 5.0\% | 2 | 10.0\% | 4 | 10.0\% | 6 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| Monthly | 19.0\% | 19 | 21.1\% | 8 | 17.7\% | 11 | 19.4\% | 7 | 16.7\% | 4 | 20.0\% | 8 | 17.5\% | 7 | 20.0\% | 12 | 19.0\% | 19 | 0.0\% | 0 | 0.0\% | 0 |
| Once a quarter | 4.0\% | 4 | 2.6\% | 1 | 4.8\% | 3 | 2.8\% | 1 | 4.2\% | 1 | 5.0\% | 2 | 2.5\% | 1 | 5.0\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Less often than once a quarter | 12.0\% | 12 | 7.9\% | 3 | 14.5\% | 9 | 2.8\% | 1 | 16.7\% | 4 | 17.5\% | 7 | 17.5\% | 7 | 8.3\% | 5 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| First time today | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 0.0\% | 0 | 8.3\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Never | 31.0\% | 31 | 36.8\% | 14 | 27.4\% | 17 | 41.7\% | 15 | 16.7\% | 4 | 30.0\% | 12 | 27.5\% | 11 | 33.3\% | 20 | 31.0\% | 31 | 0.0\% | 0 | 0.0\% | 0 |
| (Varies) | 12.0\% | 12 | 13.2\% | 5 | 11.3\% | 7 | 13.9\% | 5 | 12.5\% | 3 | 10.0\% | 4 | 15.0\% | 6 | 10.0\% | 6 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 22.84 |  | 16.32 |  | 26.11 |  | 20.38 |  | 23.65 |  | 23.92 |  | 12.52 |  | 29.82 |  | 22.84 |  | 0.00 |  | 0.00 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | $18-34$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q22 Which market do you normally visit? [MR]
Those who mentioned a market at Q21

| Canterbury High Street Market | 88.4\% | 61 | 95.8\% | 23 | 84.4\% | 38 | 95.2\% | 20 | 90.0\% | 18 | 82.1\% | 23 | 89.7\% | 26 | 87.5\% | 35 | 88.4\% | 61 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| The Goods Shed Farmers Market, Canterbury | 10.1\% | 7 | 12.5\% | 3 | 8.9\% | 4 | 9.5\% | 2 | 10.0\% | 2 | 10.7\% | 3 | 6.9\% | 2 | 12.5\% | 5 | 10.1\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Market, Mortimer Street | 7.2\% | 5 | 0.0\% | 0 | 11.1\% | 5 | 4.8\% | 1 | 10.0\% | 2 | 7.1\% | 2 | 6.9\% | 2 | 7.5\% | 3 | 7.2\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 1.4\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lions Boot Fair, Herne Bay | 1.4\% | 1 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Farmers Market, St Mary's Hall | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Fish Market, Whitstable Harbour | 2.9\% | 2 | 0.0\% | 0 | 4.4\% | 2 | 0.0\% | 0 | 5.0\% | 1 | 3.6\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 2.9\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Market, Gorrell Tank Car Park | 5.8\% | 4 | 0.0\% | 0 | 8.9\% | 4 | 0.0\% | 0 | 15.0\% | 3 | 3.6\% | 1 | 13.8\% | 4 | 0.0\% | 0 | 5.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 8.7\% | 6 | 4.2\% | 1 | 11.1\% | 5 | 4.8\% | 1 | 10.0\% | 2 | 10.7\% | 3 | 10.3\% | 3 | 7.5\% | 3 | 8.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Market | 1.4\% | 1 | 0.0\% | 0 | 2.2\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Romford Market | 1.4\% | 1 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Woolwich Market | 1.4\% | 1 | 0.0\% | 0 | 2.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.6\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 1.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 69 |  | 24 |  | 45 |  | 21 |  | 20 |  | 28 |  | 29 |  | 40 |  | 69 |  | 0 |  | 0 |

Q23 What is your opinion of the quality of the market in the Town Centre?

| Good quality | 21.0\% | 21 | 15.8\% | 6 | 24.2\% | 15 | 22.2\% | 8 | 16.7\% | 4 | 22.5\% | 9 | 15.0\% | 6 | 25.0\% | 15 | 21.0\% | 21 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Average (neither good nor poor) | 40.0\% | 40 | 42.1\% | 16 | 38.7\% | 24 | 33.3\% | 12 | 58.3\% | 14 | 35.0\% | 14 | 52.5\% | 21 | 31.7\% | 19 | 40.0\% | 40 | 0.0\% | 0 | 0.0\% | 0 |
| Poor quality | 7.0\% | 7 | 10.5\% | 4 | 4.8\% | 3 | 5.6\% | 2 | 8.3\% | 2 | 7.5\% | 3 | 7.5\% | 3 | 6.7\% | 4 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 32.0\% | 32 | 31.6\% | 12 | 32.3\% | 20 | 38.9\% | 14 | 16.7\% | 4 | 35.0\% | 14 | 25.0\% | 10 | 36.7\% | 22 | 32.0\% | 32 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |



Q24 What improvements to the quality and range of the market would persuade you or your household to visit the Town Centre Market more often? [MR]

| Improve location (relocation) | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve advertisements (increase publicity of market events) | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improve range of goods | 18.0\% | 18 | 18.4\% | 7 | 17.7\% | 11 | 13.9\% | 5 | 37.5\% | 9 | 10.0\% | 4 | 12.5\% | 5 | 21.7\% | 13 | 18.0\% | 18 | 0.0\% | 0 | 0.0\% | 0 |
| Improve quality of goods | 4.0\% | 4 | 2.6\% | 1 | 4.8\% | 3 | 2.8\% | 1 | 8.3\% | 2 | 2.5\% | 1 | 7.5\% | 3 | 1.7\% | 1 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improve quality / appearance of market stalls / market hall | 5.0\% | 5 | 5.3\% | 2 | 4.8\% | 3 | 8.3\% | 3 | 8.3\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 5.0\% | 3 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Hold more specialist/themed market events (i.e. food fairs, farmers markets, antique fairs, continental, recycling, vintage, thrift etc.) | 28.0\% | 28 | 23.7\% | 9 | 30.6\% | 19 | 27.8\% | 10 | 25.0\% | 6 | 30.0\% | 12 | 30.0\% | 12 | 26.7\% | 16 | 28.0\% | 28 | 0.0\% | 0 | 0.0\% | 0 |
| Increase number of market stalls | 28.0\% | 28 | 28.9\% | 11 | 27.4\% | 17 | 30.6\% | 11 | 29.2\% | 7 | 25.0\% | 10 | 20.0\% | 8 | 33.3\% | 20 | 28.0\% | 28 | 0.0\% | 0 | 0.0\% | 0 |
| Reduce the rent charges | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Have an outside (street) market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Evening market | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Local stalls | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stop charging to get into Markets | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 40.0\% | 40 | 39.5\% | 15 | 40.3\% | 25 | 41.7\% | 15 | 20.8\% | 5 | 50.0\% | 20 | 45.0\% | 18 | 36.7\% | 22 | 40.0\% | 40 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing / Nothing else) | 9.0\% | 9 | 10.5\% | 4 | 8.1\% | 5 | 5.6\% | 2 | 12.5\% | 3 | 10.0\% | 4 | 7.5\% | 3 | 10.0\% | 6 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |

Q25 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes ?

| Yes | $83.0 \%$ | 83 | $76.3 \%$ | 29 | $87.1 \%$ | 54 | $77.8 \%$ | 28 | $87.5 \%$ | 21 | $85.0 \%$ | 34 | $90.0 \%$ | 36 | $78.3 \%$ | 47 | $83.0 \%$ | 83 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $17.0 \%$ | 17 | $23.7 \%$ | 9 | $12.9 \%$ | 8 | $22.2 \%$ | 8 | $12.5 \%$ | 3 | $15.0 \%$ | 6 | $10.0 \%$ | 4 | $21.7 \%$ | 13 | $17.0 \%$ | 17 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Base: |  | 100 | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 | 100 |  | 0 |  | 0 |  |  |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $\mathbf{5 5}+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q26 What do you do in Canterbury / Whitstable / Herne Bay for leisure purposes ? [MR]
Those who said Yes at Q25

| Sports / fitness facilities | 8.4\% | 7 | 13.8\% | 4 | 5.6\% | 3 | 17.9\% | 5 | 9.5\% | 2 | 0.0\% | 0 | 16.7\% | 6 | 2.1\% | 1 | 8.4\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Pubs / bars | 31.3\% | 26 | 41.4\% | 12 | 25.9\% | 14 | 50.0\% | 14 | 42.9\% | 9 | 8.8\% | 3 | 36.1\% | 13 | 27.7\% | 13 | 31.3\% | 26 | 0.0\% | 0 | 0.0\% | 0 |
| Restaurants | 26.5\% | 22 | 13.8\% | 4 | 33.3\% | 18 | 17.9\% | 5 | 38.1\% | 8 | 26.5\% | 9 | 38.9\% | 14 | 17.0\% | 8 | 26.5\% | 22 | 0.0\% | 0 | 0.0\% | 0 |
| Cafes | 33.7\% | 28 | 34.5\% | 10 | 33.3\% | 18 | 25.0\% | 7 | 28.6\% | 6 | 44.1\% | 15 | 30.6\% | 11 | 36.2\% | 17 | 33.7\% | 28 | 0.0\% | 0 | 0.0\% | 0 |
| Services (eg. cash tills) | 10.8\% | 9 | 13.8\% | 4 | 9.3\% | 5 | 14.3\% | 4 | 19.0\% | 4 | 2.9\% | 1 | 16.7\% | 6 | 6.4\% | 3 | 10.8\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Takeaway food | 18.1\% | 15 | 24.1\% | 7 | 14.8\% | 8 | 28.6\% | 8 | 33.3\% | 7 | 0.0\% | 0 | 19.4\% | 7 | 17.0\% | 8 | 18.1\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| Walk about / look around | 48.2\% | 40 | 58.6\% | 17 | 42.6\% | 23 | 42.9\% | 12 | 33.3\% | 7 | 61.8\% | 21 | 38.9\% | 14 | 55.3\% | 26 | 48.2\% | 40 | 0.0\% | 0 | 0.0\% | 0 |
| Cinema | 13.3\% | 11 | 20.7\% | 6 | 9.3\% | 5 | 14.3\% | 4 | 23.8\% | 5 | 5.9\% | 2 | 11.1\% | 4 | 14.9\% | 7 | 13.3\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Theatre | 32.5\% | 27 | 31.0\% | 9 | 33.3\% | 18 | 21.4\% | 6 | 42.9\% | 9 | 35.3\% | 12 | 38.9\% | 14 | 27.7\% | 13 | 32.5\% | 27 | 0.0\% | 0 | 0.0\% | 0 |
| Nightclubs | 6.0\% | 5 | 10.3\% | 3 | 3.7\% | 2 | 17.9\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 2 | 6.4\% | 3 | 6.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Bowling Alleys | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo | 2.4\% | 2 | 0.0\% | 0 | 3.7\% | 2 | 0.0\% | 0 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 2 | 2.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Casino | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Museums | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Art galleries | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Events / festivals | 12.0\% | 10 | 13.8\% | 4 | 11.1\% | 6 | 14.3\% | 4 | 9.5\% | 2 | 11.8\% | 4 | 11.1\% | 4 | 12.8\% | 6 | 12.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cathedral, Canterbury Tales | 2.4\% | 2 | 0.0\% | 0 | 3.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 2 | 0.0\% | 0 | 4.3\% | 2 | 2.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 1.2\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 83 |  | 29 |  | 54 |  | 28 |  | 21 |  | 34 |  | 36 |  | 47 |  | 83 |  | 0 |  | 0 |

Q27 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes in the evenings ?

| Yes | $55.0 \%$ | 55 | $52.6 \%$ | 20 | $56.5 \%$ | 35 | $55.6 \%$ | 20 | $70.8 \%$ | 17 | $45.0 \%$ | 18 | $65.0 \%$ | 26 | $48.3 \%$ | 29 | $55.0 \%$ | 55 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $45.0 \%$ | 45 | $47.4 \%$ | 18 | $43.5 \%$ | 27 | $44.4 \%$ | 16 | $29.2 \%$ | 7 | $55.0 \%$ | 22 | $35.0 \%$ | 14 | $51.7 \%$ | 31 | $45.0 \%$ | 45 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q28 What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in Canterbury / Whitstable / Herne Bay ? [MR]

| Nothing in particular | 3.0\% | 3 | 7.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 2.5\% | 1 | 5.0\% | 2 | 1.7\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to home / easy to get to | 23.0\% | 23 | 21.1\% | 8 | 24.2\% | 15 | 22.2\% | 8 | 20.8\% | 5 | 25.0\% | 10 | 35.0\% | 14 | 15.0\% | 9 | 23.0\% | 23 | 0.0\% | 0 | 0.0\% | 0 |
| Good cinema | 7.0\% | 7 | 5.3\% | 2 | 8.1\% | 5 | 8.3\% | 3 | 8.3\% | 2 | 5.0\% | 2 | 2.5\% | 1 | 10.0\% | 6 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Good choice of cafes | 19.0\% | 19 | 26.3\% | 10 | 14.5\% | 9 | 22.2\% | 8 | 12.5\% | 3 | 20.0\% | 8 | 17.5\% | 7 | 20.0\% | 12 | 19.0\% | 19 | 0.0\% | 0 | 0.0\% | 0 |
| Good quality of cafes | 7.0\% | 7 | 10.5\% | 4 | 4.8\% | 3 | 5.6\% | 2 | 8.3\% | 2 | 7.5\% | 3 | 7.5\% | 3 | 6.7\% | 4 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Good choice of restaurants | 21.0\% | 21 | 15.8\% | 6 | 24.2\% | 15 | 19.4\% | 7 | 29.2\% | 7 | 17.5\% | 7 | 25.0\% | 10 | 18.3\% | 11 | 21.0\% | 21 | 0.0\% | 0 | 0.0\% | 0 |
| Good quality of restaurants | 10.0\% | 10 | 7.9\% | 3 | 11.3\% | 7 | 11.1\% | 4 | 12.5\% | 3 | 7.5\% | 3 | 12.5\% | 5 | 8.3\% | 5 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| Good quality of pubs / bars / nightclubs | 18.0\% | 18 | 23.7\% | 9 | 14.5\% | 9 | 33.3\% | 12 | 25.0\% | 6 | 0.0\% | 0 | 22.5\% | 9 | 15.0\% | 9 | 18.0\% | 18 | 0.0\% | 0 | 0.0\% | 0 |
| Good choice of pubs / bars / nightclubs | 14.0\% | 14 | 21.1\% | 8 | 9.7\% | 6 | 33.3\% | 12 | 8.3\% | 2 | 0.0\% | 0 | 15.0\% | 6 | 13.3\% | 8 | 14.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 |
| Good health / fitness facilities | 3.0\% | 3 | 7.9\% | 3 | 0.0\% | 0 | 5.6\% | 2 | 4.2\% | 1 | 0.0\% | 0 | 5.0\% | 2 | 1.7\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Good bingo hall(s) | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Good casino(s) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good museums | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Good art galleries | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good events / festivals | 12.0\% | 12 | 7.9\% | 3 | 14.5\% | 9 | 8.3\% | 3 | 4.2\% | 1 | 20.0\% | 8 | 12.5\% | 5 | 11.7\% | 7 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marlowe Theatre | 13.0\% | 13 | 7.9\% | 3 | 16.1\% | 10 | 2.8\% | 1 | 12.5\% | 3 | 22.5\% | 9 | 12.5\% | 5 | 13.3\% | 8 | 13.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 |
| The historical aspects | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Westgate Gardens | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 12.0\% | 12 | 13.2\% | 5 | 11.3\% | 7 | 16.7\% | 6 | 8.3\% | 2 | 10.0\% | 4 | 7.5\% | 3 | 15.0\% | 9 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |

Q29 What do you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? [MR]

| Nothing in particular | 59.0\% | 59 | 57.9\% | 22 | 59.7\% | 37 | 55.6\% | 20 | 66.7\% | 16 | 57.5\% | 23 | 75.0\% | 30 | 48.3\% | 29 | 59.0\% | 59 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Poor choice of facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 11.0\% | 11 | 18.4\% | 7 | 6.5\% | 4 | 22.2\% | 8 | 0.0\% | 0 | 7.5\% | 3 | 2.5\% | 1 | 16.7\% | 10 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Too busy | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 2.8\% | 1 | 4.2\% | 1 | 7.5\% | 3 | 5.0\% | 2 | 5.0\% | 3 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Too quiet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unsafe / poor security / dangerous | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of advertising | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Parking at night | 4.0\% | 4 | 0.0\% | 0 | 6.5\% | 4 | 2.8\% | 1 | 4.2\% | 1 | 5.0\% | 2 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Peoples attitude | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of cooking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 22.0\% | 22 | 21.1\% | 8 | 22.6\% | 14 | 16.7\% | 6 | 25.0\% | 6 | 25.0\% | 10 | 12.5\% | 5 | 28.3\% | 17 | 22.0\% | 22 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


|  | Total |  | Male | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q30 What general improvements to the quality of the leisure and entertainment offer in Canterbury / Whitstable / Herne Bay town centre would persuade you to visit it mor improvements. [MR] |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Enhanced range of health and fitness centres / gyms | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 8.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Improved music / theatre provision | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 2.8\% | 1 | 4.2\% | 1 | 2.5\% | 1 | 5.0\% | 2 | 1.7\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Improved / new play areas for children | 4.0\% | 4 | 7.9\% | 3 | 1.6\% | 1 | 0.0\% | 0 | 12.5\% | 3 | 2.5\% | 1 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improved / new facilities for young adults | 4.0\% | 4 | 0.0\% | 0 | 6.5\% | 4 | 2.8\% | 1 | 8.3\% | 2 | 2.5\% | 1 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improved policing / enhance security / CCTV | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 5.6\% | 2 | 4.2\% | 1 | 2.5\% | 1 | 2.5\% | 1 | 5.0\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improved public transport facilities during the evenings | 2.0\% | 2 | 2.6\% | 1 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Improved range of places to eat | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improved range of pubs and night clubs | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 5.6\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Less pubs and clubs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved bingo facility | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved cinema | 14.0\% | 14 | 15.8\% | 6 | 12.9\% | 8 | 25.0\% | 9 | 12.5\% | 3 | 5.0\% | 2 | 12.5\% | 5 | 15.0\% | 9 | 14.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved museum or art gallery | 3.0\% | 3 | 5.3\% | 2 | 1.6\% | 1 | 2.8\% | 1 | 8.3\% | 2 | 0.0\% | 0 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved other leisure facilities | 7.0\% | 7 | 10.5\% | 4 | 4.8\% | 3 | 8.3\% | 3 | 16.7\% | 4 | 0.0\% | 0 | 5.0\% | 2 | 8.3\% | 5 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved ten pin bowling centre | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 2.8\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN / PROBE FULLY) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 13.0\% | 13 | 10.5\% | 4 | 14.5\% | 9 | 13.9\% | 5 | 8.3\% | 2 | 15.0\% | 6 | 15.0\% | 6 | 11.7\% | 7 | 13.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 41.0\% | 41 | 44.7\% | 17 | 38.7\% | 24 | 36.1\% | 13 | 33.3\% | 8 | 50.0\% | 20 | 37.5\% | 15 | 43.3\% | 26 | 41.0\% | 41 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 9.0\% | 9 | 5.3\% | 2 | 11.3\% | 7 | 8.3\% | 3 | 4.2\% | 1 | 12.5\% | 5 | 5.0\% | 2 | 11.7\% | 7 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |



|  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  | Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $\mathbf{5 5}+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |



| Enhance shopmobility service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve access for pushchairs / wheelchairs, etc | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve directional signs to town centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve layout of car parks | 3.0\% | 3 | 0.0\% | 0 | 4.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.5\% | 3 | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Improve location of bus stops / bus station | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve public transport links | 8.0\% | 8 | 5.3\% | 2 | 9.7\% | 6 | 16.7\% | 6 | 0.0\% | 0 | 5.0\% | 2 | 7.5\% | 3 | 8.3\% | 5 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Improve safety of pedestrians | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Improve signage within centre | 3.0\% | 3 | 7.9\% | 3 | 0.0\% | 0 | 2.8\% | 1 | 4.2\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 5.0\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Improve transport interchange | 2.0\% | 2 | 5.3\% | 2 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Increase frequency of public transport in the evenings | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 8.3\% | 3 | 4.2\% | 1 | 2.5\% | 1 | 2.5\% | 1 | 6.7\% | 4 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Increase number of taxis | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 2.8\% | 1 | 4.2\% | 1 | 7.5\% | 3 | 2.5\% | 1 | 6.7\% | 4 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - long stay | 8.0\% | 8 | 7.9\% | 3 | 8.1\% | 5 | 5.6\% | 2 | 16.7\% | 4 | 5.0\% | 2 | 5.0\% | 2 | 10.0\% | 6 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - short stay | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 0.0\% | 0 | 8.3\% | 2 | 2.5\% | 1 | 5.0\% | 2 | 1.7\% | 1 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - type unspecified | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 8.3\% | 3 | 4.2\% | 1 | 5.0\% | 2 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianisation | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Reduce cost of parking | 25.0\% | 25 | 18.4\% | 7 | 29.0\% | 18 | 16.7\% | 6 | 37.5\% | 9 | 25.0\% | 10 | 35.0\% | 14 | 18.3\% | 11 | 25.0\% | 25 | 0.0\% | 0 | 0.0\% | 0 |
| Reduce road congestion | 17.0\% | 17 | 7.9\% | 3 | 22.6\% | 14 | 11.1\% | 4 | 29.2\% | 7 | 15.0\% | 6 | 7.5\% | 3 | 23.3\% | 14 | 17.0\% | 17 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 6.0\% | 6 | 10.5\% | 4 | 3.2\% | 2 | 8.3\% | 3 | 8.3\% | 2 | 2.5\% | 1 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing in particular) | 34.0\% | 34 | 42.1\% | 16 | 29.0\% | 18 | 38.9\% | 14 | 8.3\% | 2 | 45.0\% | 18 | 40.0\% | 16 | 30.0\% | 18 | 34.0\% | 34 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 10.0\% | 10 | 7.9\% | 3 | 11.3\% | 7 | 11.1\% | 4 | 12.5\% | 3 | 7.5\% | 3 | 7.5\% | 3 | 11.7\% | 7 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |

Total Male Female $18-\mathbf{1 8} \quad$ 35-54 $\quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q33 Excluding the improvements to transport and accessibility already mentioned, what else would encourage you to visit Canterbury / Whitstable / Herne Bay Town Centre more often?

## 1st mention

| Nothing | 22.0\% | 22 | 31.6\% | 12 | 16.1\% | 10 | 19.4\% | 7 | 12.5\% | 3 | 30.0\% | 12 | 30.0\% | 12 | 16.7\% | 10 | 22.0\% | 22 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 13.0\% | 13 | 13.2\% | 5 | 12.9\% | 8 | 11.1\% | 4 | 12.5\% | 3 | 15.0\% | 6 | 17.5\% | 7 | 10.0\% | 6 | 13.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 |
| More shops | 8.0\% | 8 | 10.5\% | 4 | 6.5\% | 4 | 16.7\% | 6 | 4.2\% | 1 | 2.5\% | 1 | 12.5\% | 5 | 5.0\% | 3 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Provide better range of shops | 8.0\% | 8 | 0.0\% | 0 | 12.9\% | 8 | 11.1\% | 4 | 8.3\% | 2 | 5.0\% | 2 | 5.0\% | 2 | 10.0\% | 6 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 2.0\% | 2 | 2.6\% | 1 | 1.6\% | 1 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 2.8\% | 1 | 0.0\% | 0 | 10.0\% | 4 | 0.0\% | 0 | 8.3\% | 5 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Better market | 4.0\% | 4 | 2.6\% | 1 | 4.8\% | 3 | 2.8\% | 1 | 12.5\% | 3 | 0.0\% | 0 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More events | 12.0\% | 12 | 7.9\% | 3 | 14.5\% | 9 | 16.7\% | 6 | 16.7\% | 4 | 5.0\% | 2 | 12.5\% | 5 | 11.7\% | 7 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 4 | 0.0\% | 0 | 6.7\% | 4 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 5.6\% | 2 | 8.3\% | 2 | 5.0\% | 2 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 2.5\% | 1 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 12.0\% | 12 | 15.8\% | 6 | 9.7\% | 6 | 8.3\% | 3 | 16.7\% | 4 | 12.5\% | 5 | 7.5\% | 3 | 15.0\% | 9 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


|  | Total |  | Male | Female |  |  | 18-34 |  | 35-54 |  | $55+$ | ABC1 |  |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2nd mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 15.0\% | 15 | 15.8\% | 6 | 14.5\% | 9 | 13.9\% | 5 | 16.7\% | 4 | 15.0\% | 6 | 15.0\% | 6 | 15.0\% | 9 | 15.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 4.0\% | 4 | 2.6\% | 1 | 4.8\% | 3 | 0.0\% | 0 | 8.3\% | 2 | 5.0\% | 2 | 5.0\% | 2 | 3.3\% | 2 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| More shops | 3.0\% | 3 | 2.6\% | 1 | 3.2\% | 2 | 2.8\% | 1 | 4.2\% | 1 | 2.5\% |  | 2.5\% | 1 | 3.3\% | 2 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Provide better range of shops | 7.0\% | 7 | 7.9\% | 3 | 6.5\% | 4 | 8.3\% | 3 | 4.2\% | 1 | 7.5\% | 3 | 10.0\% | 4 | 5.0\% | 3 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 7.0\% | 7 | 0.0\% | 0 | 11.3\% | 7 | 8.3\% | 3 | 4.2\% | 1 | 7.5\% | 3 | 2.5\% | 1 | 10.0\% | 6 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Better market | 10.0\% | 10 | 10.5\% | 4 | 9.7\% | 6 | 11.1\% | 4 | 20.8\% | 5 | 2.5\% | 1 | 7.5\% | 3 | 11.7\% | 7 | 10.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 5.0\% | 5 | 5.3\% | 2 | 4.8\% | 3 | 5.6\% | 2 | 4.2\% | 1 | 5.0\% | 2 | 2.5\% | 1 | 6.7\% | 4 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| More events | 7.0\% | 7 | 5.3\% | 2 | 8.1\% | 5 | 11.1\% | 4 | 4.2\% | 1 | 5.0\% | 2 | 7.5\% | 3 | 6.7\% | 4 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 3.0\% | 3 | 5.3\% | 2 | 1.6\% | 1 | 8.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 7.0\% | 7 | 5.3\% | 2 | 8.1\% | 5 | 2.8\% | 1 | 16.7\% | 4 | 5.0\% | 2 | 5.0\% | 2 | 8.3\% | 5 | 7.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 17.0\% | 17 | 21.1\% | 8 | 14.5\% | 9 | 13.9\% | 5 | 12.5\% | 3 | 22.5\% | 9 | 20.0\% | 8 | 15.0\% | 9 | 17.0\% | 17 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing else) | 13.0\% | 13 | 15.8\% | 6 | 11.3\% | 7 | 8.3\% | 3 | 4.2\% | 1 | 22.5\% | 9 | 15.0\% | 6 | 11.7\% | 7 | 13.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 3rd mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nothing | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Make the centre easier to get to | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 5.0\% | 5 | 0.0\% | 0 | 8.1\% | 5 | 2.8\% | 1 | 8.3\% | 2 | 5.0\% | 2 | 5.0\% | 2 | 5.0\% | 3 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| More shops | 5.0\% | 5 | 0.0\% | 0 | 8.1\% | 5 | 2.8\% | 1 | 4.2\% | 1 | 7.5\% | 3 | 7.5\% | 3 | 3.3\% | 2 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Provide better range of shops | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 2.8\% | 1 | 8.3\% | 2 | 2.5\% | 1 | 2.5\% | 1 | 5.0\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Better market | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 11.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 4 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 5.0\% | 5 | 5.3\% | 2 | 4.8\% | 3 | 2.8\% | 1 | 8.3\% | 2 | 5.0\% | 2 | 7.5\% | 3 | 3.3\% | 2 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| More events | 8.0\% | 8 | 5.3\% | 2 | 9.7\% | 6 | 5.6\% | 2 | 8.3\% | 2 | 10.0\% | 4 | 5.0\% | 2 | 10.0\% | 6 | 8.0\% | 8 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 11.1\% | 4 | 4.2\% | 1 | 0.0\% | 0 | 5.0\% | 2 | 5.0\% | 3 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 6.0\% | 6 | 10.5\% | 4 | 3.2\% | 2 | 11.1\% | 4 | 4.2\% | 1 | 2.5\% | 1 | 7.5\% | 3 | 5.0\% | 3 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 12.0\% | 12 | 7.9\% | 3 | 14.5\% | 9 | 13.9\% | 5 | 16.7\% | 4 | 7.5\% | 3 | 7.5\% | 3 | 15.0\% | 9 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing else) | 42.0\% | 42 | 55.3\% | 21 | 33.9\% | 21 | 30.6\% | 11 | 33.3\% | 8 | 57.5\% | 23 | 50.0\% | 20 | 36.7\% | 22 | 42.0\% | 42 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | 35-54 | 55 + | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q33X Any mention at Q33 [MR]

| Nothing | 31.0\% | 31 | 42.1\% | 16 | 24.2\% | 15 | 27.8\% | 10 | 25.0\% | 6 | 37.5\% | 15 | 35.0\% | 14 | 28.3\% | 17 | 31.0\% | 31 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Make the centre easier to get to | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 20.0\% | 20 | 15.8\% | 6 | 22.6\% | 14 | 11.1\% | 4 | 29.2\% | 7 | 22.5\% | 9 | 25.0\% | 10 | 16.7\% | 10 | 20.0\% | 20 | 0.0\% | 0 | 0.0\% | 0 |
| More shops | 16.0\% | 16 | 13.2\% | 5 | 17.7\% | 11 | 22.2\% | 8 | 12.5\% | 3 | 12.5\% | 5 | 22.5\% | 9 | 11.7\% | 7 | 16.0\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Provide better range of shops | 16.0\% | 16 | 7.9\% | 3 | 21.0\% | 13 | 22.2\% | 8 | 12.5\% | 3 | 12.5\% | 5 | 17.5\% | 7 | 15.0\% | 9 | 16.0\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 4.0\% | 4 | 5.3\% | 2 | 3.2\% | 2 | 5.6\% | 2 | 4.2\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 6.7\% | 4 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 16.0\% | 16 | 7.9\% | 3 | 21.0\% | 13 | 13.9\% | 5 | 12.5\% | 3 | 20.0\% | 8 | 5.0\% | 2 | 23.3\% | 14 | 16.0\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Better market | 18.0\% | 18 | 18.4\% | 7 | 17.7\% | 11 | 25.0\% | 9 | 33.3\% | 8 | 2.5\% | 1 | 12.5\% | 5 | 21.7\% | 13 | 18.0\% | 18 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 11.0\% | 11 | 10.5\% | 4 | 11.3\% | 7 | 8.3\% | 3 | 12.5\% | 3 | 12.5\% | 5 | 12.5\% | 5 | 10.0\% | 6 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| More events | 27.0\% | 27 | 18.4\% | 7 | 32.3\% | 20 | 33.3\% | 12 | 29.2\% | 7 | 20.0\% | 8 | 25.0\% | 10 | 28.3\% | 17 | 27.0\% | 27 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 12.0\% | 12 | 13.2\% | 5 | 11.3\% | 7 | 19.4\% | 7 | 4.2\% | 1 | 10.0\% | 4 | 12.5\% | 5 | 11.7\% | 7 | 12.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 18.0\% | 18 | 18.4\% | 7 | 17.7\% | 11 | 16.7\% | 6 | 29.2\% | 7 | 12.5\% | 5 | 17.5\% | 7 | 18.3\% | 11 | 18.0\% | 18 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 2.0\% | 2 | 0.0\% | 0 | 3.2\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 2.5\% | 1 | 2.5\% | 1 | 1.7\% | 1 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


| Canterbury In Centre by Canterbury $\quad$ Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male |  | Female |  |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| GEN |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Male | 38.0\% | 38 | 100.0\% | 38 | 0.0\% | 0 | 55.6\% | 20 | 29.2\% | 7 | 27.5\% | 11 | 37.5\% | 15 | 38.3\% | 23 | 38.0\% | 38 | 0.0\% | 0 | 0.0\% | 0 |
| Female | 62.0\% | 62 | 0.0\% |  | 100.0\% | 62 | 44.4\% | 16 | 70.8\% | 17 | 72.5\% | 29 | 62.5\% | 25 | 61.7\% | 37 | 62.0\% | 62 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |
| AGE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 18-24 years | 21.0\% | 21 | 28.9\% | 11 | 16.1\% | 10 | 58.3\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 30.0\% | 12 | 15.0\% | 9 | 21.0\% | 21 | 0.0\% | 0 | 0.0\% | 0 |
| 25-34 years | 15.0\% | 15 | 23.7\% | 9 | 9.7\% | 6 | 41.7\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 12.5\% | 5 | 16.7\% | 10 | 15.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| 35-44 years | 13.0\% | 13 | 15.8\% | 6 | 6 11.3\% | 7 | 0.0\% | 0 | 54.2\% | 13 | 0.0\% | 0 | 10.0\% | 4 | 15.0\% | 9 | 13.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 |
| 45-54 years | 11.0\% | 11 | 2.6\% | 1 | 16.1\% | 10 | 0.0\% | 0 | 45.8\% | 11 | 0.0\% | 0 | 15.0\% | 6 | 8.3\% | 5 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| 55-64 years | 14.0\% | 14 | 13.2\% | 5 | 5 14.5\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 35.0\% | 14 | 10.0\% | 4 | 16.7\% | 10 | 14.0\% | 14 | 0.0\% | 0 | 0.0\% | 0 |
| 65+ years | 26.0\% | 26 | 15.8\% | 6 | $632.3 \%$ | 20 | 0.0\% | 0 | 0.0\% | 0 | 65.0\% | 26 | 22.5\% | 9 | 28.3\% | 17 | 26.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |
| SEG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| AB | 6.0\% | 6 | 5.3\% | 2 | 6.5\% | 4 | 2.8\% | 1 | 4.2\% | 1 | 10.0\% | 4 | 15.0\% | 6 | 0.0\% | 0 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| C1 | 34.0\% | 34 | 34.2\% | 13 | 33.9\% | 21 | 44.4\% | 16 | 37.5\% | 9 | 22.5\% | 9 | 85.0\% | 34 | 0.0\% | 0 | 34.0\% | 34 | 0.0\% | 0 | 0.0\% | 0 |
| C2 | 26.0\% | 26 | 26.3\% | 10 | 25.8\% | 16 | 19.4\% | 7 | 29.2\% | 7 | 30.0\% | 12 | 0.0\% | 0 | 43.3\% | 26 | 26.0\% | 26 | 0.0\% | 0 | 0.0\% | 0 |
| DE | 34.0\% | 34 | 34.2\% | 13 | $33.9 \%$ | 21 | 33.3\% | 12 | 29.2\% | 7 | 37.5\% | 15 | 0.0\% | 0 | 56.7\% | 34 | 34.0\% | 34 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |
| ADU |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 adult in hhold | 22.0\% | 22 | 23.7\% | 9 | 21.0\% | 13 | 16.7\% | 6 | 4.2\% | 1 | 37.5\% | 15 | 17.5\% | 7 | 25.0\% | 15 | 22.0\% | 22 | 0.0\% | 0 | 0.0\% | 0 |
| 2 adults in hhold | 49.0\% | 49 | 47.4\% | 18 | 50.0\% | 31 | 33.3\% | 12 | 70.8\% | 17 | 50.0\% | 20 | 45.0\% | 18 | 51.7\% | 31 | 49.0\% | 49 | 0.0\% | 0 | 0.0\% | 0 |
| 3 adults in hhold | 13.0\% | 13 | 10.5\% | 4 | 14.5\% | 9 | 16.7\% | 6 | 12.5\% | 3 | 10.0\% | 4 | 12.5\% | 5 | 13.3\% | 8 | 13.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 |
| 4 or more adults in hhold | 16.0\% | 16 | 18.4\% | 7 | 14.5\% | 9 | 33.3\% | 12 | 12.5\% | 3 | 2.5\% | 1 | 25.0\% | 10 | 10.0\% | 6 | 16.0\% | 16 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |
| CHI |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| No children in hhold | 73.0\% | 73 | 65.8\% | 25 | 77.4\% | 48 | 66.7\% | 24 | 45.8\% | 11 | 95.0\% | 38 | 70.0\% | 28 | 75.0\% | 45 | 73.0\% | 73 | 0.0\% | 0 | 0.0\% | 0 |
| 1 child in hhold | 15.0\% | 15 | 18.4\% | 7 | 12.9\% | 8 | 27.8\% | 10 | 12.5\% | 3 | 5.0\% | 2 | 20.0\% | 8 | 11.7\% | 7 | 15.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| 2 children in hhold | 5.0\% | 5 | 7.9\% | 3 | $3.2 \%$ | 2 | 2.8\% | 1 | 16.7\% | 4 | 0.0\% | 0 | 7.5\% | 3 | 3.3\% | 2 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| 3 children in hhold | 5.0\% | 5 | 2.6\% | 1 | 6.5\% | 4 | 0.0\% | 0 | 20.8\% | 5 | 0.0\% | 0 | 2.5\% | 1 | 6.7\% | 4 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| 4 or more children in hhold | 2.0\% | 2 | 5.3\% | 2 | - $0.0 \%$ | 0 | 2.8\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CARS |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| No cars in hhold | 32.0\% | 32 | 39.5\% | 15 | 27.4\% | 17 | 50.0\% | 18 | 8.3\% | 2 | 30.0\% | 12 | 30.0\% | 12 | 33.3\% | 20 | 32.0\% | 32 | 0.0\% | 0 | 0.0\% | 0 |
| 1 car in hhold | 40.0\% | 40 | 31.6\% | 12 | 45.2\% | 28 | 22.2\% | 8 | 41.7\% | 10 | 55.0\% | 22 | 37.5\% | 15 | 41.7\% | 25 | 40.0\% | 40 | 0.0\% | 0 | 0.0\% | 0 |
| 2 cars in hhold | 15.0\% | 15 | 18.4\% | 7 | 12.9\% | 8 | 11.1\% | 4 | 37.5\% | 9 | 5.0\% | 2 | 17.5\% | 7 | 13.3\% | 8 | 15.0\% | 15 | 0.0\% | 0 | 0.0\% | 0 |
| 3 cars in hhold | 9.0\% | 9 | 7.9\% | 3 | 9.7\% | 6 | 8.3\% | 3 | 12.5\% | 3 | 7.5\% | 3 | 12.5\% | 5 | 6.7\% | 4 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| 4 or more cars in hhold | 4.0\% | 4 | 2.6\% | 1 | 4.8\% | 3 | 8.3\% | 3 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 5.0\% | 3 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |
| DAY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Monday | 25.0\% | 25 | 18.4\% | 7 | 29.0\% | 18 | 30.6\% | 11 | 20.8\% | 5 | 22.5\% | 9 | 15.0\% | 6 | 31.7\% | 19 | 25.0\% | 25 | 0.0\% | 0 | 0.0\% | 0 |
| Tuesday | 25.0\% | 25 | 34.2\% | 13 | 19.4\% | 12 | 19.4\% | 7 | 12.5\% | 3 | 37.5\% | 15 | 35.0\% | 14 | 18.3\% | 11 | 25.0\% | 25 | 0.0\% | 0 | 0.0\% | 0 |
| Wednesday | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Thursday | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Friday | 25.0\% | 25 | 26.3\% | 10 | 24.2\% | 15 | 33.3\% | 12 | 20.8\% | 5 | 20.0\% | 8 | 25.0\% | 10 | 25.0\% | 15 | 25.0\% | 25 | 0.0\% | 0 | 0.0\% | 0 |
| Saturday | 25.0\% | 25 | 21.1\% | 8 | 27.4\% | 17 | 16.7\% | 6 | 45.8\% | 11 | 20.0\% | 8 | 25.0\% | 10 | 25.0\% | 15 | 25.0\% | 25 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |
| LOC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury | 100.0\% | 100 | 100.0\% |  | 100.0\% |  | 100.0\% | 36 | 100.0\% |  | 100.0\% |  | 100.0\% |  | 100.0\% |  | 100.0\% | 100 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |



| Canterbury In Centre by Canterbury Canterbury In Cent |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterb |  | Whitsta |  | Herne |  |
| ME5 9 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| ME7 2 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| ME9 0 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| N17 0 | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| OX11 0 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| PE27 5 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| SG10 6 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| SW18 4 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| TN25 7 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| TN27 7 | 1.0\% | 1 | 2.6\% | 1 | 0.0\% | 0 | 2.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| TN28 8 | 1.0\% | 1 | 0.0\% | 0 | 1.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 1.7\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Xref | 6.0\% | 6 | 2.6\% | 1 | 8.1\% | 5 | 0.0\% | 0 | 8.3\% | 2 | 10.0\% | 4 | 5.0\% | 2 | 6.7\% | 4 | 6.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 100 |  | 38 |  | 62 |  | 36 |  | 24 |  | 40 |  | 40 |  | 60 |  | 100 |  | 0 |  | 0 |

## Appendix 3:

Data Tabulations
By Whitstable
Total Male Female 18 - $\mathbf{3 4} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q01 What is the main purpose of your visit to Canterbury / Whitstable / Herne Bay today?

| Shopping for food only | 24.0\% | 12 | 0.0\% | 0 | 30.0\% | 12 | 0.0\% | 0 | 22.2\% | 4 | 33.3\% | 8 | 23.8\% | 5 | 24.1\% | 7 | 0.0\% | 0 | 24.0\% | 12 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 10.0\% | 5 | 10.0\% | 1 | 10.0\% | 4 | 0.0\% | 0 | 16.7\% | 3 | 8.3\% | 2 | 19.0\% | 4 | 3.4\% | 1 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Shopping for both food \& non-food items | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 4.2\% | 1 | 9.5\% | 2 | 3.4\% | 1 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| To visit the market | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Window shopping | 8.0\% | 4 | 20.0\% | 2 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 8.3\% | 2 | 4.8\% | 1 | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| To visit a restaurant | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| To visit a café | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| To visit a public house / bar | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 12.5\% | 1 | 0.0\% | 0 | 8.3\% | 2 | 4.8\% | , | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| To use services e.g. bank, post office, hairdresser | 10.0\% | 5 | 0.0\% | 0 | 12.5\% | 5 | 0.0\% | 0 | 11.1\% | 2 | 12.5\% | 3 | 0.0\% | 0 | 17.2\% | 5 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Work / business purposes | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 25.0\% | 2 | 0.0\% | 0 | 4.2\% | 1 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Healthcare e.g. doctor, dentist, optician | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 5.6\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 18.0\% | 9 | 30.0\% | 3 | 15.0\% | 6 | 37.5\% | 3 | 11.1\% | 2 | 16.7\% | 4 | 23.8\% | 5 | 13.8\% | 4 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| Tourism, e.g. holiday, day trip | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $\mathbf{5 5}+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q02 And for what other reasons have you come Canterbury / Whitstable / Herne Bay today? [MR]

| Shopping for food only | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Shopping for both food \& non-food items | 10.0\% | 5 | 0.0\% | 0 | 12.5\% | 5 | 0.0\% | 0 | 16.7\% | 3 | 8.3\% | 2 | 4.8\% | 1 | 13.8\% | 4 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| To visit the market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Window shopping | 18.0\% | 9 | 10.0\% | 1 | 20.0\% | 8 | 25.0\% | 2 | 16.7\% | 3 | 16.7\% | 4 | 14.3\% | 3 | 20.7\% | 6 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| To visit a restaurant | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| To visit a café | 18.0\% | 9 | 20.0\% | 2 | 17.5\% | 7 | 12.5\% | 1 | 33.3\% | 6 | 8.3\% | 2 | 19.0\% | 4 | 17.2\% | 5 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| To visit a public house / bar | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 34.0\% | 17 | 30.0\% | 3 | 35.0\% | 14 | 37.5\% | 3 | 33.3\% | 6 | 33.3\% | 8 | 33.3\% | 7 | 34.5\% | 10 | 0.0\% | 0 | 34.0\% | 17 | 0.0\% | 0 |
| To use services e.g. bank, post office, hairdresser | 12.0\% | 6 | 10.0\% | 1 | 12.5\% | 5 | 12.5\% | 1 | 11.1\% | 2 | 12.5\% | 3 | 19.0\% | 4 | 6.9\% | 2 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Work / business purposes | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Healthcare e.g. doctor, dentist, optician | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 0.0\% | 0 | 11.1\% | 2 | 8.3\% | 2 | 0.0\% | 0 | 13.8\% | 4 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Tourism, e.g. holiday, day trip | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (None) | 18.0\% | 9 | 30.0\% | 3 | 15.0\% | 6 | 25.0\% | 2 | 16.7\% | 3 | 16.7\% | 4 | 23.8\% | 5 | 13.8\% | 4 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q01X Any mention at Q01 \& Q02 [MR]

| Shopping for food only | 28.0\% | 14 | 0.0\% | 0 | 35.0\% | 14 | 0.0\% | 0 | 22.2\% | 4 | 41.7\% | 10 | 23.8\% | 5 | 31.0\% | 9 | 0.0\% | 0 | 28.0\% | 14 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 14.0\% | 7 | 10.0\% | 1 | 15.0\% | 6 | 0.0\% | 0 | 16.7\% | 3 | 16.7\% | 4 | 23.8\% | 5 | 6.9\% | 2 | 0.0\% | 0 | 14.0\% | 7 | 0.0\% | 0 |
| Shopping for both food \& non-food items | 16.0\% | 8 | 10.0\% | 1 | 17.5\% | 7 | 12.5\% | 1 | 22.2\% | 4 | 12.5\% | 3 | 14.3\% | 3 | 17.2\% | 5 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| To visit the market | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Window shopping | 26.0\% | 13 | 30.0\% | 3 | 25.0\% | 10 | 37.5\% | 3 | 22.2\% | 4 | 25.0\% | 6 | 19.0\% | 4 | 31.0\% | 9 | 0.0\% | 0 | 26.0\% | 13 | 0.0\% | 0 |
| To visit a restaurant | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 5.6\% | 1 | 4.2\% | 1 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| To visit a café | 22.0\% | 11 | 20.0\% | 2 | 22.5\% | 9 | 12.5\% | 1 | 44.4\% | 8 | 8.3\% | 2 | 23.8\% | 5 | 20.7\% | 6 | 0.0\% | 0 | 22.0\% | 11 | 0.0\% | 0 |
| To visit a public house / bar | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 40.0\% | 20 | 40.0\% | 4 | 40.0\% | 16 | 50.0\% | 4 | 33.3\% | 6 | 41.7\% | 10 | 38.1\% | 8 | 41.4\% | 12 | 0.0\% | 0 | 40.0\% | 20 | 0.0\% | 0 |
| To use services e.g. bank, post office, hairdresser | 22.0\% | 11 | 10.0\% | 1 | 25.0\% | 10 | 12.5\% | 1 | 22.2\% | 4 | 25.0\% | 6 | 19.0\% | 4 | 24.1\% | 7 | 0.0\% | 0 | 22.0\% | 11 | 0.0\% | 0 |
| Work / business purposes | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 25.0\% | 2 | 5.6\% | 1 | 4.2\% | 1 | 4.8\% | 1 | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Healthcare e.g. doctor, dentist, optician | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 11.1\% | 2 | 4.2\% | 1 | 0.0\% | 0 | 10.3\% | 3 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 26.0\% | 13 | 40.0\% | 4 | 22.5\% | 9 | 37.5\% | 3 | 22.2\% | 4 | 25.0\% | 6 | 23.8\% | 5 | 27.6\% | 8 | 0.0\% | 0 | 26.0\% | 13 | 0.0\% | 0 |
| Tourism, e.g. holiday, day trip | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Q03 Do you intend to do any shopping in Canterbury / Whitstable / Herne Bay today?
Those who did not mention shopping for food, non food or both at Q01 or Q02

| Yes | $45.5 \%$ | 10 | $28.6 \%$ | 2 | $53.3 \%$ | 8 | $28.6 \%$ | 2 | $83.3 \%$ | 5 | $33.3 \%$ | 3 | $33.3 \%$ | 3 | $53.8 \%$ | 7 | $0.0 \%$ | 0 | $45.5 \%$ | 10 | $0.0 \%$ | 0 |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $40.9 \%$ | 9 | $57.1 \%$ | 4 | $33.3 \%$ | 5 | $57.1 \%$ | 4 | $16.7 \%$ | 1 | $44.4 \%$ | 4 | $44.4 \%$ | 4 | $38.5 \%$ | 5 | $0.0 \%$ | 0 | $40.9 \%$ | 9 | $0.0 \%$ | 0 |  |  |
| (Don't know) | $13.6 \%$ | 3 | $14.3 \%$ | 1 | $13.3 \%$ | 2 | $14.3 \%$ | 1 | $0.0 \%$ | 0 | $22.2 \%$ | 2 | $22.2 \%$ | 2 | $7.7 \%$ | 1 | $0.0 \%$ | 0 | $13.6 \%$ | 3 | $0.0 \%$ | 0 |  |  |
| Base: |  | 22 |  | 7 |  | 15 |  | 7 |  | 6 |  |  | 9 |  | 9 |  | 13 |  | 0 |  | 22 |  |  |  |

Total Male Female 18 - $\mathbf{3 4} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

## Q04 What do you intend to buy in Canterbury / Whitstable / Herne Bay today ? [MR]

Those who intend to shop for food, non-food or both at Q01, Q02 or Q03

| Food and groceries | 55.3\% | 21 | 20.0\% | 1 | 60.6\% | 20 | 0.0\% | 0 | 52.9\% | 9 | 66.7\% | 12 | 40.0\% | 6 | 65.2\% | 15 | 0.0\% | 0 | 55.3\% | 21 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Newspapers / Magazines | 5.3\% | 2 | 0.0\% | 0 | 6.1\% | 2 | 0.0\% | 0 | 11.8\% | 2 | 0.0\% | 0 | 13.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 2 | 0.0\% | 0 |
| Confectionery / Tobacco | 10.5\% | 4 | 0.0\% | 0 | 12.1\% | 4 | 0.0\% | 0 | 17.6\% | 3 | 5.6\% | 1 | 0.0\% | 0 | 17.4\% | 4 | 0.0\% | 0 | 10.5\% | 4 | 0.0\% | 0 |
| Clothing / Footwear | 7.9\% | 3 | 0.0\% | 0 | 9.1\% | 3 | 0.0\% | 0 | 5.9\% | 1 | 11.1\% | 2 | 20.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.9\% | 3 | 0.0\% | 0 |
| Furniture / Carpets / Soft furnishings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Domestic Electrical goods | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other electrical goods (TV, Hi-fi etc) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| DIY / Hardware / Gardening | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other household goods | 26.3\% | 10 | 40.0\% | 2 | 24.2\% | 8 | 0.0\% | 0 | 35.3\% | 6 | 22.2\% | 4 | 20.0\% | 3 | 30.4\% | 7 | 0.0\% | 0 | 26.3\% | 10 | 0.0\% | 0 |
| Gifts / Jewellery / China and Glass | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Books / CD's / Videos / Toys / Hobbies | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Health / Beauty / Chemist items | 18.4\% | 7 | 20.0\% | 1 | 18.2\% | 6 | 66.7\% | 2 | 23.5\% | 4 | 5.6\% | 1 | 20.0\% | 3 | 17.4\% | 4 | 0.0\% | 0 | 18.4\% | 7 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 10.5\% | 4 | 40.0\% | 2 | 6.1\% | 2 | 33.3\% | 1 | 5.9\% | 1 | 11.1\% | 2 | 13.3\% | 2 | 8.7\% | 2 | 0.0\% | 0 | 10.5\% | 4 | 0.0\% | 0 |
| Base: |  | 38 |  | 5 |  | 33 |  | 3 |  | 17 |  | 18 |  | 15 |  | 23 |  | 0 |  | 38 |  | 0 |

Total Male Female $\quad$ 18-34 $\quad$ 35-54 $\quad$ 55+ $\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury $\quad$ Whitstable Herne Bay

Q05 Which STORE do you visit most frequently for food shopping? [MR]

| Aldi, Boundary Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, East Street, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, High Road, Tottenham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 20.0\% | 10 | 10.0\% | 1 | 22.5\% | 9 | 0.0\% | 0 | 33.3\% | 6 | 16.7\% | 4 | 19.0\% | 4 | 20.7\% | 6 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| Aldi, St Mary's Road, Swanley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, St. Andrews Close, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Crook Log, Bexleyheath | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Maidstone Road, Chatham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sturry Road, Canterbury | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Asda, Tollgate Road, Beckton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Forbes Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Moatsole, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 12.5\% | 1 | 0.0\% | 0 | 8.3\% | 2 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Co-op, Station Road, Birchington | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 10.0\% | 5 | 20.0\% | 2 | 7.5\% | 3 | 25.0\% | 2 | 0.0\% | 0 | 12.5\% | 3 | 9.5\% | 2 | 10.3\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Shellons Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Marks \& Spencer, St. | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



|  | Total |  | Male | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  |  | C2DE | Canterbury |  |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Kingsmead Road, Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sainsbury's Superstore, Reeves Way, Whitstable | 12.0\% | 6 | 10.0\% | 1 | 12.5\% | 5 | 12.5\% | 1 | 5.6\% | 1 | 16.7\% | 4 | 9.5\% | 2 | 13.8\% | 4 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Sainsbury's Superstore, Romney Place, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, New Dover Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Grand Depot Road, Woolwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Hythe Road, Willesborough, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 20.0\% | 10 | 10.0\% | 1 | 22.5\% | 9 | 37.5\% | 3 | 22.2\% | 4 | 12.5\% | 3 | 14.3\% | 3 | 24.1\% | 7 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Grovewood Drive, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Manston Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Southside Shopping Centre, Wandsworth | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, St. Georges Centre, Canterbury | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Other (PLEASE WRITE IN | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q06 And which other STORE do you also visit frequently for food shopping? [MR]

| Aldi, East Street, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, Kings Road, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Prospect Retail Park, Whitstable | 8.0\% | 4 | 0.0\% | 0 | 10.0\% | 4 | 0.0\% | 0 | 22.2\% | 4 | 0.0\% | 0 | 9.5\% | 2 | 6.9\% | 2 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Aldi, St. Andrews Close, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Well Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Pier Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sturry Road, Canterbury | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Oxford Street, Whitstable | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Co-op, Virginia Woolf Building, University of Kent, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Bellgrove Road, Welling | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, College Square, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, East Street, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, High Street, Whitstable | 10.0\% | 5 | 10.0\% | 1 | 10.0\% | 4 | 0.0\% | 0 | 11.1\% | 2 | 12.5\% | 3 | 4.8\% | 1 | 13.8\% | 4 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Iceland, Market Place, Didcot | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Margate Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Manna, Thomas Street, Woolwich, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Hempstead Valley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $\mathbf{5 5}+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Shopping Centre, |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 9.5\% | 2 | 3.4\% | 1 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Marks \& Spencer, St. Georges Street, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Week Street, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Wimbledon Park Road, Southfields | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Cheriton Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Jenner Close, Sidcup | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Knight Road, Rochester | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 16.0\% | 8 | 20.0\% | 2 | 15.0\% | 6 | 25.0\% | 2 | 5.6\% | 1 | 20.8\% | 5 | 9.5\% | 2 | 20.7\% | 6 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Sainsbury's Local, St. <br> Lawrence Ground, The Drive, Old Dover Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, Station Road, Birchington | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Broadway, Bexleyheath | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 10.0\% | 5 | 10.0\% | 1 | 10.0\% | 4 | 25.0\% | 2 | 11.1\% | 2 | 4.2\% | 1 | 9.5\% | 2 | 10.3\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Tesco Express, Ashford Road, Bearsted | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



| Total | Male | Female | $18-\mathbf{3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q07 Why do you visit (STORE MENTIONED AT Q.5) for food shopping? [MR]
Those who mentioned a store at Q05

| Close to home | 76.6\% | 36 | 88.9\% | 8 | 73.7\% | 28 | 62.5\% | 5 | 70.6\% | 12 | 86.4\% | 19 | 85.0\% | 17 | 70.4\% | 19 | 0.0\% | 0 | 76.6\% | 36 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to work | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Easy to get to | 19.1\% | 9 | 0.0\% | 0 | 23.7\% | 9 | 25.0\% | 2 | 29.4\% | 5 | 9.1\% | 2 | 25.0\% | 5 | 14.8\% | 4 | 0.0\% | 0 | 19.1\% | 9 | 0.0\% | 0 |
| Good public transport links | 4.3\% | 2 | 0.0\% | 0 | 5.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 2 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 4.3\% | 2 | 0.0\% | 0 |
| Sufficient car parking | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Reasonably priced car parking | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Reasonably priced shops | 23.4\% | 11 | 33.3\% | 3 | 21.1\% | 8 | 12.5\% | 1 | 35.3\% | 6 | 18.2\% | 4 | 30.0\% | 6 | 18.5\% | 5 | 0.0\% | 0 | 23.4\% | 11 | 0.0\% | 0 |
| Good selection / quality of shops | 34.0\% | 16 | 22.2\% | 2 | 36.8\% | 14 | 25.0\% | 2 | 47.1\% | 8 | 27.3\% | 6 | 40.0\% | 8 | 29.6\% | 8 | 0.0\% | 0 | 34.0\% | 16 | 0.0\% | 0 |
| Good mix of shopping and leisure facilities | 8.5\% | 4 | 0.0\% | 0 | 10.5\% | 4 | 0.0\% | 0 | 23.5\% | 4 | 0.0\% | 0 | 5.0\% | 1 | 11.1\% | 3 | 0.0\% | 0 | 8.5\% | 4 | 0.0\% | 0 |
| To visit specific shop(s) <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant shopping environment (general ambience) | 19.1\% | 9 | 22.2\% | 2 | 18.4\% | 7 | 25.0\% | 2 | 5.9\% | 1 | 27.3\% | 6 | 15.0\% | 3 | 22.2\% | 6 | 0.0\% | 0 | 19.1\% | 9 | 0.0\% | 0 |
| Good standard of street cleanliness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Visit the market | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Safe shopping environment | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a car wash | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of the food | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 47 |  | 9 |  | 38 |  | 8 |  | 17 |  | 22 |  | 20 |  | 27 |  | 0 |  | 47 |  | 0 |

Total Male Female 18 -34 $\mathbf{~ 3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q08 Which town centre or retail park do you visit most frequently for non-food shopping? [MR]

| Canterbury City Centre | 58.0\% | 29 | 70.0\% | 7 | 55.0\% | 22 | 87.5\% | 7 | 44.4\% | 8 | 58.3\% | 14 | 61.9\% | 13 | 55.2\% | 16 | 0.0\% | 0 | 58.0\% | 29 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay Town Centre | 14.0\% | 7 | 10.0\% | 1 | 15.0\% | 6 | 12.5\% | 1 | 11.1\% | 2 | 16.7\% | 4 | 9.5\% | 2 | 17.2\% | 5 | 0.0\% | 0 | 14.0\% | 7 | 0.0\% | 0 |
| Whitstable Town Centre | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 16.7\% | 4 | 9.5\% | 2 | 6.9\% | 2 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittinbourne Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks | 12.0\% | 6 | 0.0\% | 0 | 15.0\% | 6 | 0.0\% | 0 | 27.8\% | 5 | 4.2\% | 1 | 9.5\% | 2 | 13.8\% | 4 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bexleyheath Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hastings Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hounslow Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Newquay Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Ives Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stratford District Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Woolwich District Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 4.0\% | 2 | 10.0\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Q09 And which other town centre or retail park do you visit frequently for non-food shopping? [MR]

| Canterbury City Centre | 22.0\% | 11 | 20.0\% | 2 | 22.5\% | 9 | 12.5\% | 1 | 16.7\% | 3 | 29.2\% | 7 | 19.0\% | 4 | 24.1\% | 7 | 0.0\% | 0 | 22.0\% | 11 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay Town Centre | 10.0\% | 5 | 20.0\% | 2 | 7.5\% | 3 | 12.5\% | 1 | 5.6\% | 1 | 12.5\% | 3 | 9.5\% | 2 | 10.3\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Whitstable Town Centre | 18.0\% | 9 | 10.0\% | 1 | 20.0\% | 8 | 25.0\% | 2 | 22.2\% | 4 | 12.5\% | 3 | 23.8\% | 5 | 13.8\% | 4 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittinbourne Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 0.0\% | 0 | 5.6\% | 1 | 12.5\% | 3 | 14.3\% | 3 | 3.4\% | 1 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Eddington Business Park, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


Total Male Female 18 - $\mathbf{3 4} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q10 Why do you visit (MOST FREQUENTLY VISITED CENTRE OR PARK AT Q.8) for non-food shopping? [MR]
If any location mentioned at Q08

| Close to home | 41.7\% | 20 | 77.8\% | 7 | 33.3\% | 13 | 50.0\% | 4 | 41.2\% | 7 | 39.1\% | 9 | 52.4\% | 11 | 33.3\% | 9 | 0.0\% | 0 | 41.7\% | 20 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to work | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Easy to get to | 8.3\% | 4 | 11.1\% | 1 | 7.7\% | 3 | 25.0\% | 2 | 0.0\% | 0 | 8.7\% | 2 | 9.5\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 8.3\% | 4 | 0.0\% | 0 |
| Good public transport links | 4.2\% | 2 | 0.0\% | 0 | 5.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.7\% | 2 | 4.8\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 4.2\% | 2 | 0.0\% | 0 |
| Free car parking | 8.3\% | 4 | 0.0\% | 0 | 10.3\% | 4 | 0.0\% | 0 | 23.5\% | 4 | 0.0\% | 0 | 4.8\% | 1 | 11.1\% | 3 | 0.0\% | 0 | 8.3\% | 4 | 0.0\% | 0 |
| Sufficient car parking | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Reasonably priced car parking | 8.3\% | 4 | 0.0\% | 0 | 10.3\% | 4 | 0.0\% | 0 | 17.6\% | 3 | 4.3\% | 1 | 14.3\% | 3 | 3.7\% | 1 | 0.0\% | 0 | 8.3\% | 4 | 0.0\% | 0 |
| Reasonably priced shops | 16.7\% | 8 | 11.1\% | 1 | 17.9\% | 7 | 12.5\% | 1 | 23.5\% | 4 | 13.0\% | 3 | 28.6\% | 6 | 7.4\% | 2 | 0.0\% | 0 | 16.7\% | 8 | 0.0\% | 0 |
| Good selection / quality of shops | 47.9\% | 23 | 44.4\% | 4 | 48.7\% | 19 | 37.5\% | 3 | 41.2\% | 7 | 56.5\% | 13 | 38.1\% | 8 | 55.6\% | 15 | 0.0\% | 0 | 47.9\% | 23 | 0.0\% | 0 |
| Good mix of shopping and leisure facilities | 18.8\% | 9 | 11.1\% | 1 | 20.5\% | 8 | 12.5\% | 1 | 29.4\% | 5 | 13.0\% | 3 | 19.0\% | 4 | 18.5\% | 5 | 0.0\% | 0 | 18.8\% | 9 | 0.0\% | 0 |
| To visit specific shop(s) (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant shopping environment (general ambience) | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Good standard of street cleanliness | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Visit the market | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.1\% | , | 0.0\% | 0 |
| Safe shopping environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeland | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Supporting local shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No particular reason) | 2.1\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 2.1\% | 1 | 0.0\% | 0 |
| Base: |  | 48 |  | 9 |  | 39 |  | 8 |  | 17 |  | 23 |  | 21 |  | 27 |  | 0 |  | 48 |  | 0 |

## Mean score [ $£$ ]

Q11 Approximately how much will you spend in total on each of the following during your visit to Canterbury / Whitstable / Herne Bay ?
Those who intend to shop for food, non-food or both at Q01, Q02 or Q03

## Food \& Grocery

| Nothing | 31.6\% | 12 | 80.0\% | 4 | 24.2\% | 8 | 66.7\% | 2 | 35.3\% | 6 | 22.2\% | 4 | 53.3\% | 8 | 17.4\% | 4 | 0.0\% | 0 | 31.6\% | 12 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than $£ 5.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £5.01-£10.00 | 18.4\% | 7 | 0.0\% | 0 | 21.2\% | 7 | 33.3\% | 1 | 23.5\% | 4 | 11.1\% | 2 | 20.0\% | 3 | 17.4\% | 4 | 0.0\% | 0 | 18.4\% | 7 | 0.0\% | 0 |
| £10.01-£20.00 | 36.8\% | 14 | 20.0\% | 1 | 39.4\% | 13 | 0.0\% | 0 | 23.5\% | 4 | 55.6\% | 10 | 13.3\% | 2 | 52.2\% | 12 | 0.0\% | 0 | 36.8\% | 14 | 0.0\% | 0 |
| £20.01-£30.00 | 2.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| £30.01-£40.00 | 7.9\% | 3 | 0.0\% | 0 | 9.1\% | 3 | 0.0\% | 0 | 17.6\% | 3 | 0.0\% | 0 | 13.3\% | 2 | 4.3\% | 1 | 0.0\% | 0 | 7.9\% | 3 | 0.0\% | 0 |
| £40.01-£50.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| Mean: |  | 10.61 |  | 3.00 |  | 11.80 |  | 2.50 |  | 11.47 |  | 11.18 |  | 8.17 |  | 12.27 |  | 0.00 |  | 10.61 |  | 0.00 |
| Base: |  | 38 |  | 5 |  | 33 |  | 3 |  | 17 |  | 18 |  | 15 |  | 23 |  | 0 |  | 38 |  | 0 |
| Non-food |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 42.1\% | 16 | 20.0\% | 1 | 45.5\% | 15 | 0.0\% | 0 | 47.1\% | 8 | 44.4\% | 8 | 26.7\% | 4 | 52.2\% | 12 | 0.0\% | 0 | 42.1\% | 16 | 0.0\% | 0 |
| Less than $£ 5.00$ | 5.3\% | 2 | 20.0\% | 1 | 3.0\% | 1 | 33.3\% | 1 | 5.9\% | 1 | 0.0\% | 0 | 6.7\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 5.3\% | 2 | 0.0\% | 0 |
| £5.01-£10.00 | 36.8\% | 14 | 60.0\% | 3 | 33.3\% | 11 | 66.7\% | 2 | 29.4\% | 5 | 38.9\% | 7 | 40.0\% | 6 | 34.8\% | 8 | 0.0\% | 0 | 36.8\% | 14 | 0.0\% | 0 |
| £10.01-£20.00 | 5.3\% | 2 | 0.0\% | 0 | 6.1\% | 2 | 0.0\% | 0 | 5.9\% | 1 | 5.6\% | 1 | 13.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 2 | 0.0\% | 0 |
| £20.01-£30.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £30.01-£40.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 2.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| £50.01-£75.00 | 2.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 6.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| £75.01-£100.00 | 2.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 6.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| Mean: |  | 8.78 |  | 5.00 |  | 9.38 |  | 5.83 |  | 11.03 |  | 7.06 |  | 14.50 |  | 4.89 |  | 0.00 |  | 8.78 |  | 0.00 |
| Base: |  | 38 |  | 5 |  | 33 |  | 3 |  | 17 |  | 18 |  | 15 |  | 23 |  | 0 |  | 38 |  | 0 |

Eating \& Drinking out

| Nothing | 52.6\% | 20 | 60.0\% | 3 | 51.5\% | 17 | 33.3\% | 1 | 35.3\% | 6 | 72.2\% | 13 | 60.0\% | 9 | 47.8\% | 11 | 0.0\% | 0 | 52.6\% | 20 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than $£ 5.00$ | 18.4\% | 7 | 0.0\% | 0 | 21.2\% | 7 | 0.0\% | 0 | 29.4\% | 5 | 11.1\% | 2 | 20.0\% | 3 | 17.4\% | 4 | 0.0\% | 0 | 18.4\% | 7 | 0.0\% | 0 |
| £5.01-£10.00 | 23.7\% | 9 | 20.0\% | 1 | 24.2\% | 8 | 66.7\% | 2 | 29.4\% | 5 | 11.1\% | 2 | 20.0\% | 3 | 26.1\% | 6 | 0.0\% | 0 | 23.7\% | 9 | 0.0\% | 0 |
| £10.01-£20.00 | 2.6\% | 1 | 20.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| £20.01-£30.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £30.01-£40.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.6\% | 1 | 0.0\% | 0 | 3.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 2.6\% | 1 | 0.0\% | 0 |
| Mean: |  | 2.70 |  | 4.50 |  | 2.42 |  | 5.00 |  | 3.82 |  | 1.18 |  | 2.00 |  | 3.18 |  | 0.00 |  | 2.70 |  | 0.00 |
| Base: |  | 38 |  | 5 |  | 33 |  | 3 |  | 17 |  | 18 |  | 15 |  | 23 |  | 0 |  | 38 |  | 0 |

## Leisure \& culture

Nothing £5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £30.01-£40.00 £40.01-£50.00 £75.01-£100.00 モ100.01-f150.00 More than $£ 150.00$ (Don't know)

Mean:
Base:






1591.3






| $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $2.6 \%$ | 1 | $20.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |


| 0 | $0.0 \%$ | 0 |
| :--- | :--- | :--- |
|  | $0.0 \%$ | 0 |

Total Male Female 18 -34 $35-54 \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE Canterbury Whitstable Herne Bay

Q12 How did you travel to Canterbury / Whitstable / Herne Bay today?

| Car-driver | 18.0\% | 9 | 20.0\% | 2 | 17.5\% | 7 | 25.0\% | 2 | 27.8\% | 5 | 8.3\% | 2 | 23.8\% | 5 | 13.8\% | 4 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Car-passenger | 18.0\% | 9 | 10.0\% | 1 | 20.0\% | 8 | 37.5\% | 3 | 27.8\% | 5 | 4.2\% | 1 | 14.3\% | 3 | 20.7\% | 6 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| Bus / coach | 10.0\% | 5 | 10.0\% | 1 | 10.0\% | 4 | 12.5\% | 1 | 5.6\% | 1 | 12.5\% | 3 | 0.0\% | 0 | 17.2\% | 5 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Train | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Taxi | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Walked | 54.0\% | 27 | 60.0\% | 6 | 52.5\% | 21 | 25.0\% | 2 | 38.9\% | 7 | 75.0\% | 18 | 61.9\% | 13 | 48.3\% | 14 | 0.0\% | 0 | 54.0\% | 27 | 0.0\% | 0 |
| Bicycle | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park \& Ride | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

## Mean score [minutes]

Q13 How long did your journey take?

| 0-10 minutes | 68.0\% | 34 | 90.0\% | 9 | 62.5\% | 25 | 75.0\% | 6 | 55.6\% | 10 | 75.0\% | 18 | 76.2\% | 16 | 62.1\% | 18 | 0.0\% | 0 | 68.0\% | 34 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 11-20 minutes | 26.0\% | 13 | 10.0\% | 1 | 30.0\% | 12 | 25.0\% | 2 | 33.3\% | 6 | 20.8\% | 5 | 19.0\% | 4 | 31.0\% | 9 | 0.0\% | 0 | 26.0\% | 13 | 0.0\% | 0 |
| 21-30 minutes | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 11.1\% | 2 | 4.2\% | 1 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| 31-45 minutes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| 46+ minutes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 8.80 |  | 6.00 |  | 9.50 |  | 7.50 |  | 10.56 |  | 7.92 |  | 7.86 |  | 9.48 |  | 0.00 |  | 8.80 |  | 0.00 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Mean score [Very easy=2, Quite easy=1, Neiterh easy nor difficult=0, Quite difficult=-1, Very difficult=-2]
Q14 How easy was it to find a car parking place today?
Those who mentioned car at Q12

| Very easy | 27.8\% | 5 | 0.0\% | 0 | 33.3\% | 5 | 0.0\% | 0 | 40.0\% | 4 | 33.3\% | 1 | 37.5\% | 3 | 20.0\% | 2 | 0.0\% | 0 | 27.8\% | 5 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Quite easy | 22.2\% | 4 | 0.0\% | 0 | 26.7\% | 4 | 40.0\% | 2 | 20.0\% | 2 | 0.0\% | 0 | 25.0\% | 2 | 20.0\% | 2 | 0.0\% | 0 | 22.2\% | 4 | 0.0\% | 0 |
| Neither easy nor difficult | 27.8\% | 5 | 66.7\% | 2 | 20.0\% | 3 | 40.0\% | 2 | 20.0\% | 2 | 33.3\% | 1 | 25.0\% | 2 | 30.0\% | 3 | 0.0\% | 0 | 27.8\% | 5 | 0.0\% | 0 |
| Quite difficult | 11.1\% | 2 | 0.0\% | 0 | 13.3\% | 2 | 0.0\% | 0 | 20.0\% | 2 | 0.0\% | 0 | 12.5\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 |
| Very difficult | 5.6\% | 1 | 33.3\% | 1 | 0.0\% | 0 | 20.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 |
| (Don't know) | 5.6\% | 1 | 0.0\% | 0 | 6.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 33.3\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 |
| Mean: |  | 0.59 |  | -0.67 |  | 0.86 |  | 0.00 |  | 0.80 |  | 1.00 |  | 0.88 |  | 0.33 |  | 0.00 |  | 0.59 |  | 0.00 |
| Base: |  | 18 |  | 3 |  | 15 |  | 5 |  | 10 |  | 3 |  | 8 |  | 10 |  | 0 |  | 18 |  |  |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q15 Where did you park today? [MR]

Those who mentioned car at Q12

| Castle Row car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Holmans Meadow car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Northgate car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pound Lane car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Queningate car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rosemary Lane car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Watling Street car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| West Station car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitefriars car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| East Quay car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gorrell Tank car park, Whitstable | 11.1\% | 2 | 0.0\% | 0 | 13.3\% | 2 | 0.0\% | 0 | 20.0\% | 2 | 0.0\% | 0 | 12.5\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 |
| Harbour, Whitstable | 5.6\% | 1 | 0.0\% | 0 | 6.7\% | 1 | 20.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 |
| Middle Wall car park, Whitstable | 11.1\% | 2 | 0.0\% | 0 | 13.3\% | 2 | 0.0\% | 0 | 10.0\% | 1 | 33.3\% | 1 | 0.0\% | 0 | 20.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 |
| Seafront, Whitstable | 5.6\% | 1 | 0.0\% | 0 | 6.7\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 |
| Shaftesbury Road car park, Whitstable | 5.6\% | 1 | 0.0\% | 0 | 6.7\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 |
| Victoria Street car park, Whitstable | 11.1\% | 2 | 0.0\% | 0 | 13.3\% | 2 | 20.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 |
| Whitstable Station car park (North side) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Station car park (South side) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Beach Street car park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hampton Pier, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Station car park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market Street car park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Swalecliffe Avenue car park, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Abode Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



## Mean score [minutes]

## Q16 Approximately how much time will you spend in the shopping area in Canterbury / Whitstable / Herne Bay today?

| 0-15 minutes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 16-30 minutes | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 12.5\% | 1 | 5.6\% | 1 | 4.2\% | 1 | 9.5\% | 2 | 3.4\% | 1 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| 31 minutes - 1 hour | 48.0\% | 24 | 50.0\% | 5 | 47.5\% | 19 | 37.5\% | 3 | 44.4\% | 8 | 54.2\% | 13 | 47.6\% | 10 | 48.3\% | 14 | 0.0\% | 0 | 48.0\% | 24 | 0.0\% | 0 |
| More than 1 hour, but less than $11 / 2$ hours | 24.0\% | 12 | 30.0\% | 3 | 22.5\% | 9 | 12.5\% | 1 | 22.2\% | 4 | 29.2\% | 7 | 19.0\% | 4 | 27.6\% | 8 | 0.0\% | 0 | 24.0\% | 12 | 0.0\% | 0 |
| More than $11 / 2$ hours, but less than 2 hours | 8.0\% | 4 | 0.0\% | 0 | 10.0\% | 4 | 12.5\% | 1 | 0.0\% | 0 | 12.5\% | 3 | 9.5\% | 2 | 6.9\% | 2 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| More than 2 hours, but less than 3 hours | 12.0\% | 6 | 10.0\% | 1 | 12.5\% | 5 | 12.5\% | 1 | 27.8\% | 5 | 0.0\% | 0 | 14.3\% | 3 | 10.3\% | 3 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| 3 hours or more | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Mean: |  | 71.61 |  | 81.00 |  | 69.26 |  | 87.31 |  | 79.64 |  | 60.35 |  | 69.38 |  | 73.22 |  | 0.00 |  | 71.61 |  | 0.00 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


| Total | Male | Female | 18-34 | 35-54 | 55 + | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Mean score [times per year, those who do visit]

Q17 How often do you come to the centre?

| Daily | 20.0\% | 10 | 10.0\% | 1 | 22.5\% | 9 | 0.0\% | 0 | 16.7\% | 3 | 29.2\% | 7 | 28.6\% | 6 | 13.8\% | 4 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Several times a week | 42.0\% | 21 | 40.0\% | 4 | 42.5\% | 17 | 12.5\% | 1 | 44.4\% | 8 | 50.0\% | 12 | 47.6\% | 10 | 37.9\% | 11 | 0.0\% | 0 | 42.0\% | 21 | 0.0\% | 0 |
| Once a week | 24.0\% | 12 | 40.0\% | 4 | 20.0\% | 8 | 62.5\% | 5 | 11.1\% | 2 | 20.8\% | 5 | 9.5\% | 2 | 34.5\% | 10 | 0.0\% | 0 | 24.0\% | 12 | 0.0\% | 0 |
| Once every 2 to 3 weeks | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 12.5\% | 1 | 11.1\% | 2 | 0.0\% | 0 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Monthly | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 12.5\% | 1 | 16.7\% | 3 | 0.0\% | 0 | 9.5\% | 2 | 6.9\% | 2 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Once a quarter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less often than once a quarter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| First time today | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 5.00 |  |  |  | 33 |  | 62.50 |  |  |  | 1.29 |  | 10.38 |  | 9.38 |  | 0.00 |  | 5.00 |  | 0.00 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Total Male Female 18 - 34 $\quad 35-54 \quad 55+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q18 What do you like about shopping in Canterbury / Whitstable / Herne Bay ? [MR]

| Cheap parking | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Close to friends / relatives | 24.0\% | 12 | 30.0\% | 3 | 22.5\% | 9 | 50.0\% | 4 | 22.2\% | 4 | 16.7\% | 4 | 28.6\% | 6 | 20.7\% | 6 | 0.0\% | 0 | 24.0\% | 12 | 0.0\% | 0 |
| Competitive prices | 4.0\% | 2 | 10.0\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Easy parking | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Evening entertainment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Feels safe | 12.0\% | 6 | 10.0\% | 1 | 12.5\% | 5 | 0.0\% | 0 | 5.6\% | 1 | 20.8\% | 5 | 9.5\% | 2 | 13.8\% | 4 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Financial services (banks / building societies, etc.) | 10.0\% | 5 | 10.0\% | 1 | 10.0\% | 4 | 0.0\% | 0 | 16.7\% | 3 | 8.3\% | 2 | 9.5\% | 2 | 10.3\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Free parking | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Good public transport links | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 5.6\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Leisure facilities (PLEASE WRITE IN e.g. pubs / restaurants / cinemas / etc.) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near / convenient | 44.0\% | 22 | 30.0\% | 3 | 47.5\% | 19 | 25.0\% | 2 | 55.6\% | 10 | 41.7\% | 10 | 52.4\% | 11 | 37.9\% | 11 | 0.0\% | 0 | 44.0\% | 22 | 0.0\% | 0 |
| Particular foodstore (PLEASE WRITE IN STORE NAME) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Selection / choice multiple shops | 10.0\% | 5 | 0.0\% | 0 | 12.5\% | 5 | 25.0\% | 2 | 5.6\% | 1 | 8.3\% | 2 | 9.5\% | 2 | 10.3\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Selection / choice of independent shops | 38.0\% | 19 | 20.0\% | 2 | 42.5\% | 17 | 25.0\% | 2 | 44.4\% | 8 | 37.5\% | 9 | 42.9\% | 9 | 34.5\% | 10 | 0.0\% | 0 | 38.0\% | 19 | 0.0\% | 0 |
| Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Bowling | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Gym | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It's friendly | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| It's quiet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marlowe Theatre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pier Café | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pubs | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Quaint \& quirky | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The history | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Pier | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Nothing at all) | 4.0\% | 2 | 10.0\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q19 What do you dislike about shopping in Canterbury / Whitstable / Herne Bay ? [MR]

| Alternative facilities more accessible | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Car parking cost | 20.0\% | 10 | 30.0\% | 3 | 17.5\% | 7 | 37.5\% | 3 | 22.2\% | 4 | 12.5\% | 3 | 28.6\% | 6 | 13.8\% | 4 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed not available there | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It does not cater for the disabled | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Lack of car parking | 12.0\% | 6 | 20.0\% | 2 | 10.0\% | 4 | 25.0\% | 2 | 22.2\% | 4 | 0.0\% | 0 | 14.3\% | 3 | 10.3\% | 3 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Lack of choice of facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Paying for parking | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 0.0\% | 0 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | , | 0.0\% | 0 |
| Perception of safety | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Poor choice of food / convenience store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of pubs / bars | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of cafes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of retaurants | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of multiple shops | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Poor range of inependent shops | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 12.5\% | 1 | 11.1\% | 2 | 4.2\% | 1 | 9.5\% | 2 | 6.9\% | 2 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Too busy | 20.0\% | 10 | 30.0\% | 3 | 17.5\% | 7 | 25.0\% | 2 | 22.2\% | 4 | 16.7\% | 4 | 23.8\% | 5 | 17.2\% | 5 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| Too expensive | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| No particular reason - I just do not like it | 32.0\% | 16 | 50.0\% | 5 | 27.5\% | 11 | 25.0\% | 2 | 16.7\% | 3 | 45.8\% | 11 | 14.3\% | 3 | 44.8\% | 13 | 0.0\% | 0 | 32.0\% | 16 | 0.0\% | 0 |
| Kids | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Litter | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Too many cheap shops | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Too many empty shops | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Too much traffic | 16.0\% | 8 | 10.0\% | 1 | 17.5\% | 7 | 0.0\% | 0 | 16.7\% | 3 | 20.8\% | 5 | 23.8\% | 5 | 10.3\% | 3 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Too quiet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tourists | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |



Q20 What type of retail or service provision would persuade you to shop in the Town centre more often? [MR]

| Foodstore | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.3\% | 2 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ladies clothing shops | 22.0\% | 11 | 10.0\% | 1 | 25.0\% | 10 | 37.5\% | 3 | 27.8\% | 5 | 12.5\% | 3 | 23.8\% | 5 | 20.7\% | 6 | 0.0\% | 0 | 22.0\% | 11 | 0.0\% | 0 |
| Ladies shoe shops | 22.0\% | 11 | 10.0\% | 1 | 25.0\% | 10 | 37.5\% | 3 | 27.8\% | 5 | 12.5\% | 3 | 23.8\% | 5 | 20.7\% | 6 | 0.0\% | 0 | 22.0\% | 11 | 0.0\% | 0 |
| Gents clothing shops | 12.0\% | 6 | 30.0\% | 3 | 7.5\% | 3 | 12.5\% | 1 | 16.7\% | 3 | 8.3\% | 2 | 19.0\% | 4 | 6.9\% | 2 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Gents shoe shops | 10.0\% | 5 | 10.0\% | 1 | 10.0\% | 4 | 12.5\% | 1 | 22.2\% | 4 | 0.0\% | 0 | 9.5\% | 2 | 10.3\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Children's clothing shops | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 0.0\% | 0 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Children's shoe shops | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 12.5\% | 1 | 11.1\% | 2 | 0.0\% | 0 | 14.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Youth fashion shops | 18.0\% | 9 | 30.0\% | 3 | 15.0\% | 6 | 62.5\% | 5 | 16.7\% | 3 | 4.2\% | 1 | 14.3\% | 3 | 20.7\% | 6 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| Electrical retailer shops | 14.0\% | 7 | 20.0\% | 2 | 12.5\% | 5 | 25.0\% | 2 | 16.7\% | 3 | 8.3\% | 2 | 14.3\% | 3 | 13.8\% | 4 | 0.0\% | 0 | 14.0\% | 7 | 0.0\% | 0 |
| DIY and hardware shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| CDs / DVDs / computer game shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Major household appliance shops | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Sports shops | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 12.5\% | 1 | 16.7\% | 3 | 0.0\% | 0 | 4.8\% | 1 | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Book shops | 10.0\% | 5 | 10.0\% | 1 | 10.0\% | 4 | 0.0\% | 0 | 16.7\% | 3 | 8.3\% | 2 | 9.5\% | 2 | 10.3\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Post office | 16.0\% | 8 | 20.0\% | 2 | 15.0\% | 6 | 12.5\% | 1 | 22.2\% | 4 | 12.5\% | 3 | 9.5\% | 2 | 20.7\% | 6 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Professional and Financial Services | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 4.2\% | 1 | 0.0\% | 0 | 10.3\% | 3 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Council offices | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chain stores | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fun play for children | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More police | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (None) | 38.0\% | 19 | 20.0\% | 2 | 42.5\% | 17 | 12.5\% | 1 | 27.8\% | 5 | 54.2\% | 13 | 38.1\% | 8 | 37.9\% | 11 | 0.0\% | 0 | 38.0\% | 19 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Mean score [times per year, those who do visit]
Q21 How frequently do you visit the market in the Town Centre?

| Several times a week | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Once a week | 8.0\% | 4 | 0.0\% | 0 | 10.0\% | 4 | 0.0\% | 0 | 16.7\% | 3 | 4.2\% | 1 | 4.8\% | 1 | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Once every 2 to 3 weeks | 4.0\% | 2 | 20.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Monthly | 12.0\% | 6 | 10.0\% | 1 | 12.5\% | 5 | 25.0\% | 2 | 5.6\% | 1 | 12.5\% | 3 | 14.3\% | 3 | 10.3\% | 3 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Once a quarter | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Less often than once a quarter | 24.0\% | 12 | 10.0\% | 1 | 27.5\% | 11 | 12.5\% | 1 | 27.8\% | 5 | 25.0\% | 6 | 28.6\% | 6 | 20.7\% | 6 | 0.0\% | 0 | 24.0\% | 12 | 0.0\% | 0 |
| First time today | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Never | 48.0\% | 24 | 60.0\% | 6 | 45.0\% | 18 | 62.5\% | 5 | 44.4\% | 8 | 45.8\% | 11 | 52.4\% | 11 | 44.8\% | 13 | 0.0\% | 0 | 48.0\% | 24 | 0.0\% | 0 |
| (Varies) | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Mean: |  | 13.92 |  | 13.50 |  | 14.00 |  | 8.67 |  | 19.80 |  | 10.33 |  | 10.00 |  | 16.53 |  | 0.00 |  | 13.92 |  | 0.00 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $\mathbf{5 5}+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q22 Which market do you normally visit? [MR]
Those who mentioned a market at Q21

| Canterbury High Street Market | 19.2\% | 5 | 50.0\% | 2 | 13.6\% | 3 | 0.0\% | 0 | 20.0\% | 2 | 23.1\% | 3 | 10.0\% | 1 | 25.0\% | 4 | 0.0\% | 0 | 19.2\% | 5 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| The Goods Shed Farmers Market, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Market, Mortimer Street | 11.5\% | 3 | 0.0\% | 0 | 13.6\% | 3 | 0.0\% | 0 | 20.0\% | 2 | 7.7\% | 1 | 0.0\% | 0 | 18.8\% | 3 | 0.0\% | 0 | 11.5\% | 3 | 0.0\% | 0 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 7.7\% | 2 | 25.0\% | 1 | 4.5\% | 1 | 33.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 6.3\% | 1 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 |
| Lions Boot Fair, Herne Bay | 3.8\% | 1 | 25.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.3\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 |
| Whitstable Farmers Market, St Mary's Hall | 65.4\% | 17 | 75.0\% | 3 | 63.6\% | 14 | 0.0\% | 0 | 70.0\% | 7 | 76.9\% | 10 | 80.0\% | 8 | 56.3\% | 9 | 0.0\% | 0 | 65.4\% | 17 | 0.0\% | 0 |
| Whitstable Fish Market, Whitstable Harbour | 42.3\% | 11 | 0.0\% | 0 | 50.0\% | 11 | 0.0\% | 0 | 40.0\% | 4 | 53.8\% | 7 | 30.0\% | 3 | 50.0\% | 8 | 0.0\% | 0 | 42.3\% | 11 | 0.0\% | 0 |
| Whitstable Market, Gorrell Tank Car Park | 38.5\% | 10 | 25.0\% | 1 | 40.9\% | 9 | 66.7\% | 2 | 40.0\% | 4 | 30.8\% | 4 | 20.0\% | 2 | 50.0\% | 8 | 0.0\% | 0 | 38.5\% | 10 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 3.8\% | 1 | 0.0\% | 0 | 4.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 1 | 0.0\% | 0 | 6.3\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 |
| Faversham Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gillingham Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Romford Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Woolwich Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 26 |  | 4 |  | 22 |  | 3 |  | 10 |  | 13 |  | 10 |  | 16 |  | 0 |  | 26 |  | 0 |

## Q23 What is your opinion of the quality of the market in the Town Centre?

| Good quality | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 4.2\% | 1 | 0.0\% | 0 | 10.3\% | 3 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Average (neither good nor poor) | 28.0\% | 14 | 30.0\% | 3 | 27.5\% | 11 | 37.5\% | 3 | 27.8\% | 5 | 25.0\% | 6 | 33.3\% | 7 | 24.1\% | 7 | 0.0\% | 0 | 28.0\% | 14 | 0.0\% | 0 |
| Poor quality | 18.0\% | 9 | 0.0\% | 0 | 22.5\% | 9 | 12.5\% | 1 | 16.7\% | 3 | 20.8\% | 5 | 14.3\% | 3 | 20.7\% | 6 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| (Don't know) | 48.0\% | 24 | 60.0\% | 6 | 45.0\% | 18 | 50.0\% | 4 | 44.4\% | 8 | 50.0\% | 12 | 52.4\% | 11 | 44.8\% | 13 | 0.0\% | 0 | 48.0\% | 24 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Total Male Female $18-34 \quad 35-54 \quad 55+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q24 What improvements to the quality and range of the market would persuade you or your household to visit the Town Centre Market more often? [MR]

| Improve location (relocation) | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 12.5\% | 3 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve advertisements (increase publicity of market events) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve range of goods | 26.0\% | 13 | 10.0\% | 1 | 30.0\% | 12 | 25.0\% | 2 | 16.7\% | 3 | 33.3\% | 8 | 28.6\% | 6 | 24.1\% | 7 | 0.0\% | 0 | 26.0\% | 13 | 0.0\% | 0 |
| Improve quality of goods | 16.0\% | 8 | 10.0\% | 1 | 17.5\% | 7 | 12.5\% | 1 | 16.7\% | 3 | 16.7\% | 4 | 14.3\% | 3 | 17.2\% | 5 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Improve quality / appearance of market stalls / market hall | 18.0\% | 9 | 0.0\% | 0 | 22.5\% | 9 | 25.0\% | 2 | 11.1\% | 2 | 20.8\% | 5 | 19.0\% | 4 | 17.2\% | 5 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| Hold more specialist/themed market events (i.e. food fairs, farmers markets, antique fairs, continental, recycling, vintage, thrift etc.) | 20.0\% | 10 | 20.0\% | 2 | 20.0\% | 8 | 37.5\% | 3 | 22.2\% | 4 | 12.5\% | 3 | 14.3\% | 3 | 24.1\% | 7 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| Increase number of market stalls | 38.0\% | 19 | 30.0\% | 3 | 40.0\% | 16 | 12.5\% | 1 | 50.0\% | 9 | 37.5\% | 9 | 33.3\% | 7 | 41.4\% | 12 | 0.0\% | 0 | 38.0\% | 19 | 0.0\% | 0 |
| Reduce the rent charges | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Have an outside (street) market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Evening market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local stalls | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Stop charging to get into Markets | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| (Don't know) | 8.0\% | 4 | 0.0\% | 0 | 10.0\% | 4 | 12.5\% | 1 | 11.1\% | 2 | 4.2\% | 1 | 19.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| (Nothing / Nothing else) | 8.0\% | 4 | 20.0\% | 2 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 8.3\% | 2 | 4.8\% | 1 | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Q25 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes ?

| Yes | $62.0 \%$ | 31 | $60.0 \%$ | 6 | $62.5 \%$ | 25 | $75.0 \%$ | 6 | $77.8 \%$ | 14 | $45.8 \%$ | 11 | $66.7 \%$ | 14 | $58.6 \%$ | 17 | $0.0 \%$ | 0 | $62.0 \%$ | 31 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $38.0 \%$ | 19 | $40.0 \%$ | 4 | $37.5 \%$ | 15 | $25.0 \%$ | 2 | $22.2 \%$ | 4 | $54.2 \%$ | 13 | $33.3 \%$ | 7 | $41.4 \%$ | 12 | $0.0 \%$ | 0 | $38.0 \%$ | 19 | $0.0 \%$ | 0 |
| Base: |  | 50 | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 | 50 |  |  |  |  |

Total Male Female 18 - $\mathbf{3 4} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q26 What do you do in Canterbury / Whitstable / Herne Bay for leisure purposes ? [MR]
Those who said Yes at Q25

| Sports / fitness facilities | 22.6\% | 7 | 50.0\% | 3 | 16.0\% | 4 | 33.3\% | 2 | 21.4\% | 3 | 18.2\% | 2 | 21.4\% | 3 | 23.5\% | 4 | 0.0\% | 0 | 22.6\% | 7 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Pubs / bars | 38.7\% | 12 | 100.0\% | 6 | 24.0\% | 6 | 66.7\% | 4 | 14.3\% | 2 | 54.5\% | 6 | 21.4\% | 3 | 52.9\% | 9 | 0.0\% | 0 | 38.7\% | 12 | 0.0\% | 0 |
| Restaurants | 67.7\% | 21 | 50.0\% | 3 | 72.0\% | 18 | 33.3\% | 2 | 78.6\% | 11 | 72.7\% | 8 | 78.6\% | 11 | 58.8\% | 10 | 0.0\% | 0 | 67.7\% | 21 | 0.0\% | 0 |
| Cafes | 41.9\% | 13 | 33.3\% | 2 | 44.0\% | 11 | 50.0\% | 3 | 35.7\% | 5 | 45.5\% | 5 | 57.1\% | 8 | 29.4\% | 5 | 0.0\% | 0 | 41.9\% | 13 | 0.0\% | 0 |
| Services (eg. cash tills) | 19.4\% | 6 | 33.3\% | 2 | 16.0\% | 4 | 16.7\% | 1 | 7.1\% | 1 | 36.4\% | 4 | 21.4\% | 3 | 17.6\% | 3 | 0.0\% | 0 | 19.4\% | 6 | 0.0\% | 0 |
| Takeaway food | 12.9\% | 4 | 16.7\% | 1 | 12.0\% | 3 | 16.7\% | 1 | 21.4\% | 3 | 0.0\% | 0 | 7.1\% | 1 | 17.6\% | 3 | 0.0\% | 0 | 12.9\% | 4 | 0.0\% | 0 |
| Walk about / look around | 29.0\% | 9 | 33.3\% | 2 | 28.0\% | 7 | 50.0\% | 3 | 14.3\% | 2 | 36.4\% | 4 | 42.9\% | 6 | 17.6\% | 3 | 0.0\% | 0 | 29.0\% | 9 | 0.0\% | 0 |
| Cinema | 29.0\% | 9 | 33.3\% | 2 | 28.0\% | 7 | 33.3\% | 2 | 35.7\% | 5 | 18.2\% | 2 | 28.6\% | 4 | 29.4\% | 5 | 0.0\% |  | 29.0\% | 9 | 0.0\% | 0 |
| Theatre | 25.8\% | 8 | 33.3\% | 2 | 24.0\% | 6 | 33.3\% | 2 | 35.7\% | 5 | 9.1\% | 1 | 28.6\% | 4 | 23.5\% | 4 | 0.0\% | 0 | 25.8\% | 8 | 0.0\% | 0 |
| Nightclubs | 3.2\% | 1 | 16.7\% | 1 | 0.0\% | 0 | 16.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% | 1 | 0.0\% | 0 | 3.2\% | 1 | 0.0\% | 0 |
| Bowling Alleys | 9.7\% | 3 | 33.3\% | 2 | 4.0\% | 1 | 33.3\% | 2 | 7.1\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 11.8\% | 2 | 0.0\% | 0 | 9.7\% | 3 | 0.0\% | 0 |
| Bingo | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Casino | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Museums | 6.5\% | 2 | 0.0\% | 0 | 8.0\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 9.1\% | 1 | 14.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.5\% | 2 | 0.0\% | 0 |
| Art galleries | 19.4\% | 6 | 0.0\% | 0 | 24.0\% | 6 | 0.0\% | 0 | 35.7\% | 5 | 9.1\% | 1 | 35.7\% | 5 | 5.9\% | 1 | 0.0\% | 0 | 19.4\% | 6 | 0.0\% | 0 |
| Events / festivals | 16.1\% | 5 | 0.0\% | 0 | 20.0\% | 5 | 0.0\% | 0 | 28.6\% | 4 | 9.1\% | 1 | 21.4\% | 3 | 11.8\% | 2 | 0.0\% | 0 | 16.1\% | 5 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cathedral, Canterbury Tales | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 31 |  | 6 |  | 25 |  | 6 |  | 14 |  | 11 |  | 14 |  | 17 |  | 0 |  | 31 |  | 0 |

Q27 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes in the evenings ?

| Yes | $34.0 \%$ | 17 | $30.0 \%$ | 3 | $35.0 \%$ | 14 | $50.0 \%$ | 4 | $38.9 \%$ | 7 | $25.0 \%$ | 6 | $42.9 \%$ | 9 | $27.6 \%$ | 8 | $0.0 \%$ | 0 | $34.0 \%$ | 17 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $66.0 \%$ | 33 | $70.0 \%$ | 7 | $65.0 \%$ | 26 | $50.0 \%$ | 4 | $61.1 \%$ | 11 | $75.0 \%$ | 18 | $57.1 \%$ | 12 | $72.4 \%$ | 21 | $0.0 \%$ | 0 | $66.0 \%$ | 33 | $0.0 \%$ | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Q28 What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in Canterbury / Whitstable / Herne Bay ? [MR]

| Nothing in particular | 14.0\% | 7 | 30.0\% | 3 | 10.0\% | 4 | 25.0\% | 2 | 11.1\% | 2 | 12.5\% | 3 | 14.3\% | 3 | 13.8\% | 4 | 0.0\% | 0 | 14.0\% | 7 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to home / easy to get to | 12.0\% | 6 | 20.0\% | 2 | 10.0\% | 4 | 12.5\% | 1 | 16.7\% | 3 | 8.3\% | 2 | 14.3\% | 3 | 10.3\% | 3 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Good cinema | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 12.5\% | 1 | 11.1\% | 2 | 4.2\% | 1 | 4.8\% | 1 | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Good choice of cafes | 24.0\% | 12 | 30.0\% | 3 | 22.5\% | 9 | 25.0\% | 2 | 16.7\% | 3 | 29.2\% | 7 | 33.3\% | 7 | 17.2\% | 5 | 0.0\% | 0 | 24.0\% | 12 | 0.0\% | 0 |
| Good quality of cafes | 16.0\% | 8 | 20.0\% | 2 | 15.0\% | 6 | 25.0\% | 2 | 16.7\% | 3 | 12.5\% | 3 | 28.6\% | 6 | 6.9\% | 2 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Good choice of restaurants | 44.0\% | 22 | 40.0\% | 4 | 45.0\% | 18 | 50.0\% | 4 | 55.6\% | 10 | 33.3\% | 8 | 38.1\% | 8 | 48.3\% | 14 | 0.0\% | 0 | 44.0\% | 22 | 0.0\% | 0 |
| Good quality of restaurants | 8.0\% | 4 | 0.0\% | 0 | 10.0\% | 4 | 12.5\% | 1 | 5.6\% | 1 | 8.3\% | 2 | 4.8\% | 1 | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Good quality of pubs / bars / nightclubs | 10.0\% | 5 | 20.0\% | 2 | 7.5\% | 3 | 25.0\% | 2 | 5.6\% | 1 | 8.3\% | 2 | 0.0\% | 0 | 17.2\% | 5 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Good choice of pubs / bars / nightclubs | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 25.0\% | 2 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Good health / fitness facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good bingo hall(s) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good casino(s) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good museums | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 11.1\% | 2 | 4.2\% | 1 | 9.5\% | 2 | 3.4\% | 1 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Good art galleries | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 14.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Good events / festivals | 20.0\% | 10 | 10.0\% | 1 | 22.5\% | 9 | 0.0\% | 0 | 22.2\% | 4 | 25.0\% | 6 | 14.3\% |  | 24.1\% | 7 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marlowe Theatre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The historical aspects | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westgate Gardens | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Q29 What do you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? [MR]

| Nothing in particular | 84.0\% | 42 | 80.0\% | 8 | 85.0\% | 34 | 62.5\% | 5 | 83.3\% | 15 | 91.7\% | 22 | 81.0\% | 17 | 86.2\% | 25 | 0.0\% | 0 | 84.0\% | 42 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Poor choice of facilities | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Too expensive | 4.0\% | 2 | 10.0\% | 1 | 2.5\% | 1 | 25.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Too busy | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 12.5\% | 1 | 11.1\% | 2 | 4.2\% | 1 | 9.5\% | 2 | 6.9\% | 2 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Too quiet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unsafe / poor security / dangerous | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of advertising | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Parking at night | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Peoples attitude | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of cooking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


|  | Total |  | Male | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q30 What general improvements to the quality of the leisure and entertainment offer in Canterbury / Whitstable / Herne Bay town centre would persuade you to visit it mo improvements. [MR] |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Enhanced range of health and fitness centres / gyms | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Improved music / theatre provision | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 4.2\% | 1 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Improved / new play areas for children | 12.0\% | 6 | 10.0\% | 1 | 12.5\% | 5 | 12.5\% | 1 | 11.1\% | 2 | 12.5\% | 3 | 14.3\% | 3 | 10.3\% | 3 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Improved / new facilities for young adults | 24.0\% | 12 | 40.0\% | 4 | 20.0\% | 8 | 50.0\% | 4 | 11.1\% | 2 | 25.0\% | 6 | 19.0\% | 4 | 27.6\% | 8 | 0.0\% | 0 | 24.0\% | 12 | 0.0\% | 0 |
| Improved policing / enhance security / CCTV | 10.0\% | 5 | 20.0\% | 2 | 7.5\% | 3 | 12.5\% | 1 | 11.1\% | 2 | 8.3\% | 2 | 4.8\% | 1 | 13.8\% | 4 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Improved public transport facilities during the evenings | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Improved range of places to eat | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improved range of pubs and night clubs | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Less pubs and clubs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved bingo facility | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved cinema | 16.0\% | 8 | 10.0\% | 1 | 17.5\% | 7 | 25.0\% | 2 | 22.2\% | 4 | 8.3\% | 2 | 19.0\% | 4 | 13.8\% | 4 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| New / improved museum or art gallery | 4.0\% | 2 | 0.0\% | 0 | 5.0\% | 2 | 0.0\% | 0 | 5.6\% | 1 | 4.2\% | 1 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| New / improved other leisure facilities | 6.0\% | 3 | 20.0\% | 2 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 9.5\% | 2 | 3.4\% | 1 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved ten pin bowling centre | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 12.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Other (PLEASE WRITE IN / PROBE FULLY) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 12.0\% | 6 | 0.0\% | 0 | 15.0\% | 6 | 0.0\% | 0 | 11.1\% | 2 | 16.7\% | 4 | 0.0\% | 0 | 20.7\% | 6 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| (Nothing in particular) | 36.0\% | 18 | 20.0\% | 2 | 40.0\% | 16 | 25.0\% | 2 | 38.9\% | 7 | 37.5\% | 9 | 47.6\% | 10 | 27.6\% | 8 | 0.0\% | 0 | 36.0\% | 18 | 0.0\% | 0 |
| (Don't know) | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |





| Enhance shopmobility service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve access for pushchairs / wheelchairs, etc | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Improve directional signs to town centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve layout of car parks | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 12.5\% | 1 | 11.1\% | 2 | 0.0\% | 0 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Improve location of bus stops / bus station | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve public transport links | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Improve safety of pedestrians | 24.0\% | 12 | 30.0\% | 3 | 22.5\% | 9 | 25.0\% | 2 | 27.8\% | 5 | 20.8\% | 5 | 23.8\% | 5 | 24.1\% | 7 | 0.0\% | 0 | 24.0\% | 12 | 0.0\% | 0 |
| Improve signage within centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve transport interchange | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Increase frequency of public transport in the evenings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Increase number of taxis | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - long stay | 14.0\% | 7 | 10.0\% | 1 | 15.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 29.2\% | 7 | 14.3\% | 3 | 13.8\% | 4 | 0.0\% | 0 | 14.0\% | 7 | 0.0\% | 0 |
| More parking spaces - short stay | 12.0\% | 6 | 10.0\% | 1 | 12.5\% | 5 | 12.5\% | 1 | 5.6\% | 1 | 16.7\% | 4 | 9.5\% | 2 | 13.8\% | 4 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| More parking spaces - type unspecified | 14.0\% | 7 | 20.0\% | 2 | 12.5\% | 5 | 25.0\% | 2 | 11.1\% | 2 | 12.5\% | 3 | 14.3\% | 3 | 13.8\% | 4 | 0.0\% | 0 | 14.0\% | 7 | 0.0\% | 0 |
| Pedestrianisation | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 9.5\% | 2 | 3.4\% | 1 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Reduce cost of parking | 20.0\% | 10 | 30.0\% | 3 | 17.5\% | 7 | 12.5\% | 1 | 27.8\% | 5 | 16.7\% | 4 | 28.6\% | 6 | 13.8\% | 4 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| Reduce road congestion | 22.0\% | 11 | 40.0\% | 4 | 17.5\% | 7 | 25.0\% | 2 | 22.2\% | 4 | 20.8\% | 5 | 33.3\% | 7 | 13.8\% | 4 | 0.0\% | 0 | 22.0\% | 11 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 14.0\% | 7 | 0.0\% | 0 | 17.5\% | 7 | 25.0\% | 2 | 11.1\% | 2 | 12.5\% | 3 | 14.3\% | 3 | 13.8\% | 4 | 0.0\% | 0 | 14.0\% | 7 | 0.0\% | 0 |
| (Nothing in particular) | 20.0\% | 10 | 20.0\% | 2 | 20.0\% | 8 | 25.0\% | 2 | 16.7\% | 3 | 20.8\% | 5 | 19.0\% | 4 | 20.7\% | 6 | 0.0\% | 0 | 20.0\% | 10 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |

Total Male Female $18-\mathbf{1 8} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q33 Excluding the improvements to transport and accessibility already mentioned, what else would encourage you to visit Canterbury / Whitstable / Herne Bay Town Centre more often?

| Nothing | 36.0\% | 18 | 30.0\% | 3 | 37.5\% | 15 | 37.5\% | 3 | 33.3\% | 6 | 37.5\% | 9 | 33.3\% | 7 | 37.9\% | 11 | 0.0\% | 0 | 36.0\% | 18 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 26.0\% | 13 | 30.0\% | 3 | 25.0\% | 10 | 25.0\% | 2 | 27.8\% | 5 | 25.0\% | 6 | 33.3\% | 7 | 20.7\% | 6 | 0.0\% | 0 | 26.0\% | 13 | 0.0\% | 0 |
| More shops | 4.0\% | 2 | 10.0\% | 1 | 2.5\% | 1 | 12.5\% | 1 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Provide better range of shops | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 4.2\% | 1 | 0.0\% | 0 | 10.3\% | 3 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Better market | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 9.5\% | 2 | 3.4\% | 1 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 12.5\% | 1 | 0.0\% | 0 | 12.5\% | 3 | 9.5\% | 2 | 6.9\% | 2 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| More events | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pedestrianise particular street <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 12.5\% | , | 0.0\% | 0 | 8.3\% | 2 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.0\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| 2nd mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nothing | 50.0\% | 25 | 40.0\% | 4 | 52.5\% | 21 | 50.0\% | 4 | 50.0\% | 9 | 50.0\% | 12 | 52.4\% | 11 | 48.3\% | 14 | 0.0\% | 0 | 50.0\% | 25 | 0.0\% | 0 |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 10.0\% | 5 | 0.0\% | 0 | 12.5\% | 5 | 0.0\% | 0 | 11.1\% | 2 | 12.5\% | 3 | 19.0\% | 4 | 3.4\% | 1 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| More shops | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 12.5\% | 1 | 5.6\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 10.3\% | 3 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Provide better range of shops | 8.0\% | 4 | 20.0\% | 2 | 5.0\% | 2 | 25.0\% | 2 | 11.1\% | 2 | 0.0\% | 0 | 4.8\% | , | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Better market | 10.0\% | 5 | 0.0\% | 0 | 12.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 20.8\% | 5 | 4.8\% | 1 | 13.8\% | 4 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 6.0\% | 3 | 10.0\% | 1 | 5.0\% | 2 | 0.0\% | 0 | 11.1\% | 2 | 4.2\% | 1 | 4.8\% | 1 | 6.9\% | 2 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| More events | 4.0\% | 2 | 10.0\% | 1 | 2.5\% | 1 | 12.5\% | 1 | 5.6\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Pedestrianise particular street <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 4.0\% | 2 | 10.0\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 4.2\% | 1 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | 55 + |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 3rd mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 16.0\% | 8 | 20.0\% | 2 | 15.0\% | 6 | 12.5\% | 1 | 22.2\% | 4 | 12.5\% | 3 | 23.8\% | 5 | 10.3\% | 3 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide better range of shops | 4.0\% | 2 | 10.0\% | 1 | 2.5\% |  | 12.5\% | 1 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.9\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Better market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 8.0\% | 4 | 10.0\% | 1 | 7.5\% | 3 | 25.0\% | 2 | 5.6\% | 1 | 4.2\% | 1 | 4.8\% | 1 | 10.3\% | 3 | 0.0\% | 0 | 8.0\% | 4 | 0.0\% | 0 |
| More events | 10.0\% | 5 | 10.0\% | 1 | 10.0\% | 4 | 0.0\% | 0 | 5.6\% | 1 | 16.7\% | 4 | 9.5\% | 2 | 10.3\% | 3 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 0.0\% | 0 | 10.3\% | 3 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 4.0\% | 2 | 10.0\% | 1 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 4.2\% | 1 | 4.8\% | 1 | 3.4\% | 1 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| (Nothing else) | 50.0\% | 25 | 40.0\% | 4 | 52.5\% | 21 | 50.0\% | 4 | 50.0\% | 9 | 50.0\% | 12 | 52.4\% | 11 | 48.3\% | 14 | 0.0\% | 0 | 50.0\% | 25 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |


| Q33X Any mention at Q33 | [MR] |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Nothing | 66.0\% | 33 | 60.0\% | 6 | 67.5\% | 27 | 62.5\% | 5 | 72.2\% | 13 | 62.5\% | 15 | 76.2\% | 16 | 58.6\% | 17 | 0.0\% | 0 | 66.0\% | 33 | 0.0\% | 0 |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 36.0\% | 18 | 30.0\% | 3 | 37.5\% | 15 | 25.0\% | 2 | 38.9\% | 7 | 37.5\% | 9 | 52.4\% | 11 | 24.1\% | 7 | 0.0\% | 0 | 36.0\% | 18 | 0.0\% | 0 |
| More shops | 10.0\% | 5 | 20.0\% | 2 | 7.5\% | 3 | 25.0\% | 2 | 11.1\% | 2 | 4.2\% | 1 | 0.0\% | 0 | 17.2\% | 5 | 0.0\% | 0 | 10.0\% | 5 | 0.0\% | 0 |
| Provide better range of shops | 18.0\% | 9 | 40.0\% | 4 | 12.5\% | 5 | 37.5\% | 3 | 27.8\% | 5 | 4.2\% | 1 | 4.8\% | 1 | 27.6\% | 8 | 0.0\% | 0 | 18.0\% | 9 | 0.0\% | 0 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 2.0\% | 1 | 0.0\% | 0 | 2.5\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.4\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Better market | 16.0\% | 8 | 0.0\% | 0 | 20.0\% | 8 | 0.0\% | 0 | 5.6\% | 1 | 29.2\% | 7 | 14.3\% | 3 | 17.2\% | 5 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 22.0\% | 11 | 30.0\% | 3 | 20.0\% | 8 | 37.5\% | 3 | 16.7\% | 3 | 20.8\% | 5 | 19.0\% | 4 | 24.1\% | 7 | 0.0\% | 0 | 22.0\% | 11 | 0.0\% | 0 |
| More events | 16.0\% | 8 | 20.0\% | 2 | 15.0\% | 6 | 12.5\% | 1 | 16.7\% | 3 | 16.7\% | 4 | 19.0\% | 4 | 13.8\% | 4 | 0.0\% | 0 | 16.0\% | 8 | 0.0\% | 0 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 6.0\% | 3 | 0.0\% | 0 | 7.5\% | 3 | 0.0\% | 0 | 5.6\% | 1 | 8.3\% | 2 | 14.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 | 0.0\% | 0 |
| Pedestrianise particular street - High Street | 12.0\% | 6 | 0.0\% | 0 | 15.0\% | 6 | 12.5\% | 1 | 5.6\% | 1 | 16.7\% | 4 | 4.8\% | 1 | 17.2\% | 5 | 0.0\% | 0 | 12.0\% | 6 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 50 |  | 10 |  | 40 |  | 8 |  | 18 |  | 24 |  | 21 |  | 29 |  | 0 |  | 50 |  | 0 |




## Appendix 4:

Data Tabulations
By Herne Bay

| Total | Male | Female | $18-34$ | $35-54$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q01 What is the main purpose of your visit to Canterbury / Whitstable / Herne Bay today?

| Shopping for food only | 10.0\% | 5 | 5.0\% | 1 | 13.3\% | 4 | 0.0\% | 0 | 7.1\% | 1 | 15.4\% | 4 | 8.7\% | 2 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 10.0\% | 1 | 7.1\% | 1 | 3.8\% | 1 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Shopping for both food \& non-food items | 8.0\% | 4 | 10.0\% | 2 | 6.7\% | 2 | 0.0\% | 0 | 14.3\% | 2 | 7.7\% | 2 | 13.0\% | 3 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| To visit the market | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Window shopping | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 10.0\% | 1 | 0.0\% | 0 | 19.2\% | 5 | 17.4\% | 4 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| To visit a restaurant | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To visit a café | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| To visit a public house / bar | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 8.0\% | 4 | 15.0\% | 3 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 11.5\% | 3 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| To use services e.g. bank, post office, hairdresser | 4.0\% | 2 | 10.0\% | 2 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Work / business purposes | 22.0\% | 11 | 5.0\% | 1 | 33.3\% | 10 | 50.0\% | 5 | 35.7\% | 5 | 3.8\% | 1 | 13.0\% | 3 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 22.0\% | 11 |
| Healthcare e.g. doctor, dentist, optician | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 12.0\% | 6 | 5.0\% | 1 | 16.7\% | 5 | 0.0\% | 0 | 7.1\% | 1 | 19.2\% | 5 | 17.4\% | 4 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Tourism, e.g. holiday, day trip | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 10.0\% | 1 | 14.3\% | 2 | 11.5\% | 3 | 8.7\% | 2 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $\mathbf{5 5}+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q02 And for what other reasons have you come Canterbury / Whitstable / Herne Bay today? [MR]

| Shopping for food only | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Shopping for both food \& non-food items | 8.0\% | 4 | 15.0\% | 3 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 11.5\% | 3 | 13.0\% | 3 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| To visit the market | 4.0\% | 2 | 10.0\% | 2 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Window shopping | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 20.0\% | 2 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| To visit a restaurant | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| To visit a café | 26.0\% | 13 | 15.0\% | 3 | 33.3\% | 10 | 30.0\% | 3 | 28.6\% | 4 | 23.1\% | 6 | 17.4\% | 4 | 33.3\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 26.0\% | 13 |
| To visit a public house / bar | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 16.0\% | 8 | 20.0\% | 4 | 13.3\% | 4 | 10.0\% | 1 | 21.4\% | 3 | 15.4\% | 4 | 21.7\% | 5 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| To use services e.g. bank, post office, hairdresser | 8.0\% | 4 | 0.0\% | 0 | 13.3\% | 4 | 10.0\% | 1 | 7.1\% | 1 | 7.7\% | 2 | 4.3\% | 1 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Work / business purposes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Healthcare e.g. doctor, dentist, optician | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tourism, e.g. holiday, day trip | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (None) | 24.0\% | 12 | 15.0\% | 3 | 30.0\% | 9 | 10.0\% | 1 | 35.7\% | 5 | 23.1\% | 6 | 17.4\% | 4 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 24.0\% | 12 |
| (Don't know) | 10.0\% | 5 | 15.0\% | 3 | 6.7\% | 2 | 10.0\% | 1 | 14.3\% | 2 | 7.7\% | 2 | 13.0\% | 3 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


|  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q01X Any mention at Q01 \& Q02 [MR]

| Shopping for food only | 12.0\% | 6 | 5.0\% | 1 | 16.7\% | 5 | 10.0\% | 1 | 7.1\% | 1 | 15.4\% | 4 | 13.0\% | 3 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping for non-food goods only | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 10.0\% | 1 | 7.1\% | 1 | 3.8\% | 1 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Shopping for both food \& non-food items | 16.0\% | 8 | 25.0\% | 5 | 10.0\% | 3 | 0.0\% | 0 | 21.4\% | 3 | 19.2\% | 5 | 26.1\% | 6 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| To visit the market | 6.0\% | 3 | 15.0\% | 3 | 0.0\% | 0 | 20.0\% | 2 | 0.0\% | 0 | 3.8\% | 1 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Window shopping | 18.0\% | 9 | 20.0\% | 4 | 16.7\% | 5 | 30.0\% | 3 | 0.0\% | 0 | 23.1\% | 6 | 21.7\% | 5 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| To visit a restaurant | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| To visit a café | 28.0\% | 14 | 20.0\% | 4 | 33.3\% | 10 | 30.0\% | 3 | 35.7\% | 5 | 23.1\% | 6 | 21.7\% | 5 | 33.3\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 28.0\% | 14 |
| To visit a public house / bar | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To have a walk / stroll around | 24.0\% | 12 | 35.0\% | 7 | 16.7\% | 5 | 10.0\% | 1 | 28.6\% | 4 | 26.9\% | 7 | 30.4\% | 7 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 24.0\% | 12 |
| To use services e.g. bank, post office, hairdresser | 12.0\% | 6 | 10.0\% | 2 | 13.3\% | 4 | 20.0\% | 2 | 7.1\% | 1 | 11.5\% | 3 | 4.3\% | 1 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Work / business purposes | 22.0\% | 11 | 5.0\% | 1 | 33.3\% | 10 | 50.0\% | 5 | 35.7\% | 5 | 3.8\% | 1 | 13.0\% | 3 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 22.0\% | 11 |
| Healthcare e.g. doctor, dentist, optician | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Social / leisure reason e.g. meeting friends, going to gym | 12.0\% | 6 | 5.0\% | 1 | 16.7\% | 5 | 0.0\% | 0 | 7.1\% | 1 | 19.2\% | 5 | 17.4\% | 4 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Tourism, e.g. holiday, day trip | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 10.0\% | 1 | 14.3\% | 2 | 11.5\% | 3 | 8.7\% | 2 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| College / University | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

Q03 Do you intend to do any shopping in Canterbury / Whitstable / Herne Bay today?
Those who did not mention shopping for food, non food or both at Q01 or Q02

| Yes | 9.7\% | 3 | 9.1\% | 1 | 10.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 20.0\% | 3 | 9.1\% | 1 | 10.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 9.7\% | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| No | 61.3\% | 19 | 36.4\% | 4 | 75.0\% | 15 | 71.4\% | 5 | 88.9\% | 8 | 40.0\% | 6 | 54.5\% | 6 | 65.0\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 61.3\% | 19 |
| (Don't know) | 29.0\% | 9 | 54.5\% | 6 | 15.0\% | 3 | 28.6\% | 2 | 11.1\% | 1 | 40.0\% | 6 | 36.4\% | 4 | 25.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 29.0\% | 9 |
| Base: |  | 31 |  | 11 |  | 20 |  | 7 |  | 9 |  | 15 |  | 11 |  | 20 |  | 0 |  | 0 |  | 31 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q04 What do you intend to buy in Canterbury / Whitstable / Herne Bay today ? [MR]
Those who intend to shop for food, non-food or both at Q01, Q02 or Q03

| Food and groceries | 68.2\% | 15 | 60.0\% | 6 | 75.0\% | 9 | 66.7\% | 2 | 60.0\% | 3 | 71.4\% | 10 | 61.5\% | 8 | 77.8\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 68.2\% | 15 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Newspapers / Magazines | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Confectionery / Tobacco | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Clothing / Footwear | 13.6\% | 3 | 10.0\% | 1 | 16.7\% | 2 | 0.0\% | 0 | 40.0\% | 2 | 7.1\% | 1 | 23.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| Furniture / Carpets / Soft furnishings | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Domestic Electrical goods | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other electrical goods (TV, $\mathrm{Hi}-\mathrm{fi}$ etc) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| DIY / Hardware / Gardening | 9.1\% | 2 | 10.0\% | 1 | 8.3\% | 1 | 0.0\% | 0 | 20.0\% | 1 | 7.1\% | 1 | 15.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 2 |
| Other household goods | 9.1\% | 2 | 10.0\% | 1 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 14.3\% | 2 | 0.0\% | 0 | 22.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 2 |
| Gifts / Jewellery / China and Glass | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Books / CD's / Videos / Toys / Hobbies | 4.5\% | 1 | 0.0\% | 0 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 |
| Health / Beauty / Chemist items | 13.6\% | 3 | 20.0\% | 2 | 8.3\% | 1 | 33.3\% | 1 | 40.0\% | 2 | 0.0\% | 0 | 23.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 9.1\% | 2 | 20.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 14.3\% | 2 | 7.7\% | 1 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 2 |
| Base: |  | 22 |  | 10 |  | 12 |  | 3 |  | 5 |  | 14 |  | 13 |  | 9 |  | 0 |  | 0 |  | 22 |

Total Male Female $18-\mathbf{1 4} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q05 Which STORE do you visit most frequently for food shopping? [MR]

| Aldi, Boundary Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, East Street, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, High Road, Tottenham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Kings Road, Herne Bay | 14.0\% | 7 | 15.0\% | 3 | 13.3\% | 4 | 20.0\% | 2 | 14.3\% | 2 | 11.5\% | 3 | 13.0\% | 3 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| Aldi, Prospect Retail Park, Whitstable | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Aldi, St Mary's Road, Swanley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, St. Andrews Close, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Crook Log, Bexleyheath | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Asda, Maidstone Road, Chatham | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Asda, Sturry Road, Canterbury | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 10.0\% | 1 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Asda, Tollgate Road, Beckton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Church Road, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Forbes Road, Faversham | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Co-op, Moatsole, Sandwich | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Co-op, Oxford Street, Whitstable | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Co-op, Station Road, Birchington | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Iceland, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Shellons Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, St. | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


| Canterbury | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Morrisons, Beach Street, Herne Bay | 26.0\% | 13 | 15.0\% | 3 | 33.3\% | 10 | 0.0\% | 0 | 28.6\% | 4 | 34.6\% | 9 | 30.4\% | 7 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 26.0\% | 13 |
| Morrisons, Bridge Street, Dover | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Morrisons, Cheriton Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Morrisons, Mill Way, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, North Lane, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Parsons Green, Saint Ives | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Sutton Road, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Ten Perch Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Welling High Street, Welling | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 10.0\% | 5 | 10.0\% | 2 | 10.0\% | 3 | 20.0\% | 2 | 7.1\% | 1 | 7.7\% | 2 | 8.7\% | 2 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Faversham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Central Drive, Didcot | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Dymchurch Road, New Romney | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Hempstead Valley, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne B |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Kingsmead Road, Canterbury |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Romney Place, Maidstone | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, New Dover Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Courteney Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Grand Depot Road, Woolwich | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Extra, Hythe Road, Willesborough, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Lunsford Park, Aylesford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Extra, Millstrood Road, Whitstable | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Superstore, Crescent Road, Faversham | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Superstore, Grovewood Drive, Maidstone | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Superstore, Manston Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, Southside Shopping Centre, Wandsworth | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Waitrose, St. Georges Centre, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


Total Male Female 18 - $34 \quad$ 35-54 $\quad$ 55 + $\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q06 And which other STORE do you also visit frequently for food shopping? [MR]

| Aldi, East Street, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, Kings Road, Herne Bay | 14.0\% | 7 | 15.0\% | 3 | 13.3\% | 4 | 10.0\% | 1 | 7.1\% | 1 | 19.2\% | 5 | 21.7\% | 5 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| Aldi, Prospect Retail Park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, St. Andrews Close, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Aldi, Well Road, Maidstone | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Asda, Pier Road, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Asda, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Cromwell Road, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Mortimer Street, Herne Bay | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Co-op, Oxford Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Virginia Woolf Building, University of Kent, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Bellgrove Road, Welling | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, College Square, Margate | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Iceland, East Street, Faversham | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Iceland, High Street, Whitstable | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Iceland, Market Place, Didcot | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Mortimer Street, Herne Bay | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Margate Road, Ramsgate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lidl, Sturry Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Manna, Thomas Street, Woolwich, | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Marks \& Spencer, Hempstead Valley | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Shopping Centre, Gillingham |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 3.8\% | 1 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Marks \& Spencer, St. Georges Street, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Week Street, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marks \& Spencer, Wimbledon Park Road, Southfields | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Beach Street, Herne Bay | 18.0\% | 9 | 20.0\% | 4 | 16.7\% | 5 | 30.0\% | 3 | 14.3\% | 2 | 15.4\% | 4 | 13.0\% | 3 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| Morrisons, Cheriton Road, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Hawley Street, Margate | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Jenner Close, Sidcup | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons, Knight Road, Rochester | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Morrisons, North Lane, Faversham | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Morrisons, Ten Perch Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, High Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Local, Station Road, Birchington | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Bouverie Road West, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sainsbury's Superstore, Broadway, Bexleyheath | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sainsbury's Superstore, Reeves Way, Whitstable | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tesco Express, Ashford Road, Bearsted | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tesco Express, Chalkwell | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $\mathbf{5 5}+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q07 Why do you visit (STORE MENTIONED AT Q.5) for food shopping? [MR]
Those who mentioned a store at Q05

| Close to home | 86.7\% | 39 | 76.5\% | 13 | 92.9\% | 26 | 75.0\% | 6 | 92.3\% | 12 | 87.5\% | 21 | 85.0\% | 17 | 88.0\% | 22 | 0.0\% | 0 | 0.0\% | 0 | 86.7\% | 39 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to work | 24.4\% | 11 | 11.8\% | 2 | 32.1\% | 9 | 25.0\% | 2 | 46.2\% | 6 | 12.5\% | 3 | 20.0\% | 4 | 28.0\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 24.4\% | 11 |
| Easy to get to | 44.4\% | 20 | 29.4\% | 5 | 53.6\% | 15 | 12.5\% | 1 | 69.2\% | 9 | 41.7\% | 10 | 50.0\% | 10 | 40.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 44.4\% | 20 |
| Good public transport links | 6.7\% | 3 | 0.0\% | 0 | 10.7\% | 3 | 0.0\% | 0 | 15.4\% | 2 | 4.2\% | 1 | 5.0\% | 1 | 8.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 3 |
| Sufficient car parking | 15.6\% | 7 | 5.9\% | 1 | 21.4\% | 6 | 0.0\% | 0 | 38.5\% | 5 | 8.3\% | 2 | 15.0\% | 3 | 16.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 15.6\% | 7 |
| Reasonably priced car parking | 4.4\% | 2 | 0.0\% | 0 | 7.1\% | 2 | 0.0\% | 0 | 7.7\% | 1 | 4.2\% | 1 | 5.0\% | 1 | 4.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.4\% | 2 |
| Reasonably priced shops | 26.7\% | 12 | 23.5\% | 4 | 28.6\% | 8 | 12.5\% | 1 | 30.8\% | 4 | 29.2\% | 7 | 30.0\% | 6 | 24.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 26.7\% | 12 |
| Good selection / quality of shops | 2.2\% | 1 | 0.0\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 7.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 |
| Good mix of shopping and leisure facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| To visit specific shop(s) <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant shopping environment (general ambience) | 17.8\% | 8 | 17.6\% | 3 | 17.9\% | 5 | 12.5\% | 1 | 23.1\% | 3 | 16.7\% | 4 | 20.0\% | 4 | 16.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 17.8\% | 8 |
| Good standard of street cleanliness | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Visit the market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Safe shopping environment | 6.7\% | 3 | 11.8\% | 2 | 3.6\% | 1 | 0.0\% | 0 | 7.7\% | 1 | 8.3\% | 2 | 5.0\% | 1 | 8.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.7\% | 3 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Has a car wash | 2.2\% | 1 | 0.0\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.2\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.2\% | 1 |
| Marks \& Spencer | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quality of the food | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 45 |  | 17 |  | 28 |  | 8 |  | 13 |  | 24 |  | 20 |  | 25 |  | 0 |  | 0 |  | 45 |

Total Male Female 18 -34 $\mathbf{~ 3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q08 Which town centre or retail park do you visit most frequently for non-food shopping? [MR]

| Canterbury City Centre | 28.0\% | 14 | 15.0\% | 3 | 36.7\% | 11 | 40.0\% | 4 | 21.4\% | 3 | 26.9\% | 7 | 30.4\% | 7 | 25.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 28.0\% | 14 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay Town Centre | 10.0\% | 5 | 10.0\% | 2 | 10.0\% | 3 | 0.0\% | 0 | 7.1\% | 1 | 15.4\% | 4 | 13.0\% | 3 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Whitstable Town Centre | 6.0\% | 3 | 0.0\% | 0 | 10.0\% | 3 | 0.0\% | 0 | 7.1\% | 1 | 7.7\% | 2 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Ashford Town Centre | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | , | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittinbourne Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Eddington Business Park, | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |



Q09 And which other town centre or retail park do you visit frequently for non-food shopping? [MR]

| Canterbury City Centre | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 10.0\% | 1 | 14.3\% | 2 | 11.5\% | 3 | 8.7\% | 2 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay Town Centre | 8.0\% | 4 | 0.0\% | 0 | 13.3\% | 4 | 10.0\% | 1 | 7.1\% | 1 | 7.7\% | 2 | 4.3\% | 1 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Whitstable Town Centre | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Ashford Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Barham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Blean Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bridge Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Broadstairs Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Central London | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chartham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chatham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Deal Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Dover Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Faversham Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Folkstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hersden Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Hythe Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Kennington Local Centre, Ashford | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Littlebourne Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Maidstone Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Margate Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster Village Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Minster-in-Thanet Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Town Centre | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sandwich Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sevenoaks Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sheerness Town Centre, Isle of Sheppey | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittinbourne Town Centre | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| St Dunstans, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Staplehurst Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stelling Minnis Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Strood Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tankerton Road, Tankerton | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wingham Village Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ashford Designer Outlet | 12.0\% | 6 | 0.0\% | 0 | 20.0\% | 6 | 20.0\% | 2 | 14.3\% | 2 | 7.7\% | 2 | 4.3\% | 1 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Ashford Retail Park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bluewater Shopping Centre, Greenhithe | 10.0\% | 5 | 10.0\% | 2 | 10.0\% | 3 | 20.0\% | 2 | 14.3\% | 2 | 3.8\% | 1 | 8.7\% | 2 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Eddington Business Park, | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Herne Bay |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Park Farm Retail Park, Folkestone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| South Aylesford Retail Park, Maidstone | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Retail Parks, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westwood Cross Shopping Centre \& Retail Parks | 8.0\% | 4 | 5.0\% | 1 | 10.0\% | 3 | 10.0\% | 1 | 14.3\% | 2 | 3.8\% | 1 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| White Cliffs Business Park, Whitfield | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Retail Area, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Charlton Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Romford District Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wandsworth Town Centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Internet | 14.0\% | 7 | 20.0\% | 4 | 10.0\% | 3 | 10.0\% | 1 | 14.3\% | 2 | 15.4\% | 4 | 8.7\% | 2 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| (Don't know / varies) | 20.0\% | 10 | 25.0\% | 5 | 16.7\% | 5 | 20.0\% | 2 | 14.3\% | 2 | 23.1\% | 6 | 34.8\% | 8 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 20.0\% | 10 |
| (Nowhere else) | 8.0\% | 4 | 20.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 15.4\% | 4 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

Total Male Female 18 - $\mathbf{3 4} \quad \mathbf{3 5 - 5 4} \quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q10 Why do you visit (MOST FREQUENTLY VISITED CENTRE OR PARK AT Q.8) for non-food shopping? [MR] If any location mentioned at Q08

| Close to home | 27.9\% | 12 | 20.0\% | 3 | 32.1\% | 9 | 28.6\% | 2 | 14.3\% | 2 | 36.4\% | 8 | 31.6\% | 6 | 25.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 27.9\% | 12 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to work | 16.3\% | 7 | 13.3\% | 2 | 17.9\% | 5 | 42.9\% | 3 | 14.3\% | 2 | 9.1\% | 2 | 21.1\% | 4 | 12.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 16.3\% | 7 |
| Easy to get to | 44.2\% | 19 | 46.7\% | 7 | 42.9\% | 12 | 14.3\% | 1 | 35.7\% | 5 | 59.1\% | 13 | 36.8\% | 7 | 50.0\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 44.2\% | 19 |
| Good public transport links | 11.6\% | 5 | 20.0\% | 3 | 7.1\% | 2 | 28.6\% | 2 | 14.3\% | 2 | 4.5\% | 1 | 5.3\% | 1 | 16.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 11.6\% | 5 |
| Free car parking | 7.0\% | 3 | 6.7\% | 1 | 7.1\% | 2 | 42.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 5.3\% | 1 | 8.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 3 |
| Sufficient car parking | 14.0\% | 6 | 13.3\% | 2 | 14.3\% | 4 | 28.6\% | 2 | 21.4\% | 3 | 4.5\% | 1 | 10.5\% | 2 | 16.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 6 |
| Reasonably priced car parking | 4.7\% | 2 | 6.7\% | 1 | 3.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 2 | 0.0\% | 0 | 8.3\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 2 |
| Reasonably priced shops | 23.3\% | 10 | 26.7\% | 4 | 21.4\% | 6 | 42.9\% | 3 | 14.3\% | 2 | 22.7\% | 5 | 21.1\% | 4 | 25.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 23.3\% | 10 |
| Good selection / quality of shops | 46.5\% | 20 | 46.7\% | 7 | 46.4\% | 13 | 57.1\% | 4 | 64.3\% | 9 | 31.8\% | 7 | 36.8\% | 7 | 54.2\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 46.5\% | 20 |
| Good mix of shopping and leisure facilities | 27.9\% | 12 | 13.3\% | 2 | 35.7\% | 10 | 42.9\% | 3 | 50.0\% | 7 | 9.1\% | 2 | 15.8\% | 3 | 37.5\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 27.9\% | 12 |
| To visit specific shop(s) (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pleasant shopping environment (general ambience) | 7.0\% | 3 | 13.3\% | 2 | 3.6\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 9.1\% | 2 | 10.5\% | 2 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 3 |
| Good standard of street cleanliness | 7.0\% | 3 | 13.3\% | 2 | 3.6\% | 1 | 14.3\% | 1 | 7.1\% | 1 | 4.5\% | 1 | 15.8\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.0\% | 3 |
| Visit the market | 4.7\% | 2 | 0.0\% | 0 | 7.1\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 4.5\% | 1 | 5.3\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 2 |
| Safe shopping environment | 2.3\% | 1 | 0.0\% | 0 | 3.6\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 5.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lakeland | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Supporting local shops | 2.3\% | 1 | 6.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 | 5.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.3\% | 1 |
| (No particular reason) | 4.7\% | 2 | 0.0\% | 0 | 7.1\% | 2 | 14.3\% | 1 | 7.1\% | 1 | 0.0\% | 0 | 5.3\% | 1 | 4.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.7\% | 2 |
| Base: |  | 43 |  | 15 |  | 28 |  | 7 |  | 14 |  | 22 |  | 19 |  | 24 |  | 0 |  | 0 |  | 43 |

## Mean score [ $£$ ]

Q11 Approximately how much will you spend in total on each of the following during your visit to Canterbury / Whitstable / Herne Bay ?
Those who intend to shop for food, non-food or both at Q01, Q02 or Q03

## Food \& Grocery

| Nothing | 4.5\% | 1 | 0.0\% | 0 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than $£ 5.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £5.01-£10.00 | 13.6\% | 3 | 20.0\% | 2 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 21.4\% | 3 | 15.4\% | 2 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| £10.01-£20.00 | 13.6\% | 3 | 10.0\% | 1 | 16.7\% | 2 | 0.0\% | 0 | 20.0\% | 1 | 14.3\% | 2 | 15.4\% | 2 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| £20.01-£30.00 | 13.6\% | 3 | 30.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 40.0\% | 2 | 7.1\% | 1 | 15.4\% | 2 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| £30.01-£40.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 4.5\% | 1 | 0.0\% | 0 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 7.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 13.6\% | 3 | 0.0\% | 0 | 25.0\% | 3 | 33.3\% | 1 | 20.0\% | 1 | 7.1\% | 1 | 15.4\% | 2 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 36.4\% | 8 | 40.0\% | 4 | 33.3\% | 4 | 66.7\% | 2 | 20.0\% | 1 | 35.7\% | 5 | 30.8\% | 4 | 44.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 36.4\% | 8 |
| Mean: |  | 32.14 |  | 17.50 |  | 43.13 |  | 87.50 |  | 38.13 |  | 23.33 |  | 35.00 |  | 27.00 |  | 0.00 |  | 0.00 |  | 32.14 |
| Base: |  | 22 |  | 10 |  | 12 |  | 3 |  | 5 |  | 14 |  | 13 |  | 9 |  | 0 |  | 0 |  | 22 |
| Non-food |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 13.6\% | 3 | 10.0\% | 1 | 16.7\% | 2 | 33.3\% | 1 | 20.0\% | 1 | 7.1\% | 1 | 15.4\% | 2 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| Less than $£ 5.00$ | 13.6\% | 3 | 20.0\% | 2 | 8.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 21.4\% | 3 | 7.7\% | 1 | 22.2\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| £5.01-£10.00 | 4.5\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 7.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 |
| £10.01-£20.00 | 9.1\% | 2 | 20.0\% | 2 | 0.0\% | 0 | 33.3\% | 1 | 20.0\% | 1 | 0.0\% | 0 | 15.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 2 |
| £20.01-£30.00 | 13.6\% | 3 | 10.0\% | 1 | 16.7\% | 2 | 0.0\% | 0 | 20.0\% | 1 | 14.3\% | 2 | 15.4\% | 2 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 13.6\% | 3 |
| £30.01-£40.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 4.5\% | 1 | 0.0\% | 0 | 8.3\% | 1 | 0.0\% | 0 | 20.0\% | 1 | 0.0\% | 0 | 7.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.5\% | 1 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 40.9\% | 9 | 30.0\% | 3 | 50.0\% | 6 | 33.3\% | 1 | 20.0\% | 1 | 50.0\% | 7 | 30.8\% | 4 | 55.6\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 40.9\% | 9 |
| Mean: |  | 12.69 |  | 9.64 |  | 16.25 |  | 7.50 |  | 21.25 |  | 9.29 |  | 15.00 |  | 7.50 |  | 0.00 |  | 0.00 |  | 12.69 |
| Base: |  | 22 |  | 10 |  | 12 |  | 3 |  | 5 |  | 14 |  | 13 |  | 9 |  | 0 |  | 0 |  | 22 |

Total Male Female 18-34 $\mathbf{3 5}$ - 54 $\quad$ 55 + $\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

## Eating \& Drinking out

| Nothing | 54.5\% | 12 | 60.0\% | 6 | 50.0\% | 6 | 66.7\% | 2 | 40.0\% | 2 | 57.1\% | 8 | 61.5\% | 8 | 44.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 54.5\% | 12 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Less than $£ 5.00$ | 9.1\% | 2 | 10.0\% | 1 | 8.3\% | 1 | 0.0\% | 0 | 20.0\% | 1 | 7.1\% | 1 | 7.7\% | 1 | 11.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 2 |
| £5.01-£10.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £10.01-£20.00 | 9.1\% | 2 | 10.0\% | 1 | 8.3\% | 1 | 0.0\% | 0 | 20.0\% | 1 | 7.1\% | 1 | 15.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 9.1\% | 2 |
| £20.01-£30.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £30.01-£40.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than £150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 27.3\% | 6 | 20.0\% | 2 | 33.3\% | 4 | 33.3\% | 1 | 20.0\% | 1 | 28.6\% | 4 | 15.4\% | 2 | 44.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 27.3\% | 6 |
| Mean: |  | 2.19 |  | 2.19 |  | 2.19 |  | 0.00 |  | 4.38 |  | 1.75 |  | 2.95 |  | 0.50 |  | 0.00 |  | 0.00 |  | 2.19 |
| Base: |  | 22 |  | 10 |  | 12 |  | 3 |  | 5 |  | 14 |  | 13 |  | 9 |  | 0 |  | 0 |  | 22 |
| Leisure \& culture |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 68.2\% | 15 | 70.0\% | 7 | 66.7\% | 8 | 66.7\% | 2 | 60.0\% | 3 | 71.4\% | 10 | 69.2\% | 9 | 66.7\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 68.2\% | 15 |
| Less than $£ 5.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £5.01-£10.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £10.01-£20.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £20.01-£30.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £30.01-£40.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £40.01-£50.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £50.01-£75.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £75.01-£100.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| £100.01-£150.00 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More than $£ 150.00$ | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 31.8\% | 7 | 30.0\% | 3 | 33.3\% | 4 | 33.3\% | 1 | 40.0\% | 2 | 28.6\% | 4 | 30.8\% | 4 | 33.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 31.8\% | 7 |
| Mean: |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |  | 0.00 |
| Base: |  | 22 |  | 10 |  | 12 |  | 3 |  | 5 |  | 14 |  | 13 |  | 9 |  | 0 |  | 0 |  | 22 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q12 How did you travel to Canterbury / Whitstable / Herne Bay today?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Car-driver | $36.0 \%$ | 18 | $30.0 \%$ | 6 | $40.0 \%$ | 12 | $60.0 \%$ | 6 | $35.7 \%$ | 5 | $26.9 \%$ | 7 | $30.4 \%$ | 7 | $40.7 \%$ | 11 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $36.0 \%$ | 18 |
| Car-passenger | $32.0 \%$ | 16 | $25.0 \%$ | 5 | $36.7 \%$ | 11 | $10.0 \%$ | 1 | $42.9 \%$ | 6 | $34.6 \%$ | 9 | $26.1 \%$ | 6 | $37.0 \%$ | 10 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $32.0 \%$ | 16 |
| Bus / coach | $2.0 \%$ | 1 | $0.0 \%$ | 0 | $3.3 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.8 \%$ | 1 | $4.3 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| Train | $2.0 \%$ | 1 | $5.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $7.1 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $3.7 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| Taxi | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Walked | $28.0 \%$ | 14 | $40.0 \%$ | 8 | $20.0 \%$ | 6 | $30.0 \%$ | 3 | $14.3 \%$ | 2 | $34.6 \%$ | 9 | $39.1 \%$ | 9 | $18.5 \%$ | 5 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $28.0 \%$ | 14 |
| Bicycle | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Park \& Ride | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Other (PLEASE WRITE IN) | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 | 50 |  |

## Mean score [minutes]

Q13 How long did your journey take?

| 0-10 minutes | 64.0\% | 32 | 55.0\% | 11 | 70.0\% |  | 100.0\% | 10 | 64.3\% | 9 | 50.0\% | 13 | 65.2\% | 15 | 63.0\% | 17 | 0.0\% | 0 | 0.0\% | 0 | 64.0\% | 32 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 11-20 minutes | 26.0\% | 13 | 25.0\% | 5 | 26.7\% | 8 | 0.0\% | 0 | 35.7\% | 5 | 30.8\% | 8 | 26.1\% | 6 | 25.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 26.0\% | 13 |
| 21-30 minutes | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| 31-45 minutes | 8.0\% | 4 | 20.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 15.4\% | 4 | 4.3\% | 1 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| 46+ minutes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Mean: |  | 0.56 |  | 13.90 |  | 8.33 |  | 5.00 |  | 8.57 |  | 13.77 |  | 9.87 |  | 11.15 |  | 0.00 |  | 0.00 |  | 10.56 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

Mean score [Very easy=2, Quite easy=1, Neiterh easy nor difficult=0, Quite difficult=-1, Very difficult=-2]
Q14 How easy was it to find a car parking place today?
Those who mentioned car at Q12

| Very easy | 26.5\% | 9 | 9.1\% | 1 | 34.8\% | 8 | 42.9\% | 3 | 9.1\% | 1 | 31.3\% | 5 | 38.5\% | 5 | 19.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 26.5\% | 9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Quite easy | 26.5\% | 9 | 54.5\% | 6 | 13.0\% | 3 | 14.3\% | 1 | 9.1\% | 1 | 43.8\% | 7 | 23.1\% | 3 | 28.6\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 26.5\% |  |
| Neither easy nor difficult | 17.6\% | 6 | 9.1\% | 1 | 21.7\% | 5 | 28.6\% | 2 | 27.3\% | 3 | 6.3\% | 1 | 7.7\% | 1 | 23.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 17.6\% |  |
| Quite difficult | 5.9\% | 2 | 9.1\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 9.1\% | 1 | 6.3\% | 1 | 7.7\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.9\% |  |
| Very difficult | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  |
| (Don't know) | 23.5\% | 8 | 18.2\% | 2 | 26.1\% | 6 | 14.3\% | 1 | 45.5\% | 5 | 12.5\% | 2 | 23.1\% | 3 | 23.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 23.5\% |  |
| Mean: |  | 0.96 |  | 0.78 |  | 1.06 |  | 1.17 |  | 0.33 |  | 1.14 |  | 1.20 |  | 0.81 |  | 0.00 |  | 0.00 |  | 0.96 |
| Base: |  | 34 |  | 11 |  | 23 |  | 7 |  | 11 |  | 16 |  | 13 |  | 21 |  | 0 |  | 0 |  |  |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Q15 Where did you park today? [MR]

Those who mentioned car at Q12

| Castle Row car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Holmans Meadow car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Northgate car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pound Lane car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Queningate car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Rosemary Lane car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Watling Street car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| West Station car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitefriars car park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| East Quay car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gorrell Tank car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Harbour, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Middle Wall car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Seafront, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Shaftesbury Road car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Victoria Street car park, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Station car park (North side) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable Station car park (South side) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Beach Street car park, Herne Bay | 14.7\% | 5 | 9.1\% | 1 | 17.4\% | 4 | 0.0\% | 0 | 18.2\% | 2 | 18.8\% | 3 | 15.4\% | 2 | 14.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 14.7\% | 5 |
| Hampton Pier, Herne Bay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay Station car park | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Market Street car park, Herne Bay | 8.8\% | 3 | 0.0\% | 0 | 13.0\% | 3 | 14.3\% | 1 | 0.0\% | 0 | 12.5\% | 2 | 23.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.8\% | 3 |
| Swalecliffe Avenue car park, Herne Bay | 2.9\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 9.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.9\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Abode Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Aldi, Herne Bay | 2.9\% | 1 | 9.1\% | 1 | 0.0\% | 0 | 14.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 1 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 2.9\% | 1 |
| Asda, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Co-op, Herne Bay | 2.9\% | 1 | 9.1\% | 1 | 0.0\% | 0 | 14.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% 0 | 0.0\% | 0 | 2.9\% | 1 |
| Friends house, Herne Bay | 2.9\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 9.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% 0 | 0.0\% | 0 | 2.9\% | 1 |
| On Street, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| On street, Herne Bay | 5.9\% | 2 | 0.0\% | 0 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 12.5\% | 2 | 7.7\% | 1 | 4.8\% | 1 | 0.0\% 0 | 0.0\% | 0 | 5.9\% | 2 |
| On Street, Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sea Front, Herne Bay | 8.8\% | 3 | 18.2\% | 2 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 18.8\% | 3 | 7.7\% | 1 | 9.5\% | 2 | 0.0\% 0 | 0.0\% | 0 | 8.8\% | 3 |
| Station Car Park, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Sturry Road Park \& Ride, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Marlowe Theatre, Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wincheap Park \& Ride | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% 0 | 0.0\% | 0 | 0.0\% | 0 |
| Work, Herne Bay | 8.8\% | 3 | 0.0\% | 0 | 13.0\% | 3 | 42.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% |  | 9.5\% | 2 | 0.0\% 0 | 0.0\% | 0 | 8.8\% | 3 |
| (Don't know) | 11.8\% | 4 | 18.2\% | 2 | 8.7\% | 2 | 0.0\% | 0 | 18.2\% | 2 | 12.5\% | 2 | 7.7\% | 1 | 14.3\% | 3 | 0.0\% 0 | 0.0\% | 0 | 11.8\% | 4 |
| (Dropped off) | 29.4\% | 10 | 36.4\% | 4 | 26.1\% | 6 | 14.3\% | 1 | 45.5\% | 5 | 25.0\% | 4 | 23.1\% | 3 | 33.3\% | 7 | 0.0\% 0 | 0.0\% | 0 | 29.4\% | 10 |
| Base: |  | 34 |  | 11 |  | 23 |  | 7 |  | 11 |  | 16 |  | 13 |  | 21 | 0 |  | 0 |  | 34 |

## Mean score [minutes]

## Q16 Approximately how much time will you spend in the shopping area in Canterbury / Whitstable / Herne Bay today?

| 0-15 minutes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 16-30 minutes | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| 31 minutes - 1 hour | 8.0\% | 4 | 5.0\% | 1 | 10.0\% | 3 | 0.0\% | 0 | 7.1\% | 1 | 11.5\% | 3 | 4.3\% | 1 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| More than 1 hour, but less than $11 / 2$ hours | 18.0\% | 9 | 20.0\% | 4 | 16.7\% | 5 | 30.0\% | 3 | 7.1\% | 1 | 19.2\% | 5 | 30.4\% | 7 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| More than $11 / 2$ hours, but less than 2 hours | 22.0\% | 11 | 25.0\% | 5 | 20.0\% | 6 | 0.0\% | 0 | 28.6\% | 4 | 26.9\% | 7 | 21.7\% | 5 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 22.0\% | 11 |
| More than 2 hours, but less than 3 hours | 20.0\% | 10 | 30.0\% | 6 | 13.3\% | 4 | 0.0\% | 0 | 21.4\% | 3 | 26.9\% | 7 | 26.1\% | 6 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 20.0\% | 10 |
| 3 hours or more | 22.0\% | 11 | 5.0\% | 1 | 33.3\% | 10 | 60.0\% | 6 | 35.7\% | 5 | 0.0\% | 0 | 13.0\% | 3 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 22.0\% | 11 |
| (Don't know) | 6.0\% | 3 | 10.0\% | 2 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 11.5\% | 3 | 4.3\% | 1 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Mean: |  | 4.83 |  | 11.31 |  | 33.22 |  | 50.85 |  | 45.71 |  | 00.80 |  | 19.32 |  | 29.68 |  | 0.00 |  | 0.00 |  | 24.83 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

## Mean score [times per year, those who do visit]

Q17 How often do you come to the centre?

| Daily | 8.0\% | 4 | 10.0\% | 2 | 6.7\% | 2 | 20.0\% | 2 | 7.1\% | 1 | 3.8\% | 1 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Several times a week | 34.0\% | 17 | 20.0\% | 4 | 43.3\% | 13 | 40.0\% | 4 | 35.7\% | 5 | 30.8\% | 8 | 30.4\% | 7 | 37.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 34.0\% | 17 |
| Once a week | 18.0\% | 9 | 15.0\% | 3 | 20.0\% | 6 | 20.0\% | 2 | 21.4\% | 3 | 15.4\% | 4 | 26.1\% | 6 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| Once every 2 to 3 weeks | 10.0\% | 5 | 15.0\% | 3 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 15.4\% | 4 | 4.3\% | 1 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Monthly | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Once a quarter | 10.0\% | 5 | 15.0\% | 3 | 6.7\% | 2 | 0.0\% | 0 | 21.4\% | 3 | 7.7\% | 2 | 8.7\% | 2 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Less often than once a quarter | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 7.7\% | 2 | 4.3\% | 1 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| First time today | 6.0\% | 3 | 10.0\% | 2 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 7.7\% | 2 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| (Don't know / varies) | 4.0\% | 2 | 10.0\% | 2 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Mean: |  | . 02 |  | 99.67 |  | 27.43 |  |  |  |  |  | 4.20 |  |  |  | 8.27 |  | 0.00 |  | 0.00 |  | 7.02 |
| Base: |  | 50 |  | 20 |  | 30 |  | 0 |  | 4 |  | 26 |  |  |  | 27 |  | 0 |  | 0 |  | 50 |

Total Male Female 18 - $34 \quad$ 35-54 $\quad$ 55 + $\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q18 What do you like about shopping in Canterbury / Whitstable / Herne Bay ? [MR]

| Cheap parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cleanliness of streets | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Close to friends / relatives | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 23.1\% | 6 | 13.0\% | 3 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Competitive prices | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Easy parking | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Evening entertainment | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Feels safe | 10.0\% | 5 | 5.0\% | 1 | 13.3\% | 4 | 0.0\% | 0 | 14.3\% | 2 | 11.5\% | 3 | 8.7\% | 2 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Financial services (banks / building societies, etc.) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Free parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good public transport links | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Leisure facilities (PLEASE WRITE IN e.g. pubs / restaurants / cinemas / etc.) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Near / convenient | 26.0\% | 13 | 20.0\% | 4 | 30.0\% | 9 | 10.0\% | 1 | 28.6\% | 4 | 30.8\% | 8 | 26.1\% | 6 | 25.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 26.0\% | 13 |
| Particular foodstore <br> (PLEASE WRITE IN STORE NAME) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrian friendly environment | 18.0\% | 9 | 35.0\% | 7 | 6.7\% | 2 | 10.0\% | 1 | 7.1\% | 1 | 26.9\% | 7 | 21.7\% | 5 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| Selection / choice multiple shops | 4.0\% | 2 | 10.0\% | 2 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Selection / choice of independent shops | 26.0\% | 13 | 40.0\% | 8 | 16.7\% | 5 | 20.0\% | 2 | 21.4\% | 3 | 30.8\% | 8 | 30.4\% | 7 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 26.0\% | 13 |
| Market | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Bowling | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Gym | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It's friendly | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| It's quiet | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Marks \& Spencer | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marlowe Theatre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Morrisons | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Pier Café | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Pleasant | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pubs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Quaint \& quirky | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| The history | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The Pier | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| (Nothing at all) | 24.0\% | 12 | 20.0\% | 4 | 26.7\% | 8 | 60.0\% | 6 | 28.6\% | 4 | 7.7\% | 2 | 17.4\% | 4 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 24.0\% | 12 |
| (Don't know) | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 3.8\% | 1 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q19 What do you dislike about shopping in Canterbury / Whitstable / Herne Bay ? [MR]

| Alternative facilities more accessible | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Better facilities elsewhere | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 10.0\% | 1 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Car parking cost | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Do not live in or near a town / district / local centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Facilities needed not available there | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| It does not cater for the disabled | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of car parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of choice of facilities | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Paying for parking | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Perception of safety | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Poor choice of food / convenience store | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of leisure facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of pubs / bars | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of cafes | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Poor choice of retaurants | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Poor choice of multiple shops | 20.0\% | 10 | 0.0\% | 0 | 33.3\% | 10 | 10.0\% | 1 | 35.7\% | 5 | 15.4\% | 4 | 17.4\% | 4 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 20.0\% | 10 |
| Poor range of inependent shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too expensive | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Unattractive environment | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| No particular reason - I just do not like it | 12.0\% | 6 | 10.0\% | 2 | 13.3\% | 4 | 40.0\% | 4 | 7.1\% | 1 | 3.8\% | 1 | 8.7\% | 2 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Kids | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Litter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too many cheap shops | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Too many empty shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too much traffic | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too quiet | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Tourists | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 50.0\% | 25 | 70.0\% | 14 | 36.7\% | 11 | 40.0\% | 4 | 42.9\% | 6 | 57.7\% | 15 | 43.5\% | 10 | 55.6\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 50.0\% | 25 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

Total Male Female $18-\mathbf{1 8} \quad$ 35-54 $\quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q20 What type of retail or service provision would persuade you to shop in the Town centre more often? [MR]

| Foodstore | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ladies clothing shops | 32.0\% | 16 | 10.0\% | 2 | 46.7\% | 14 | 20.0\% | 2 | 35.7\% | 5 | 34.6\% | 9 | 39.1\% | 9 | 25.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 32.0\% | 16 |
| Ladies shoe shops | 12.0\% | 6 | 5.0\% | 1 | 16.7\% | 5 | 30.0\% | 3 | 14.3\% | 2 | 3.8\% | 1 | 13.0\% | 3 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Gents clothing shops | 10.0\% | 5 | 25.0\% | 5 | 0.0\% | 0 | 20.0\% | 2 | 7.1\% | 1 | 7.7\% | 2 | 13.0\% | 3 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Gents shoe shops | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Children's clothing shops | 12.0\% | 6 | 5.0\% | 1 | 16.7\% | 5 | 20.0\% | 2 | 28.6\% | 4 | 0.0\% | 0 | 13.0\% | 3 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Children's shoe shops | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 20.0\% | 2 | 0.0\% | 0 | 3.8\% | 1 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Youth fashion shops | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 20.0\% | 2 | 0.0\% | 0 | 3.8\% | 1 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Electrical retailer shops | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| DIY and hardware shops | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| CDs / DVDs / computer game shops | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Major household appliance shops | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Sports shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Book shops | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Post office | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Professional and Financial Services | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Council offices | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Chain stores | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Fun play for children | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| More police | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| (None) | 46.0\% | 23 | 65.0\% | 13 | 33.3\% | 10 | 60.0\% | 6 | 35.7\% | 5 | 46.2\% | 12 | 34.8\% | 8 | 55.6\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 46.0\% | 23 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

Mean score [times per year, those who do visit]
Q21 How frequently do you visit the market in the Town Centre?

| Several times a week | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Once a week | 10.0\% | 5 | 15.0\% | 3 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 19.2\% | 5 | 21.7\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Once every 2 to 3 weeks | 12.0\% | 6 | 20.0\% | 4 | 6.7\% | 2 | 20.0\% | 2 | 14.3\% | 2 | 7.7\% | 2 | 0.0\% | 0 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Monthly | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Once a quarter | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less often than once a quarter | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| First time today | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Never | 22.0\% | 11 | 30.0\% | 6 | 16.7\% | 5 | 50.0\% | 5 | 7.1\% | 1 | 19.2\% | 5 | 21.7\% | 5 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 22.0\% | 11 |
| (Varies) | 46.0\% | 23 | 25.0\% | 5 | 60.0\% | 18 | 20.0\% | 2 | 71.4\% | 10 | 42.3\% | 11 | 39.1\% | 9 | 51.9\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 46.0\% | 23 |
| Mean: |  | 25.50 |  | 27.67 |  | 22.71 |  | 17.33 |  | 14.00 |  | 31.40 |  | 30.67 |  | 18.86 |  | 0.00 |  | 0.00 |  | 25.50 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


| Total | Male | Female | $18-\mathbf{3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q22 Which market do you normally visit? [MR]
Those who mentioned a market at Q21

| Canterbury High Street Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| The Goods Shed Farmers Market, Canterbury | 2.6\% | 1 | 0.0\% | 0 | 4.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Herne Bay Market, Mortimer Street | 74.4\% | 29 | 92.9\% | 13 | 64.0\% |  | 00.0\% | 5 | 53.8\% | 7 | 81.0\% | 17 | 88.9\% | 16 | 61.9\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 74.4\% | 29 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 2.6\% | 1 | 0.0\% | 0 | 4.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Lions Boot Fair, Herne Bay | 20.5\% | 8 | 28.6\% | 4 | 16.0\% | 4 | 0.0\% | 0 | 23.1\% | 3 | 23.8\% | 5 | 5.6\% | 1 | 33.3\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 20.5\% | 8 |
| Whitstable Farmers Market, St Mary's Hall | 5.1\% | 2 | 0.0\% | 0 | 8.0\% | 2 | 0.0\% | 0 | 7.7\% | 1 | 4.8\% | 1 | 5.6\% | 1 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.1\% | 2 |
| Whitstable Fish Market, Whitstable Harbour | 7.7\% | 3 | 0.0\% | 0 | 12.0\% | 3 | 0.0\% | 0 | 7.7\% | 1 | 9.5\% | 2 | 11.1\% | 2 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 3 |
| Whitstable Market, Gorrell Tank Car Park | 2.6\% | 1 | 0.0\% | 0 | 4.0\% | 1 | 0.0\% | 0 | 7.7\% | 1 | 0.0\% | 0 | 5.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know / varies) | 12.8\% | 5 | 0.0\% | 0 | 20.0\% | 5 | 0.0\% | 0 | 23.1\% | 3 | 9.5\% | 2 | 5.6\% | 1 | 19.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 12.8\% | 5 |
| Faversham Market | 2.6\% | 1 | 0.0\% | 0 | 4.0\% | 1 | 0.0\% | 0 | 7.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Gillingham Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Ramsgate Market | 2.6\% | 1 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Romford Market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Woolwich Market | 2.6\% | 1 | 0.0\% | 0 | 4.0\% | 1 | 0.0\% | 0 | 7.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Base: |  | 39 |  | 14 |  | 25 |  | 5 |  | 13 |  | 21 |  | 18 |  | 21 |  | 0 |  | 0 |  | 39 |

## Q23 What is your opinion of the quality of the market in the Town Centre?

| Good quality | 18.0\% | 9 | 20.0\% | 4 | 16.7\% | 5 | 0.0\% | 0 | 7.1\% | 1 | 30.8\% | 8 | 21.7\% | 5 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Average (neither good nor poor) | 46.0\% | 23 | 45.0\% | 9 | 46.7\% | 14 | 50.0\% | 5 | 57.1\% | 8 | 38.5\% | 10 | 47.8\% | 11 | 44.4\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 46.0\% | 23 |
| Poor quality | 10.0\% | 5 | 5.0\% | 1 | 13.3\% | 4 | 0.0\% | 0 | 14.3\% | 2 | 11.5\% | 3 | 8.7\% | 2 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| (Don't know) | 26.0\% | 13 | 30.0\% | 6 | 23.3\% | 7 | 50.0\% | 5 | 21.4\% | 3 | 19.2\% | 5 | 21.7\% | 5 | 29.6\% | 8 | 0.0\% |  | 0.0\% | 0 | 26.0\% | 13 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |



Q24 What improvements to the quality and range of the market would persuade you or your household to visit the Town Centre Market more often? [MR]

| Improve location (relocation) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve advertisements (increase publicity of market events) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve range of goods | 26.0\% | 13 | 20.0\% | 4 | 30.0\% | 9 | 20.0\% | 2 | 28.6\% | 4 | 26.9\% | 7 | 39.1\% | 9 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 26.0\% | 13 |
| Improve quality of goods | 14.0\% | 7 | 5.0\% | 1 | 20.0\% | 6 | 20.0\% | 2 | 21.4\% | 3 | 7.7\% | 2 | 13.0\% | 3 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| Improve quality / appearance of market stalls / market hall | 14.0\% | 7 | 0.0\% | 0 | 23.3\% | 7 | 10.0\% | 1 | 28.6\% | 4 | 7.7\% | 2 | 13.0\% | 3 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| Hold more specialist/themed market events (i.e. food fairs, farmers markets, antique fairs, continental, recycling, vintage, thrift etc.) | 26.0\% | 13 | 15.0\% | 3 | 33.3\% | 10 | 20.0\% | 2 | 35.7\% | 5 | 23.1\% | 6 | 21.7\% | 5 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 26.0\% | 13 |
| Increase number of market stalls | 12.0\% | 6 | 10.0\% | 2 | 13.3\% | 4 | 10.0\% | 1 | 14.3\% | 2 | 11.5\% | 3 | 21.7\% | 5 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Reduce the rent charges | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Have an outside (street) market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Evening market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Local stalls | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Stop charging to get into Markets | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 38.0\% | 19 | 55.0\% | 11 | 26.7\% | 8 | 50.0\% | 5 | 28.6\% | 4 | 38.5\% | 10 | 30.4\% | 7 | 44.4\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 38.0\% | 19 |
| (Nothing / Nothing else) | 16.0\% | 8 | 15.0\% | 3 | 16.7\% | 5 | 30.0\% | 3 | 14.3\% | 2 | 11.5\% | 3 | 13.0\% | 3 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

Q25 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes ?

| Yes | $82.0 \%$ | 41 | $80.0 \%$ | 16 | $83.3 \%$ | 25 | $70.0 \%$ | 7 | $78.6 \%$ | 11 | $88.5 \%$ | 23 | $87.0 \%$ | 20 | $77.8 \%$ | 21 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $82.0 \%$ | 41 |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $18.0 \%$ | 9 | $20.0 \%$ | 4 | $16.7 \%$ | 5 | $30.0 \%$ | 3 | $21.4 \%$ | 3 | $11.5 \%$ | 3 | $13.0 \%$ | 3 | $22.2 \%$ | 6 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $18.0 \%$ | 9 |  |  |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  |  |  |  |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q26 What do you do in Canterbury / Whitstable / Herne Bay for leisure purposes ? [MR]
Those who said Yes at Q25

| Sports / fitness facilities | 2.4\% | 1 | 6.3\% | 1 | 0.0\% | 0 | 14.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 1 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Pubs / bars | 36.6\% | 15 | 31.3\% | 5 | 40.0\% | 10 | 71.4\% | 5 | 18.2\% | 2 | 34.8\% | 8 | 30.0\% | 6 | 42.9\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 36.6\% | 15 |
| Restaurants | 48.8\% | 20 | 50.0\% | 8 | 48.0\% | 12 | 28.6\% | 2 | 54.5\% | 6 | 52.2\% | 12 | 60.0\% | 12 | 38.1\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 48.8\% | 20 |
| Cafes | 51.2\% | 21 | 56.3\% | 9 | 48.0\% | 12 | 14.3\% | 1 | 45.5\% | 5 | 65.2\% | 15 | 45.0\% | 9 | 57.1\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 51.2\% | 21 |
| Services (eg. cash tills) | 9.8\% | 4 | 6.3\% | 1 | 12.0\% | 3 | 14.3\% | 1 | 18.2\% | 2 | 4.3\% | 1 | 10.0\% | 2 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 9.8\% | 4 |
| Takeaway food | 14.6\% | 6 | 0.0\% | 0 | 24.0\% | 6 | 0.0\% | 0 | 45.5\% | 5 | 4.3\% | 1 | 5.0\% | 1 | 23.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 14.6\% | 6 |
| Walk about / look around | 31.7\% | 13 | 50.0\% | 8 | 20.0\% | 5 | 28.6\% | 2 | 18.2\% | 2 | 39.1\% | 9 | 40.0\% | 8 | 23.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 31.7\% | 13 |
| Cinema | 14.6\% | 6 | 18.8\% | 3 | 12.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 26.1\% | 6 | 20.0\% | 4 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 14.6\% | 6 |
| Theatre | 2.4\% | 1 | 6.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 4.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 1 |
| Nightclubs | 9.8\% | 4 | 6.3\% | 1 | 12.0\% | 3 | 57.1\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 2 | 9.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 9.8\% | 4 |
| Bowling Alleys | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Bingo | 7.3\% | 3 | 6.3\% | 1 | 8.0\% | 2 | 0.0\% | 0 | 9.1\% | 1 | 8.7\% | 2 | 0.0\% | 0 | 14.3\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.3\% | 3 |
| Casino | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Museums | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Art galleries | 2.4\% | 1 | 6.3\% | 1 | 0.0\% | 0 | 14.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.4\% | 1 |
| Events / festivals | 29.3\% | 12 | 37.5\% | 6 | 24.0\% | 6 | 28.6\% | 2 | 45.5\% | 5 | 21.7\% | 5 | 25.0\% | 5 | 33.3\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 29.3\% | 12 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Cathedral, Canterbury Tales | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 41 |  | 16 |  | 25 |  | 7 |  | 11 |  | 23 |  | 20 |  | 21 |  | 0 |  | 0 |  | 41 |

Q27 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes in the evenings ?

| Yes | $50.0 \%$ | 25 | $40.0 \%$ | 8 | $56.7 \%$ | 17 | $70.0 \%$ | 7 | $57.1 \%$ | 8 | $38.5 \%$ | 10 | $43.5 \%$ | 10 | $55.6 \%$ | 15 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $50.0 \%$ | 25 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| No | $50.0 \%$ | 25 | $60.0 \%$ | 12 | $43.3 \%$ | 13 | $30.0 \%$ | 3 | $42.9 \%$ | 6 | $61.5 \%$ | 16 | $56.5 \%$ | 13 | $44.4 \%$ | 12 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $50.0 \%$ | 25 |
| Base: |  | 50 | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |  |

Total Male Female $18-34 \quad 35-54 \quad 55+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q28 What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in Canterbury / Whitstable / Herne Bay ? [MR]

| Nothing in particular | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 20.0\% | 2 | 7.1\% | 1 | 0.0\% | 0 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Close to home / easy to get to | 24.0\% | 12 | 20.0\% | 4 | 26.7\% | 8 | 10.0\% | 1 | 35.7\% | 5 | 23.1\% | 6 | 21.7\% | 5 | 25.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 24.0\% | 12 |
| Good cinema | 6.0\% | 3 | 0.0\% | 0 | 10.0\% | 3 | 0.0\% | 0 | 14.3\% | 2 | 3.8\% | 1 | 4.3\% | 1 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Good choice of cafes | 22.0\% | 11 | 20.0\% | 4 | 23.3\% | 7 | 0.0\% | 0 | 14.3\% | 2 | 34.6\% | 9 | 26.1\% | 6 | 18.5\% | 5 | 0.0\% | , | 0.0\% | 0 | 22.0\% | 11 |
| Good quality of cafes | 10.0\% | 5 | 5.0\% | 1 | 13.3\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 19.2\% | 5 | 17.4\% | 4 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Good choice of restaurants | 8.0\% | 4 | 10.0\% | 2 | 6.7\% | 2 | 10.0\% | 1 | 0.0\% | 0 | 11.5\% | 3 | 13.0\% | 3 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Good quality of restaurants | 4.0\% | 2 | 10.0\% | 2 | 0.0\% | 0 | 10.0\% | 1 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Good quality of pubs / bars / nightclubs | 18.0\% | 9 | 25.0\% | 5 | 13.3\% | 4 | 40.0\% | 4 | 14.3\% | 2 | 11.5\% | 3 | 17.4\% | 4 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| Good choice of pubs / bars / nightclubs | 16.0\% | 8 | 15.0\% | 3 | 16.7\% | 5 | 40.0\% | 4 | 7.1\% | 1 | 11.5\% | 3 | 17.4\% | 4 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| Good health / fitness facilities | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good bingo hall(s) | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Good casino(s) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good museums | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good art galleries | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Good events / festivals | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Marlowe Theatre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| The historical aspects | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Westgate Gardens | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 22.0\% | 11 | 30.0\% | 6 | 16.7\% | 5 | 20.0\% | 2 | 21.4\% | 3 | 23.1\% | 6 | 13.0\% | 3 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 22.0\% | 11 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

Q29 What do you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? [MR]

| Nothing in particular | 36.0\% | 18 | 30.0\% | 6 | 40.0\% | 12 | 30.0\% | 3 | 35.7\% | 5 | 38.5\% | 10 | 26.1\% | 6 | 44.4\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 36.0\% | 18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Poor choice of facilities | 10.0\% | 5 | 10.0\% | 2 | 10.0\% | 3 | 20.0\% | 2 | 7.1\% | 1 | 7.7\% | 2 | 13.0\% | 3 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Too expensive | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Too busy | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Too quiet | 8.0\% | 4 | 5.0\% | 1 | 10.0\% | 3 | 20.0\% | 2 | 14.3\% | 2 | 0.0\% | 0 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Unsafe / poor security / dangerous | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of advertising | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Parking at night | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Peoples attitude | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Quality of cooking | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| (Don't know) | 36.0\% | 18 | 40.0\% | 8 | 33.3\% | 10 | 20.0\% | 2 | 42.9\% | 6 | 38.5\% | 10 | 43.5\% | 10 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 36.0\% | 18 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


|  | Total |  | Male | Female |  |  | 18-34 | 35-54 |  | $55+$ |  | ABC1 |  |  | C2DE | Canterbury |  |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q30 What general improvements to the quality of the leisure and entertainment offer in Canterbury / Whitstable / Herne Bay town centre would persuade you to visit it more improvements. [MR] |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Enhanced range of health and fitness centres / gyms | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improved music / theatre provision | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Improved / new play areas for children | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 10.0\% | 1 | 7.1\% | 1 | 0.0\% | 0 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Improved / new facilities for young adults | 8.0\% | 4 | 10.0\% | 2 | 6.7\% | 2 | 30.0\% | 3 | 0.0\% | 0 | 3.8\% | 1 | 17.4\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Improved policing / enhance security / CCTV | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Improved public transport facilities during the evenings | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Improved range of places to eat | 20.0\% | 10 | 0.0\% | 0 | 33.3\% | 10 | 20.0\% | 2 | 42.9\% | 6 | 7.7\% | 2 | 17.4\% | 4 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 20.0\% | 10 |
| Improved range of pubs and night clubs | 14.0\% | 7 | 5.0\% | 1 | 20.0\% | 6 | 30.0\% | 3 | 28.6\% | 4 | 0.0\% | 0 | 8.7\% | 2 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| Less pubs and clubs | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved bingo facility | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| New / improved cinema | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| New / improved museum or art gallery | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| New / improved other leisure facilities | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved ten pin bowling centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN / PROBE FULLY) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 14.0\% | 7 | 25.0\% | 5 | 6.7\% | 2 | 20.0\% | 2 | 28.6\% | 4 | 3.8\% | 1 | 13.0\% | 3 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| (Nothing in particular) | 28.0\% | 14 | 40.0\% | 8 | 20.0\% | 6 | 10.0\% | 1 | 7.1\% | 1 | 46.2\% | 12 | 30.4\% | 7 | 25.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 28.0\% | 14 |
| (Don't know) | 14.0\% | 7 | 20.0\% | 4 | 10.0\% | 3 | 10.0\% | 1 | 7.1\% | 1 | 19.2\% | 5 | 13.0\% | 3 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 14.0\% | 7 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


|  | Total |  | Male | Female |  |  | 18-34 | 35-54 |  | $55+$ |  | ABC1 |  |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q31 What general improvements to the quality of the environment in Canterbury / Whitstable / Herne Bay Town Centre would persuade you to visit it more often? Please nan [MR] |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Attract less people / relieve over-crowding | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Attract more people / make more lively | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Clean shopping streets | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 7.7\% | 2 | 13.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Create more open spaces | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve number and attractiveness of meeting places | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve play areas for children | 8.0\% | 4 | 0.0\% | 0 | 13.3\% | 4 | 10.0\% | 1 | 21.4\% | 3 | 0.0\% | 0 | 13.0\% | 3 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Improve / new facilities for young adults | 8.0\% | 4 | 0.0\% | 0 | 13.3\% | 4 | 20.0\% | 2 | 7.1\% | 1 | 3.8\% | 1 | 0.0\% | 0 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Improve policing / other security measures | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| More/improved outside entertainment spaces | 16.0\% | 8 | 0.0\% | 0 | 26.7\% | 8 | 10.0\% | 1 | 14.3\% | 2 | 19.2\% | 5 | 21.7\% | 5 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| New artwork/art installations | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Increase soft landscaping/ planting/ trees/ floral displays | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 7.7\% | 2 | 13.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Hard landscaping/wider pavements/ street furniture | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Historic building fascia restauration and upgrade | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Pedestrianise main shopping streets in the town centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| New / improved rang of events | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Less traffic | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 16.0\% | 8 | 30.0\% | 6 | 6.7\% | 2 | 10.0\% | 1 | 7.1\% | 1 | 23.1\% | 6 | 21.7\% | 5 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| (Nothing in particular) | 30.0\% | 15 | 35.0\% | 7 | 26.7\% | 8 | 20.0\% | 2 | 35.7\% | 5 | 30.8\% | 8 | 21.7\% | 5 | 37.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 30.0\% | 15 |
| (Don't know) | 16.0\% | 8 | 15.0\% | 3 | 16.7\% | 5 | 30.0\% | 3 | 21.4\% | 3 | 7.7\% | 2 | 13.0\% | 3 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |



| Enhance shopmobility service | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Improve access for pushchairs / wheelchairs, etc | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve directional signs to town centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve layout of car parks | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve location of bus stops / bus station | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve public transport links | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Improve safety of pedestrians | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve signage within centre | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve transport interchange | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Increase frequency of public transport in the evenings | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Increase number of taxis | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - long stay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - short stay | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More parking spaces - type unspecified | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 0.0\% | 0 | 21.4\% | 3 | 11.5\% | 3 | 21.7\% | 5 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Pedestrianisation | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Reduce cost of parking | 10.0\% | 5 | 15.0\% | 3 | 6.7\% | 2 | 20.0\% | 2 | 14.3\% | 2 | 3.8\% | 1 | 13.0\% | 3 | 7.4\% | , | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Reduce road congestion | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (No opinion) | 24.0\% | 12 | 15.0\% | 3 | 30.0\% | 9 | 20.0\% | 2 | 35.7\% | 5 | 19.2\% | 5 | 21.7\% | 5 | 25.9\% | 7 | 0.0\% | 0 | 0.0\% | 0 | 24.0\% | 12 |
| (Nothing in particular) | 20.0\% | 10 | 25.0\% | 5 | 16.7\% | 5 | 10.0\% | 1 | 14.3\% | 2 | 26.9\% | 7 | 8.7\% | 2 | 29.6\% | 8 | 0.0\% | 0 | 0.0\% | 0 | 20.0\% | 10 |
| (Don't know) | 34.0\% | 17 | 30.0\% | 6 | 36.7\% | 11 | 50.0\% | 5 | 28.6\% | 4 | 30.8\% | 8 | 34.8\% | 8 | 33.3\% | 9 | 0.0\% | 0 | 0.0\% | 0 | 34.0\% | 17 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

Total Male Female $\quad$ 18-34 $\quad$ 35-54 $\quad \mathbf{5 5}+\quad$ ABC1 $\quad$ C2DE $\quad$ Canterbury Whitstable Herne Bay

Q33 Excluding the improvements to transport and accessibility already mentioned, what else would encourage you to visit Canterbury / Whitstable / Herne Bay Town Centre more often?

| Nothing | 36.0\% | 18 | 40.0\% | 8 | 33.3\% | 10 | 40.0\% | 4 | 28.6\% | 4 | 38.5\% | 10 | 17.4\% | 4 | 51.9\% | 14 | 0.0\% | 0 | 0.0\% | 0 | 36.0\% | 18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 11.5\% | 3 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| More shops | 18.0\% | 9 | 10.0\% | 2 | 23.3\% | 7 | 0.0\% | 0 | 35.7\% | 5 | 15.4\% | 4 | 26.1\% | 6 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| Provide better range of shops | 6.0\% | 3 | 5.0\% | 1 | 6.7\% | 2 | 10.0\% | 1 | 0.0\% | 0 | 7.7\% | 2 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Better market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| More events | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 20.0\% | 2 | 21.4\% | 3 | 3.8\% | 1 | 17.4\% | 4 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 4.0\% | 2 | 10.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Other (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Fill the empty shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop - Bon Marche | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 6.0\% | 3 | 10.0\% | 2 | 3.3\% | 1 | 10.0\% | 1 | 7.1\% | 1 | 3.8\% | 1 | 0.0\% | 0 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


|  | Total |  | Male | Female |  | 18-34 |  | 35-54 |  | 55 + |  | ABC1 |  |  | C2DE | Canterbury |  |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2nd mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 30.0\% | 3 | 14.3\% | 2 | 3.8\% | 1 | 4.3\% | 1 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| More shops | 8.0\% | 4 | 5.0\% | 1 | 10.0\% | 3 | 0.0\% | 0 | 7.1\% | 1 | 11.5\% | 3 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Provide better range of shops | 8.0\% | 4 | 5.0\% | 1 | 10.0\% | 3 | 10.0\% | 1 | 14.3\% | 2 | 3.8\% | 1 | 8.7\% | 2 | 7.4\% | , | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 8.0\% | 4 | 5.0\% | 1 | 10.0\% | 3 | 10.0\% | 1 | 7.1\% | 1 | 7.7\% | 2 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 10.0\% | 5 | 10.0\% | 2 | 10.0\% | 3 | 10.0\% | 1 | 14.3\% | 2 | 7.7\% | 2 | 8.7\% | 2 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Better market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More events | 10.0\% | 5 | 15.0\% | 3 | 6.7\% | 2 | 10.0\% | 1 | 7.1\% | 1 | 11.5\% | 3 | 17.4\% | 4 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 2.0\% |  | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Fill the empty shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop - TK <br> Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 8.0\% | 4 | 5.0\% | 1 | 10.0\% | 3 | 0.0\% | 0 | 7.1\% | 1 | 11.5\% | 3 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| (Nothing else) | 28.0\% | 14 | 25.0\% | 5 | 30.0\% | 9 | 20.0\% | 2 | 14.3\% | 2 | 38.5\% | 10 | 17.4\% | 4 | 37.0\% | 10 | 0.0\% | 0 | 0.0\% | 0 | 28.0\% | 14 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


|  | Total |  | Male | Female |  |  | 18-34 |  | 35-54 |  | 55 + |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 3rd mention |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Nothing | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide better range of shops | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 4.3\% | 1 | 3.7\% | , | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Better market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| More events | 4.0\% | 2 | 10.0\% | 2 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Other (PLEASE WRITE IN) | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Fill the empty shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Bon Marche | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Primark | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - TK Maxx | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 6.0\% | 3 | 15.0\% | 3 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 7.7\% | 2 | 8.7\% | 2 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| (Nothing else) | 70.0\% | 35 | 70.0\% | 14 | 70.0\% | 21 | 70.0\% | 7 | 71.4\% | 10 | 69.2\% | 18 | 60.9\% | 14 | 77.8\% | 21 | 0.0\% | 0 | 0.0\% | 0 | 70.0\% | 35 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


| Total | Male | Female | $\mathbf{1 8 - 3 4}$ | $\mathbf{3 5 - 5 4}$ | $55+$ | ABC1 | C2DE | Canterbury | Whitstable | Herne Bay |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Q33X Any mention at Q33 [MR]

| Nothing | 46.0\% | 23 | 55.0\% | 11 | 40.0\% | 12 | 70.0\% | 7 | 35.7\% | 5 | 42.3\% | 11 | 30.4\% | 7 | 59.3\% | 16 | 0.0\% | 0 | 0.0\% | 0 | 46.0\% | 23 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Make the centre easier to get to | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide more parking | 8.0\% | 4 | 10.0\% | 2 | 6.7\% | 2 | 0.0\% | 0 | 7.1\% | 1 | 11.5\% | 3 | 13.0\% | 3 | 3.7\% | , | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| More shops | 26.0\% | 13 | 15.0\% | 3 | 33.3\% | 10 | 0.0\% | 0 | 42.9\% | 6 | 26.9\% | 7 | 34.8\% | 8 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 26.0\% | 13 |
| Provide better range of shops | 16.0\% | 8 | 10.0\% | 2 | 20.0\% | 6 | 20.0\% | 2 | 14.3\% | 2 | 15.4\% | 4 | 17.4\% | 4 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| Provide specific shop <br> (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More / better restaurants and cafes | 12.0\% | 6 | 5.0\% | 1 | 16.7\% | 5 | 10.0\% | 1 | 14.3\% | 2 | 11.5\% | 3 | 17.4\% | 4 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| Provide particular leisure facility (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| More department / larger stores | 16.0\% | 8 | 10.0\% | 2 | 20.0\% | 6 | 10.0\% | 1 | 14.3\% | 2 | 19.2\% | 5 | 13.0\% | 3 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| Better market | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the cleanliness of the streets | 4.0\% | 2 | 0.0\% | 0 | 6.7\% | 2 | 0.0\% | 0 | 14.3\% | 2 | 0.0\% | 0 | 4.3\% | 1 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| More events | 24.0\% | 12 | 35.0\% | 7 | 16.7\% | 5 | 30.0\% | 3 | 28.6\% | 4 | 19.2\% | 5 | 34.8\% | 8 | 14.8\% | 4 | 0.0\% | 0 | 0.0\% | 0 | 24.0\% | 12 |
| Pedestrianise particular street (PLEASE WRITE IN) | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Longer shop opening hours | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Environmental improvements | 8.0\% | 4 | 15.0\% | 3 | 3.3\% | 1 | 10.0\% | 1 | 7.1\% | 1 | 7.7\% | 2 | 8.7\% | 2 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 8.0\% | 4 |
| Other (PLEASE WRITE IN) | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 3.8\% | 1 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Fill the empty shops | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Pedestrianise particular street <br> - High Street | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop Abercrombie \& Fitch | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Provide specific shop - Art shop | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop - Bon Marche | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop Primark | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop - TK Maxx | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Provide specific shop Waterstones | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |



|  | Total | Male |  | Female |  | 18-34 |  | 35-54 |  | 55 + |  | ABC1 |  |  | C2DE | Canterbury |  |  | Whitstable |  | Herne Bay |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| CARS |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| No cars in hhold | 18.0\% | 9 | 25.0\% | 5 | 13.3\% | 4 | 10.0\% | 1 | 7.1\% | 1 | 26.9\% | 7 | 17.4\% | 4 | 18.5\% | 5 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| 1 car in hhold | 48.0\% | 24 | 50.0\% | 10 | 46.7\% | 14 | 20.0\% | 2 | 50.0\% | 7 | 57.7\% | 15 | 47.8\% | 11 | 48.1\% | 13 | 0.0\% | 0 | 0.0\% | 0 | 48.0\% | 24 |
| 2 cars in hhold | 12.0\% | 6 | 5.0\% | 1 | 16.7\% |  | 20.0\% | 2 | 21.4\% | 3 | 3.8\% | 1 | 13.0\% | 3 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| 3 cars in hhold | 18.0\% | 9 | 15.0\% | 3 | 20.0\% | 6 | 40.0\% | 4 | 21.4\% | 3 | 7.7\% | 2 | 13.0\% | 3 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 18.0\% | 9 |
| 4 or more cars in hhold | 4.0\% | 2 | 5.0\% | 1 | 3.3\% |  | 10.0\% | 1 | 0.0\% | 0 | 3.8\% | 1 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |
| DAY |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Monday | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Tuesday | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Wednesday | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Thursday | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Friday | 50.0\% | 25 | 25.0\% | 5 | 66.7\% |  | 60.0\% | 6 | 6 64.3\% | 9 | 38.5\% | 10 | 43.5\% | 10 | 55.6\% | 15 | 0.0\% | 0 | 0.0\% | 0 | 50.0\% | 25 |
| Saturday | 50.0\% | 25 | 75.0\% | 15 | 33.3\% |  | 40.0\% | 4 | 35.7\% | 5 | 61.5\% | 16 | 56.5\% | 13 | 44.4\% | 12 | 0.0\% | 0 | 0.0\% | 0 | 50.0\% | 25 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |
| LOC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Canterbury | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Whitstable | 0.0\% | 0 | 0.0\% | 0 | 0.0\% |  | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 |
| Herne Bay | 100.0\% |  | 100.0\% |  | 100.0\% |  | 100.0\% |  | 100.0\% |  | 100.0\% |  | 100.0\% |  | 100.0\% | 27 | 0.0\% | 0 | 0.0\% |  | 100.0\% | 50 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |


|  | Total |  | Male |  | Female |  | 18-34 |  | 35-54 |  | $55+$ |  | ABC1 |  | C2DE |  | Canterbury |  | Whitstable |  | Herne B |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CT17 0 | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| CT5 1 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| CT5 2 | 4.0\% | 2 | 5.0\% | 1 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 0.0\% | 0 | 7.4\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| CT5 3 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| CT6 2 | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| CT6 5 | 12.0\% | 6 | 15.0\% | 3 | 10.0\% | 3 | 10.0\% | 1 | 14.3\% | 2 | 11.5\% | 3 | 21.7\% | 5 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| CT6 6 | 16.0\% | 8 | 10.0\% | 2 | 20.0\% | 6 | 0.0\% | 0 | 28.6\% | 4 | 15.4\% | 4 | 8.7\% | 2 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 16.0\% | 8 |
| CT6 7 | 24.0\% | 12 | 20.0\% | 4 | 26.7\% | 8 | 70.0\% | 7 | 14.3\% | 2 | 11.5\% | 3 | 26.1\% | 6 | 22.2\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 24.0\% | 12 |
|  | 10.0\% | 5 | 10.0\% | 2 | 10.0\% | 3 | 0.0\% | 0 | 7.1\% | 1 | 15.4\% | 4 | 8.7\% | 2 | 11.1\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 10.0\% | 5 |
| CT7 9 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| CT9 1 | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| CT9 5 | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| DA16 1 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| ME13 8 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| ME13 9 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| ME142 | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% |  | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| ME5 9 | 2.0\% | 1 | 5.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| SE18 6 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 7.1\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| TN23 3 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.8\% | 1 | 4.3\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| TW5 9 | 2.0\% | 1 | 0.0\% | 0 | 3.3\% | 1 | 10.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 3.7\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Xref | 4.0\% | 2 | 10.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 7.7\% | 2 | 8.7\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Base: |  | 50 |  | 20 |  | 30 |  | 10 |  | 14 |  | 26 |  | 23 |  | 27 |  | 0 |  | 0 |  | 50 |

## Appendix 5:

Sample Questionnaire

## Canterbury City Centre / Whitstable Town Centre / Herne Bay Town - Street Survey

Introduction: Good morning / afternoon, I am ...... from NEMS market research, an independent market research company. We are conducting a short survey in the area for Canterbury City Council about shopping and other town centre services, which will help to make the area a better place to live. Do you have 8 minutes to answer some questions?

INTERVIEWER: AT THE RELEVANT QUESTIONS READ OUT EITHER CANTERBURY CITY CENTRE / WHITSTABLE TOWN CENTRE / HERNE BAY TOWN DEPENDING ON THE AREA YOU ARE WORKING IN

## ASK ALL:

Q.A. First of all, can I ask do you work in any of the following?

| READ OUT: | Retail | CLOSE INTERVIEW |
| :--- | :--- | :--- |
|  | Market Research | CLOSE INTERVIEW |
|  | None of these | CONTINUE, GO TO Q. |

ASK ALL:
Q. $1 \quad$ What is the main purpose of your visit to Canterbury / Whitstable / Herne Bay today? DO NOT PROMPT. ONE ANSWER ONLY.
Q. 2 And for what other reasons have you come Canterbury / Whitstable / Herne Bay today? DO NOT PROMPT: PROBE FULLY. What other reasons?

|  | $(1)$ | $(2)$ |  |
| :--- | :---: | :---: | :---: |
| Shopping for food only | 1 | 1 | GO TO Q.4 |
| Shopping for non-food goods only | 2 | 2 | GO TO Q.4 |
| Shopping for both food \& non-food items | 3 | 3 | GO TO Q.4 |
| To visit the market | 4 | 4 | GO TO Q.4 |
| Window shopping | 5 | 5 | GO TO Q.3 |
| To visit a restaurant | 6 | 6 | GO TO Q.3 |
| To visit a café | 7 | 7 | GO TO Q.3 |
| To visit a public house / bar | 8 | 8 | GO TO Q.3 |
| To have a walk / stroll around | 9 | 9 | GO TO Q.3 |
| To use services e.g. bank, post office, hairdresser | A | A | GO TO Q.3 |
| Work / business purposes | B | B | GO TO Q.3 |
| Healthcare e.g. doctor, dentist, optician | C | C | GO TO Q.3 |
| Social / leisure reason e.g. meeting friends, going to gym | D | D | GO TO Q.3 |
| Tourism, e.g. holiday, day trip | E | E | GO TO Q.3 |
| Other (PLEASE WRITE IN) | F | F | GO TO Q.3 |
|  |  |  |  |
| None) |  |  |  |
| (Don't know) | G | G | GO TO Q.3 |



ASK THOSE WHO INTEND TO SHOP IN CANTERBURY / WHITSTABLE / HERNE BAY TODAY AT Q.1, Q. 2 OR SAID "YES" AT Q. 3 OTHER GO TO Q.5:
Q. 4 What do you intend to buy in Canterbury / Whitstable / Herne Bay today ? CODE UP TO THREE RESPONSES: DO NOT PROMPT: What else?

Food and groceries (4)
Newspapers / Magazines 2
Confectionery / Tobacco 3
Clothing / Footwear 4
Furniture / Carpets / Soft furnishings 5
Domestic Electrical goods 6
Other electrical goods (TV, Hi-fi etc) 7
DIY / Hardware / Gardening 8
Other household goods 9
Gifts / Jewellery / China and Glass A
Books / CD's / Videos / Toys / Hobbies B
Health / Beauty / Chemist items C
Other (PLEASE WRITE IN) D

## ASK ALL:

Q. 5 Which STORE do you visit most frequently for food shopping?

DO NOT PROMPT. ONE ANSWER ONLY. INTERVIEWER WRITE IN CODE FROM STORE LIST

(5)

Other (PLEASE WRITE IN SPECIFIC SHOP \& ADDRESS) X

Internet / delivered
Y
(Don't know / can't remember)
Z
ASK ALL:
Q. 6 And which other STORE do you also visit frequently for food shopping? DO NOT PROMPT. ONE ANSWER ONLY. INTERVIEWER WRITE IN CODE FROM STORE LIST
( 6 )
Other (PLEASE WRITE IN SPECIFIC SHOP \& ADDRESS) X

| Internet / delivered | Y |
| :--- | :---: |
| (Don't know / can't remember) | Z |
| (Nowhere else) | a |

(Nowhere else) ..... a
Close to home 1

Close to work 2
Easy to get to 3
Good public transport links 4
Sufficient car parking 5
Reasonably priced car parking 6
Reasonably priced shops 7
Good selection / quality of shops 8
Good mix of shopping and leisure facilities 9
To visit specific shop(s) (PLEASE WRITE IN) A

Pleasant shopping environment (general ambience) B
Good standard of street cleanliness C
Visit the market D
Safe shopping environment E
Other (PLEASE WRITE IN) F

| (Don't know / varies) | G |
| :--- | :--- |
| (No particular reason) | H |

## ASK ALL:

Q. 8 Which town centre or retail park do you visit most frequently for non-food shopping? DO NOT PROMPT. RECORD "MOST" FREQUENT. ONE ANSWER ONLY.

ASK ALL:
And which other town centre or retail park do you visit frequently for non-food shopping?
DO NOT PROMPT. RECORD " ${ }^{\text {ND } " . ~ O N E ~ A N S W E R ~ O N L Y . ~}$

|  | Q. 8 | Q. 9 |
| :---: | :---: | :---: |
| Town Centres in Canterbury | ( 8 ) | (9) |
| Canterbury City Centre | 01 | 01 |
| Herne Bay Town Centre | 02 | 01 |
| Whitstable Town Centre | 03 | 03 |
| Town Centres outside Canterbury |  |  |
| Ashford Town Centre | 04 | 04 |
| Barham Village Centre | 05 | 05 |
| Blean Village Centre | 06 | 06 |
| Bridge Village Centre | 07 | 07 |
| Broadstairs Town Centre | 08 | 08 |
| Central London | 09 | 09 |
| Chartham Village Centre | 10 | 10 |
| Chatham Town Centre | 11 | 11 |
| Deal Town Centre | 12 | 12 |
| Dover Town Centre | 13 | 13 |
| Faversham Town Centre | 14 | 14 |
| Folkstone Town Centre | 15 | 15 |
| Hersden Village Centre | 16 | 16 |
| Hythe Town Centre | 17 | 17 |
| Kennington Local Centre, Ashford | 18 | 18 |
| Littlebourne Village Centre | 19 | 19 |
| Maidstone Town Centre | 20 | 20 |
| Margate Town Centre | 21 | 21 |
| Minster Village Centre, Isle of Sheppey | 22 | 22 |
| Minster-in-Thanet Village Centre | 23 | 23 |
| Ramsgate Town Centre | 24 | 24 |
| Sandwich Town Centre | 25 | 25 |
| Sevenoaks Town Centre | 26 | 26 |
| Sheerness Town Centre, Isle of Sheppey | 27 | 27 |
| Sittinbourne Town Centre | 28 | 28 |
| St Dunstans, Canterbury | 29 | 29 |
| Staplehurst Village Centre | 30 | 30 |
| Stelling Minnis Village Centre | 31 | 31 |
| Strood Town Centre | 32 | 32 |
| Sturry Village Centre | 33 | 33 |
| Tankerton Road, Tankerton | 34 | 34 |
| Wingham Village Centre | 35 | 35 |
| Retail / Shopping Parks |  |  |
| Ashford Designer Outlet | 36 | 36 |
| Ashford Retail Park | 37 | 37 |
| Bluewater Shopping Centre, Greenhithe | 38 | 38 |
| Eddington Business Park, Herne Bay | 39 | 39 |
| Hempstead Valley Shopping Centre, Hempstead, Gillingham | 40 | 40 |
| Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays | 41 | 41 |
| Park Farm Retail Park, Folkestone | 42 | 42 |
| Sittingbourne Retail Park, Sittingbourne | 43 | 43 |
| South Aylesford Retail Park, Maidstone | 44 | 44 |
| Sturry Road Retail Parks, Canterbury | 45 | 45 |
| Westwood Cross Shopping Centre \& Retail Parks | 46 | 46 |
| White Cliffs Business Park, Whitfield | 47 | 47 |
| Wincheap Retail Area, Canterbury | 48 | 48 |
| Other (PLEASE WRITE IN) | 49 | 49 |
| Internet | 50 | 50 |
| (Don't know / varies) | 51 | 51 |
| (Nowhere else) | - | 52 |

## IF ANY LOCATION MENTIONED AT Q,8, ASK Q.10, OTHERS GO TO INSTR AT Q. 11

Q. 10 Why do you visit (MOST FREQUENTLY VISITED CENTRE OR PARK AT Q.8) for non-food shopping? DO NOT PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Why else?

|  | $(10)$ |
| :--- | :---: |
| Close to home | 1 |
| Close to work | 2 |
| Easy to get to | 3 |
| Good public transport links | 4 |
| Free car parking | 5 |
| Sufficient car parking | 6 |
| Reasonably priced car parking | 7 |
| Reasonably priced shops | 8 |
| Good selection / quality of shops | 9 |
| Good mix of shopping and leisure facilities | A |
| To visit specific shop(s) (PLEASE WRITE IN) | B |


| Pleasant shopping environment (general ambience) | C |
| :--- | :---: |
| Good standard of street cleanliness | D |
| Visit the market | E |
| Safe shopping environment | F |
| Other (PLEASE WRITE IN) | G |


| (Don't know / varies) | H |
| :--- | :---: |
| (No particular reason) | I |

## ASK THOSE WHO INTEND TO SHOP IN CANTERBURY / WHITSTABLE / HERNE BAY TODAY AT Q.1, Q. 2 OR

 SAID "YES" AT Q.3:Q. 11 Approximately how much will you spend in total on each of the following during your visit to Canterbury / Whitstable / Herne Bay ? Food \& Grocery Non-food

|  | $(11)$ | $(12)$ | drinking out <br> $(13)$ | Culture <br> $(14)$ |
| :--- | :---: | :---: | :---: | :---: |
| Nothing | 1 | 1 | 1 | 1 |
| Less than $£ 5.00$ | 2 | 2 | 2 | 2 |
| $£ 5.01-£ 10.00$ | 3 | 3 | 3 | 3 |
| $£ 10.01-£ 20.00$ | 4 | 4 | 4 | 4 |
| $£ 20.01-£ 30.00$ | 5 | 5 | 5 | 5 |
| $£ 30.01-£ 40.00$ | 6 | 6 | 6 | 6 |
| $£ 40.01-£ 50.00$ | 7 | 7 | 7 | 7 |
| $£ 50.01-£ 75.00$ | 8 | 8 | 8 | 8 |
| $£ 75.01-£ 100.00$ | 9 | 9 | 9 | 9 |
| $£ 100.01-£ 150.00$ | A | A | A | A |
| More than $£ 150.00$ | B | B | B | B |
| (Don't know) | C | C | C | D |
| (Refused) | D | D | D | D |
|  |  |  |  |  |


| Q. 12 | ASK ALL: |  |
| :---: | :---: | :---: |
|  | How did you travel to Canterbury / Whitstable / Herne Bay today? DO NOT PROMPT. ONE ANSWER ONLY |  |
|  |  | (15) |
|  | * Car-driver | 1 |
|  | * Car-passenger | 2 |
|  | Bus / coach | 3 |
|  | Train | 4 |
|  | Taxi | 5 |
|  | Walked | 6 |
|  | Bicycle | 7 |
|  | Park \& Ride | 8 |
|  | Other (PLEASE WRITE IN) | 9 |

ASK ALL:
Q. 13 How long did your journey take?

DO NOT PROMPT. ONE ANSWER ONLY.

|  | $(16$ |
| :--- | :---: |
| $0-10$ minutes | 1 |
| $11-20$ minutes | 2 |
| $21-30$ minutes | 3 |
| $31-45$ minutes | 4 |
| $46+$ minutes | 5 |
| (Don't know / can't remember) | 6 |

*ASK IF ‘CAR' MENTIONED AT Q.12, OTHERS GO TO Q. 16
Q. 14 How easy was it to find a car parking place today?

DO NOT PROMPT. ONE ANSWER ONLY

| Very easy | 1 |
| :--- | :---: |
| Quite easy | 2 |
| Neither easy nor difficult | 3 |
| Quite difficult | 4 |
| Very difficult | 5 |
| (Don't know) | 6 |

ASK IF ‘CAR' MENTIONED AT Q.12, OTHERS GO TO Q.16:
Q. 15 Where did you park today?

DO NOT PROMPT. ONE ANSWER ONLY.
(18)

Castle Row car park, Canterbury 1
Holmans Meadow car park, Canterbury 2
Northgate car park, Canterbury 3
Pound Lane car park, Canterbury 4
Queningate car park, Canterbury 5
Rosemary Lane car park, Canterbury 6
Watling Street car park, Canterbury 7
West Station car park, Canterbury 8
Whitefriars car park, Canterbury 9
East Quay car park, Whitstable A
Gorrell Tank car park, Whitstable B
Harbour, Whitstable C

Middle Wall car park, Whitstable D
Seafront, Whitstable E
Shaftesbury Road car park, Whitstable F
Victoria Street car park, Whitstable G
Whitstable Station car park (North side) H
Whitstable Station car park (South side) I
Beach Street car park, Herne Bay K
Hampton Pier, Herne Bay L
Herne Bay Station car park M

Market Street car park, Herne Bay N
Swalecliffe Avenue car park, Herne Bay O
Other (PLEASE WRITE IN) P

| (Don't know) | Q |
| :--- | :--- |
| (Dropped off) | R |

ASK ALL:
Q. 16 Approximately how much time will you spend in the shopping area in Canterbury / Whitstable / Herne Bay today? DO NOT PROMPT. ONE ANSWER ONLY

|  | $(19)$ |
| :--- | :---: |
| $0-15$ minutes | 1 |
| $16-30$ minutes | 2 |
| 31 minutes -1 hour | 3 |
| More than 1 hour, but less than $11 / 2$ hours | 4 |
| More than $11 / 2$ hours, but less than 2 hours | 5 |
| More than 2 hours, but less than 3 hours | 6 |
| 3 hours or more | 7 |
| (Don't know) | 8 |
| (Refused) | 9 |

ASK ALL:

Q. 17 How often do you come to the centre?

DO NOT PROMPT. ONE ANSWER ONLY.
Daily ..... 1Several times a week
Once a week2
Once every 2 to 3 weeks4
Monthly ..... 5
Once a quarter ..... 6
Less often than once a quarter ..... 7
First time today ..... 8
(Don't know / varies) ..... 9( 20 )

## ASK ALL:

Q. 18 What do you like about shopping in Canterbury / Whitstable / Herne Bay ? CODE UP TO THREE RESPONSES: DO NOT PROMPT

Cheap parking 1
Cleanliness of streets 2
Close to friends / relatives 3
Competitive prices 4
Easy parking 5
Evening entertainment 6
Feels safe 7
Financial services (banks / building societies, etc.) 8
Free parking $\quad 9$
Good public transport links A
Leisure facilities B
(PLEASE WRITE IN e.g. pubs / restaurants / cinemas / etc.)

| Near / convenient | C |
| :--- | :--- |
| Particular foodstore (PLEASE WRITE IN STORE NAME) | D |


| Pedestrian friendly environment | E |
| :--- | :---: |
| Selection / choice multiple shops | F |
| Selection / choice of independent shops | G |
| Market | H |
| Other (PLEASE WRITE IN) |  |
|  |  |
| (Nothing at all) | J |
| (Don't know) | K |

## ASK ALL:

Q. 19 What do you dislike about shopping in Canterbury / Whitstable / Herne Bay? CODE UP TO THREE RESPONSES: DO NOT PROMPT

## Alternative facilities more accessible 1

Better facilities elsewhere 2
Car parking cost 3
Do not live in or near a town / district / local centre 4
Facilities needed not available there 5
It does not cater for the disabled 6
Lack of car parking 7
Lack of choice of facilities 8
Paying for parking $\quad 9$

| Perception of safety | A |
| :--- | :--- |
| Poor choice of food / convenience store | B |

Poor choice of leisure facilities C
Poor choice of pubs / bars D
Poor choice of cafes E
Poor choice of restaurants F
Poor choice of multiple shops G
Poor range of independent shops ..... H
Too busy ..... I
Too expensive ..... J
Unattractive environment ..... K
Other (PLEASE WRITE IN) ..... L
No particular reason - I just do not like it ..... M
(Don't know) ..... N
Q. 20 What type of retail or service provision would persuade you to shop in the Town centre more often? CAN BE MULTICODED. PROBE FULLY. What else?

|  | (23) |
| :--- | :---: |
| Foodstore | 1 |
| Ladies clothing shops | 2 |
| Ladies shoe shops | 3 |
| Gents clothing shops | 4 |
| Gents shoe shops | 5 |
| Children's clothing shops | 6 |
| Children's shoe shops | 7 |
| Youth fashion shops | 8 |
| Electrical retailer shops | 9 |
| DIY and hardware shops | A |
| CDs / DVDs / computer game shops | B |
| Major household appliance shops | C |
| Sports shops | D |
| Book shops | E |
| Post office | F |
| Professional and Financial Services | G |
| Council offices | H |
| Other (PLEASE WRITE IN) | I |
|  |  |
| (None) | J |

ASK ALL:

Q. 21 How frequently do you visit the market in the Town Centre?
DO NOT PROMPT ONE ANSWER ONLY.

Several times a week 1
Once a week 2
Once every 2 to 3 weeks 3
Monthly 4
Once a quarter 5
Less often than once a quarter 6
First time today 7
Never 8

GO TO Q. 23
(Varies) 9
IF EVER VISIT THE MARKET AT Q. 21 ASK Q.22, OTHERS GO TO Q. 23
Q. 22 Which market do you normally visit?

READ OUT, CAN BE MULTICODED. PROBE FULLY

| Canterbury High Street Market | 1 |
| :--- | :--- |
| The Goods Shed Farmers Market, Canterbury | 2 |
| Herne Bay Market, Mortimer Street | 3 |
| Herne Bay Produce \& Craft Market, Wimereux Square | 4 |
| Lions Boot Fair, Herne Bay | 5 |
| Whitstable Farmers Market, St Mary's Hall | 6 |
| Whitstable Fish Market, Whitstable Harbour | 7 |
| Whitstable Market, Gorrell Tank Car Park | 8 |
| Other (PLEASE WRITE IN) | 9 |

(Don't know / varies)

[^3]
## ASK ALL:

Q. 24 What improvements to the quality and range of the market would persuade you or your household to visit the Town Centre Market more often?
PROMPT IF NECESSARY. CAN BE MULTI-CODED. What else?

| Improve location (relocation) | 1 |
| :--- | ---: |
| Improve advertisements (increase publicity of market events) | 2 |
| Improve range of goods | 3 |
| Improve quality of goods | 4 |
| Improve quality / appearance of market stalls / market hall | 5 |
| Hold more specialist/themed market events (i.e. food fairs, |  |
| farmers markets, antique fairs, continental, recycling, vintage, thrift etc.) | 6 |
| Increase number of market stalls | 7 |
| Reduce the rent charges | 8 |
| Have an outside (street) market | 9 |
| Other (PLEASE WRITE IN) | A |
|  |  |
| (Don't know) | B |
| (Nothing / Nothing else) | C |

## ASK ALL

Q. 25 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes? ONE ANSWER ONLY

|  | $(28)$ |  |
| :--- | :---: | :--- |
| Yes | 1 | GO TO Q. 26 |
| No | 2 | GO TO Q. 27 |


|  | ASK THOSE WHO SAID ‘YES' AT Q.25, OTHERS TO Q. 27 |
| :--- | :--- |
| Q. 26 | What do you do in Canterbury / Whitstable / Herne Bay for leisure purposes? |
|  | CAN BE MULTI-CODE. PROBE FULLY. What else? |


| Sports / fitness facilities | 1 |
| :--- | ---: |
| Pubs / bars | 2 |
| Restaurants | 3 |
| Cafes | 4 |
| Services (eg. cash tills) | 5 |
| Takeaway food | 6 |
| Walk about / look around | 7 |
| Cinema | 8 |
| Theatre | 9 |
| Nightclubs | A |
| Bowling Alleys | B |
| Bingo | C |
| Casino | D |
| Museums | E |
| Art galleries | F |
| Events / festivals | G |
| Other (PLEASE WRITE IN) | H |

(Don't know)
I

## ASK ALL

Q. 27 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes in the evenings ? ONE ANSWER ONLY

Yes
No
2

## ASK ALL:

Q. 28 What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in Canterbury / Whitstable / Herne Bay ? CODE UP TO THREE RESPONSES: DO NOT PROMPT

|  | $(31)$ |
| :--- | :---: |
| Nothing in particular | 1 |
| Close to home / easy to get to | 2 |
| Good cinema | 3 |
| Good choice of cafes | 4 |
| Good quality of cafes | 5 |
| Good choice of restaurants | 6 |
| Good quality of restaurants | 7 |
| Good quality of pubs / bars / nightclubs | 8 |
| Good choice of pubs / bars / nightclubs | A |
| Good health / fitness facilities | B |
| Good bingo hall(s) | C |
| Good casino(s) | D |
| Good museums | E |
| Good art galleries | F |
| Good events / festivals | G |
| Other (PLEASE WRITE IN) |  |
| (Don't know) | H |

[^4]| Nothing in particular | 1 |
| :--- | :---: |
| Poor choice of facilities | 2 |
| Too expensive | 3 |
| Too busy | 4 |
| Too quiet | 5 |
| Unsafe / poor security / dangerous | 6 |
| Other (PLEASE WRITE IN) | 7 |
|  |  |
| (Don't know) | 8 |

## ASK ALL

Q. 30 What general improvements to the quality of the leisure and entertainment offer in Canterbury / Whitstable / Herne Bay town centre would persuade you to visit it more often? Please name up to THREE improvements.
DO NOT PROMPT. CAN BE MULTI-CODED - RECORD UP TO 3 RESPONSES ONLY. PROBE FULLY.

## (33)

Enhanced range of health and fitness centres / gyms 1
Improved music / theatre provision 2
Improved / new play areas for children 3
Improved / new facilities for young adults 4
Improved policing / enhance security / CCTV 5
Improved public transport facilities during the evenings 6
Improved range of places to eat 7
Improved range of pubs and night clubs 8
Less pubs and clubs $\quad 9$
New / improved bingo facility A
New / improved cinema B
New / improved museum or art gallery C
New / improved other leisure facilities D
Other (PLEASE WRITE IN) E

New / improved ten pin bowling centre F
Other (PLEASE WRITE IN / PROBE FULLY) G
(No opinion) $\quad$ H
(Nothing in particular) I
(Don't know) J

## ASK ALL:

Q. 31 What general improvements to the quality of the environment in Canterbury / Whitstable / Herne Bay Town Centre would persuade you to visit it more often? Please name up to THREE improvements.
DO NOT PROMPT. CAN BE MULTI-CODED - RECORD UP TO 3 RESPONSES ONLY. PROBE FULLY
( 34 )
Attract less people / relieve over-crowding 1
Attract more people / make more lively 2
Clean shopping streets 3
Create more open spaces 4

Improve number and attractiveness of meeting places 5
Improve play areas for children 6
Improve / new facilities for young adults 7
Improve policing / other security measures 8

More/improved outside entertainment spaces 9
New artwork/art installations A

Increase soft landscaping/ planting/ trees/ floral displays B
Hard landscaping/wider pavements/ street furniture C
Historic building fascia restauration and upgrade D
Pedestrianise main shopping streets in the town centre E
New / improved rang of events F
Other (PLEASE WRITE IN)
G
(No opinion) H
(Nothing in particular) I
(Don't know) J

## ASK ALL

Q. 32 What general improvements to transport and accessibility would persuade you to visit Canterbury / Whitstable / Herne Bay Town Centre more often? Please name up to THREE improvements.
DO NOT PROMPT. CAN BE MULTI-CODED - RECORD UP TO 3 RESPONSES ONLY. PROBE FULLY
(35)

| Enhance shopmobility service | 1 |
| :--- | :---: |
| Improve access for pushchairs / wheelchairs, etc | 2 |
| Improve directional signs to town centre | 3 |
| Improve layout of car parks | 4 |
| Improve location of bus stops / bus station | 5 |
| Improve public transport links | 6 |
| Improve safety of pedestrians | 7 |
| Improve signage within centre | 8 |
| Improve transport interchange | 9 |
| Increase frequency of public transport in the evenings | A |
| Increase number of taxis | B |
| More parking spaces - long stay | C |
| More parking spaces short stay | D |
| More parking spaces - type unspecified | E |
| Pedestrianisation | F |
| Reduce cost of parking | G |
| Reduce road congestion | H |
| Other (PLEASE WRITE IN) | I |
|  |  |
| (No opinion) | J |
| (Nothing in particular) | K |
| (Don't know) | L |

## ASK ALL:

Q. 33 Excluding the improvements to transport and accessibility already mentioned, what else would encourage you to visit Canterbury / Whitstable / Herne Bay Town Centre more often?

## DO NOT PROMPT. CODE ONE RESPONSE PER COLUMN

|  | $\mathbf{1}^{\text {st }}$ <br> mention <br> $(36)$ | $\mathbf{2}^{\text {nd }}$ <br> mention <br> $(37)$ | $3^{\text {rd }}$ <br> mention <br> $(38)$ |
| :--- | :---: | :---: | :---: |
| Nothing | 1 | 1 | 1 |
| Make the centre easier to get to | 2 | 2 | 2 |
| Provide more parking | 3 | 3 | 3 |
| More shops | 4 | 4 | 4 |
| Provide better range of shops | 5 | 5 | 5 |
| Provide specific shop (PLEASE WRITE IN) | 6 | 6 | 6 |
| More / better restaurants and cafes | 7 | 7 | 7 |
| Provide particular leisure facility (PLEASE WRITE IN) | 8 | 8 | 8 |
| More department / larger stores | 9 | 9 | 9 |
| Better market | A | A |  |
| Improve the cleanliness of the streets | B | B | B |
| More events | C | C | C |
| Pedestrianise particular street (PLEASE WRITE IN) | D | D | D |
| Longer shop opening hours | E | E | E |
| Environmental improvements | F | F | E |
| Other (PLEASE WRITE IN) | G | G | F |
| Don't know) |  | H | G |
| (Nothing else) | H | I |  |

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE? INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS.

NAME:

AdDress: $\qquad$

Post Code:


DO NOT RECORD THE LAST TWO LETTERS

Tel. No $\qquad$

## CLASSIFICATION

| GENDER: | $(39)$ |
| :--- | :---: |
| Male | 1 |
| Female | 2 |


| Age Group: | $(40)$ |
| :---: | :---: |
| $18-24$ years | 1 |
| $25-34$ years | 2 |
| $35-44$ years | 3 |
| $45-54$ years | 4 |
| $55-64$ years | 5 |
| $65+$ years | 6 |

Occupation of Chief Wage Earner: $\qquad$

|  | $(41)$ |
| :--- | :---: |
| AB | 1 |
| C 1 | 2 |
| C 2 | 3 |
| DE | 4 |

Household Composition: (IMPORTANT: IF RESPONDENT SAYS NONE THEN PLEASE RECORD 0)
Number of adults (incl Resp):

No. of children 15 years and under:

Number of cars in household:
(44)

| DAY OF INTERVIEW: | $(45)$ |
| :--- | :---: |
| Monday | 1 |
| Tuesday | 2 |
| Wednesday | 3 |
| Thursday | 4 |
| Friday | 5 |
| Saturday | 6 |
|  | $(46)$ |
| Locations: | 1 |
| Canterbury | 2 |
| Whitstable | 3 |

Declaration: I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

INTERVIEWER'S SIGNATURE: $\qquad$ Date:


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Canterbury City Council Retail and Leisure Study, July 2020
Canterbury City Council
4. Business Surveys

## Total Canterbury Herne Bay Whitstable

## Q01 What type of business are you?

| Accountant | 1.5\% | 3 | 1.0\% | 1 | 4.0\% | 2 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Airport services | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Antiques shop | 1.0\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Architect | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Art gallery | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Bakery | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Bed store | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Bicycle shop | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Bingo hall | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Book shop | 1.5\% | 3 | 1.0\% | 1 | 2.0\% | 1 | 2.0\% | 1 |
| Cafe | 1.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Camera shop | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Card shop | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Charity | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Cinema | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Clothes store | 7.0\% | 14 | 12.0\% | 12 | 4.0\% | 2 | 0.0\% | 0 |
| Cobbler | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Computer repairs | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Convenience store | 3.5\% | 7 | 1.0\% | 1 | 8.0\% | 4 | 4.0\% | 2 |
| Curtain shop | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Dance studio | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Digital marketing agency | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Dog groomer | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Drafter | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Engineering tools | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Estate agent | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Fabric store | 1.0\% | 2 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 |
| Fencing | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Florist | 1.0\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Gift shop | 1.5\% | 3 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Guest house | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Hair / beauty salon | 2.0\% | 4 | 0.0\% | 0 | 2.0\% | 1 | 6.0\% | 3 |
| Hairdresser / barber | 4.0\% | 8 | 2.0\% | 2 | 2.0\% | 1 | 10.0\% | 5 |
| Hardware store | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Health store | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Hotel | 1.0\% | 2 | 1.0\% | , | 0.0\% | 0 | 2.0\% | 1 |
| Ice cream shop | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Interior design and retail | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Jewellers | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Jewellery manufacturer | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Kitchen and bathroom installer | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Letting agent | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Logistics | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Medical centre | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Music / record store | 1.0\% | 2 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 |
| Music venue \& restaurant | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Newsagents | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Nutrition centre | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Off licence | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Opticians | 1.5\% | 3 | 1.0\% | 1 | 2.0\% | 1 | 2.0\% | 1 |
| Outdoor store | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pet shop | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Pharmacy | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Phone shop | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Photographer | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Picture framer | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Plumbing merchant | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pottery / craft studio | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Printers | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Property developer | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pub / bar | 5.0\% | 10 | 3.0\% | 3 | 6.0\% | 3 | 8.0\% | 4 |
| Recruitment agency | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Reflexologist | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Restaurant | 3.0\% | 6 | 3.0\% | 3 | 2.0\% | 1 | 4.0\% | 2 |
| Retail | 26.0\% | 52 | 36.0\% | 36 | 14.0\% | 7 | 18.0\% | 9 |
| Sewing machine sales \& repairs | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Shoe shop | 2.5\% | 5 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Solicitors | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Stationers | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Takeaway | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |


|  | Total |  | Canterbury | Herne Bay | Whitstable |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Tourist attraction | $0.5 \%$ | 1 | $1.0 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| Toy shop | $0.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| Tree surgeon | $0.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| Vintage shop | $0.5 \%$ | 1 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| Base: |  | 200 |  | 100 |  | 50 |  | 50 |

## Meanscore: [Number of years]

## Q02 How long has your business been at its current address?

| Less than 6 months | $1.5 \%$ | 3 | $1.0 \%$ | 1 | $0.0 \%$ | 0 | $4.0 \%$ | 2 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 6 months to less than 1 year | $2.0 \%$ | 4 | $2.0 \%$ | 2 | $0.0 \%$ | 0 | $4.0 \%$ | 2 |
| 1 year to less than 2 years | $3.5 \%$ | 7 | $2.0 \%$ | 2 | $4.0 \%$ | 2 | $6.0 \%$ | 3 |
| 2 years to less than 5 years | $10.5 \%$ | 21 | $10.0 \%$ | 10 | $14.0 \%$ | 7 | $8.0 \%$ | 4 |
| 5 years to less than 10 years | $20.0 \%$ | 40 | $22.0 \%$ | 22 | $14.0 \%$ | 7 | $22.0 \%$ | 11 |
| Over 10 years | $60.0 \%$ | 120 | $60.0 \%$ | 60 | $68.0 \%$ | 34 | $52.0 \%$ | 26 |
| (Don't know) | $2.5 \%$ | 5 | $3.0 \%$ | 3 | $0.0 \%$ | 0 | $4.0 \%$ | 2 |
| Mean: | 11.22 | 11.39 | 11.80 | 10.28 |  |  |  |  |
| Base: | 200 | 100 | 50 | 50 |  |  |  |  |

## Q03 Does your business own its premises, or is it a tenant?

| Tenant (licence or lease) | $69.5 \%$ | 139 | $77.0 \%$ | 77 | $54.0 \%$ | 27 | $70.0 \%$ | 35 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Owner occupier | $24.0 \%$ | 48 | $12.0 \%$ | 12 | $44.0 \%$ | 22 | $28.0 \%$ | 14 |
| (Don't know) | $6.5 \%$ | 13 | $11.0 \%$ | 11 | $2.0 \%$ | 1 | $2.0 \%$ | 1 |
| Base: |  | 200 |  | 100 |  | 50 |  | 50 |

Q04 What do you think are the main advantages of your town / city centre as a location for your business? [MR]

| Busy location / good footfall / passing trade | 47.5\% | 95 | 58.0\% | 58 | 28.0\% | 14 | 46.0\% | 23 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Lots of tourists | 14.0\% | 28 | 22.0\% | 22 | 0.0\% | 0 | 12.0\% | 6 |
| Attractive environment | 12.0\% | 24 | 8.0\% | 8 | 18.0\% | 9 | 14.0\% | 7 |
| Diverse area | 11.5\% | 23 | 18.0\% | 18 | 2.0\% | 1 | 8.0\% | 4 |
| Good public transport links / rail station | 6.0\% | 12 | 10.0\% | 10 | 0.0\% | 0 | 4.0\% | 2 |
| Lots of students | 5.5\% | 11 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Historic area | 4.5\% | 9 | 8.0\% | 8 | 0.0\% | 0 | 2.0\% | 1 |
| Good balance of businesses / not too many of the same type | 4.0\% | 8 | 4.0\% | 4 | 4.0\% | 2 | 4.0\% | 2 |
| Good access to local amenities / services | 3.5\% | 7 | 2.0\% | 2 | 4.0\% | 2 | 6.0\% | 3 |
| Nice seafront | 3.5\% | 7 | 0.0\% | 0 | 6.0\% | 3 | 8.0\% | 4 |
| Good range of independent stores | 3.5\% | 7 | 3.0\% | 3 | 2.0\% | 1 | 6.0\% | 3 |
| Good community spirit | 3.5\% | 7 | 0.0\% | 0 | 10.0\% | 5 | 4.0\% | 2 |
| Good parking facilities | 3.5\% | 7 | 4.0\% | 4 | 6.0\% | 3 | 0.0\% | 0 |
| Close to where I live | 2.5\% | 5 | 1.0\% | 1 | 4.0\% | 2 | 4.0\% | 2 |
| Low / fair business rates | 1.5\% | 3 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Pedestrianised | 1.5\% | 3 | 1.0\% | 1 | 4.0\% | 2 | 0.0\% | 0 |
| Close to London | 1.5\% | 3 | 1.0\% | 1 | 0.0\% | 0 | 4.0\% | 2 |
| Good access by car | 1.0\% | 2 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 |
| Vibrant area | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Good selection / quality office space available | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| The Business Improvement District (BID) | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Affluent area | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Good events | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Feel safe / safer than other places | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Good leisure facilities | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Few vacant shops | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Good marketing of the town/city | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Park \& Ride system | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| City has a good reputation | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (No advantages of town/city as a location) | 19.5\% | 39 | 11.0\% | 11 | 32.0\% | 16 | 24.0\% | 12 |
| Base: |  | 200 |  | 100 |  | 50 |  | 50 |

## Q05 What are the main weaknesses of your town / city centre as a location for your business? [MR]

| Poor parking facilities | 32.0\% | 64 | 25.0\% | 25 | 26.0\% | 13 | 52.0\% | 26 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Not busy enough / low footfall / passing trade | 12.5\% | 25 | 12.0\% | 12 | 18.0\% | 9 | 8.0\% | 4 |
| Expensive parking | 11.0\% | 22 | 13.0\% | 13 | 6.0\% | 3 | 12.0\% | 6 |
| Expensive business rates | 9.0\% | 18 | 9.0\% | 9 | 6.0\% | 3 | 12.0\% | 6 |
| Traffic congestion | 8.0\% | 16 | 8.0\% | 8 | 0.0\% | 0 | 16.0\% | 8 |
| Vacant shops | 6.0\% | 12 | 10.0\% | 10 | 4.0\% | 2 | 0.0\% | 0 |
| Unsafe / poor security | 6.0\% | 12 | 5.0\% | 5 | 8.0\% | 4 | 6.0\% | 3 |
| Other | 5.5\% | 11 | 11.0\% | 11 | 0.0\% | 0 | 0.0\% | 0 |
| Poor access by car | 4.0\% | 8 | 5.0\% | 5 | 2.0\% | 1 | 4.0\% | 2 |
| Unattractive environment | 3.5\% | 7 | 5.0\% | 5 | 4.0\% | 2 | 0.0\% | 0 |
| Poor balance of businesses / too many of the same type | 3.0\% | 6 | 4.0\% | 4 | 2.0\% | 1 | 2.0\% | 1 |
| Hard to receive deliveries | 2.5\% | 5 | 3.0\% | 3 | 4.0\% | 2 | 0.0\% | 0 |
| Unclean environment | 2.5\% | 5 | 4.0\% | 4 | 2.0\% | 1 | 0.0\% | 0 |
| Poor phone signal | 2.0\% | 4 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Poor wi-fi access | 2.0\% | 4 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Poor signposting | 2.0\% | 4 | 4.0\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Poor marketing of the town/city | 2.0\% | 4 | 3.0\% | 3 | 2.0\% | 1 | 0.0\% | 0 |
| Not enough seating | 1.5\% | 3 | 0.0\% |  | 4.0\% | 2 | 2.0\% | 1 |
| Not enough parks / green spaces | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Poor public transport links | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Not on the sea front | 1.0\% | 2 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 |
| Poor access to bins | 1.0\% | 2 | 0.0\% | 0 | 2.0\% | 1 | 2.0\% | 1 |
| Lack of toilets / toilets close too early | 1.0\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| Too many restaurants / bars | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Too many tourists | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of expendable income in the area | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Poor road surfaces | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too busy | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Poor community spirit | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Needs to improve the Park \& Ride | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Needs a Park \& Ride | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Small catchment area | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of connection to BID | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Restrictive planning system | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Not good for late night shopping | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Narrow pavements | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Poor market | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too spread out | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (No weaknesses of town/city as a location) | 17.0\% | 34 | 13.0\% | 13 | 18.0\% | 9 | 24.0\% | 12 |
| (Don't know) | 3.0\% | 6 | 2.0\% | 2 | 8.0\% | 4 | 0.0\% | 0 |
| Base: |  | 200 |  | 100 |  | 50 |  | 50 |

## Q06 How might these weaknesses be overcome? [MR]

Not those who said '(Don't know)' or '(No weaknesses of Town Centre as a location)' at Q05

| More / better parking facilities | 35.0\% | 56 | 27.1\% | 23 | 35.1\% | 13 | 52.6\% | 20 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cheaper parking | 24.4\% | 39 | 29.4\% | 25 | 16.2\% | 6 | 21.1\% | 8 |
| Reduce business rates | 12.5\% | 20 | 11.8\% | 10 | 10.8\% | 4 | 15.8\% | 6 |
| Increased security / more policing in the area | 8.1\% | 13 | 9.4\% | 8 | 8.1\% | 3 | 5.3\% | 2 |
| Better traffic management / less traffic congestion | 5.6\% | 9 | 4.7\% | 4 | 0.0\% | 0 | 13.2\% | 5 |
| Encourage new retailers to move to the town/city centre | 5.0\% | 8 | 5.9\% | 5 | 8.1\% | 3 | 0.0\% | 0 |
| Make it cleaner | 4.4\% | 7 | 5.9\% | 5 | 5.4\% | 2 | 0.0\% | 0 |
| Better marketing of the town/city | 4.4\% | 7 | 5.9\% | 5 | 5.4\% | 2 | 0.0\% | 0 |
| Free parking | 4.4\% | 7 | 2.4\% | 2 | 5.4\% | 2 | 7.9\% | 3 |
| Less vacant shops | 3.8\% | 6 | 5.9\% | 5 | 2.7\% | 1 | 0.0\% | 0 |
| Other | 3.8\% | 6 | 7.1\% | 6 | 0.0\% | 0 | 0.0\% | 0 |
| Better public transport links | 3.1\% | 5 | 3.5\% | 3 | 0.0\% | 0 | 5.3\% | 2 |
| Introduce measures to increase footfall / passing trade | 3.1\% | 5 | 2.4\% | 2 | 5.4\% | 2 | 2.6\% | 1 |
| Better signposting | 2.5\% | 4 | 4.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the phone signal | 2.5\% | 4 | 4.7\% | 4 | 0.0\% | 0 | 0.0\% | 0 |
| Improve delivery access | 2.5\% | 4 | 3.5\% | 3 | 2.7\% | 1 | 0.0\% | 0 |
| More investment | 1.9\% | 3 | 2.4\% | 2 | 2.7\% | 1 | 0.0\% | 0 |
| Improved Park \& Ride | 1.9\% | 3 | 3.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| One-way system installed | 1.9\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 7.9\% | 3 |
| Improve the wi-fi access | 1.9\% | 3 | 3.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| More independent stores | 1.9\% | 3 | 3.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Make it more attractive | 1.3\% | 2 | 1.2\% | 1 | 2.7\% | 1 | 0.0\% | 0 |
| More seating areas | 1.3\% | 2 | 0.0\% | 0 | 5.4\% | 2 | 0.0\% | 0 |
| More pedestrianisation | 1.3\% | 2 | 1.2\% | 1 | 0.0\% | 0 | 2.6\% | 1 |
| More / better toilets | 1.3\% | 2 | 0.0\% | 0 | 5.4\% | 2 | 0.0\% | 0 |
| More events / activities / festivals | 1.3\% | 2 | 0.0\% | 0 | 2.7\% | 1 | 2.6\% | 1 |
| Improve local amenities / services | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Park \& ride system | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Wider pavements | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| More bins | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Better connection to BID | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the community spirit | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More bin collections | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| Improve the tourist areas | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Revamp the area | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the launch area for small boats to attract more people | 0.6\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.6\% | 1 |
| More / better quality office space available | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Pay-on-exit parking system | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Standardise the opening hours at Whitefriars, Canterbury | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Restrict housing developments | 0.6\% | 1 | 1.2\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 8.1\% | 13 | 8.2\% | 7 | 8.1\% | 3 | 7.9\% | 3 |
| (No ways weaknesses can be overcome) | 5.6\% | 9 | 4.7\% | 4 | 5.4\% | 2 | 7.9\% | 3 |
| Base: |  | 160 |  | 85 |  | 37 |  | 38 |

## Total Canterbury Herne Bay Whitstable

Q07 What particular problems (if any) is your business experiencing in operating in your town / city centre? [MR]

| Lack of business / customers | 13.5\% | 27 | 10.0\% | 10 | 22.0\% | 11 | 12.0\% | 6 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Poor parking facilities / not enough spaces | 12.5\% | 25 | 8.0\% | 8 | 14.0\% | 7 | 20.0\% | 10 |
| Vandalism / damage to workplace | 4.5\% | 9 | 2.0\% | 2 | 4.0\% | 2 | 10.0\% | 5 |
| Poor delivery access | 3.5\% | 7 | 4.0\% | 4 | 2.0\% | 1 | 4.0\% | 2 |
| Expensive business rates | 3.5\% | 7 | 3.0\% | 3 | 2.0\% | 1 | 6.0\% | 3 |
| Too many competitors | 3.5\% | 7 | 2.0\% | 2 | 4.0\% | 2 | 6.0\% | 3 |
| Parking costs | 3.0\% | 6 | 4.0\% | 4 | 4.0\% | 2 | 0.0\% | 0 |
| Safety concerns | 3.0\% | 6 | 4.0\% | 4 | 2.0\% | 1 | 2.0\% | 1 |
| Theft / shoplifters | 3.0\% | 6 | 4.0\% | 4 | 2.0\% | 1 | 2.0\% | 1 |
| Other | 2.5\% | 5 | 5.0\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Poor access by car | 1.5\% | 3 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Competing with the internet | 1.5\% | 3 | 2.0\% | 2 | 2.0\% | 1 | 0.0\% | 0 |
| Vacant shops nearby | 1.5\% | 3 | 1.0\% | 1 | 0.0\% | 0 | 4.0\% | 2 |
| Anti-social behaviour | 1.5\% | 3 | 2.0\% | 2 | 0.0\% | 0 | 2.0\% | 1 |
| Poor phone signal | 1.5\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Traffic congestion | 1.5\% | 3 | 2.0\% | 2 | 0.0\% | 0 | 2.0\% | 1 |
| Office break-ins | 1.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Unclean environment | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Poor bin collection service | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Poor police response to crime | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| Poor signage | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Clients / customers not paying for goods on time | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Concerns around Brexit and its possible impact | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Narrow pavements | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Need larger premises | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| High wage bills | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Having a food van permanently outside the shop | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Lack of investment | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Poor market location | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Premises have been condemned for a long period of time | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Cash flow | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor access to local amenities / services | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Poor community spirit | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| The market location reduces passing trade | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Too many children on school trips | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (No problems operating in the town/city centre) | 43.0\% | 86 | 43.0\% | 43 | 46.0\% | 23 | 40.0\% | 20 |
| (Don't know) | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Base: |  | 200 |  | 100 |  | 50 |  | 50 |

## Total Canterbury Herne Bay Whitstable

## Q08 How might these problems be overcome? [MR]

Not those who said '(Don't know)' or '(No problems operating in Town Centre)' at Q07

| More / better parking facilities | 24.8\% | 28 | 14.0\% | 8 | 34.6\% | 9 | 36.7\% | 11 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Increased security / more policing in the area | 20.4\% | 23 | 21.1\% | 12 | 15.4\% | 4 | 23.3\% | 7 |
| Initiatives to bring in new business / more customers | 14.2\% | 16 | 8.8\% | 5 | 23.1\% | 6 | 16.7\% | 5 |
| Lower business rates | 9.7\% | 11 | 7.0\% | 4 | 7.7\% | 2 | 16.7\% | 5 |
| Cheaper parking | 8.0\% | 9 | 7.0\% | 4 | 15.4\% | 4 | 3.3\% | 1 |
| Better traffic management | 6.2\% | 7 | 3.5\% | 2 | 3.8\% | 1 | 13.3\% | 4 |
| Improve local amenities / services | 5.3\% | 6 | 5.3\% | 3 | 11.5\% | 3 | 0.0\% | 0 |
| Better marketing of the town/city | 4.4\% | 5 | 3.5\% | 2 | 7.7\% | 2 | 3.3\% | 1 |
| Free parking | 4.4\% | 5 | 0.0\% | 0 | 15.4\% | 4 | 3.3\% | 1 |
| Other | 4.4\% | 5 | 8.8\% | 5 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the appearance of the town/city | 3.5\% | 4 | 5.3\% | 3 | 3.8\% | 1 | 0.0\% | 0 |
| Better market location | 2.7\% | 3 | 3.5\% | 2 | 3.8\% | 1 | 0.0\% | 0 |
| Better delivery access | 2.7\% | 3 | 1.8\% | 1 | 3.8\% | 1 | 3.3\% | 1 |
| Better signposting | 1.8\% | 2 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Improved Park \& Ride | 1.8\% | 2 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| More phone masts | 1.8\% | 2 | 3.5\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| A conclusion to brexit | 1.8\% | 2 | 1.8\% | 1 | 0.0\% | 0 | 3.3\% | 1 |
| More events / activities / festivals | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improving our internet sales | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More bin collections | 0.9\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 3.3\% | 1 |
| Free Park \& Ride | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Ask the public how much they'd be prepared to pay for parking | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| More help on how to utilise tourism | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the wi-fi access | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Clean the town/city more often | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Better facilities for children / young people | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Standardised trading hours | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Move the food van from outside the shop | 0.9\% | 1 | 1.8\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 7.1\% | 8 | 10.5\% | 6 | 3.8\% | 1 | 3.3\% | 1 |
| (No ways problems can be overcome) | 4.4\% | 5 | 1.8\% | 1 | 7.7\% | 2 | 6.7\% | 2 |
| Base: |  | 113 |  | 57 |  | 26 |  | 30 |

## Meanscore: [Growing $=1$, Steady $=0$, Declining -1 ]

Q09 Is your business at this location growing, steady or declining?

| Growing | $28.5 \%$ | 57 | $24.0 \%$ | 24 | $28.0 \%$ | 14 | $38.0 \%$ | 19 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Steady | $44.0 \%$ | 88 | $43.0 \%$ | 43 | $46.0 \%$ | 23 | $44.0 \%$ | 22 |
| Declining | $24.5 \%$ | 49 | $28.0 \%$ | 28 | $26.0 \%$ | 13 | $16.0 \%$ | 8 |
| (Don't know) | $3.0 \%$ | 6 | $5.0 \%$ | 5 | $0.0 \%$ | 0 | $2.0 \%$ | 1 |
| Mean: |  | 0.04 |  | -0.04 |  | 0.02 |  | 0.22 |
| Base: | 200 | 100 | 50 | 50 |  |  |  |  |

## Total Canterbury Herne Bay Whitstable

Q10 Do you have any particular proposals to expand your business or relocate in your town / city centre in the next 5 years, and if so what are these? [MR]

| Expansion: Extending our premises within footprint of lease | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Expansion: Looking to take on more clients | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Expansion: Looking to take on more staff | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Expansion: Opening another / more premises | 1.5\% | 3 | 1.0\% | 1 | 0.0\% | 0 | 4.0\% | 2 |
| Expansion: Store re-fit at current location | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Relocation: Larger store closer to Whitefriars, Canterbury | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Relocation: Looking for larger premises | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Relocation: Looking to relocate, location not finalised yet | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Relocation: Moving closer to centre of Canterbury | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Relocation: Moving out of Canterbury due to high business rates | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Relocation: Moving to a new business centre in Canterbury | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Relocation: Moving to Altira Park, Herne Bay | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Relocation: Relocating the warehouse to Colchester | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Relocation: Relocating to smaller premises | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| (Don't know) | 12.5\% | 25 | 20.0\% | 20 | 8.0\% | 4 | 2.0\% | 1 |
| (No proposals to expand or relocate in the town/city centre in the next 5 years) | 79.0\% | 158 | 68.0\% | 68 | 88.0\% | 44 | 92.0\% | 46 |
| Base: |  | 200 |  | 100 |  | 50 |  | 50 |

## Total Canterbury Herne Bay Whitstable

Q11 What improvements would you like to see in your town / city centre to increase its attractiveness and prosperity? [MR]

| Parking - more parking available in general | 18.5\% | 37 | 6.0\% | 6 | 24.0\% | 12 | 38.0\% |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Parking - lower parking charges | 12.0\% | 24 | 12.0\% | 12 | 10.0\% | 5 | 14.0\% | 7 |
| Improved security / CCTV | 11.0\% | 22 | 11.0\% | 11 | 10.0\% | 5 | 12.0\% | 6 |
| Cleaner streets / less litter | 9.5\% | 19 | 15.0\% | 15 | 8.0\% | 4 | 0.0\% | 0 |
| Parking - free parking | 9.5\% | 19 | 3.0\% | 3 | 16.0\% | 8 | 16.0\% | 8 |
| More promotion / marketing of what the town/city centre has to offer | 8.5\% | 17 | 8.0\% | 8 | 8.0\% | 4 | 10.0\% | 5 |
| More events / activities / festivals | 8.0\% | 16 | 7.0\% | 7 | 8.0\% | 4 | 10.0\% | 5 |
| Make it more attractive | 7.5\% | 15 | 9.0\% | 9 | 12.0\% | 6 | 0.0\% | 0 |
| Shopping - more independent / specialist traders | 7.5\% | 15 | 8.0\% | 8 | 6.0\% | 3 | 8.0\% | 4 |
| Shopping - increased choice / range of shops in general | 7.0\% | 14 | 7.0\% | 7 | 12.0\% | 6 | 2.0\% | 1 |
| Less vacant shops | 6.5\% | 13 | 8.0\% | 8 | 6.0\% | 3 | 4.0\% | 2 |
| Parking - better mix of short / long stay | 5.5\% | 11 | 1.0\% | 1 | 14.0\% | 7 | 6.0\% | 3 |
| Better traffic management | 5.5\% | 11 | 1.0\% | 1 | 0.0\% | 0 | 20.0\% | 0 |
| Other | 4.5\% | 9 | 9.0\% | 9 | 0.0\% | 0 | 0.0\% | 0 |
| Shopping - more national high-street stores | 4.5\% | 9 | 0.0\% | 0 | 16.0\% | 8 | 2.0\% |  |
| Less anti-social behaviour | 4.0\% | 8 | 3.0\% | 3 | 6.0\% | 3 | 4.0\% | 2 |
| Improve the pavements | 3.5\% | 7 | 4.0\% | 4 | 4.0\% | 2 | 2.0\% | 1 |
| Better access by car | 3.5\% | 7 | 3.0\% | 3 | 2.0\% | 1 | 6.0\% | 3 |
| More pedestrianisation | 3.0\% | 6 | 0.0\% | 0 | 0.0\% | 0 | 12.0\% | 6 |
| More seating areas | 2.5\% | 5 | 2.0\% | 2 | 6.0\% | 3 | 0.0\% | 0 |
| Parking - parking available closer to shops | 2.0\% | 4 | 2.0\% | 2 | 4.0\% | 2 | 0.0\% | 0 |
| More / better public toilets | 1.5\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the market | 1.5\% | 3 | 1.0\% | 1 | 4.0\% | 2 | 0.0\% | 0 |
| Better lighting | 1.5\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| Improve St Georges Street, Canterbury | 1.5\% | 3 | 3.0\% | 3 | 0.0\% | 0 | 0.0\% | 0 |
| One-way system installed | 1.5\% | 3 | 0.0\% | 0 | 0.0\% | 0 | 6.0\% | 3 |
| More quality restaurants | 1.5\% | 3 | 0.0\% | 0 | 4.0\% | 2 | 2.0\% | 1 |
| Improve the road surfaces | 1.5\% | 3 | 0.0\% | 0 | 4.0\% | 2 | 2.0\% | 1 |
| More residential development | 1.0\% | 2 | 1.0\% | 1 | 0.0\% | 0 | 2.0\% | 1 |
| More plants / trees / flowers | 1.0\% | 2 | 0.0\% | 0 | 4.0\% | 2 | 0.0\% | 0 |
| More specialist markets | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Better signposting | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Less street selling | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Remove graffiti | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Park \& ride system | 1.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 | 4.0\% | 2 |
| Lower business rates | 1.0\% | 2 | 2.0\% | 2 | 0.0\% | 0 | 0.0\% | 0 |
| Improve the parks / green spaces | 1.0\% | 2 | 1.0\% | 1 | 2.0\% | 1 | 0.0\% | 0 |
| Better public transport links | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Allow busking again | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Complete the redevelopment areas in Herne Bay | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| A third screen at Kavanagh Cinema, Herne Bay | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| More / better leisure facilities | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Shopping - more foodstores | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| More amenities along Herne Bay seafront | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Less bars | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Less busking and street selling | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Less cafes | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Better broadband | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Better Christmas decorations | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| Improved Park \& Ride | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |
| Cycle storage area | 0.5\% | 1 | 0.0\% | 0 | 0.0\% | 0 | 2.0\% | 1 |
| More disabled parking | 0.5\% | 1 | 0.0\% | 0 | 2.0\% | 1 | 0.0\% | 0 |
| Create designated pitches for | 0.5\% | 1 | 1.0\% | 1 | 0.0\% | 0 | 0.0\% | 0 |

[^5]
## Total Canterbury Herne Bay Whitstable

| $\quad$ shops |  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| (None mentioned) | $22.5 \%$ | 45 | $32.0 \%$ | 32 | $12.0 \%$ | 6 | $14.0 \%$ | 7 |
| Base: |  | 200 |  | 100 |  | 50 |  | 50 |

POS And lastly could I please take your position within the company?
CEO
Director
Manager
Owner
Technician
(Refused)
Base:
QUOTA Town

| Canterbury | $50.0 \%$ | 100 | $100.0 \%$ | 100 | $0.0 \%$ | 0 | $0.0 \%$ | 0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Herne Bay | $25.0 \%$ | 50 | $0.0 \%$ | 0 | $100.0 \%$ | 50 | $0.0 \%$ | 0 |
| Whitstable | $25.0 \%$ | 50 | $0.0 \%$ | 0 | $0.0 \%$ | 0 | $100.0 \%$ | 50 |
| Base: |  | 200 |  | 100 |  | 50 |  | 50 |

Canterbury City Council Retail and Leisure Study, July 2020
Canterbury City Council

## 5. Canterbury Category Report

# Goad Category Report 

## Canterbury

Survey Date:
15/10/2018
:ëxperian

## GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Category Report

## . The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map

## 2. The Indexing System

A simple indexing system appears throughout the report. Thisillustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for $10 \%$ of a centre's outlets and the UK average was also $10 \%$, the index would be 100 . If however, the UK average was $8 \%$, the index would be 125 .

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

## 3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of
comparison between centres, as all outlets are measured in a consistent manner.

## 4. Vacant Outlets

Comparing the number of vacant outlets with the GB average provides a useful insight into the current economic status of a centre. For example, a high index generally represents underdevelopment or decay, while a low index shows a strong retai presence.

## 5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong banding and comprehensive product mix of retailers such as Marks \& Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre)

The presence of multiple outlets and major retailers can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and herefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories

## Also available from Experian

## The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

## The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

## Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure Each category is broken down into the European standard COICOP Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

## Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available

## Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit \& Print plans to their own requirements. For a demonstration logon to
http://www.goadnetwork.co.uk/demologin.asp

## Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

## The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

## For further details on these products or if you

 have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845601 6011Fax: 01159685003 E-mail:
goad.sales@uk.experian.com


| Nearest Location | Distance KM |
| :--- | :---: |
| Canterbury - Northgate | 0.45 |
| Whistable | 9.71 |
| Herre Bay | 10.84 |
| Faversham | 13.80 |
| Sandwich | 18.00 |

Major Retailers Present

| Department Stores |  |  | Clothing |  |
| :---: | :---: | :---: | :---: | :---: |
| Debenhams |  | 2 | Burton | 1 |
| House of Fraser |  | 0 | Dorothy Perkins | 1 |
| John Lewis |  | 0 | H \& M | 1 |
| Marks \& Spencer |  | 2 | Monsoon Accessorize | 2 |
|  |  |  | New Look | 1 |
|  |  |  | Next | 1 |
| Mixed Goods Retailers |  |  | Primark | 1 |
| Argos |  | 0 | River Island | 1 |
| Boots the Chemist |  | 2 | Topman | 1 |
| T K Maxx |  | 0 | Topshop | 1 |
| W H Smith |  | 1 |  |  |
| Wilkinson |  | 1 | Other Retailers |  |
|  |  |  | Carphone Warehouse | 0 |
| Supermarkets |  |  | Clarks | 1 |
| Sainsburys | 0 |  | Clintons | 1 |
| Tesco | 2 |  | EE | 2 |
| Waitrose | 1 |  | HM V | 1 |
|  |  |  | 02 | 0 |
|  |  |  | Superdrug | 1 |
|  |  |  | Vodafone | 1 |
|  |  |  | Waterstones | 1 |

Multiple Counts \& Floorspace by Sector




Comparison
Classification
Antique Shops
Art \& Art Dealers
Booksellers
Carpets \& Flooring Carpets \& Flooring
Catalogue Showroom Chatarity Shops Charity Shops Chemist \& Drugstores
Childrens \& Infants Wear Clothing General Crafts, Gifts, China \& Glass Cycles \& Accessories Department \& Variety Stores DIY \& Home Improvement Electrical \& Other Durable Goods Florists
Footwear
Furniture Fitted
Furniture General
Gardens \& Equipment Greeting Cards
Hardware \& Household Goods
Jewellery, Watches \& Silver Ladies \& Mens Wear \& Acc. Ladies Wear \& Accessories Leather \& Travel Goods Mens Wear \& Accessories Music \& Video Recordings Music \& Video Recordings Newsagents \& S
Office Supplies
Other Comparison Goods
Photographic \& Optical Secondhand Goods, Books, etc. Sports, Camping \& Leisure Goods Telephones \& Accessories Textiles \& Soft Furnishings Toiletries, Cosmetics \& Beauty Products Toys, Games \& Hobbies Vehicle \& Motorcycle Sales Vehicle Accessories Floorspace

| Area \% | Base \% |
| ---: | ---: |
| 0.00 | 0.21 |
| 0.20 | 0.36 |
| 0.49 | 0.42 |
| 0.00 | 0.52 |
| 0.00 | 0.42 |
| 1.41 | 1.86 |
| 2.62 | 1.53 |
| 0.09 | 0.27 |
| 4.08 | 3.27 |
| 2.21 | 0.82 |
| 0.30 | 0.19 |
| 10.17 | 4.91 |
| 0.43 | 1.04 |
| 0.49 | 0.88 |
| 0.11 | 0.22 |
| 1.59 | 0.81 |
| 0.55 | 0.37 |
| 0.43 | 1.28 |
| 0.00 | 0.06 |
| 0.71 | 0.48 |
| 1.51 | 2.86 |
| 1.72 | 0.72 |
| 2.79 | 2.31 |
| 2.75 | 1.50 |
| 0.17 | 0.07 |
| 1.14 | 0.57 |
| 0.20 | 0.09 |
| 0.42 | 0.14 |
| 0.80 | 0.65 |
| 0.00 | 0.02 |
| 0.27 | 0.59 |
| 0.20 | 0.05 |
| 0.00 | 0.15 |
| 0.87 | 1.00 |
| 0.66 | 0.67 |
| 0.31 | 0.44 |
| 1.05 | 0.94 |
| 0.71 | 0.61 |
| 2.78 | 0.47 |
| 0.00 | 0.19 |
| 44.25 | 33.96 |
|  |  |

Index 0
57
115 2,200
5,300




## TERMS AND CONDITIONS

1. DEFFINTIONS
the tems and conditions hereunder and the correspondencee

provided

Exerian in connection with the Senices
The Media' means the recoras, tapes or


2 . Contract terns
below to the exclusion of a nader this Aqrement shall be on the terms and conditions set out
 Experian.
2. PAYMENT OF CHARGES




3. Provision of The services
4. PROVISION OF THE
4.1. xperian shal use
all material respects.

2 Saver Agreement or to the extent that it is unlawawul for any said represesntations and warranties to
 statute or otherwise) in connection with he Sevices or use thereof by the Client or otherwis
in connecion with this Agreement. in cornection with this Agreement.
4.3The parties hereto agree that the time for the performance of Experian's obigations in
connection with the Services shal not be oo the essence in this Agreement.
5. LIMITATION OF LIABILITY

Notwintstanding anyling to the contrary contained in this Agreement: 5.1 Experian shall not be liable (whether in contract or in negligencee ee other than the liability in
respect of deatho or personal iniur arising out of the negigence of Experian its sevants or agents) or other tort or ortherwise) for any indirect or consequential loss of any kind
whatsoever (including without imitation loss of profit or loss of business) suffered by the Client in connection with the Sevices.
5.2 Without prejuidice to the provicicsions of sub-clause 4.1 above Experian's maximum aggregate iliability hereunder (other than iliability in respect of death or personal iniury arising
out of the negligence of Experian its servants or agents whether for breach of this Agreemen or othewwise and whether or not arising from the negigence of Experian or any other person involved directly or indirectly in the provision of the Sevices shall not ex
equal to the Charges (exclusive of VAT) payable to Experian hereunder.
6. COPYRIGHT
6. COPYRIGHT
Property and the copyright (and all other intellectual property rights) in the Media and the Intormation (other than any information which has passed to toxperian by the Client in
connection with the Sencices or which has been connection with the Sevices or which has been obtained from any third party by Experian
which coppright and all other intellectual property rights as appropiate shall remain vested in which coovyight and all other ritielececual property ights as app
such third party) shall at all times remain vested in txperian.
7. CONFIDENTIALITY
7.1 The Client undertakes that it shall use the Information solely for the purpose of
its own business and shall its own business and shall not (without the prior witten consent of Experian
reproduce publish or transmit any part of the Information in any manner Whatsoever and the media shall be returned to Experian upon demand 7.2 The Client underatakes with Experian that the Client shall permit access to the
Information only to those of its authoised officers or employees who need to Minormation only tot those of its authorised officicrs or employees who need to
know or use the ne normation and that the Client shall procure that its offices an
employes shal employees shall maintain in strictest confidence and not divulge communicate or
permit access to any third party any confidential information relating to Experian. permit access to any third party any confidential information relating to Exp
7.3 For the purpose of sub-clause 7.2 hereof the expression confidential information" shall mean (as the
7.3 .1 the Information; andor
7.3.2 any information concerning Experian's strade secrets or business dealing
transactions or affairs which may come to the notice of the client andlor runasactions or ffiairs which may come to the noticico of the client: and or
trin 7.3. 3 any information andlor know how relating to the methods or techniques used
by Experian in devising and developoing the Services and any tapes documents or
other materials comprisi other raterials comprising any part of such information and/or know how made
avalabole by kxperan hereuncer.
7.4The provisions of sub-clause 7.2 hereof shall not apply to any confidential
intormation to the extent that. information to the extent that:
7.4 .1 the Client is required to
7.4.2 it has altready come wist within the
the public domain
7.4.4it has a aready oceme withinithen public domain
7.4.3it was already known to the Client prior to the date of disclosure by Experian 7.4 .3. t was arready known to the
(as evidence by writhen records)
8. INDEMNITY

The Client shall indemnify and keep indemnified Exxerian from and against any
and all liability loss claims demands costs o expenses of any kind whate


9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provision
of the Data Protection Act 1984 and any subsequent amendments thereto or r . of the Data Protoctio
enactments thereof.
10. TERMINATION
10. TERMINATINN
10.1 Experian shall be entited to terminate this Agreement inmediately by witten
notice to
notice to the Client if gily of any material breach of the provisions of this
10.1.1 The Client is guily
10.1.1. The Client is guilty of any material breach of the provisions of this
Agreement and such breach if capapale of remedy is not remedied within twenty

Agreement and succh breach hif capababe of remedy is not teremedied within twenty
one working days of witten notice having been given to remedy such breach.
10.1.2 The Client has had a a ankruptcy order made againstitor has made an
arrangement occomposition with is creditiors or (being a body corporate) has had convened a meeting of credititors (whethere formal or orintormal) or has entered into



 administration order in respect of the Client or any pric
commenced relating to the insolvency of the Client.
10.2 The termination of this Agreement shall be without prejulice to the rights of
11. FORCE MAJEURE
owerinstanding anything herein contained neither party shall be under any liability to to erer in respect to tany failure to perform or delay in pefforming is any of the ob oblo any caustions of whatsoever nature beyond its reasonable control and such failure or delay shll heateor
12. ASSIGNMENT
2. ASSIGNMENT
Therights ganted to Client hereunder are personal toit and the Client shall not assign or
grant any rights in respect of or o thenwise deal in the same.
3. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its ights $h$ he
thereof at any time or times.
14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in spect of the subject matter hereof and supersedes all reviius neyotititions, undedistatadings
representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representatative of each of the parties hereto.
15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail Adressed to the party of the address herein specified or such other address as such party
nay from time to to time nominate for the purpose hereof or by telex or telefax and shal be deemed to have been served.
 business hours) and twelve hours after transmission (ift ransmitted outside normal business
hours).
16. SEVERANCE

Nenforceable by any courable in that if any provision hereor is determined to be illegal or unenforceable by any Court or competent jurisidition such provision shall be
been deleted withou a affecting the remaining provisions of this Agreement.
7. LAW
17. LAW
This Agreement shall be governed by and construed in accordance with English Law and the
paries hereto agree that the Engish Courts shall have exclusive jurisidicion.

Canterbury City Council Retail and Leisure Study, July 2020
Canterbury City Council
6. Vitality and Viability Assessments

## GL Hearn

## Viability and Vitality Assessments

July 2020

Vitality and Viability Assessments have been undertaken for Canterbury city centre, Herne Bay town centre and Whitstable town centre.

Desktop health checks have also been undertaken for the 'other Canterbury retail locations' inedited under Policy TCL (A) of the Canterbury District Local Plan (adopted July 2017).

These can be found below.

## Canterbury City Centre

## Overview

Canterbury is the districts largest and principle centre. It is a historic city of regional and national significance, with an international reputation for its heritage, cultural and tourism strengths. It is a 'cathedral city' and a UNESCO World Heritage Site.

Canterbury's economy is heavily geared towards the tourism sector and the city combines an impressive heritage draw with strong commercial offer. Around 7.2 million tourists visit Canterbury per annum with an estimated spend of $£ 45$ million.

Canterbury city centre is the dominant (along with Maidstone) comparison shopping destination in Kent. The shopping offer includes Whitefriars which is home to a number of popular high street names and a Fenwicks department store, while the more historic areas of the King's Mile, Westgate and St Dunstan's primarily offer specialist and independent shops and boutiques.

Canterbury also benefits from a large student population due to the proximity of the University of Kent, Canterbury Christ Church University and the University College for the Creative Arts.

The Viability and Vitality survey was undertaken within the 'Primary Shopping Area' as defined on the adopted Policies Map. The Surveys were undertaken between 10am - 3pm on 09/04/2019. The weather during the survey was cold but sunny.

## Survey Results: Use Classes

This area contains 383 units. Please see the pie chart below for a breakdown of the uses surveyed within the centre.


The national averages for each use are outlined in the table below, alongside the representation of each use within Canterbury.

| Use Class | National Average \% | Canterbury \% |
| :--- | :--- | :--- |
| A1 CONVENIENCE | 9.21 | 4 |
| A1 COMPARISON | 29.9 | 30 |
| RETAIL SERVICES | 14.83 | 12 |
| A2 | 10.07 | 8 |
| A3 | 9.44 | 13 |
| A4 | 4.49 | 3 |
| A5 | 5.78 | 3 |
| OTHER LEISURE | 2.01 | 1 |
| VACANT | 13.7 | 9 |

The representation of each use within the centre is outlined below.

## A1 Comparison

The survey results show that the majority of units within the centre are A1 comparison use (30\%). This is similar to the national average of $29.9 \%$ (2019 - Experian). The comparison units within the centre consist of a mixture of independent operators and national multiples, and also comprises a high proportion of charity shops. National multiples include Next, Superdry, Boots, Clarks, H\&M, M\&S, Primark, Topshop, Fenwick and River Island. The two largest stores in the centre are the M\&S unit and the Boots (Saint Georges Centre).

## A1 Convenience

There is a limited convenience offer for a centre of this size, amounting to $4 \%$, the majority of which are independent operators. This is more than $50 \%$ less than the national average of $9.21 \%$. The food convenience representation from the major multiples within the centres primary and secondary shopping frontages is limited to the Tesco Metro located in Whitefriars, and the Sainsburys Local on St Dunstan's Street.

## Retail Service

The second highest representation of units are those classed as 'retail services', as of which there are 48 ( $12 \%$ ), which is lower than the national average of $14.83 \%$ as of July 2019 (Experian). This category primarily comprises health and beauty outlets, opticians and travel agents.

## A2

A2 uses makeup $8 \%$ of the centre, which is lower than the national average of $10.07 \%$. This primarily includes Banks, estate and employment agencies.

## A3 and A5

Food wise (non convenience), the centre has an extensive and varied offering. 13\% (37 units) of the centre comprises A3 uses, which is higher than the national average of $9.44 \%$. This includes a high proportion of coffee shops and tea rooms, as well as restaurants and cafes.

The majority of restaurants are independents but there are also chains present such as Burger King, KFC, Bills, Cote Brasserie and Byron.

There are also $10(3 \%)$ takeaways within the surveyed area, which is below the national average of $5.78 \%$.

## A4

The percentage of A4 units within Canterbury (3\%) is lower than the national average of $4.49 \%$. This category primarily includes independent pubs and bars.

Other Leisure Uses
Leisure wise, there are three units within the centre. This includes the Theatre House.

## Vacant

At 9\% (35 units), the centre has a low vacancy rate when compared to the national average of $13.7 \%$, as of July 2019 (Experian). This indicates that the centre is in good health in this respect.

As a comparison to the total number of premises within each street, Mercery Lane has the highest vacancy rate, at 33\% (Canterbury BID Performance Report - June 2019).

## Other

'Other' uses total 7\%. This mainly includes a mixture of D1, sui generis and B1 uses.

## Retailer Representation and Intentions to Change Representation

100 business surveys were undertaken within Canterbury.
The majority of businesses surveyed classed themselves as retail stores (36\%). The vast majority of respondents had been at their business for over 10 years (60\%).

At 58\%, the main answer given for the 'main advantages of your town / city centre as a for your business' was 'busy location / good footfall / passing trade, although the second highest figure on average was that there were no advantages of the town/city as a location (11\%).

The majority of those surveyed (32\%) cited 'poor parking facilities' as the main weaknesses of being in the city centre. 'Expensive parking' was the second highest answer at 10\%.

When asked 'how might these weaknesses be overcome', the most popular answers were 'more / better parking facilities' (29.4\%) and 'cheaper parking' (27.1\%).

When asked 'what improvements would you like to see in your town / city centre to increase its attractiveness and prosperity', the most popular answer was 'cleaner streets / less litter' (15\%) and 'lower parking charges' (12\%).

General information has been provided by Whitefriars Shopping Centre in relation to operators interested in either occupying space in the centre or intending on vacating existing premises. In general, the vast majority of occupiers intend to remain within Whitefriars. Those who do intend to vacate the Shopping Centre is due to company specific reasons or national trends such as rising business rates, as opposed to reasons specifically relating to Whitefriars or Canterbury. There is also ongoing strong interest from a diverse range of national and independents occupiers who are interested in occupying space in Whitefriars. This indicates that the Shopping Centre is in good health, and the city is an attractive prospect for operators.

Discussions have also been held with Canterbury BID, who have stated that they have been contacted by local independent operators only, with regard to seeking premises to occupy in Canterbury.

## Commercial rents

Information on commercial rents in Canterbury has not been made available. General information on this has however been provided for Whitefriars Shopping Centre, which is 'over rented', meaning that rent is higher than the market rate. This suggests that there is high demand for space within the Shopping Centre.

## Customers' views and behaviour

100 face to face in centre surveys were undertaken in May 2019.
When asked 'What do you like about shopping in Canterbury', the most popular answer was 'selection / choice of multiple shops' (44\%). The second most popular answer was 'pedestrian friendly' (26\%). The third most popular answer was selection / choice of independent shops.

When asked 'What do you dislike about shopping in Canterbury', the most popular answers were 'don't know' (33\%), 'too busy' (26\%) and 'car parking cost' (18\%).

When asked 'What type of retail or service provision would persuade you to shop in the centre more often?', the most popular answer was 'none' (50\%). 'Foodstore' was the second most popular answer at 15\%.

When asked 'What is your opinion of the quality of the market in the Centre', $40 \%$ said it was 'average' and $21 \%$ said it was good quality.

When asked 'What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in Canterbury?' the most popular answers were 'close to home / easy to get to' ( $23 \%$ ) and 'good choice of cafes' (19\%).

When asked, 'What general improvements to the quality of the leisure and entertainment offer in Canterbury would persuade you to visit it more often', the most popular answers were 'nothing in particular' (41\%),' no opinion' (13\%) and 'new / improved cinema' (14\%).

When asked 'What general improvements to the quality of the environment in Canterbury would persuade you to visit it more often?', the most popular specific answer was 'More/improved outside entertainment spaces' (12\%).

When asked 'What general improvements to transport and accessibility would persuade you to visit Canterbury more often', the most popular specific answer was 'reduce cost of parking' (25\%).

## Pedestrian Flows

Canterbury city centre was very busy during the survey, with pedestrian activity mainly concentrated on High Street, The Parade, St George's Street, Lower Bridge Street and Whitefriars.

Locations with lower footfall levels included the western edge of St Peters Street, Best Lane, Orange Street (very quiet), St. Margaret Street, Castle Street, Burgate and St. Georges Place.

Whitefriars shopping centre have provided footfall figures for 2018 and 2019. The average monthly footfall in 2018 was $1,032,509$. The months with the highest footfall levels were December $(1,419,008)$ and September $(1,195,109)$. The lowest footfall levels were recorded in August $(846,238)$ and July $(849,903)$. In 2019, the average monthly footfall level this far is 942,655 , and the footfall levels each month have been lower than in 2018. The biggest decrease was in April 2019 where the footfall levels were 881,629 , compared to 944,316 in 2018. The footfall levels have decreased on a yearly basis since 2011 when the yearly footfall levels were 144,985.

A survey was also undertaken in December 2017 by PMRS. This found that the highest weekly footfall levels were at no.1-2 George Street $(175,130)$. The lowest weekly footfall count was 14,400 at 64 Burgate.

## Accessibility

The city is accessible and easily navigated for pedestrians given that the majority of the city centre is pedestrianised.

The city centre is also adequality signposted in order to provide directions for tourist attractions etc.

The city is located approximately 55 miles south east of London, and is served by the $\mathrm{A} 2 / \mathrm{M} 2$ route which provides direct access to London and connects Canterbury to Dover to the south-east.

The city is well served by public transport with numerous bus routes terminating at Canterbury, and two railway stations (Canterbury West and Canterbury East). A high speed rail link also connects Canterbury to London with a journey time of approximately 1 hr 45 mins. There are three park and ride facilities which serve the centre. These are Sturry Road, Wincheap and New Dover Road.

The retail core has a number of public car parking facilities, and there are three park and ride car parks operating with frequent connecting bus services.

## Perception of safety and occurrence of crime

The centre has a low perception of crime. A large proportion of the shops had visible roller shutters but there were minimal signs of graffiti or vandalism. There were quite a few CCTTV cameras cited throughout the centre during the survey.

## State of town centre environmental quality

Canterbury is a historic cathedral city and a UNESCO World Heritage Site, with an international reputation for its heritage, cultural and tourism strengths. As such, the overall environmental quality of Canterbury is very high.

The city boasts some of the UKs best preserved medieval streets with well kempt shopfronts, stunning architecture and world famous buildings, including the Canterbury Cathedral, all of which have a positive impact on the centre's environmental quality.

The centre also includes public open spaces, notably including Greyfriars gardens, which enhances the pedestrian experience.

Furthermore, the centre was clean and had no signs of litter and crime (such as graffiti) during the survey.

## Primary and Secondary shopping frontages

The allocated primary shopping frontage extends from the western edge of the city centre along St Peters Street to St Georges Street on the east. It also includes Sun Street, Guildhall Street and streets in and around Whitefriars to the south east. The allocated secondary shopping frontage includes Burgate to the east, Castle Street to the south, Palace Street, Northgate and Borough to the north.

The NPPF only requires the allocation of primary shopping areas, and states that these are to include areas where retail development is concentrated. The primary shopping area allocated on the Local Plan Proposals Map 2017 is still applicable and should therefore remain as is.

## Potential development opportunities

Canterbury has benefitted from a number of investments in recent years and one of the key projects currently underway within the city is 'The Riverside at Canterbury' development, which GL Hearn have provided development consultancy advice for. This project is a $£ 115$ million mixed use development at the centre of a new leisure quarter in the historic City of Canterbury.

There are two other major development proposals within the city centre in the pipeline. This includes the proposed redevelopment and conversion of the Debenhams department store complex (which is due to close in January 2020) into 74 residential units and 12 ground floor retail units (to comprise 3,235 sqm of retail floorspace, but the overall loss of 4958.3 sqm of net retail floorspace) across three buildings fronting the High Street, Guildhall Street, Buttermarket and Mercery Lane. A planning application for the proposal was validated in September 2019.

It is anticipated that planning permission will be granted by the end of 2019 , with development commencing in the spring of 2020 and the first shop units opening by the end of 2020.

A planning application for the redevelopment of the former Nason's site which closed in August 2018 is also due to be submitted within the next few months. Although the proposals are yet to be confirmed, it will likely comprise a mixed-use scheme with retail / commercial uses at ground floor level and residential uses above.

Given their size and location, both sites are considered key parts of the high street landscape, and their redevelopment will therefore likely have an impact on the vitality and viability of the city centre and address the loss of two of the city's key department stores.

The addition of residential units will result in additional economically active households which will use local services and contribute to the local economy.

The increase in residents and the addition of further diverse ground floor uses (if occupiers are secured) will also increase footfall levels, which will have a positive impact on the viability and vitality of the city centre.

The proposals will also likely have a positive impact on the environmental quality of Canterbury city centre, given that they will result in the restoration of listed buildings, and the enhancement of public realm space.

## City Centre Boundary and Shopping Area Allocation

The proposed City Centre boundary is below (red outline). It has been recommended that the units located on the A28 (west of Gordon Road), which are currently included within the Canterbury city centre boundary are added to the Wincheap local centre boundary instead.

Please see Section 10 of the Retail and Leisure Study for further information on how this has been established.


The NPPF only requires the allocation of primary shopping areas, and states that these are to include areas where retail development is concentrated. The primary shopping area allocated on the Local Plan Proposals Map 2017 is still applicable and should therefore remain as is.

The NPPF does not require the allocation of primary and secondary frontages, and the allocation of these in Canterbury is deemed unnecessary to encourage a more positive and flexible approach to planning for the future of the city centre, as per the reason for the deletion of this requirement in the NPPF.

## Summary

Canterbury is Canterbury districts principle centre. It is a 'cathedral city' and a UNESCO World Heritage Site. As such, the overall environmental quality of Canterbury is very high.

Canterbury's economy is heavily geared towards the tourism sector and the city combines an impressive heritage draw with strong commercial offer. Around 7.2 million tourists visit Canterbury per annum with an estimated spend of $£ 45$ million.

Canterbury's has an extensive shopping offer. This includes Whitefriars which is home to a number of popular high street names while the more historic areas of the King's Mile, Westgate and St Dunstan's primarily offer specialist and independent shops and boutiques.

The city centre contains 383 units. The Survey Results show that the majority of units within the centre are A1 comparison use (30\%). This is similar to the national average of $29.9 \%$ (2019 - Experian).

The second highest representation of units are those classed as 'retail services', as of which there are 48 (12\%), which is lower than the national average of $14.83 \%$ as of July 2019 (Experian)

Food wise (non convenience), the centre has an extensive and varied offering. $13 \%$ ( 37 units) of the centre comprises A3 uses, which is higher than the national average of $9.44 \%$.

At $9 \%$ ( 35 units), the centre has a low vacancy rate when compared to the national average of $13.7 \%$, as of July 2019 (Experian).

Canterbury city centre was very busy during the survey, with pedestrian activity mainly concentrated on High Street, The Parade, St George's Street, Lower Bridge Street and Whitefriars.
it is recommended that the city centre boundary is amended such that it only includes the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area city. The primary shopping area allocated on the Local Plan Proposals Map 2017 is still applicable and should remain as is.

Overall the centre is considered healthy.

## Herne Bay Town Centre

Herne Bay is a seaside town on the north coast of Kent, located 13 km north of Canterbury and 8 km east of Whitstable. The centre comprises a mix of shops and leisure uses, the majority of which are located on the waterfront.

The survey was undertaken at 12 pm on $12^{\text {th }}$ April within the primary and secondary shopping frontages only (as allocated on the adopted policies map). This is because the wider town centre boundary covers a large wider area which includes several non-retail and leisure uses, such as residential.

The weather during the survey was cold and windy.

## Survey Results: Use Classes

There are 198 units within the area surveyed (allocated primary and secondary shopping frontage). Please see the pie chart below for a breakdown of the uses surveyed within the centre.


The national averages for each use are outlined in the table below, alongside the representation of each use within Herne Bay.

| Use Class | National Average \% | Herne Bay \% |
| :--- | :--- | :--- |
| A1 CONVENIENCE | 9.21 | 8 |
| A1 COMPARISON | 29.9 | 34 |
| RETAIL SERVICES | 14.83 | 19 |
| A2 | 10.07 | 11 |
| A3 | 9.44 | 8 |
| A4 | 4.49 | 2 |
| A5 | 5.78 | 4 |
| OTHER LEISURE | 2.01 | 0 |
| VACANT | 13.7 | 7 |

The representation of each use within the centre is outlined below.

## A1 Comparison

The vast majority of units within Herne Bay are A1 comparison (34\%), which is above the national average of $29.9 \%$ (2019 - Experian). The centre comprises a varied mix of unit's operating under this use and includes both a number of independent retailers in addition to a number of multiples, including Card Factory, Carphone Warehouse, New Look and Peacocks.

## Retail Services

The next highest proportion (19\%) comprises retail services, which is higher than the national average of $14.83 \%$ (2019 - Experian). This class mainly comprises independent hair and beauty salons, and travel agents.

## A1 Convenience

The A1 convenience representation within the area surveyed amounts to $8 \%$, which is slightly below the national average of $9.21 \%$ (2019 - Experian). The convenience store offer includes an Iceland and Co-Op within the surveyed area. There is also a Morrison's Supermarket and Aldi outside the surveyed area however, but located within the proposed town centre boundary.

## A2

$11 \%$ of the centre comprises A2 uses, which is slightly higher than the national average of $10.07 \%$. This category primarily includes banks and estate and employment agencies.

## A3, A4, A5

Food (non convenience) wise, there are 16 ( $8 \%$ ) A3 use class units, the vast majority of which are independents, although there is a Domino's Pizza. This is slightly lower than the national average of $9.4 \%$.

There are 4 (2\%) A4 use units and 8 (4\%) A5 use units, which is relatively low for a centre of this size and lower than the national averages of $4.49 \%$ (A4) and $5.78 \%$ (A5).

## Other Leisure Uses

Leisure wise, there are no D2 uses within the centre. There is the Herne Bay constitutional club however which is classed under 'other leisure' uses.

There are also a number of 'other leisure' uses outside of the surveyed area but located within the town centre boundary. This includes Kings Hall and the amusements on Central Parade and the Pier.

## Vacant

The vacancy rate is $7 \%$, which is approximately half of the national average figure of $13.7 \%$ (as of July 2019

- Experian), demonstrating that the centre is in good health in this respect.

There are however a number of additional vacant units outside of the area surveyed, including some located on Central Parade.

## Retailer Representation and Intentions to Change Representation

50 business surveys were undertaken within Herne Bay.
The majority of businesses surveyed classed themselves as retail stores (14\%). The vast majority of respondents had been at their business for over 10 years (68\%).

At $32 \%$, the main answer given for the 'main advantages of your town / city centre as a for your business' was that there was 'no advantages of town/city as a location. 'Busy location / good footfall / passing trade, was the second most popular answer at $28 \%$.

The majority of those surveyed (26\%) cited 'poor parking facilities' as the main weaknesses of being in the city centre. The joint second most popular answer was 'Not busy enough / low footfall / passing trade' and 'No weaknesses of town/city as a location' at $18 \%$.

When asked 'how might these weaknesses be overcome', the most popular answers were 'more / better parking facilities' (35.1\%) and 'cheaper parking' (16.2\%).

When asked 'what improvements would you like to see in your town / city centre to increase its attractiveness and prosperity', the most popular answer at $24 \%$ was 'more parking available in general'. The joint second most popular answer at $16 \%$ was 'Shopping - more national high-street stores' and 'free parking.

## Customers' views and behaviour

50 face to face in centre surveys were undertaken in May 2019.
When asked 'What do you like about shopping in Herne Bay, the most popular answers were 'near / convenient' and 'selection / choice of independent shops (both 26\%).

When asked 'What do you dislike about shopping in Herne Bay, the most popular answers were 'don't know' (50\%) and 'poor choice of multiple shops' (20\%).

When asked 'What type of retail or service provision would persuade you to shop in the centre more often?', the most popular answer was 'none' (46\%). 'Ladies clothing shop' was the second most popular answer at 32\%.

When asked 'What is your opinion of the quality of the market in Herne Bay, $46 \%$ said it was 'average' and $18 \%$ said it was good quality.

When asked 'What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in Herne Bay?' the most popular answers were 'close to home / easy to get to' (24\%) and 'good choice of cafes' (22\%).

When asked, 'What general improvements to the quality of the leisure and entertainment offer in Herne Bay would persuade you to visit it more often', the most popular answers were 'nothing in particular' (28\%),' and 'improved range of places to eat' (20\%).

When asked 'What general improvements to the quality of the environment in Herne Bay would persuade you to visit it more often?', the most popular specific answer was 'More/improved outside entertainment spaces' (16\%).

## Pedestrian Flows

The footfall levels within the surveyed area were generally low during the survey.
Streets with particular low footfall levels included Mortimer Street and a section of the High Street (west of Bank Street).

The area with the highest footfall levels included a portion of the High Street (east of Beach Street).
Footfall levels were also generally low elsewhere within the town centre, with no particular area attracting a hub of activity.

A survey was undertaken by PMRS in December 2018. This found that the highest footfall levels are located on Beech Street where Morrisons is located. The weekly footfall levels were recorded as 39,600 . The next two highest weekly footfall levels were both recorded on William Street. This was 33,670 at 33 William Street and 32,400 at no. 17 William Street.

The lowest weekly footfall levels were on Little Charles Street $(1,620)$, Station Road $(1,690)$ and no. 6 Bank Street $(2,330)$.

## Accessibility

The town has pavements throughout and a number of crossing points, which results in the centre being highly accessible for pedestrians. The main shopping streets (such as Mortimer Street) are also pedestrianised during daytime hours, which significantly enhances accessibility for pedestrians.

The town is also well connected via road, rail and bus services.
Herne Bay railway station is on the Chatham Main Line, which runs between Ramsgate in East Kent and London Victoria. It is also served by south-eastern high speed services to London St Pancras International.
Bus wise, there is the Stagecoach in East Kent bus services Triangle/6/36 running to neighbouring Whitstable and to Canterbury.

The A299 road, also known as the Thanet Way, runs between Ramsgate and Faversham via Herne Bay and Whitstable. The road merges with the M2 Motorway at Faversham.

There are approximately 4 public car parks located within the town centre, including one at Market Street, Beach Street (56 spaces), Queen Street (228 spaces) and Central Parade (100 spaces).

The town centre does not have cycle paths, which limits accessibility for cyclists. Some cycle parking spaces were however cited during the survey.

## Perception of safety and occurrence of crime

The centre has a low perception of crime. Although a large proportion of the shops had roller shutters, there were minimal signs of graffiti or vandalism. There were also minimal signs of CCTTV cameras.

## State of town centre environmental quality

In general, the shopfronts and buildings are of average quality.
There are however some run-down and unkempt shopfronts located within the surveyed area and wider centre, especially along the seafront.

A number of large vacant buildings exist which reduces the overall image of the centre. During the survey, this included the vacant former 'The Pier' pub on Station Road. There is also the former Neptune's amusement (55-58 Central Parade).

There are a couple of public spaces located within Herne Bay which enhances the environmental quality. This includes the gardens and seating areas along Central Parade and Hannover Square.

The beach, which was tidy and clean during the survey also enhances the environmental quality of the town centre.

There was limited evidence of litter and graffiti identified during the survey.

## Primary and Secondary shopping frontages

A primary shopping area is currently not allocated on the adopted 2017 Proposals Map. The NPPF states that primary shopping areas are to include areas where retail development is concentrated. It is recommended that this is allocated to include the primary and secondary shopping frontages currently allocated on the adopted Proposal Map (2017), in addition to William Street (north of Mortimer Street) and the remainder of High Street (west of Richmond Street).

## Potential development opportunities

There were a number of vacant buildings identified during the survey. At the time of the survey, this included the former 'The Pier' pub on Station Road. There is also the former Neptune's amusement (55-58 Central Parade) which is an eyesore. These sites may be appropriate for a town centre use if a suitable proposal which could enhance the vitality and visibility of the centre comes forward.

It is understood that there are plans to turn the former Tivoli arcade in Central Parade and land behind into 33 homes, a retail unit and workshops.

## Town Centre Boundary and Shopping Area Allocation

The proposed town centre boundary is below (red outline). Please see Section 10 of the Retail and Leisure Study for further information on how this has been established.


A primary shopping area is currently not allocated on the adopted 2017 Proposals Map. The NPPF states that primary shopping areas are to include areas where retail development is concentrated. It is recommended that this is allocated to include the primary and secondary shopping frontages currently allocated on the adopted Proposal Map (2017), in addition to William Street (north of Mortimer Street) and the remainder of High Street (west of Richmond Street).

The NPPF does not require the allocation of primary and secondary shopping frontages, and the allocation of these in Herne Bay is deemed unnecessary in order to encourage a more positive and flexible approach to planning for the future of the town centre, as per the reason for the deletion of this requirement in the NPPF.

## Summary

Herne Bay is a seaside town on the north coast of Kent, located 13 km north of Canterbury and 8 km east of Whitstable.

The vast majority of units within Herne Bay are A1 comparison (34\%), which is above the national average of $29.9 \%$ (2019 - Experian). The next highest proportion (19\%) comprises retail services, which is higher than the national average of $14.83 \%$ ( 2019 - Experian). The A1 convenience representation within the area surveyed amounts to $8 \%$, which is slightly below the national average of $9.21 \%$ ( 2019 - Experian).

Leisure wise, there are no D2 uses within the centre. There is the Herne Bay constitutional club however which is classed under 'other leisure' uses. There are also a number of 'other leisure' uses outside of the surveyed area, but located within the town centre boundary. This includes the amusements on Central Parade and the Pier.

The vacancy rate is $7 \%$, which is approximately half of the national average figure of $13.7 \%$ (as of July 2019 - Experian), demonstrating that the centre is in good health.

The footfall levels within the surveyed area were generally low during the survey.

In general, the shopfronts and buildings are of average quality.
It is recommended that a primary shopping area is allocated to include the primary and secondary shopping frontages currently allocated on the adopted Proposal Map (2017), in addition to William Street (north of Mortimer Street) and the remainder of High Street (west of Richmond Street). The amendment of the town centre boundary to include a reduced area is also proposed.

Overall, the centre is of average health.

## Whitstable Town Centre

Whitstable is a seaside town on the north coast of Kent in south-east England, 11 km north of Canterbury and 8 km west of Herne Bay. The centre is home to numerous independent shops, particularly in Harbour Street where there are independent art galleries, boutiques and gift shops.

The town has an important fishing and shell-fish community, is a gastronomic 'centre of excellence' and has a thriving artists' community.

The entire town centre is picturesque, has a distinctive character and is a designated Conservation Area. As such, it is of high environmental quality.

The town has beaches flanking the harbour. The beaches east and west are unique amongst seaside towns in the south east of England for having no promenade.

The survey was undertaken within the primary and secondary shopping frontages in the town centre at 10am on $12^{\text {th }}$ April. The weather was cold but sunny.

## Survey Results: Use Classes

There are 233 units within the area surveyed. Please see the Pie Chart below for a breakdown of the uses surveyed within the centre.


The national averages for each use are outlined in the table below, alongside the representation of each use within Herne Bay.

| Use Class | National Average \% | Whitstable \% |
| :--- | :--- | :--- |
| A1 CONVENIENCE | 9.21 | 6 |
| A1 COMPARISON | 29.9 | 40 |
| RETAIL SERVICES | 14.83 | 12 |
| A2 | 10.07 | 9 |
| A3 | 9.44 | 13 |
| A4 | 4.49 | 3 |
| A5 | 5.78 | 2 |
| OTHER LEISURE | 2.01 | 1 |
| VACANT | 13.7 | 2 |

The representation of each use within the centre is outlined below.

## A1 Comparison

The vast majority of units within Whitstable are A1 comparison (40\%), which is higher than the national average of $29.9 \%$ (2019 - Experian). The town centre makeup largely reflects the fact that the town has a strong tourist industry. The comparison offer predominately comprises independent retailers and also contains a number of art dealer's and gift shops. Multiples within the centre include Boots, Holland and Barrett and White Stuff.

## Retail Services

The next highest proportion (12\%) comprises retail services, which is lower than the national average of $14.83 \%$ (2019 - Experian). This class mainly comprises hair and beauty salons.

## A1 Convenience

The A1 convenience representation within the area surveyed amounts to $10 \%$, which is slightly higher than the national average of $9.21 \%$ ( 2019 - Experian). The largest convenience stores within the centre are Iceland, which is located on the High Street and Co-Op, located on Oxford Street. Other multiples include a Sainsburys Local, located on High Street.

## A2

$9 \%$ of units within Whitstable are A2 use, which is slightly below the national average of $10.07 \%$.

## A3 and A5

Food wise (non convenience), there are 29 (13\%) A3 use class units within the centre, the vast majority of which are independents. This is higher than the national average of $9.44 \%$. This category includes tea rooms and coffee shops.

Although the majority of units are A5 use, there are some chain restaurants, including a Pizza Express, Zizzi and Prezzo.

There is a low representation from takeaways (A5), with only 4 ( $2 \%$ ) of these units located within the surveyed centre. This is significantly lower than the national average of $5.78 \%$.

## A4

$3 \%$ of units within Whitstable are A4 use, which is below the national average of $4.49 \%$.

## Other Leisure Uses

There are no D2 (Assembly and leisure) uses within the surveyed area There is however a Royal British Legion Social Club, The Playhouse Theatre and Sea Cadettes Social Club, all of which are classed as 'Other Leisure' uses.

## Vacant

The vacancy rate in Whitstable is extremely low at 2\%, which is significantly lower than the national average of $13.7 \%$ as of July 2019 (Experian), demonstrating that the centre is in good health in this respect.

## Other

Other uses within the centre makeup 7\%. This mainly includes a mixture of D1, sui generis and B1 uses.
$5 \%$ of the centre is C3 use.

## Retailer Representation and Intentions to Change Representation

A business survey was undertaken within Whitstable.
The majority of businesses surveyed classed themselves as retail stores (18\%). The vast majority of respondents had been at their business for over 10 years (52\%).

At $46 \%$, the main answer given for the 'main advantages of your town / city centre as a location for your business' question was the 'busy location / good footfall / passing trade' ( $28 \%$ ). The second most popular answer at $24 \%$ was that there was 'no advantage of the town/city as a location'.

The vast majority of those surveyed (52\%) cited 'poor parking facilities' as the main weaknesses of being in the town centre.

When asked 'how might these weaknesses be overcome', the most popular answers were 'more / better parking facilities' (52.6\%) and 'cheaper parking' (21.1\%).

When asked 'what improvements would you like to see in your town / city centre to increase its attractiveness and prosperity', the most popular answer at $38 \%$ was 'more parking available in general'. The second most popular answer at 20\% was 'better traffic management'.

## Customers' views and behaviour

50 face to face in centre surveys were undertaken in My 2019.
When asked 'What do you like about shopping in Whitstable, the most popular answers were 'near / convenient' (44\%) and 'selection / choice of independent shops (38\%).

When asked 'What do you dislike about shopping in Whitstable, the most popular answers were 'no particular reason' (32\%), car parking cost (20\%) and 'too busy' (20\%).

When asked 'What type of retail or service provision would persuade you to shop in the centre more often?', the most popular answer was 'none' (38\%). 'Ladies clothing shop' and 'ladies shoe shop' were the joint second most popular answer at $22 \%$.

When asked 'What is your opinion of the quality of the market in the centre, $28 \%$ said it was 'average' and $18 \%$ said it was poor quality.

When asked 'What do you like about leisure / pubs and bars / restaurant / cafe \& cultural facilities in the centre?' the most popular answers were 'good choice of restaurants' (44\%), 'good choice of cafes' (24\%) and 'good events / festivals' (20\%).

When asked, 'What general improvements to the quality of the leisure and entertainment offer in Whitstable would persuade you to visit it more often', the most popular answers were 'nothing in particular' (36\%),' and 'improved / new facilities for young adults' (24\%).

When asked 'What general improvements to the quality of the environment in the centre would persuade you to visit it more often?', the most popular answer was 'clean shopping streets (18\%).

## Pedestrian Flows

The footfall levels within the centre were very low towards the southern end of the town centre on Oxford Street.

Some higher footfall levels were witnessed in the remainder of the centre albeit overall, levels were still relatively low.

The locations with the highest footfall levels was the northern end of the High Street (approximately north of Bonners Alley), and the southern end of Harbour Road (approximately south of Albert Street)

## Accessibility

The town is well connected via road, rail and bus services.
Whitstable railway station is on the Chatham Main Line, which runs between Ramsgate in East Kent and London Victoria. Whitstable is located approximately 1 hour and 30 minutes from London.

There is a Stagecoach bus service branded as the Triangle running about every ten minutes to neighbouring Herne Bay and Canterbury.

The town is accessible from the A299 road, known as the Thanet Way, which runs between Ramsgate and Faversham via Herne Bay, and merges with the M2 motorway at Faversham.

There are also two public car parks located within the town centre. These are located on Gladstone Road and Island Wall (Keams Yard), both of which have approximately 70 spaces.

The town centre does not have cycle paths, which limits accessibility for cyclist. No cycle parking was cited during the survey.

Pedestrian wise, Whitstable has pavements throughout and a number of crossing points, which results in the centre being highly accessible for pedestrians.

## Perception of safety and occurrence of crime

The centre has a low perception of crime. A large proportion of the shops had visible roller shutters, but there were minimal signs of graffiti or vandalism. There were also minimal signs of CCTTV cameras, indicating that the centre does not experience a high crime rate.

## State of town centre environmental quality

The entire town centre is picturesque, has a distinctive character and is an allocated Conservation Area. As such, it is of high environmental quality.

There was no evidence of litter and no signs of graffiti identified during the survey.
The vast majority of shopfronts, building and streets are well kempt and aesthetically pleasing. Harbour Street is particularly pretty.

The environmental quality is also enhanced as a result of the limited number of vacant units.
There is one public open space located within the allocated shopping frontage. This is located in front of the library and includes some public seating areas. This enhances the environmental quality from a pedestrian's point of view.

There is also a public space outside of the allocated shopping frontage on Woodlawn Lane which includes a planted area and adjoining seating area.

## Primary and Secondary shopping frontages

The allocated secondary shopping frontage extends from Oxford Street (north of Clifton Road) to the south and ends on the High Street at Gladstone Road. The primary frontage starts here (north of Gladstone road)
and extends to where the road meets Terrys Lane. The remaining secondary shopping frontage then extends from this point to where Harbour Street meets Woodland Street. The secondary shopping frontage also includes Horse Bridge Road.

The NPPF only requires the allocation of primary shopping areas, and states that these are to include areas where retail development is concentrated. It is recommended that the primary shopping area is allocated to include the primary and secondary shopping frontages as currently allocated on the Local Plan Proposals Map 2017.

## Potential development opportunities

The most prominent vacant site identified within the centre is no. $27-31$ High Street, Whitstable. The ground floor unit, which equates to 315 sqm was formerly in operation as a convenience store but was vacated in early 2019.

This site, which is a prominent 3 storey vacant building located on the High Street in Whitstable is currently available to let or for sale. To the rear of the premises is a small yard with parking for 2 cars.

Given the sites in centre location, it would be suitable for a retail or leisure use.

## Town Centre Boundary and Shopping Area Allocation

The proposed town centre boundary is below. Please see Section 10 of the Retail and Leisure Study for further information regarding how this has been established.


The NPPF only requires the allocation of primary shopping areas, and states that these are to include areas where retail development is concentrated. It is recommended that the primary shopping area is allocated to include the primary and secondary shopping frontages as currently allocated on the Local Plan Proposals Map 2017.

## Summary

Whitstable is a seaside town on the north coast of Kent in south-east England, 11 km north of Canterbury and 8 km west of Herne Bay. The centre is home to numerous independent shops, particularly in Harbour Street where there are independent art galleries, boutiques, gift shops.

The entire town centre is picturesque, has a distinctive character and is an allocated Conservation Area. As such, it is of high environmental quality.

The vast majority of units within Whitstable are A1 comparison (40\%), which is higher than the national average of $29.9 \%$ (2019 - Experian). The town centre makeup largely reflects the fact that the town has a strong tourist industry.

The next highest proportion (12\%) comprises retail services, which is lower than the national average of $14.83 \%$ (2019 - Experian). The A1 convenience representation within the area surveyed amounts to 10\%, which is slightly higher than the national average of $9.21 \%$ (2019 - Experian).

Food wise (non convenience), there are 29 (13\%) A3 use class units within the centre, the vast majority of which are independents. This is higher than the national average of $9.44 \%$.

The vacancy rate in Whitstable is extremely low at $2 \%$, which is significantly lower than the national average of $13.7 \%$ as of July 2019 (Experian), demonstrating that the centre is in good health in this respect.

The locations with the highest footfall levels during the survey was the northern end of the High Street (approximately north of Bonners Alley), and southern end of Harbour Road (approximately south of Albert Street)

It is recommended that the primary shopping area is allocated to include the primary and secondary shopping frontages as currently allocated on the Local Plan Proposals Map 2017. The amendment of the town centre boundary to include a reduced area is also proposed.

Overall, the centre is considered to be in good health.

## Other Canterbury Retail Locations

A basic desk-based assesment has been undertaken (November 2019) for the four 'other Canterbury retail locations' identified under Policy TCL (A) of the Canterbury District Local Plan (adopted July 2017).

These locations do not fall under the NPPF's definition of a town centre, but are out of centre locations for the purposes of the NPPF which include some retail and leisure uses.

The boundaries of these locations have not been officially allocated, but the extent of the retail uses have been identified for each of the retail locations identified below.

## Riverside Retail Park

## Overview

Riverside Retail Park is located in the Wincheap area of Canterbury bordering the A2 and the A28 to the south west of the city centre. The majority of the retail units are located to the north of the A28, however two retail units are located south of the A28, connected via Homersham.

This area is allocated as 'Main Town Centre Uses TCL6’ on the Local Plan Proposals Map 2017.

## Survey Results: Use Classes

The Riverside Retail Park contains 11 units.
Please see the pie chart and table below for a breakdown of the uses surveyed within the retail park.

| Use Class | Riverside <br> Retail Park \% |
| :--- | :--- |
| A1 CONVENIENCE | 9 |
| A1 COMPARISON | 73 |
| RETAIL SERVICES | 0 |
| A2 | 0 |
| A3 | 0 |
| A4 | 0 |
| A5 | 0 |
| OTHER LEISURE | 0 |
| OTHER | 9 |
| VACANT | 9 |

## A1 Comparison

The vast majority of the 11 units comprising the Riverside Retail Park are A1 comparison use (73\%) and consist of a number of national retail operators, including B\&M, Pets at Home, Office Outlets, Carphone Warehouse, Boots and Dunelm.

## A1 Convenience

The Morrisons, which acts as an anchor for the retail park is the only A1 convenience use unit in the park, which equates to $9 \%$.

## Other

There is one 'other' use, which comprises the Morrisons petrol station and car wash (Sui Generis use) located to the west of the A1 convenience store.

## Accessibility

Wincheap Park and Ride adjoins Riverside Retail Park and consequently, the park is highly accessible by bus and car.

Parking is located on site, with approximately 600 car parking spaces currently available. Planning permission was approved in October 2019 for an increase in size of the car park to provide a total 870 spaces, a tenth of which will be devoted to electric cars.

Canterbury East rail station is located less than a mile away from the site, and the Park and Ride offers frequent connections between the station and Ten Perch Road. The Park and Ride also connects Wincheap with the city centre.

The park is also highly accessible by vehicle via the A28, which runs between Canterbury and Ashford, and the A2, which connects Dover with London and runs to the southwest of Canterbury city centre.

Dedicated pedestrian paths and pedestrian crossings are evident within the car park, offering a safe environment to access the retail units from the available parking facilities. Additionally, covered pedestrian walkways to connect the retail units help to enhance accessibility for pedestrians.

However, the surrounding roads do not have cycle paths, consequently limiting accessibility to the retail park for cyclists.

## Perception of safety and occurrence of crime

The retail park has a low perception of crime given that CCTV cameras or roller shutters were not visible.

## State of environmental quality

Although signs of litter were evident within the car parking area, no signs of graffiti or vandalism were seen during the study.

The car parking areas are also interspersed with trees and other vegetation to enhance the environmental quality of the site. There are however no external seating areas within the park.

## Potential development opportunities

No vacant units or sites within the estate were identified during the study, and there are therefore no obvious potential development opportunities within the Riverside Retail Park.

## In Centre and Household Survey Results

The most popular (over 1\%) in centre (Canterbury, Whitstable and Herne Bay) and household survey responses for Riverside retail park are outlined below.

The retail park is a relatively popular shopping destination for Whitstable residents. When asked "which other town centre or retail parks you visit frequently for non-food shopping", $2 \%$ of in centre respondents surveyed in Whitstable said 'Wincheap retail area', which includes the retail park.

For the household survey, when asked "do you normally combine your main food shopping trip with another activity", $2 \%$ of those who said yes stated that they undertook this other activity in the Wincheap retail area.

When asked "where did you last undertake your household shop for floor coverings and furniture", 2.1\% mentioned this retail park. For DIY and garden products, $2 \%$ also said they undertook their last shop in this location.

It is also important to note that $5.7 \%$ of those surveyed in Canterbury said that they parked in the adjoining Wincheap Park and Ride.

## Estate Boundary

The estate boundary is below (red outline). This encompasses the retail and leisure uses north of the A28 and the two units south of this road. The boundary is the same as the area identified as 'Main Town Centre Uses TCL6' on the Local Plan Proposal Map 2017.


The estate does not fall under the NPPF's definition of a town centre, and therefore does not require the identification of a 'primary shopping area'. A such, this is not considered appropriate and has not been identified.

## Summary and Conclusion

The retail park comprises only one convenience unit, with the remainder consisting of retail comparisons units. There is only one vacancy due to the recent closure of Mothercare.

The retail park is a relatively popular non-food sopping destination, particularly for Whitstable residents given that $2 \%$ of those surveyed in centre said that they do their non-food shopping there. The household survey results indicate that It is a particularly popular destination for floor coverings and furniture shopping in addition to DIY and garden products shopping, as to be expected given its composition.

The retail park benefits from being located next to the Wincheap Park and ride which is due to be increased in size to facilitate 870 spaces. This is a popular parking location, with $5.7 \%$ of respondents surveyed in Canterbury centre stating that they park here. This presents an opportunity for passing trade, which should be taken advantage of by encouraging people to visit the retail park before or after they have visited the city centre. This could be done by introducing improved pedestrian access points between the park and ride and retail park as well as enhancing the environmental quality of the retail park, which could include the introduction of seating areas.

It is also noted that there are no cycle paths leading to the retail park. The introduction of these could potentially attract additional visitors via bicycle.

Overall, the retail park is a dominant DIY location, supported by other complimentary retail uses but could be enhanced with better linkages to the park and ride.

## Stour, Maybrook \& Canterbury Retail Parks

## Overview

Local Plan Policy TCL (A) identifies ‘Stour and Maybrook Retail Parks’ only as an ‘other Canterbury retail location. The area assessed in this assessment however covers Stour, Maybrook and Canterbury Retail Parks, given that Canterbury Retail Park adjoins Maybrook and isn't itself identified as an 'other retail location' in the Local Plan.

It is therefore recommended that this area is collectively identified as 'Stour, Maybrook and Canterbury Retail Parks', given their proximity to each other.

The site is allocated as 'Main Town Centre Uses TCL6' on the Local Plan Proposals map (2017).
Stour Retail Park comprises 6 units equating to $82,000 \mathrm{sq} \mathrm{ft}$ and is located south of the A28 Sturry Road. Maybrook Retail Park is situated north of the A28 to the northwest of Stour Retail Park and includes 5 units. Canterbury Retail Park contains 3 units and borders the A28 Sturry Road and Vauxhall Road, which separates Canterbury Retail Park with Maybrook Retail Park.

## Survey Results: Use Classes

The Retail Parks contain a combined total of 15 units. Please see the pie chart and table below for a breakdown of the uses surveyed within the retail parks.


| Use Class |  <br> Canterbury Retail Park \% |
| :--- | :--- |
| A1 CONVENIENCE | 13 |
| A1 COMPARISON | 67 |
| RETAIL SERVICES | 0 |
| A2 | 0 |
| A3 | 13 |
| A4 | 0 |
| A5 | 0 |
| OTHER LEISURE | 7 |
| OTHER | 0 |
| VACANT | 0 |

## A1 Comparison

Across the retail parks, the majority of units (67\%) contain A1 comparison uses. The four units that make up Canterbury Retail Park are A1 comparison shops, containing the national multiples Currys PC World, The Range, Harveys and Carpetright.

Four of the retail units in Stour Retail Park are A1 comparison, comprising the national multiples TK Maxx, Sports Direct, Home Bargains and Matalan.

Two of the five units at Maybrook Retail Park are A1 comparison and contain the retailers Tapi Carpets and Halfords.

## A1 Convenience

There is a limited convenience offer across the three retail parks, amounting to $13 \%$ of the total units present and consisting of the national operators Iceland and Marks and Spencer Foodhall.

## A3

In terms of the food offer (A3 and A5 use) across the retail parks, two of the 15 units comprise A3 uses. The fast food chains KFC and McDonald's are present within the Stour and Maybrook Retail Parks, which both offer eat in and drive thru services.

## Other Leisure Uses

1 unit is classed as an 'other leisure use', which is the DW Sports Fitness unit located in Maybrook Retail Park.

## Accessibility

The retail parks are located off the A28 (Sturry Road), which enables easy access to the site by vehicle from Canterbury city centre.

In addition, Vauxhall Road connects the retail parks with the B2248 Broad Oak Road to the north, which also provides a route into the city centre.

There are adequate car parking facilities across all three retail parks, with Stour Retail Park containing 246 free parking spaces and Maybrook containing 179 free parking spaces.

The Sturry Road Park and Ride is located south of Sturry Road, directly to the east of Stour Retail Park. The Park and Ride's close proximity to the retail parks is likely to increase footfall for the retail units and serves to increase accessibility by bus between the retail parks and the city centre, with buses running every 8 minutes.

Accessibility to the retail parks by cyclists is limited due to the lack of cycle paths on both the A28 Sturry Road and the B2248 Broad Oak Road. However, both roads have large pavements to enable access by pedestrians.

## Perception of safety and occurrence of crime

The retail park has a low perception of crime. Signs of graffiti or vandalism are not evident, and there are minimal signs of CCTV cameras across the three retail parks.

## State of environmental quality

In general, the retail unit shopfronts are of good quality visually. Litter bins were evident, particularly around the Fast Food retailers, and as a result, there was limited evidence of litter identified during the research.

Areas of vegetation border the car parks and trees are interspersed throughout the retail parks, helping to improve the visual aesthetics of the sites and enhance environmental quality.

## In Centre Survey Results

The most popular (over 1\%) in centre (Canterbury, Whitstable and Herne Bay) and household survey responses for the centre are outlined below.

The household survey results indicate that $2.6 \%$ of respondents last undertook their shopping for furniture and floor coverings in the centre. Furthermore, $6.9 \%$ said the retail park was the location where they last bought bulky electrical goods. $5.9 \%$ also said they undertook their last shopping for non-bulky electrical goods in this location. 1.6\% last undertook their shopping for toys and sports good in this location and 4.3\% last bought DIY and garden products here.

It is also important to note that $5.7 \%$ of those surveyed in Canterbury said that they parked in the Sturry road Park and Ride located to the east of the centre.

## Potential development opportunities

No potential development opportunities exist within the Stour, Maybrook and Canterbury Retail Parks, given the lack of vacant units and sites.

## Estate Boundary

The estate boundary is below (red outline). This encompasses the Canterbury, Stour and Maybrook Retail Parks, and excludes the light industrial / storage and distribution uses to the north, given their non retail / leisure use provision.

The estate does not fall under the NPPF's definition of a town centre, and therefore does not require the identification of a 'primary shopping area'. As such, this is note deemed appropriate and should not be allocated.

## Summary and Conclusion

The retail park has a good mix of uses, the majority of which A1 comparison uses, plus an equal provision of convenience A1 and A3 uses. The retail park has no vacant units which indicates that it is in good health in this respect.

The household survey results indicate that the retail park is a particularly popular shopping destination for bulky electrical goods, non-bulky electrical good and DIY and garden products. An insignificant percentage of people said that they do their food shopping in the retail park.

The retail park is in a highly accessible location and is also beside the Sturry Road Park and Ride. This facility is a popular parking location, with $5.7 \%$ of respondents surveyed in Canterbury city centre stating that they park here. This presents an opportunity for passing trade, which should be taken advantage of. At present, the retail park is disjointed from the park and ride, with an absence of any pedestrian connections. This is something that could be improved in order to encourage those using the park and ride to visit the retail parks before or after visiting the city centre.

It is noted that there are no cycle paths leading to the park. The introduction of these could potentially attract additional visitors via bicycle.

Overall, the retail park is a particularly popular shopping destination for bulky electrical goods, non-bulky electrical good and DIY and garden products and is supplemented by other retail and leisure uses.

## Wincheap Industrial Estate

## Overview

Wincheap Industrial Estate is located directly to the east of Riverside Retail Park off the A28 (Wincheap). It adjoins the proposed Canterbury city centre boundary to the west.

The units within the estate are predominately industrial / warehouse and distribution in nature. Retail uses are however dispersed throughout the estate.

The area is allocated on the adopted Local Plan Proposals Map (2017) as the 'Wincheap Retail Area TCL7'. Policy TCL7 states that "the Council will facilitate the implementation of a comprehensive retail led mixed use redevelopment" of this site.

## Survey Results: Use Classes

Of the four 'other Canterbury retail locations' assessed; the Wincheap Industrial Estate contains the largest number of units (57). Please see the pie chart below for a breakdown of the uses surveyed within the industrial estate.


| Use Class | Wincheap <br> Industrial Estate $\%$ |
| :--- | :--- |
| A1 CONVENIENCE | 2 |
| A1 COMPARISON | 19 |
| RETAIL SERVICES | 0 |
| A2 | 2 |
| A3 | 0 |
| A4 | 0 |
| A5 | 0 |
| OTHER LEISURE | 12 |
| OTHER | 65 |
| VACANT | 0 |

## A1 Comparison

A1 comparison uses make up 19\% of the units in Wincheap Industrial Estate. These consist of both national multiples including Homebase, Laura Ashley, Dreams and GO Outdoors, as well as independent operators, largely specialising in furniture.

## A1 Convenience

Only 1 of the 57 units ( $2 \%$ ) contains an A1 convenience use. Iceland occupies a central location on the Estate with 10 car parking spaces fronting the store.

## A2

There is 1 A2 use (2\%) in the estate, which is an accountancy and tax company.

## Other Leisure

Leisure uses total $12 \%$ (7). This mainly comprises D2 Assembly and Leisure uses and includes Escape Rooms, a trampoline club and multiple fitness centres.

## Other

The vast majority of units (65\%) comprise 'other' uses. These include vehicle garages, DIY/trade stores, such as Screwfix and Topps Tiles, as well as storage and distribution units (B8).

## Accessibility

The site is accessible of the A28 Wincheap via Cow Lane and Simmonds Road.
Maynard Road car park, containing 113 car parking spaces, is located in the middle of the site. Car parking facilities are also provided at the front of the majority of units.

Wincheap Park and Ride is located approximately 0.4 miles to the west the industrial estate, and therefore the site is well serviced by public transport along the A28 towards the city centre. 4 bus stops are also located on the A28 opposite the site.

Canterbury East train station, one of two stations serving the city of Canterbury, is located 0.5 miles from the site and provides regular services to Dover and London Victoria. The industrial estate is accessible by foot from the station and can be reached within a 7 minute walk.

## Perception of safety and occurrence of crime

Because of the nature of uses being predominantly for trade and initial purposes rather than retail and leisure, the industrial estate experiences low footfall levels.

As a result, passive surveillance across the site is low, which increased the perceptions of crime. The site also has limited lighting due to the lack of lamp posts present across the site

A number of units have roller shutters to increase their security, whilst other units were contained within metal fences, with gates or barriers present to gain entry to the sites. In addition, external CCTV cameras were evident on a number of units.

Signs of graffiti and vandalism were also evident across the estate.

## State of environmental quality

The overall appearance of the site is typical of an average industrial estate comprising large, visually unattractive units.

Limited green space and trees was evident across the site, restricting the site's overall environmental quality and visual appeal.

## Potential development opportunities

There is one brownfield site in the estate which presents a development opportunity. This comprises the former gas distribution centre on the north eastern edge of the site, although a comprehensive scheme for the site should be preferred, in accordance with TLC7, rather than an individual site development

## In Centre and Household Survey results

There were no survey results of significance, likely due to the makeup of uses within the estate.

## Estate Boundary

The boundary for the estate is below (red outline). The boundary separates the site from Riverside Retail Park to the west, and is essentially in accordance with the 'Wincheap Retail Area TCL7' allocated on the adopted Local Plan Proposals Map (2017), with the key addition being the former gas distribution centre site.


Given the current nature of the estate, which predominately includes light industrial / storage and distribution uses, the allocation of a 'primary shopping area' or shopping frontages is not advised. Furthermore, the estate does not fall under the NPPF's definition of a town centre, and therefore does not require the identification of a 'primary shopping area'.

## Summary and Conclusions

The estate predominately comprises industrial and warehouse / distribution uses. The estate has the largest number of units for any of the 'other retail locations'. The estate has no vacant units, which is an indication of its good health in this respect, although there are development opportunities within the estate.

The site is in a highly accessible location and has an adequate supply of parking. There are however no cycle lanes leading to the estate.

The perception of safety in the estate is quite low, and the environmental quality is also below average. These are things that could be improved.

There were no in centre and household survey results of any significance, indicating that the estate is not a popular destination for shopping or leisure activities. This is to be expected given the makeup of uses within the estate.

## Marshwood Industrial Estate

## Overview

Marshwood Industrial Estate is located to the west of the Stour, Maybrook and Canterbury Retail Parks located off the A28 Sturry Road, which runs through the site. 4 units are located south of the A28, whilst the majority of units are located to the north.

The site is allocated as 'Main Town Centre Uses TCL6' on the Local Plan Proposals map (2017).
Marshwood Business Park adjoins the site to the north east.

## Survey Results: Use Classes

The Industrial Estate contains a total of 13 units. Please see the pie chart and table below for a breakdown of the uses surveyed within the estate.


| Use Class | Marshwood <br> Industrial Estate \% |
| :--- | :--- |
| A1 CONVENIENCE | 23 |
| A1 COMPARISON | 38 |
| RETAIL SERVICES | 0 |
| A2 | 0 |
| A3 | 23 |
| A4 | 0 |
| A5 | 0 |
| OTHER LEISURE | 8 |
| OTHER | 8 |
| VACANT | 0 |

## A1 Comparison

Across the 13 units that make up Marshwood Industrial Estate, the majority of units contain A1 comparison uses, including the national multiples B\&Q, Argos and B\&M.

## A1 Convenience

$23 \%$ of the site is made up of A1 convenience uses. Asda occupies a large site to the north of the A28, whilst Lidl is located to the south of the A28 and is accessed off Old Park Avenue. Majestic Wine is also located on the industrial estate.

## A3

In terms of the offer of restaurants and cafes on Marshwood Industrial Estate, 3 units comprise A3 uses. Subway and Greggs are located next to each other to the south of the A28. Additionally, the coffeehouse chain Costa is also located within the Industrial Estate.

## Other Leisure Uses

Leisure wise, one unit comprises a D2 Assembly and Leisure Use, which is a Pure Gym.

## Other

Other uses total $8 \%$. A sui generis use is evident due to the presence of an Asda Petrol Station on site.

## Accessibility

The A28 runs through the middle of the Marshwood Industrial Estate. Consequently, the estate is easily accessible by vehicle, with significant numbers of parking spaces available also.

Numerous bus stops are located within close proximity of the estate, providing regular services down the A28 to the city centre. The site is also serviced by the Park and Ride facilities at Sturry Road, which is located approximately 0.7 miles to the east.

However, the A28 does not contain dedicated cycle paths and therefore, the site is not easily accessible to cyclists.

## Perception of safety and occurrence of crime

The estate has a low perception of crime. No roller shutters were visible when the study was undertaken, and CCTV cameras were not evident on the majority of the retail units.

## State of environmental quality

Minimal litter and vandalism were evident within the estate.
Areas of vegetation and trees border the car parks and are also interspersed throughout the site which improves the overall environmental quality of the estate.

## Potential development opportunities

No potential development opportunities are evident within the Marshwood Industrial Estate.

## In Centre and Household Survey Results

The most popular (over 1\%) in centre (Canterbury, Whitstable and Herne Bay) and household survey responses for Riverside retail park are outlined below.

For the household survey, when asked "where did you last undertake your main household and grocery shop", $1.7 \%$ of respondents answered Asda, Sturry Road. Furthermore, when asked "is there anywhere else you would undertake your main household and grocery shop", $1.5 \%$ stated Asda.

Regarding the Canterbury incentre survey, when asked "what store do you most frequently visit for food shopping", $5.5 \%$ of respondents said the Asda on Sturry Road and $2 \%$ said the Lidl in this location. ASDA was a particularly popular destination for those surveyed in Canterbury city centre as $8 \%$ of respondents said that this store is their primary shopping location. When asked which other store do you visit, $3 \%$ said Asda and 2.5\% said Lidl.

## Estate Boundary

The boundary is identified below (red outline). This encompasses the retail uses within the area and is similar to the boundary allocated on the Local Plan Proposals Map (2017), but also includes the Lidl and Majestic Wine units on Sturry Road, given that these are retail uses.


It is also recommended that the site is identified as 'Marshwood Retail Park', instead of 'Marshwood Industrial Estate' as it is referred to within the Local Plan (July 2017), given the nature of uses within the estate. The estate does not fall under the NPPF's definition of a town centre, and therefore does not require the identification of a 'primary shopping area'.

## Summary and Conclusion

The majority of the site comprises comparison uses, with the second most amount of uses being convenience. There are no vacancies within the retail park which indicates that the retail park is healthy in this respect.

The retail park is in a highly accessible location, and the parking provision is considered adequate.
The park also has a low sense of crime and is of good environmental quality.
The park is a relatively popular location for food shopping. This is especially the case for the ASDA. $8 \%$ of those surveyed in Canterbury city centre said this is their primary food shopping destination. The Lidl is also a relatively popular destination for food shopping with those surveyed in Canterbury city centre, with $2 \%$ of respondents saying they undertake their food shopping there.

The survey results for the other uses within the centre were insignificant however, indicating that the park is not a popular comparison shopping location.

Overall, the park has a mix of uses more akin to a normal town centre location, which will be further enhanced by the addition of the Aldi/coffee shop if implemented

Canterbury City Council Retail and Leisure Study, July 2020
Canterbury City Council
7. Convenience Needs Assessment

## Table 1 - Population

| Study Zones |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Total |
| Year |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2020 | 55,634 | 17,328 | 8,755 | 10,013 | 42,536 | 36,940 | 144,541 | 14,604 | 102,591 | 90,231 | 151,692 | 86,820 | 68,670 | 362,706 | 1,195,081 |
| 2025 | 58,539 | 17,808 | 9,044 | 10,450 | 43,994 | 38,136 | 151,033 | 15,014 | 105,264 | 92,880 | 159,171 | 91,019 | 71,312 | 377,691 | 1,243,380 |
| 2030 | 61,935 | 18,408 | 9,450 | 10,948 | 45,790 | 39,495 | 157,093 | 15,436 | 107,712 | 95,512 | 165,610 | 94,493 | 73,553 | 390,985 | 1,288,450 |
| 2035 | 64,176 | 18,827 | 9,185 | 11,344 | 47,293 | 40,575 | 162,656 | 15,749 | 110,023 | 98,059 | 171,307 | 97,576 | 75,422 | 402,938 | 1,327,165 |
| 2040 | 67,023 | 19,327 | 9,328 | 11,788 | 48,879 | 41,787 | 168,694 | 16,131 | 112,500 | 100,668 | 177,845 | 101,161 | 77,673 | 416,349 | 1,371,193 |

Notes: 2018 based estimates of population and projections, Experian Retail Planner Reports 2018.
Figure to 2040 based on average annual population growth rate between 2020-2035 in the absence of data from Experian

## TABLE 2 - Study Zone Expenditure Per Head - Convenience Goods

| Study Zones |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2018 | £1,890 | £1,618 | £2,482 | £2,258 | £2,260 | £2,355 | £2,297 | £2,557 | £2,371 | £2,387 | £2,266 | £2,268 | £2,524 | £2,258 |
| 2020 - Less SFT | £1,808 | £1,548 | £2,375 | £2,161 | £2,162 | £2,253 | £2,198 | £2,447 | £2,269 | £2,284 | £2,168 | £2,170 | £2,415 | £2,161 |
| 2025 - Less SFT | £1,803 | £1,544 | £2,368 | £2,154 | £2,156 | £2,247 | £2,191 | £2,440 | £2,262 | £2,277 | £2,162 | £2,164 | £2,408 | £2,154 |
| 2030 - Less SFT | £1,785 | £1,528 | £2,343 | £2,132 | £2,134 | £2,224 | £2,169 | £2,414 | £2,239 | £2,254 | £2,140 | £2,141 | £2,383 | £2,132 |
| 2035 -Less SFT | £1,779 | £1,523 | £2,336 | £2,125 | £2,127 | £2,216 | £2,162 | £2,407 | £2,231 | £2,247 | £2,133 | £2,135 | £2,375 | £2,125 |
| 2040 - Less SFT | £1,773 | £1,518 | £2,328 | £2,118 | £2,120 | £2,209 | £2,155 | £2,399 | £2,224 | £2,239 | £2,126 | £2,128 | £2,368 | £2,118 |

Notes: 2018 based estimates of consumer spending (2018 price base), Experian Retail Planner Reports 2019.
Annual growth in expenditure of 2018:1\% 2019: -0.8\%, 2020: -0.3\%, 2021:0.2\% 22-26:-0.2\% and 27-40: 0.0\%.
Forecasts taken from Pg 11(for 2018) and pg 19 of Retail Planner Briefing Note 17
SFT removed based on figures from Figure 5 Retail Planner Briefing Note 17

TABLE 3 - Study Zone \& Study Area Total Expenditure - Convenience Goods






















































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| Co-op, Canterbury Road, Whitstable | 0.09\% | 1 | 0.13\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Co-op, Cromwell Road, Whitstable | 0.09\% | 1 | 0.13\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Faversham Road, Seasalter, Whitstable | 0.15\% | 2 | 0.21\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Oxford Street, Whitstable | 0.02\% | 0 | 0.03\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Iceland, High Street, Whitstable | 0.05\% | 1 | 0.07\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Faversham Road, Seasalter | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Herne Bay Road / St Johns Road / Sw | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Tankerton Road, Tankerton | 0.02\% | 0 | 0.03\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Whitstable Town Centre | 0.19\% | 3 | 0.27\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Marks \& Spencer, Prospect Retail Park, Whitstable | 0.35\% | 5 | 0.49\% | 0.00\% | 0 | 0.00\% | 2.30\% | 0 | 4.76\% | 0.00\% |
| Sainsbury's Local, High Street, Whitstable | 0.08\% | 1 | 0.11\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Sainsbury's Superstore, Reeves Way, Whitstable | 0.24\% | 3 | 0.34\% | 0.00\% | 0 | 0.00\% | 1.24\% | 0 | 2.57\% | 0.00\% |
| Tesco Express, Tankerton Road, Whitstable | 0.18\% | 3 | 0.25\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Tesco Extra, Millstrood Road, Whitstable | 0.51\% | 7 | 0.72\% | 0.00\% | 0 | 0.00\% | 0.77\% | 0 | 1.58\% | 0.74\% |
| Other - Zone 6 | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Zone 7 |  |  | 0.00\% |  |  | 0.00\% |  |  | 0.00\% |  |
| Aldi, Boundary Road, Ramsgate | 0.94\% | 13 | 1.31\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Aldi, Zion Place, Margate | 0.31\% | 4 | 0.43\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Asda, Westwood Road, Broadstairs | 0.80\% | 11 | 1.11\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Grange Road, Ramsgate | 0.10\% | 1 | 0.15\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, High Street, Broadstairs | 0.53\% | 7 | 0.75\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Hopeville Avenue, Broadstairs | 0.73\% | 10 | 1.02\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Station Road, Birchington | 0.26\% | 4 | 0.37\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Station Road, Westgate On Sea | 0.12\% | 2 | 0.16\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Summerfield Road, Margate | 0.26\% | 4 | 0.37\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Iceland, High Street, Broadstairs | 0.12\% | 2 | 0.16\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Lidl, Margate Road, Ramsgate | 0.12\% | 2 | 0.16\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Broadstairs Town Centre | 0.26\% | 4 | 0.37\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Margate Town Centre | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Minster-in-Thanet Village Centre | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Ramsgate Town Centre | 0.12\% | 2 | 0.16\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Marks \& Spencer (BP), Canterbury Road, Margate | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Marks \& Spencer, Westwood Cross Shopping Centr | 0.16\% | 2 | 0.23\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Morrisons, Hawley Street, Margate | 0.58\% | 8 | 0.82\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Sainsbury's Superstore, Dadson Way, Ramsgate | 0.53\% | 7 | 0.74\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Tesco Extra, Margate Road, Westwood, Broadstairs | 0.75\% | 10 | 1.04\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Tesco Metro, High Street, Broadstairs | 0.15\% | 2 | 0.20\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Tesco Metro, Northdown Road, Cliftonville, Margate | 0.51\% | 7 | 0.71\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Tesco Superstore, Manston Road, Ramsgate | 1.17\% | 16 | 1.64\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Waitrose, Queens Street, Ramsgate | 0.56\% | 8 | 0.78\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Westwood Cross Shopping Centre \& Retail Parks / I | 0.10\% | 1 | 0.14\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Other - Zone 7 | 0.17\% | 2 | 0.23\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Zone 8 |  |  | 0.00\% |  |  | 0.00\% |  |  | 0.00\% |  |
| Co-op, Moatsole, Sandwich | 0.45\% | 6 | 0.63\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, The Street, Ash | 0.10\% | 1 | 0.14\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Gibson's Farm Shop, Crockshard Hill, Wingham | 0.13\% | 2 | 0.18\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 3.76\% |
| Local Shops, Littlebourne Village Centre | 0.06\% | 1 | 0.08\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 8.25\% |
| Local Shops, Sandwich Town Centre | 0.04\% | 1 | 0.06\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Local Shops, Wingham Village Centre | 0.04\% | 1 | 0.05\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Spar, Market Street, Sandwich | 0.06\% | 1 | 0.08\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Other - Zone 8 | 0.08\% | 1 | 0.11\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Zone 9 |  |  | 0.00\% |  |  | 0.00\% |  |  | 0.00\% |  |
| Aldi, Cherry Tree Avenue, Dover | 0.37\% | 5 | 0.51\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Beauchamp Avenue, Deal | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Eyethorne Road, Shepherdswell, Dover | 0.37\% | 5 | 0.51\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Lower Road, Dover | 0.19\% | 3 | 0.26\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |
| Co-op, Market Square, Aylesham | 0.48\% | 7 | 0.67\% | 0.00\% | 0 | 0.00\% | 1.24\% | 0 | 2.57\% | 2.66\% |
| Co-op, Mill Road, Deal | 0.36\% | 5 | 0.50\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |


| Farmfoods, Charlton Green, Dover | 0.23\% | 3 | 0.32\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Iceland, Queen Street, Deal | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Lidl, Honeywood Parkway, Dover | 0.63\% | 9 | 0.88\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Deal Town Centre | 0.33\% | 5 | 0.46\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Dover Town Centre | 0.26\% | 4 | 0.37\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Morrisons, Bridge Street, Dover | 0.48\% | 7 | 0.67\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Sainsbury's Superstore, West Street, Deal | 0.79\% | 11 | 1.10\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| St James Retail Park, Dover | 0.35\% | 5 | 0.49\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Extra, White Cliffs Park, Honeywood Parkwas | 0.51\% | 7 | 0.71\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.74\% | 0 |
| Other - Zone 9 | 0.66\% | 9 | 0.92\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Zone 10 |  |  | 0.00\% |  |  | 0.00\% |  |  | 0.00\% |  |  |
| Aldi, High Street, Hythe | 0.41\% | 6 | 0.57\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Asda, Bouverie Place, Folkestone | 0.27\% | 4 | 0.38\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Cheriton Road, Folkestone | 0.48\% | 7 | 0.66\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, High Street, Folkestone | 0.05\% | 1 | 0.06\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Main Road, Sellindge | 0.05\% | 1 | 0.06\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Iceland, High Street, Hythe | 0.28\% | 4 | 0.39\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Lidl, Haven Drive, Hawkinge, Folkestone | 0.35\% | 5 | 0.49\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Lidl, Shellons Street, Folkestone | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Folkstone Town Centre | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Hythe Town Centre | 0.09\% | 1 | 0.13\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Stelling Minnis Village Centre | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Marks \& Spencer, Cheriton High Street, Folkestone | 0.05\% | 1 | 0.06\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Morrisons, Cheriton Road, Folkestone | 0.50\% | 7 | 0.70\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Sainsbury's Superstore, Bouverie Road West, Folke | 0.23\% | 3 | 0.32\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Sainsbury's Superstore, Military Road, Hythe | 0.24\% | 3 | 0.34\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Sainsbury's Superstore, Park Farm Retail Park, Wes | 0.43\% | 6 | 0.59\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Express, Canterbury Road, Folkestone | 0.19\% | 3 | 0.27\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Express, Castle House, Bouverie Road West | 0.05\% | 1 | 0.06\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Superstore, Cheriton High Street, Folkestone | 0.49\% | 7 | 0.68\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Waitrose, Prospect Road, Hythe | 0.79\% | 11 | 1.10\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Other - Zone 10 | 0.37\% | 5 | 0.52\% | 0.00\% | 0 | 0.00\% | 1.24\% | 0 | 2.57\% | 0.00\% | 0 |
| Zone 11 |  |  | 0.00\% |  |  | 0.00\% |  |  | 0.00\% |  |  |
| Aldi, East Street, Sittingbourne | 0.50\% | 7 | 0.69\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Aldi, Pepys Avenue, Sheerness | 0.44\% | 6 | 0.61\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Asda, Trinity Trading Estate, Sittingbourne | 0.57\% | 8 | 0.79\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Bobbing Corner, Sittingbourne | 0.09\% | 1 | 0.12\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Church Road, Sittingbourne | 0.09\% | 1 | 0.12\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Forbes Road, Faversham | 0.07\% | 1 | 0.09\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Grove Park Shopping Centre, Sittingbourne | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, High Street, Sheerness | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, London Road, Teynham, Sittingbourne | 0.33\% | 5 | 0.46\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Queens Road, Minster, Isle of Sheppey | 0.32\% | 5 | 0.45\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, The Parade, Northwood Drive, Sittingbourne | 0.29\% | 4 | 0.41\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, The Street, Upchurch, Sittingbourne | 0.48\% | 7 | 0.67\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Iceland, East Street, Faversham | 0.11\% | 1 | 0.15\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Lidl, West Street, Sittingbourne | 0.27\% | 4 | 0.38\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Faversham Town Centre | 0.19\% | 3 | 0.27\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Minster Village Centre, Isle of Sheppe! | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Sheerness Town Centre, Isle of Shepr | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Sittingbourne Town Centre | 0.07\% | 1 | 0.09\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Morrisons, Mill Way, Sittingbourne | 0.40\% | 6 | 0.56\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Morrisons, Neats Court, Isle of Sheppey | 0.80\% | 11 | 1.12\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Morrisons, North Lane, Faversham | 0.09\% | 1 | 0.12\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Sainsbury's Superstore, Avenue of Remembrance, I | 0.89\% | 13 | 1.25\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Sainsbury's Superstore, Bysing Wood Road, Favers | 0.40\% | 6 | 0.55\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Sittingbourne Retail Park, Sittingbourne | 0.36\% | 5 | 0.50\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Express, Chalkwell Road, Sittingbourne | 0.31\% | 4 | 0.43\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |


| Tesco Superstore, Bridge Road, Sheerness | 0.28\% | 4 | 0.39\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Superstore, Crescent Road, Faversham | 0.79\% | 11 | 1.10\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 2.29\% | 0 |
| Other - Zone 11 | 0.74\% | 10 | 1.03\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Zone 12 |  |  | 0.00\% |  |  | 0.00\% |  |  | 0.00\% |  |  |
| Aldi, Victoria Road, Ashford | 0.41\% | 6 | 0.58\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Asda, Kimberley Way, Ashford | 0.58\% | 8 | 0.82\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Ashford Designer Outlet, Ashford | 0.21\% | 3 | 0.29\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Brookfield Court, Ashford | 0.34\% | 5 | 0.48\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Churchfield Way, Wye | 0.07\% | 1 | 0.09\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Faversham Road, Kennington, Ashford | 0.04\% | 1 | 0.06\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Hunter Avenue, Willesborough, Ashford | 0.17\% | 2 | 0.24\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Farmfoods, New Street, Ashford | 0.06\% | 1 | 0.08\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Iceland, High Street, Ashford | 0.46\% | 6 | 0.65\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Lidl, New Street, Ashford | 0.18\% | 3 | 0.25\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Ashford Town Centre | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Local Shops, Kennington Local Centre, Ashford | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Marks \& Spencer, County Square, Ashford | 0.25\% | 3 | 0.34\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Sainsbury's Superstore, Simone Weil Avenue, Ashfc | 1.21\% | 17 | 1.69\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Express, Mace Lane, Ashford | 0.24\% | 3 | 0.33\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Extra, Hythe Road, Willesborough, Ashford | 0.56\% | 8 | 0.79\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashfors | 0.62\% | 9 | 0.86\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Waitrose, Sir Bernard Paget Drive, Ashford | 0.25\% | 4 | 0.36\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Other - Zone 12 | 0.43\% | 6 | 0.61\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Zone 13 |  |  | 0.00\% |  |  | 0.00\% |  |  | 0.00\% |  |  |
| Sainsbury's Superstore, Dymchurch Road, New Ror | 0.35\% | 5 | 0.49\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Spar, Coast Drive, Greatstone, New Romney | 0.09\% | 1 | 0.12\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Spar, High Street, New Romney | 0.08\% | 1 | 0.11\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Tesco Superstore, Highbury Works, Tenterden | 0.50\% | 7 | 0.70\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Waitrose, Sayer's Lane, Tenterden | 0.11\% | 2 | 0.16\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Other - Zone 13 | 0.93\% | 13 | 1.30\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Zone 14 |  |  | 0.00\% |  |  | 0.00\% |  |  | 0.00\% |  |  |
| Aldi, Ambley Road, Gillingham | 1.24\% | 17 | 1.73\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Aldi, Duncan Road, Gillingham | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Aldi, Langley Park Centre, Maidstone | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Aldi, Well Road, Maidstone | 1.92\% | 27 | 2.68\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Asda, Pier Road, Gillingham | 1.88\% | 26 | 2.63\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Egremont Road, Bearsted | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, Faversham Road, Lenham | 0.24\% | 3 | 0.34\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Co-op, High Street, Cranbrook | 0.50\% | 7 | 0.69\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Iceland, High Street, Gillingham | 1.28\% | 18 | 1.79\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Iceland, Rainham Shopping Centre, Rainham | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |
| Iceland, Water Lane, Chequers Centre, Maidstone | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 | 0.00\% | 0.00\% | 0 |


| Zone 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Aldi, St. Andrews Close, Canterbury | 2.60 | 0.53 | 0.00 | 0.00 | 0.00 | 0.84 | 0.00 | 0.21 | 0.50 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.69 |
| Asda, Sturry Road, Canterbury | 2.56 | 0.24 | 0.09 | 0.97 | 0.54 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.40 |
| Iceland, Stour Retail Park, Sturry Road, Canterbury | 0.00 | 0.00 | 0.00 | 0.67 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.67 |
| Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury | 0.34 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.34 |
| Lidl, Sturry Road, Canterbury | 2.52 | 0.39 | 0.27 | 0.38 | 0.00 | 0.00 | 0.00 | 0.08 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.64 |
| Local Shops, Canterbury City Centre | 0.61 | 0.69 | 0.08 | 0.08 | 0.00 | 0.00 | 0.00 | 0.08 | 0.36 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.90 |
| Local Shops, St Dunstans, Canterbury | 0.21 | 0.28 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.56 | 0.00 | 0.00 | 0.00 | 3.05 |
| Marks \& Spencer, Maybrook Retail Park, Canterbury | 0.21 | 0.09 | 0.05 | 0.43 | 0.00 | 0.00 | 0.00 | 0.38 | 1.11 | 0.00 | 0.00 | 0.33 | 0.00 | 0.00 | 2.60 |
| Marks \& Spencer, St. Georges Street, Canterbury | 2.04 | 0.38 | 0.13 | 0.00 | 0.00 | 0.00 | 0.00 | 0.08 | 0.00 | 2.02 | 0.00 | 0.00 | 0.00 | 0.00 | 4.65 |
| Morrisons, Ten Perch Road, Canterbury | 2.12 | 1.47 | 0.74 | 0.00 | 0.00 | 0.00 | 0.00 | 0.12 | 0.00 | 0.00 | 0.00 | 2.37 | 0.00 | 0.00 | 6.82 |
| Sainsbury's Local, St. Dunstans Street, Canterbury | 1.49 | 0.33 | 0.07 | 0.04 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.93 |
| Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Car | 0.88 | 0.37 | 0.59 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.84 |
| Sainsbury's Superstore, Kingsmead Road, Canterbury | 3.81 | 0.86 | 0.25 | 0.26 | 0.00 | 0.00 | 0.00 | 0.13 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.31 |
| Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, 1 | 0.43 | 0.00 | 0.00 | 0.07 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.49 |
| Tesco Express, New Dover Road, Canterbury | 1.06 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.94 | 0.00 | 0.00 | 0.00 | 0.00 | 3.00 |
| Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury | 4.53 | 0.09 | 0.07 | 0.30 | 0.00 | 0.00 | 0.00 | 0.15 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.14 |
| The Goods Shed Farmers Market, Station Road West, Canterbury | 0.94 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.03 |
| Waitrose, St. Georges Centre, Canterbury | 3.10 | 0.12 | 0.54 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.76 |
| Wincheap Retail Area, Canterbury | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Other-Zone 1 | 0.21 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.21 |
| Zone 2 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Co-op, Parkwood, University of Kent, Canterbury | 0.00 | 0.14 | 0.00 | 0.07 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.20 | 1.41 |
| Co-op, Virginia Woolf Building, University of Kent, Canterbury | 0.00 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.09 |
| Local Shops, Blean Village Centre | 0.00 | 0.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.09 |
| Local Shops, Chartham Village Centre | 0.00 | 0.16 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.16 |
| Other - Zone 2 | 0.00 | 0.56 | 0.14 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.70 |
| Zone 3 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Barham Post Office, Valley Road, Barham, Canterbury | 0.00 | 0.00 | 0.82 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.36 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.18 |
| Local Shops, Barham Village Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Local Shops, Bridge Village Centre | 0.00 | 0.00 | 0.21 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.21 |
| Other - Zone 3 | 0.00 | 0.00 | 0.40 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.40 |
| Zone 4 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Co-op, Island Road, Sturry | 0.00 | 0.00 | 0.00 | 1.85 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.85 |
| Local Shops, Hersden Village Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Local Shops, Sturry Village Centre | 0.00 | 0.00 | 0.06 | 0.14 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.20 |
| Other - Zone 4 | 0.21 | 0.00 | 0.00 | 0.37 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.58 |
| Zone 5 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Aldi, Kings Road, Herne Bay | 0.00 | 0.00 | 0.00 | 0.13 | 2.81 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.94 |
| Co-op, Mortimer Street, Herne Bay | 0.00 | 0.00 | 0.00 | 0.00 | 0.19 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.19 |
| Co-op, Reculver Road, Herne Bay | 0.00 | 0.00 | 0.00 | 0.00 | 2.80 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.80 |
| Co-op, Sea Street, Herne Bay | 0.00 | 0.00 | 0.00 | 0.00 | 0.97 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.97 |
| Iceland, Mortimer Street, Herne Bay | 0.33 | 0.00 | 0.00 | 0.00 | 1.06 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.38 |
| Local Shops, Canterbury Road, Herne Bay | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Local Shops, Herne Bay Town Centre | 0.00 | 0.00 | 0.00 | 0.04 | 2.09 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.13 |
| Local Shops, Recluver Road, Beltinge, Herne Bay | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Local Shops, Sea Street, Herne Bay | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Morrisons, Beach Street, Herne Bay | 0.00 | 0.00 | 0.00 | 0.12 | 5.42 | 0.50 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 6.04 |
| Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay | 0.00 | 0.00 | 0.00 | 0.13 | 5.14 | 0.33 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.59 |
| Tesco Express, Canterbury Road, Herne Bay | 0.00 | 0.00 | 0.00 | 0.00 | 1.54 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.54 |


| Aldi, Prospect Retail Park, Whitstable |
| :--- |
| Co-op, Canterbury Road, Whitstable |
| Co-op, Cromwell Road, Whitstable |
| Iceland, High Street, Whitstable |
| Local Shops, Whitstable Town Centre |
| Tesco Express, Tankerton Road, Whitstable |
| Zone 7 |
| Aldi, Boundary Road, Ramsgate |
| Aldi, Zion Place, Margate |
| Asda, Westwood Road, Broadstairs |
| Co-op, Grange Road, Ramsgate |
| Co-op, High Street, Broadstairs |
| Co-op, Hopeville Avenue, Broadstairs |
| Co-op, Summerfield Road, Margate |
| Local Shops, Ramsgate Town Centre |
| Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs |
| Morrisons, Hawley Street, Margate |
| Sainsbury's Superstore, Dadson Way, Ramsgate |
| Tesco Extra, Margate Road, Westwood, Broadstairs |
| Tesco Metro, High Street, Broadstairs |
| Tesco Metro, Northdown Road, Cliftonville, Margate |
| Tesco Superstore, Manston Road, Ramsgate |
| Waitrose, Queens Street, Ramsgate |
| Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Pa |
| Other - Zone 7 |
| Zone 8 |
| Co-op, Moatsole, Sandwich |
| Co-op, The Street, Ash |
| Gibson's Farm Shop, Crockshard Hill, Wingham |
| Local Shops, Littlebourne Village Centre |
| Local Shops, Sandwich Town Centre |
| Local Shops, Wingham Village Centre |
| Spar, Market Street, Sandwich |
| Other - Zone 8 |
| Zone 9 |
| Aldi, Cherry Tree Avenue, Dover |
| Co-op, Beauchamp Avenue, Deal |
| Co-op, Eyethorne Road, Shepherdswell, Dover |
| Co-op, Lower Road, Dover |
| Co-op, Market Square, Aylesham |
| Co-op, Mill Road, Deal |
| Farmfoods, Charlton Green, Dover |
| Iceland, Queen Street, Deal |
| Lidl, Honeywood Parkway, Dover |
| Local Shops, Deal Town Centre |
| Local Shops, Dover Town Centre |
| Morrisons, Bridge Street, Dover |
| Sainsbury's Superstore, West Street, Deal |
| St James Retail Park, Dover |
| Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover |
| Other - Zone 9 |
| Zone 10 |
| Aldi, High Street, Hythe |


| Asda, Bouverie Place, Folkestone |
| :--- |
| Co-op, Cheriton Road, Folkestone |
| Co-op, High Street, Folkestone |
| Co-op, Main Road, Sellindge |
| Iceland, High Street, Hythe |
| Lidl, Haven Drive, Hawkinge, Folkestone |
| Lidl, Shellons Street, Folkestone |
| Local Shops, Folkstone Town Centre |
| Local Shops, Hythe Town Centre |
| Local Shops, Stelling Minnis Village Centre |
| Marks \& Spencer, Cheriton High Street, Folkestone |
| Morrisons, Cheriton Road, Folkestone |
| Sainsbury's Superstore, Bouverie Road West, Folkestone |
| Sainsbury's Superstore, Military Road, Hythe |
| Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone |
| Tesco Express, Canterbury Road, Folkestone |
| Tesco Express, Castle House, Bouverie Road West, Folkestone |
| Tesco Superstore, Cheriton High Street, Folkestone |
| Waitrose, Prospect Road, Hythe |
| Other - Zone 10 |
| Zone 11 |
| Aldi, East Street, Sittingbourne |
| Aldi, Pepys Avenue, Sheerness |
| Asda, Trinity Trading Estate, Sittingbourne |
| Co-op, Bobbing Corner, Sittingbourne |
| Co-op, Church Road, Sittingbourne |
| Co-op, Forbes Road, Faversham |
| Co-op, Grove Park Shopping Centre, Sittingbourne |
| Co-op, High Street, Sheerness |
| Co-op, London Road, Teynham, Sittingbourne |
| Co-op, Queens Road, Minster, Isle of Sheppey |
| Co-op, The Parade, Northwood Drive, Sittingbourne |
| Co-op, The Street, Upchurch, Sittingbourne |
| Iceland, East Street, Faversham |
| Lidl, West Street, Sittingbourne |
| Local Shops, Faversham Town Centre |
| Local Shops, Minster Village Centre, Isle of Sheppey |
| Local Shops, Sheerness Town Centre, Isle of Sheppey |
| Local Shops, Sittingbourne Town Centre |
| Morrisons, Mill Way, Sittingbourne |
| Morrisons, Neats Court, Isle of Sheppey |
| Morrisons, North Lane, Faversham |
| Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittin |
| Sainsbury's Superstore, Bysing Wood Road, Faversham |
| Sittingbourne Retail Park, Sittingbourne |
| Tesco Express, Chalkwell Road, Sittingbourne |
| Tesco Superstore, Bridge Road, Sheerness |
| Tesco Superstore, Crescent Road, Faversham |
| Other - Zone 11 |
| Zone 12 |
| Aldi, Victoria Road, Ashford |
| Asda, Kimberley Way, Ashford |
| Ashford Designer Outlet, Ashford |


| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.11 | 2.54 | 0.00 | 0.00 | 0.00 | 0.00 | 3.65 |
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| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.77 | 0.00 | 0.00 | 0.00 | 0.00 | 5.77 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.39 | 0.00 | 0.00 | 0.00 | 0.00 | 0.39 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.79 | 0.00 | 0.00 | 0.00 | 0.00 | 0.79 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.85 | 0.00 | 0.00 | 0.00 | 0.00 | 2.85 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.95 | 0.00 | 0.00 | 0.00 | 0.00 | 2.95 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.97 | 0.00 | 1.97 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.17 | 0.00 | 0.00 | 0.00 | 0.00 | 1.17 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.64 | 0.00 | 0.00 | 0.00 | 0.00 | 1.64 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.84 | 0.00 | 0.00 | 0.00 | 0.00 | 4.8 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.36 | 3.16 | 0.00 | 0.00 | 0.00 | 0.00 | 3.52 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.29 | 0.00 | 0.00 | 0.00 | 0.00 | 4.29 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.11 | 2.74 | 0.00 | 0.00 | 0.00 | 0.00 | 3.85 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.63 | 0.00 | 0.00 | 0.00 | 0.00 | 1.63 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.64 | 0.00 | 0.00 | 0.00 | 0.00 | 1.64 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.96 | 0.00 | 0.00 | 0.00 | 0.00 | 5.96 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 7.03 | 0.00 | 0.00 | 0.83 | 0.00 | 7.86 |
| 0.00 | 0.14 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.47 | 0.00 | 0.46 | 0.00 | 0.00 | 4.08 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 10.54 | 0.00 | 0.00 | 0.00 | 10.54 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.27 | 0.00 | 0.00 | 0.00 | 5.27 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 6.73 | 0.00 | 0.00 | 0.00 | 6.73 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.19 | 0.00 | 0.00 | 0.00 | 2.19 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.66 | 0.00 | 0.00 | 0.00 | 0.66 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.40 | 0.00 | 0.00 | 0.00 | 2.40 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.56 | 0.00 | 0.00 | 0.00 | 2.56 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.56 | 0.00 | 0.00 | 0.00 | 2.35 | 0.00 | 0.00 | 0.00 | 3.91 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.42 | 0.00 | 0.00 | 0.00 | 3.42 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.41 | 0.00 | 0.00 | 1.20 | 3.60 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.82 | 0.00 | 0.00 | 0.00 | 0.82 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.62 | 0.00 | 0.00 | 0.00 | 3.62 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.48 | 0.00 | 0.00 | 0.00 | 1.48 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
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| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.51 | 0.00 | 0.00 | 0.00 | 0.51 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.65 | 0.00 | 0.00 | 0.00 | 4.65 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 6.19 | 0.00 | 0.00 | 0.00 | 6.19 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.71 | 0.00 | 0.00 | 0.00 | 3.71 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 7.15 | 0.00 | 0.00 | 1.20 | 8.3 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.07 | 0.00 | 0.00 | 0.00 | 3.07 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.76 | 0.00 | 0.00 | 0.00 | 2.76 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.30 | 0.00 | 0.00 | 0.00 | 4.30 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.15 | 0.00 | 0.00 | 0.00 | 2.15 |
| 0.00 | 0.00 | 0.14 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.98 | 0.53 | 0.00 | 0.00 | 6.66 |
| 0.00 | 0.00 | 0.21 | 0.00 | 0.31 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.30 | 0.00 | 0.41 | 3.53 | 9.75 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3.69 | 1.56 | 0.00 | 5.25 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.30 | 4.69 | 0.00 | 9.98 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.43 | 0.00 | 1.48 | 1.91 |


| Co-op, Brookfield Court, Ashford |
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| Co-op, Churchfield Way, Wye |
| Co-op, Faversham Road, Kennington, Ashford |
| Co-op, Hunter Avenue, Willesborough, Ashford |
| Farmfoods, New Street, Ashford |
| Iceland, High Street, Ashford |
| Lidl, New Street, Ashford |
| Local Shops, Ashford Town Centre |
| Local Shops, Kennington Local Centre, Ashford |
| Marks \& Spencer, County Square, Ashford |
| Sainsbury's Superstore, Simone Weil Avenue, Ashford |
| Tesco Express, Mace Lane, Ashford |
| Tesco Extra, Hythe Road, Willesborough, Ashford |
| Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford |
| Waitrose, Sir Bernard Paget Drive, Ashford |
| Other - Zone 12 |
| Zone 13 |
| Sainsbury's Superstore, Dymchurch Road, New Romney |
| Spar, Coast Drive, Greatstone, New Romney |
| Spar, High Street, New Romney |
| Tesco Superstore, Highbury Works, Tenterden |
| Waitrose, Sayer's Lane, Tenterden |
| Other - Zone 13 |
| Zone 14 |
| Aldi, Ambley Road, Gillingham |
| Aldi, Duncan Road, Gillingham |
| Aldi, Langley Park Centre, Maidstone |
| Aldi, Well Road, Maidstone |
| Asda, Pier Road, Gillingham |
| Co-op, Egremont Road, Bearsted |
| Co-op, Faversham Road, Lenham |
| Co-op, High Street, Cranbrook |
| Iceland, High Street, Gillingham |
| Iceland, Rainham Shopping Centre, Rainham |
| Iceland, Water Lane, Chequers Centre, Maidstone |
| Lidl, Broadway Shopping Centre, Maidstone |
| Lidl, Farleigh Hill, Tovil, Maidstone |
| Local Shops, Chatham Town Centre |
| Local Shops, Maidstone Town Centre |
| Local Shops, Staplehurst Village Centre |
| Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham |
| Marks \& Spencer, Week Street, Maidstone |
| Morrisons, Sutton Road, Maidstone |
| Morrisons, Walderslade, Princes Avenue, Chatham |
| Sainsbury's Local, High Street, Headcorn |
| Sainsbury's Superstore, Hempstead Valley, Gillingham |
| Sainsbury's Superstore, Pentagon Shopping Centre, Chatham |
| Sainsbury's Superstore, Romney Place, Maidstone |
| Tesco Express (Esso), Tonbridge Road, Maidstone |
| Tesco Express, Ashford Road, Bearsted |
| Tesco Express, London Road, Maidstone |
| Tesco Express, Sturdee Avenue, Gillingham |
| Tesco Extra, Courteney Road, Gillingham |


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| 0.00 | 0.18 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
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| Tesco Metro, Rainham Shopping Centre, Gillingham | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.53 | 0.00 | 0.00 | 9.36 | 10.88 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Tesco Metro, Rye Road, Hawkhurst | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1.48 | 1.48 |
| Tesco Superstore, Farleigh Hill, Tovil | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.61 | 4.61 |
| Tesco Superstore, Grovewood Drive, Maidstone | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.82 | 0.00 | 0.00 | 11.69 | 12.51 |
| Waitrose, Mid Kent Shopping Centre, Maidstone | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5.03 | 5.03 |
| Other - Zone 14 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.95 | 36.06 | 37.01 |
| Outside Survey Area | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Aldi, Friary Place, Strood | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Aldi, Hermitage Lane, Aylesford | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Aldi, Rye Road, Hastings | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Asda, Maidstone Road, Chatham | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Co-op, Church Parade, Ashford | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.81 | 1.60 | 0.00 | 2.41 |
| Co-op, High Street, Swanley | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Co-op, High Street, Swanscombe | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Co-op, Station Approach, Sevenoaks | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Local Shops, Sevenoaks Town Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Local Shops, Strood Town Centre | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Marks \& Spencer, Bluewater, Greenhithe | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Marks \& Spencer, London Road, Sevenoaks | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Sainsbury's Local, St. Johns Road, Tunbridge Wells | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Sainsbury's Superstore, Linden Park Road, Tunbridge Wells | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Sainsbury's Superstore, Otford Road, Sevenoaks | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Sainsbury's Superstore, Quarry Wood Industrial Estate, Mills Road, Ayle | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.17 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4.50 | 4.67 |
| Sainsbury's Superstore, Wingfield Bank, Northfleet | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Tesco Extra, Lunsford Park, Aylesford | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2.86 | 2.86 |
| Waitrose, Church Road, Paddock Wood | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Other - Outside Survey Area | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.17 | 0.00 | 0.00 | 2.26 | 0.00 | 0.00 | 1.77 | 0.41 | 7.47 | 12.09 |
|  | 30.18 | 8.05 | 6.24 | 6.49 | 27.59 | 24.97 | 95.30 | 10.72 | 69.82 | 61.83 | 98.67 | 56.52 | 49.75 | 235.09 | 781.23 |

Zone 1
Aldi, St. Andrews Close, Canterbury
Asda, Sturry Road, Canterbury
Iceland, Stour Retail Park, Sturry Road, Canterbury
Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury
Lidl, Sturry Road, Canterbury
Local Shops, Canterbury City Centre
Local Shops, St Dunstans, Canterbury
Marks \& Spencer, Maybrook Retail Park, Canterbury
Marks \& Spencer, St. Georges Street, Canterbury
Morrisons, Ten Perch Road, Canterbury
Sainsbury's Local, St. Dunstans Street, Canterbury
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury
Surry Road Retail Parks, Canterbury (indludes Cary
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park \& S Tesco Express, New Dover Road, Canterbury
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
The Goods Shed Farmers Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Canterbury
Wincheap Retail Area, Canterbury
Other - Zone
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Virginia Woolf Building, University of Kent, Canterbury
Local Shops, Blean Village Centre
Local Shops, Chartham Village Centre
Other - Zone 2
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury
Local Shops, Barham Village Centre
Local Shops, Bridge Village Centre
Other - Zone
Zone 4
Co-op, Island Road, Sturry
Local Shops, Hersden Village Centre
Local Shops, Sturry Village Centre
Zone 5
Aldi, Kings Road, Herne Bay
Co-op, Mortimer Street, Herne Bay
Co-op, Reculver Road, Herne Bay
Co-op, Sea Street, Herne Bay
Local Shops, Canterbury Road, Herne Bay
Local Shops, Canterbury Road, Herne
Local Shops, Recluver Road, Beltinge, Herne Bay
Local Shops, Sea Street, Herne Bay
Morrisons, Beach Street, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Tesco Express, Canterbury Road, Herne Bay
Tesco Express, Sea Street, Herne Bay
Other -
Zone 6
Aldi, Prospect Retail Park, Whitstable
Co-op, Canterbury Road, Whitstable
Co-op, Cromwell Road, Whitstable
Co-op, Oxford Street, Whitstable
Local Shops, Whitstable Town Centre
Marks \& Spencer, Prospect Retail Park, Whitstable
Tesco Express, Tankerton Road, Whitstable
Zone 7
Add, Boundary Road, Ramsgate
Aldi, Zion Place, Margate
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Co-op, Queens Road, Minster, Isle of Sheppey
Co-op, The Parade, Northwood Drive, Sittingbourne
Co-op, The Street, Upchurch, Sittingbourne
Iceland, East Street, Faversham
Lidl, West Street, Sittingbourne
Local Shops, Faversham Town Centre
Local Shops, Minster Village Centre, Isle of Sheppey
Local Shops, Sheerness Town Centre, Isle of Sheppey
Morrisons, Mill Way, Sittingbourne
Morrisons, Neats Court Isle of Sh
Morrisons, Neats Court, Isle of Shep
Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne
Sainsbury's Superstore, Bysing Wood Road, Faversham
Sittingbourne Retail Park, Sittingbourne
Tesco Express, Chalkwell Road, Sittingbourne
Tesco Superstore, Bridge Road, Sheerness
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## Zone 13

Sainsbury's Superstore, Dymchurch Road, New Romney Spar, Coast Drive, Greatstone, New Romney Spar, High Street, New Romney
Tesco Superstore, Highbury Works, Tenterden Waitrose, Sayer's Lane, Tenterden
Other - Zone 13
Aldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
Aldi, Langley Park Centre, Maidstone
Aldi, Well Road, Maidstone
Co-op, Egremont Road, Bearsted
Co-op, Faversham Road, Lenham
Co-op, High Street, Cranbrook
Iceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidstone
Lidl, Broadway Shopping Centre, Maidstone
Lidl, Farleigh Hill, Tovil, Maidstone
ocal Shops, Maidston Town Centre
ocal Shops, Staplehurst Village Centre
Marks \& Spencer, Hempstead Valley Shopping Centre, Gillingham
Marks \& Spencer, Week Street, Maidstone
Morrisons, Sutton Road, Maidstone
Morrisons, Walderslade, Princes Avenue, Chatham
Sainsbury's Local, High Street, Headcorn
Sainsbury's Superstore, Hempstead Valley, Gillingham
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham Sainsbury's Superstore, Romney Place, Maidstone
Tesco Express, Ashford Road, Bearsted
Tesco Express, London Road, Maidstone
Tesco Express, Sturdee Avenue, Gillingham
Tesco Extra, Courteney Road, Gillingham
Tesco Metro, Rainham Shopping Centre, Gillingham
Tesco Metro, Rye Road, Hawkhurst
Tesco Superstore, Farleigh Hill, Tovil
Tesco Superstore, Grovewood Drive, Maidstone
Waitrose, Mid Kent Shopping Centre, Maidstone
Outside Survey Area
Aldi, Friary Place, Strood
Aldi, Hermitage Lane, Ayle
Aldi, Rye Road, Hastings

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Morisison, Teen Peerch Road, Cantertury





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Ieland, Mortimer street, Herene By
Local shops, Conterebur Road, Heree Bay
Local Shos.s. Herene by Town Centre
Local Shops, eecuwer Bood, Betinge Hene




| Tesco Express |
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| Other |
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Aldi, Prospect Retail Park, whistatale
Coop, Conteruur Poad, Whitstabe

Co.op, oxtord Street, Whistable
leland, , Hib htreet, Whissable


Marks \& Spenecer Prosspect Reatil Park, whi


Tesco Exta,
Otren - Zone
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Co.op, Hopevile Avene, froadstali
CO.op, Station Rood, Birchington








Tesco Supestore, Manston Road, Ram
westwood Cross shopoping Centree Retail Parks/ Broadstais setail Pakk / East kent Retail Park (allat t Broastrais) Other- -Zone
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 Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs Mainsosns, Hawley Street, Margate Tesco Extra, Margate Road, Westwood, Broadstair Tesco Metro, Northdown Road, Cliftronville, Margate
Tent Tesco Superstore, Manston Road, Ramsgate Waitrose, Queens Street, Ramsgate
Westwood Cross Shopping Centre $\&$ Reta

## Other - Zone

O-op, Moatsole, Sandwich
Giop, The Street, Ash
isons. Farm hhop, Crocksard Hill, Wingham
Others
Local Shops, Wingham Village Centre
Local Shops, Wingham Village Cater
Spar, Market Street, Sandwich
Sorer Zone
Other 9
Aldi, Cherry Tree Avenue, Dover
Co-op, Beauchamp Avenue, Dea
Co-po, Eyeathompme Rovad, , she,
Co-op, Lower Road, Dover
Co-op, Market Suare, Aylesham
Co-op, Market S Suare
Co-pp Mill Road, De
Iceland, Queen Street, Deal
Lidl) Honeywood Parkway, Dover
Lidl, Honenywood Parkway, Dover
Local shopss. Deal I Tow Centre
Local Shops, Dover Town Centre

J James Retai Park, Dover Stret, Dea
Other-Zon
Zone 10
Aldi, High Street, Hythe
Co-op, Cheriton Road, Folkestone
Co-op, High Street, Folkestone
o-op, Main Roan, Sellindoge
Celand, High Street, Hythe
Lidl, Haven Drive, Hawkinge, Folkestone
Local Shons, Folkstone Town Centre
Local Shops, Hythe Town Centre
Local Shops, Stelling Minnienvivelage Centre
Marks \& Spencer, Cheriton Hilig Street, Folkeston
Morrisons, Cherition Road, Folkestone
Sainsbur's Supertstre, Souverie Road WWest
Sinsury's supersore, Military Road, Hythe
Sainsburry's Supererstore, Military Road, Hythe Hark Reare Retiin Park, West Park, Folkestone

Weitrose, Prosspect Roadd, Hythe
Wher - Zone 10
















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& \text { Co-op, High Street, Swanley } \\
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\begin{aligned}
& \text { Marks \& Spencer, Bluewater, Greenhithe } \\
& \text { Marks \& Spencer Londor ooad, esevoars } \\
& \text { Sainsbury's Local, St, Johns Road, Tunbridge Wel }
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other - Outsidide Survey Area










Local Shops, St Dunstans, Canterbury
Mark \& S Sencer, Maybrook Retail Park, Canterbury
Morrisons, Ten Perch Road, Canterbury
Sainsbury's Local, St. Dunstann Street, Canterbury
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury
Sturry Road Retail Parks Canterbury (includes Cante

Tesco Metro, Whiteffiriars Sooppp, Cant Certurure Gravel Walk, Canterbury
The Goods Shed Farmers Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Cant
Wincheap Retail Area, Canterbury
Wincheap
Other - Zon
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Virginia Woif Building, Univ
Local Shops, Blean Village Centre
Local Shopss, , haratham Village Centre
Other - Zone 2
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury
Local Shops, Barham Village Centre
Local Shops, , ridge Village Centre
Other - Zone 3
Zone 4
Oone 4
Co-op, Island Road, Sturry
Local Shops, Hersden Village Centre
Local Shops, Sturry Village Centri
Other-Zon
Zone 5
Aldi, Kings Road, Herne Bay
Co-op, Mortimer Street, Herne Bay
Co-op, Reculver Road, Herne Bay
Co-op, Reculver Road, Herne Bay
Co-op, Sea Stret, Herne Bay
Iceland, Mortimer Street, Herne Bay
Local Shops, Canterbury Road, Herne Bay
Local Shops, Herne Bay Town Centre
Local Shops, Here Bay Town Centre
Local Shoops, Recluver Road, Beltinge, Herne Bay
Local Shops, Recluver Road, Beltinge,
Local Shops, Sea Street, eerne Bay
Morrisons, Beach Street, Herne Bay
Sainsburr's Superstore, Atira Business Park, The Boulevard, Herre Bay
Tesco Express, Canterbury Road, Herne Bay
Tesco Express, Sea Street, Herne Ba
Other-Zo
Zone 6
Aldi, Prospect Retail Park, Whitstable
Co.op, Canterbury Road, Whitstable
Co-op, Canterbury Road, Whitstable
Co-op, Cromwell Road, Whitstable, Whitstable
Co-op, Faversham Road, seasalter,
Co-op, oxford Street, Whistable
Iceland, High Street, Whitstable
Iceland, High Street, Whitstable
Local Shops, Faversham Road, Seasalt
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Local Shops, Herne Bay Road / St Johns Road / Swalecliff
Local Shops, Herne Bay Road / St Johns Road / Swa
Local Shops, Whitstable Town Centre
Marks \& Spencer, Prospect Retail Park, Whitstable
Marks \& Spencer, Prospect Retail Park, Whitstab
Sainsbury's Local, High Street, Whitstable

Sainsbury's Superstore, Reeves Way, Whitstable
Tesco Express, Tankerton Road, Whitstable
Tesco Express, Tankerton Road, Whitstable
Tesco Extra, Millstrood Road, Whitstable
Other Zone 6
Oone 7
Other - 20
Zone 7
Aldi Bo
Aldi, Boundary Road, Rams
Aldi, Zion Place, Margate
Asda, Westwood Road, Broadstars
Co-op, Grange Road, Ramsgate
Co-op, High Street, Broadstairs
Co-op, High htreet, Broasdstairs
Co-op, Hopeville Avenue, Broadstais
Co-op, Hopevilie Avenue, Broastair
Co-op, Station Road, Birchington
Co-op, Station Road, Westate On
Coopp, Station Road, Birchington
Co-pp, Station Road, Westgate On Sea
Co-op, Summerfield Road,
Co-pop, , ummeriaie, Woad, , Margate
Iceland, High Street, Broadstairs
Iceland, High Street, Broadstairs
Local Shosp, , inster-i-ThThanet Vilage Centre
Local Shoss Ramssate Town Centre
Larks $\&$ Sps Rencer ( (BP), Canterbury Road, Margate
Marks \& Spencercer, Westwood Cross Shopping Centre, Broadstairs
Morrisons, Hawley Street, Margate
Sainsburr's Superstore, Dadson Way, Ramsgate
Tesco Extra, Margate Road, Westwood, Broadstairs
Tesco Extra, Margate Road, Westwood, Broadstairs
Tesco Metro, High Street, Broadstairs
Tesco Metro, Northdow, R Roads, Cliitsonville, Margate
Tesco Superstore,
Tesco Superstore, Manston Road, Ran
Waitrose, Queens Street, Ramsgate
Westwoo
Other-
zone 8
Co-op,
Co-op, Moatsole, Sandwich
Co-op, The Street, Ash
Coops, The Street, Ash
Gibson's Farm Shop, Crockshard Hill, Wingham
Local Shops Littlebo
Local Shops, Littlebourne Village Centre
Others
Locals
Others
Local Sh
Local Shops, Wingham Village Centrent
Spar, Market Street, Sandwich
Spar, Market S
Other - Zone 8
Zoner-9
Aldi, Ch
Aldi, Cherry Tree Avenue, Dover
Co-op, Eyethorne Road, shepherdswell, Dover
Co-op, Lower Road, Dover
Co-op, Market Square, Aylesham
Co-op, Mill Road, Deal
Farmfoods, Charton Green, Dover
celand, Queen Street, Deal
Lidl, Honeywood Parkway, Dove
Local Shops, Deal Town Centre
Local Shoss, Dover Town Centre
Local Shops, Dover Town Centre
Morrisons, Bridge Street, Dover
Sainsbury,'s superstore, West Street, Dea
St James Retail Park, Dover
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Zone 10
Zone 10
Aldi, High Street, Hythe
Asda, Bouverie Place, Folkestone
Co-op, Cheriton Road, Folkesto
Co-op, Cheriton Road, Folkesto
Co-op, Main Road, Sellindge
Iceland, High Street, Hythe
Lidl, Haven Drive, Hawkinge, Folkestone
Lid. Shellons street, Folkestone
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Local Ihops, Folkstone Town Centre
Loal Soos, Hythe Town Centre
Local Shops, Folkstone Town Centre
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-ocal Shops, Stelling Minnis Village Centre
Marks \& Spencer, Cheriton High Street, Folkestone
Marks \& Spencer, Cheriton High Street,
Morrisons, Cheriton Road, Folkestone
Morrisons, Cheriton Road, Folkestone
Sainsbury's superstore, Bouverie Road West, Folkestone
Sainsbur's Superstore, Bouverie Road West,
Sainsbury's Superstore, Militryy Road, Hythe
Sainssury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone
Sainsbur's Superstore, Park farm Retall Park
Tesco Express, , Canterbury Road, Folkestone
Tesco Express, Castle House, Bouverie Road West, Folkestone
Tesco Superstore, Cheriton High
Waitrose, Prospect Road, Hythe
Waitrose, Prospect
Other - Zone 10
















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Zone 11
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Aldi, Pepys Avenue, ,hhoerness
Asda, Trinity Trading Estate, Sittingbour
Co-op, Church Road, Sittingbourne
Co-op, Forbes Road, Faversham
Co-op,Grove Park Shopping Centre, Sittingbourne
l
Co-op, The Parad,, Northwood Drive, Sittingbourn
Co-op, The Street, Upchurch, Sittingoourne
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L Local Shops, Faversham Town Centre
Local Shops, Minster Village Centre, Ise of Sheppey
Local Shops, Sittingbourne Town Centre
Morrisons, Mill Way, Sittingbourne
Morisons, Neats Court, Isle of Sheppey
    MMorisons,North Lane,F,Fversham 
Sainsbur's Superstore, Bysing Wood Road,
Tesco Express, ,halkwell Road, Sittingbourne
lesco Superstore, Bridge Road, Sheerness
Other-Zone 11
zone 12
Aldi, Victoria Road, Ashford
Asda, Kimberley Way, Ashford
Co-op, Brookield Court, Ashford
    Co-pp, Churchfied Way, Wye
Co-op, Faversham Road, Kennington, Ashford
    Co-op, Hunter Avenue, Willesborough, Ashford
    Iceland, High Street, Ashford
Lidl, New Street, Ashord
lid,N New Street, Ashord
Local Shoss, Kennington Local Centr
Maras & Spencer,, County Square, Ashford
MNarks & Spencer, County Square, Ashford 
    Sainsbur''Superstore,\mathrm{ Simone Well}
    Tesco Extra, Hythe Road, Willesborough, Ashford
Waitrose, Sir Bernard Paget Drive, Ashford
Other -Zone 12
Zone 13
Sainsbur's Superstore, Dymchurch Road, New Romney
Spar, Cosst Drive, Greatstone, N
Spar, High Street, New Romney 
T
Other -Z0
Aldi, Ambley Road, Gillingham
Ali, Duncan Road, Gillingham
Aldi, Langley Park Centre,Ma
Asda, Pier Road, Gillingham
Co-op, Egremont Road, Bearsted
    Co-op, Faversham Road, Lenham
Iceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
Geland, Water Lane, Chequers Centre, Maidsto
Lidl, Farleigh Hill, Tovil, Maidstone
Local Shops, Chatham Town Sentre
Local Shops,Maidstone Town Centre
Local Shops, Staplehurst Vllage Centre
Marks & Spencer, Week Street, Maidstone
Morrisons, Sutton Road, Maidstone
    MMorisons, Sutton Road, Maidstone
    Sainsbur,'s Local, High, Street,\mathrm{ Headcorn}
    Sainsbur''s Superstore, Hempstead Vallev, Gillingham
    Sainsbury's Superstore, Pentagon Shopping Centre, Chatham
    Sainsbur's superstore, Romney Place, Maidstone
    esco Express(Essol),Tonbridge Road, Maidston
    Tesco Exxress, ,shoford Road, Bearsted
Tesco Express, London Road, Maidstone
Tesco Express,Sturdee Avenue, Gillingham
Tesco Extra, Courteney Road,, illingham 
Tesco Metro, Rye Road, Hawkhurst
Tesco Superstore, Farleigh Hill, Tovil
Wa,
Waitrose, Mid
Outside Survey Area
Aldi, Friary Place,Strood
Aldi, Rye Road, Hasting
Asda, Maidstone Road, Chatham
Co-op, High Street, Swanley
Co-op, High Street,, Swanscombe
Co-op, Station Approach, Sevenoaks
Local Shops, Strood Town Centre
Marks & Spencer,, Blowwater, Greenhithe
MMarks & Sencer, London Road, Sevenooks
Sainsbur''s loal, St. Johns Road, Tunbrige Wells
S_利'\'sur's Superstore, Linden Park Road, Tunbridge Wells
Sin
Salm
Tesco Extra, Lunsford Park, Aylesford
    Other - Outside Survey Area
O
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Zone 1
Aldi 5 st
Addi, St. Andrews Close, Canterb
Asda, Sturry Road, Canterbury
Iceland, Stour Retail Park, sturry Road, Canterbu
keland, Wincheap Industrial Estate, Maynard Road, Canterbury
Local Shops, , C, Canterbur
ocal Shops, St terbury City Centre
Marks \& Spencer, Maybrook Retail Park, Canterbury
Marks \& Spencer, St. Georges Street, Ca
Morrisons, Ten Perch Rooad, Canterbury
Sainsbury's Local, St. Dunstans street, Canterbury
Sainsbury's Local, St. Lawrence Ground, The Drive, O
Hround, the Diviv, Old Dover Road,
Sturry Road Retail Parks, Canterbury (includes
Tesco Express, New Dover Road, Canterbury
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbur
he Goods Shed Farmers Market, Station Road West, Canterbury
Wincheap Retail Area, Canterbuury
Other - Zo
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
ocal Shops, Blean Village Centre
Local Shops, Chartham Village Centre
Other - Zon
Barham Post Office, Valley Road, Barham, Canterbury
ocal Shops, Barham Village Centre
Other - Zon
Zone
Zone 4
Co-pp, sland Road, Stur
Local Shops, Hersden village Centre
Other- Zo
Zone 5
Zone 5
Aldi, Kings Road, Herne Bay
Co-op, Mortimer Street, Herne Bay
Co-op, Reculver Road, Herne Bay
Co-op, Sea Street, Herne Bay
celap, Sea Street, Herne Bay
(certimer street, Herne Bay
Local Shops, Canterbury Road, Herne Bay
Ocal Shops, Herne Bay Town Centre
ocal Shops, Recluver Road, Bettinge, Herne Bay cal Shops, Sea Street, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay

Other-
Zone 6
Aldi, Prospect Retail Park, Whitstable
Co-op, Cromwell Road, Whitstable
Co-op, Faversham Road, Seasalter, Whitstable
Co-op, oxford Street, Whitstable
teland, High Street, Whitstable
ocal Shops, Faversham Raad, Seasalter
ocal Shops, Herne Bay Road / St Johns Road / swaleclife
Marks \& Spencer, Prospect Retail Park, W
Sainsbury's Local, , High Street, Whitstable
Sainsbury's Local, High Street, Whitstable
Sainsbur's Superstore, Reeves Way, Whitst
Tesco Express,
Other - Zone 6
Zone 7
Adi, Zion Place,
Idi, Zion Place, Margate
Co-op, Grange Road, Ramsgate
Co-op, High Street, Broadstairs
Co-op, High Street, Broadstairs
Co-op, Hopeville Avenue, Broadstairs
Co-op, Hopeville Avenue, Broadstairs
Co-op, Station Road, Birchington
Co-op, Station Road, Birchington
Co-op, Station Road, Westgate On 5 .
Co-op, Summerfield Road, Margate
Leland, High Street, Broadstairs
cocal Shops, Minster-in-Thanet Village Centre
Ocal Shops, Ramsgate Town Centre
Marks \& Spencer (BP), Canterbury
Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs
Morrisons, Hawley Street, Margate
Tesco Extra, Margate Road, Westwood, Broadstairs
Tesco Metro, High Street, Broadstairs
Tesco Metro, Northdown Road, Cliftonville, Margate
Waitrose, Queens Street, Ramsgate
Westwood Cross Shopping Centre
Other- 8
zone 8
Co-op, Moatsole, Sandwic
Co-op, The Street, Ash
Co-op, The Street, Ash
Gibson's Farm Shop, Crockshard Hill, Wingh
thers
ccal Shops, Wingham village Centre
Spar, Market Street, Sandwi
Other - Zo
Zone 9
Aldi, Cherry Tree Avenue, Dover
Co-op, Eyethorne Road, Shepherdswell, Dover
O-op, Lower Road, Dover
o-op, Market Square, Ayleshan
Co-op, Mill Road, Deal
celand, Queeen Street, Deal
idl, Honeywood Parkway, Dover
Local Shops, Deal Town Centre
ocal Shops, Dover Town Centre
Morrisons, Bridge Street, Dover
Sainsbury's Superstore, Wes
St James Retai Park, Dover
Tesco Extra, White cliffs Park, Honeywood Parkway, Dover
Other- 20
Zone 10
Aldi, thigh Street, Hythe
Co-op, Cheriton Road Folkestone
Co-op, High Street, Folkestone
O-op, Main Road, Sellindge
Leland, High Street, Hythe
Iciand, High Street, Hythe
Lidn, taven Drive, tawkinge, Folkestone
Lidl, Shellons Street, Folkestone
Local Shops, Folkstone Town Centre
Loca Shops, , yythe e oww Centre
Local Shoss, Selling Minnis Village Centre
Marks \& Spencer, Cheriton High Street, Folkestone
Morrisons, Cheriton Road, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkestone
Sainsburr's superstore, Park Farm Retail Park, West Park, Folkestone
Tesco Express, Canterbury Road, Folkestone
Tesco Express, Canterbury Road, Folkestone
Tesco Express, Castle House, Bouverie Road West, Folkestone
Waitrose, Prospect Road, Hythe















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Zone 11 _ IT, ST, Sitingbourne
Aldi, Pepys Avenuu, Sheerness 
Co-op, Curch Rood, Sititingbourne
Co-op, Forbes Road, Faversham
Co-op,\mathrm{ Grove Park Shopping Centre, Sittingbourn}
l
Co-op,The Parade, Northwood Drive, Sitting
co-op,The Street, Upchurch, Sittingbourne
Liland, East Street, Faversham
lal, West Stret, SItingbourne
Local Shops, Minster Village Centre, Isle of Sheppey
Local Shops, Sittingbourne Town Centre
Morrisons, Mill Way, Sittingbourne
Morrison, Neats Court, Ise of Sheppey
Morrisons,North Lane, Faversham 
Sainsburr's Superstore, Bysing Wood Road,
Tesco Express, Chalkwell Road, Sittingbourn
Mesco Superstore, Bridge Road,Sheerness
Other - Zone
Aldi, Victoria Road, Ashford
Assa, Kimberley Way, Ashford
Co-op, Brookfield Court, Ashford
O-op, Churchield Wav, Wye
Co-op, Faversham Road, Kennington, Ashford
l
idl, New Street, Ashfor
Local Shops, Ashford Town Centre
Marks & Spencer, County Square, Ashord
Sainsbury's Superstore, Simonowe Weil Avenue, Ashford
Tesco Express,Mace Lane, Ashford
Tesco Extra, Moatield Meadow, Kingsoorth, Ashford
Waitros, Si Bernard Paget Drive, Ashford
Other--Zon
Sainsburr's Superstore, Dymchurch Road, New Romney
Spar, Coast Drive, Greatstone, New Romney
Spar, High Street, New Romney 
Waitrose, Sayer's
Other-Zo
Alli, Ambley Road, Gillingham
Aldi, Langley Park Centre, Maids
MAldi, Well Road,Maidstone
Coop, Egremont Road, Bearsted
l
keland, Rainham Shopping Centre, Rainham
Eeland, Water Lane, Chequers Centre, Maidsto
Lidl, Farleigh Hill, Tovil, Maidstone
Local Shops, Chatham Town Centre
Local Shops,Maidstone Town Centre
lol
Marks& Spencer, Week Stree,, Maidsto
Morrison,, Walderslad,e, Mrincscos Avenue, Chatha
Sainsbury's Local, High Street, Headcorn
Sainsbury's Superstore, Pentagonon Shopping Centre, Chatham
Sainsbury's Superstore, Romney Place, Maidstone
Tesco Express, London Road, Maidstone
T Tesoo Express, Sturdee Avenue, Gillingham
losco, Extra, Courteney Road, Gillingham
Jesco Metro, Rainham Shopping Centre, Gillingham
esco Superstore, Farleigh Hill, Tovil
Tesco Superstore, Grovewood Drive, Maidstone
Other - Zone 14
Aldi, Friary Place, Strood
Aldi, Hermitage Lane, Ay
Asda, Maidstone Road, Chatham
Co-op, High Street, Swanley
lol
Co-op, Station Approach, Sevenoaks
Local Shops, Strood Town Centre
Marks & Spencer, Bluewater,Greenhithe
Sainsbur''L Loca,, St.Johnn Road,Tunbridge Wells
$ainsbury's Superstore, Otford Road, Sevenoaks
Sainsbury's Superstore, Wingfield Bank, Northfleet
Tesco Extra, Lunsford Park, Avlesford
Other - Outside Survey Area
Total
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Zone 1
Astad St. Sturrews Close, Canterb
celand, Stour Retail Park, Sturry Road, Canterbury
celand, Wincheap Industrial Estate, Maynard Road, Canterbury
Lidl, Sturry Road, Canterbury
Local Shops, Canterbury City Centre
Local Shops, St Dunstans, Canterbury
Mark \& Spencer, Maybrook Retail Park, Canterbur
Morrisons, Ten Perch Road, Canterbury
Sainsburr's Local, St. Dunstans street, Canterbury
Sainsburr's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury
Stury Road Retail Parks, Canterbury (includes C
Tesco xxpess, New Dover Road, Canterbury
Tesco Metro, Whitefriars Shoppping Centre, Gravel Walk, Canterbury
The Goods Shed Farmers Market, Station R
Waitrose, St. Georges Centre, Canterbury
Wincheap Retail Area, Canterbury
Wincheap
Other - Zon
Zone 2
Coo-op, Parkwood, University of Kent, Canterbury
Co-op, Virginia Woolf Building,
Local Shops, Blean Village Centre
Local Shops, , chartham Village Centre Centre
Other - Zone 2
Zone 3
Zone 3
Barham Post office, Valley Road, Barham, Canterbury
Local Shops, Barham Village Centre
Local Shops, Bridge village Centre
Other - Zon
Zone
Co-op, Island Road, Stury
ocal Shops, Hersden Vill
Local Shops, Hersden Village Centre
Local Shops, Sturry Village Centre
Other-Zon
zone 5
Zone 5
Aldi, Kings Road, Herne Bay
Co-op, Mortimer Street, Herne Bay
Co-op, Reculver Road, Herne Bay
Co-op, Reculver Rood, Herne Bay
Co-op, Sea Street, Herre Bay
Co-op, Sea Street, Herre Bay
Local Shops, Canterburr Road, Herne Ba
Local Shops, Herre Bay Town Centre
Local Shops, Herne Bay Town Centre
Local Shops, Sea Street, Herne Bay
Sainsburr's Superstore, Altira Business Park, The Boulevard, Herne Bay
Tesco Express, Canterbury Road, Herne Bay
Tesco Express, Sea Street, Herne Bay
Other -Zo
Zone 6
Aldi, Prospect Retail Park, Whitstable
Co-op, Canterbury Road, Whitstable
Co-op, Canterbury Road, Whitstable
Co-op, Cromwell Road, Whitstable
Co-op, Faversham Road, Seasalter, Whitstable
Co-op, Oxford Street, Whitstable
Iceland, High Street, Whitstable
Local Shops, Herne Bay Road / St Johns Road / Swalecliffe
ocal Shops, Whitstable Town Cent
Sainsbury's Local, Hosphect Retail Prark, Whitstala
Sainsbury's Local, ,high Stree, , Whitstable
Sainsbury's Superstore, Reeves Way, Whitstable
Tesco Express, Tankerton Road, Whitstable
Tesco Extra, Millstrood Road, Whitstable
Tesco extra,
Other - Zone 6
Other-
Zone 7
Aldi Bo
Aldi, Boundary Road, Ramsgate
Aldi, Zion Place, Margate
Asta, Westwood Road,
Cooop, Gradgasta Road Ramsgate
Co-op, High Street, Broadstairs
Co-op, High Street, Broasdstairs
Co-op, Hopevile Avenue, Broadstais
Co-op, Hopeville Avenue, Broadstairs
Co-op, Station Road, Westgate On Sea
Co-op, Summerfield Road, Margate
Iceland, High Street, Broadstairs
Local Shops, Minster-i-T-Thanet Village Centre
Local Shops, Ramsgate Town Centre
Marks \& Spencer (BP), Canterbury Road, Margate
Marks \& Spencer, Westwood Cross Shopping Centre, Broadstairs
Sainsbury's Ssley Street, Margate
Sainsbury's Superstore, Dadson Way, Ramsgate
Tesco Extra, Margate Road, Westwood, Broadstis
Tesco Extra, Margate Road, Westwood, Broadstairs
Tesco Metro, High Street, Broadstairs
Tesco Metro, Northdown Road Cliftoville, Margate
Tesco Superstore, Manston Road, Ramsgate
Waitrose, Queens Street, Ramsgate
Westwood Cross
Other - Zone 7
Zone 8
Co-op, Moatsole, Sandwich
Co-op, The Street, Ash
Gibson's Farm Shop, Crockshard Hill, Wingham
Cibson's Farm Shop, Crockshard hill, W
Local Shops, Littlebourne Village Centre
Others
Local Shops, Wingham Village Centre
Spar, Market St
Other - Zone 8
8one
Other-
Zone 9
Aldi, Cherry Tree Avenue, Dover
Co-op, 位thorne Road, shephe
Co-op, Lower Road, Dover
Coop, Market Square, Aylesha
Coopo, Marke SGuare, Al
Co-op, Mill Road, Deal
Farmfoods, Charton Green, Dover
Iceland, Queen Street, Deal
Farmfoods, Charton Green,
Iceland, Queen Street, Deal
Lid
Lidl, Honeywood Parkway, Dover
Local Shops, Deal Town Centre
Local Shoss, Dover Town Centre
Morrisons,
ridge Street Dover
Morisons, Bridge Street, Dover
Sainsbury's Superstore, West Street, De
St James Retail Park, Dover
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other-Z ZO
Zone 10
Aldi, High Street, Hythe
Asda, Bouverie Place, Folkestone
Co-op, Cheriton Road, Folkestone
Co-op, High Street, Folkestone
Co-op, Main Road, Sellindge
Iceland, High Street, Hythe
Lidl, Haven Drive, Hawkinge, Folkest
Lidl, Shellons Street, Folkestone
Lid, Shellons Street, Folkestone
Local Shops, Folkstone Town Centre
Local Shops, Folkstone Town Centre
Local Shops, Hyythe Town Centre
Local Shops, stelling Minnis village Centre
Marks \& Spencer, Cheriton High Street,
Morisons, Cheriton Road, Folkestone
Sainsburr's Superstore, Bouverie Road West, Folkestone
Sainsburr's Superstore, Military Road, Hythe
Sainsbury's Superstore, Park Farm Retail Park,
Tesco Express, , Canterberbury Road, Folkestone
eesco Express, Castle House, Bouverie Road West, Folkeston
Waitrose, Prospect Road, Hythe















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Zone 11 STret, Sittingburne
Aldi, Pepys Avvenue,Sheerness
Co-op, Bobbing Corner, Sittingbourn
Co-op,\mathrm{ Forbes Road, Faversham}
Co-op, Grove Park Shopping Ce
lol
Col
Co-op, The Parade, Northwood Drive, Sittings
Iceland, East Street, Faversham
Lidl, West Stret, Sittingbourne 
Local Shops, Minster Village Centre, Isl of Sheppey
Local Shops,, Sheerness Town Centre, sle o 
Morrisons, Mill Way, Sittingbourne
Morisons, Neats Court, Isle of Sheppey
Morisons, North Lane, Faversham
Sainsbury's Superstore,Avenue of Remembrance, Roma 
Sittingbourne Retail Park, Sittingbourne
Tesco Express, Chalkwell Road, Sittingbourn
lesco Superstore, Bridge Road, Sheerness
Other-Zone 1
Aldi, Victoria Road, Ashford
Asda, Kimberley Way, Ashford
Asa,, imbeneyWay,Asi, (shoror
Co-op, Churchfield Way, Wye
Co-op, Faversham Road, Kennington, Ashford
Co-op, Hunter Avenue, Willesborough, Ashford
F celand, HW,
Iceland,, High Street, Ashor,
idl, New Street, Asford
Local Shops, Ashford Town Centre
Local Shops, Kennington Local Centre, Ashfod
Sainsbury's Superstore, Simonowe Ueil Avenue, Ashford
Tesco Express,Mace Lane, Ashford
Tesco Extra,Hythe Road, Willesborough, Ashford
Waitros,, Sir Bernard Paget Drive, Ashford
Other - Zone 12
Zone 13
Sainsurr's Superstore, Dymchurch Road, New
Spar, High Street, New Romney
Tesco Superstore,, lighbury Works, Tenterde
Waitrose,Saye
Alldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
Aldi, Langley Park Centre, Ma
Asda, Pier Road, Gillingham
Co-op, Egremont Road, Bearsted
Co-op, Faversham Road, Lenha
lceland, High Street, Gillingham
Iceland, Rainham Shopping Centre, Rainham
eland, Water Lane, Chequers Centre, Maid
Lial, Farleigh Hill, Tovi,, Maidstone
Local Shops,, Chatham Town Centre
Local Shops, Maidstone Town Centre
Local Shops, Staplehurst Village Centre 
M,
Morrisons, Sutton Road, Maidstone
MOrrisons, Walderlade, Princes Avenue, Chatham
Sainsbury's Local, ligh Street, Headcorn
    Sainsbur''s Local, High Street, Headcorn
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham
    \,
Tesco Express, Ashford Road, Bearsted
Tesco Express, Ashord Road, Bearsted
Tesco Express,, Sturdee Avenue, Gilingha
Tesco Metro, Rainham Soop\mathrm{ Sing Centre, Gillingham}
Tesco Metro, Rye Road, Hawkhurst
Tesco Superstore, Grovewood Drive, Maidstone
Waitrose, Mid Kent Shopping Centre, Maidstone
Waitrose, Mid K
    Outside Survey Area
Aldi, Hermitage Lane, A
Aldi, Rye Road, Hastings
Asda, Maidstone Road, Chatham
Co-op, Church Praade, Asloy
cos,
Co-op, Station Approach, Sevenoaks
Local Shops, Strood Town Centre
Marks & Spencer,, Bluewater, Greenhithe
Marks & Spencer, London Road, Sevenooks
NSainsbury's Local, St. Johns Road, Tunbridge Wells
SSainsurry's Superstore, Linden Park Road, Tunbridge Wells
S
Sainsbury Superstore, Quarry, Wood Industrial Estae,
Tesco Extra, Lunsford Park, Allesford
    Other - Outside Survey Area
M
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[^7]Iceland, Stour Retail Park, stury Iceland, Wincheap Industrial
Lial, Sturry Road, Canterbury Local Shops, Canterbury City Centre Local Shops, St Dunstans, Canterbur Marks $\&$ spencer, Maybrook Retail Park, Canterbu
Marks $\& \&$ pencer, 5 St Geoges street, Marks \& Spencer, St. Georges Street, C
Morrisons, Ten Perch Road, Canterbury
Sainsbury's Local, St. Dunstans Street, Canterbury
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury
Sainsbur's Superstore, knsmead Road, Canterbury
Sturry Road Retail Parks Canterbury (includes Canterb
Tesco Express, New Dover Road, Canterbury
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Tesco Metro, Whitefriars shopping Centre, Gravel Walk, Canterbury
The Goods Shed Farmers Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Cante
Wincheap Retail Area, Canterbury
Wincheap Ret
Other- Zone 1
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Viriginia Wooff Building, Univ
Local Shops, Blean Village Centre
Local Shops, , chartham village Centre
Other- $20 n$
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury
Local Shops, Barham Village Centre
Local Shops, Bridge Village Centre
Other - Zo
Zone 4
Co-op, Island Road, Stury
Local Shops, Hersden villa
Local Shops, Hersden Village Centre
Local Shops, Sturry Village Centre
Other- 20
Zone 5
Zone 5
Aldi, Kings Road, Herre Bay
Co-op, Mortimer Street, Herne Bay
Co-op, Reculver Road, Herne Bay
Co-op, Sea Street, Herre Bay
Local Shops, Canterbury Road, Herne Bay
Local Shops, Herne Bay Town Centre
Local Shops, Recluver Road, Beltinge, Herne Bay
Local Shops, Sea Street, Herne Bay
Morisons, Beach Street, Herne Bay
Sainsburr's Superstore, Altira Business Park, The Boulevard, Herne Bay
Tesco Express, , , anterbuury Road, Herre Bay
Tesco Expresess, Canterbury Road, Herne Bay
Other -
Zone 6
Aldi, Prospect Retail Park, Whitstable
Co-op, Canterbury Road, Whitstale
Co-op, Canterbury Road, Whitstable
Co-op, Cromwell Road, Whistable
Co-op, Faversham Road, Seasalter, Whitstable
Co-op, Oxford Street, Whitstable
Iceland, High Street, Whitstable
Local Shops, Herne Bay Road/ St Johns Road / Swalecliffe
Local Shops, Whitstable Town Centre
Sainsbury's Local, high Street, Whitstable
Sainsbur's superstore, Reeves Way, Whitstab
Tesco Express, Tankerton Road, Whitstabe
Tesco Express
Other- Zone
Zone 7
Aldi, Boundary Road, Rams
Aldi, Zion Place, Margate
Asda, Westwood Road, Broadstair
Co-op, Grange Road, Ramsgate
Co-op, Hopeville Avenue, Broadstairs
Co-op, Station Road, Birchington
Co-op, Station Road, Birchington
Coop, station Road, Westgate On Sea
Co-p, summerfied Road, MMragate
tceland, High Street, Broadstairs
Local Shops, Minster-in-Thanet Village Ce
Local Shops, Ramsgate Town Centre
Marks \& Spencer (BP), Canterbury Road, Margate
Mark $\&$ Spencer (BP), Canterbiry Rood, Margate
Marks \& Spencer, Westwod Cross Shopping Centre, Broadstairs
Morrisons,
Morrisons, Hawley Street, Maragat
Sainsburr's superstore, Dadson Way, Ramsgate
Tesco Extra, Margate Road, Westwooc
Tesco Metro, High Street, Broadstairs
Tesco Metro, High Street, Broadstairs
Tesco Metro, Northdown Road, Cliftonville, Margate
Tesco Superstore, Manston Road, Ramsgate
Waitrose, Queens Street, Ramsgate
Westwood C
Other- Zone
Zone 8
Zone 8
Co-pp, Moatsole, Sandwic
Co-op, The Street, Ash
Co-op, The Street, Ash
Gibson's Farm Shop, Crockshard Hill, Wingham
Local Shops, Littlebourne Village Centre
Others
orners
Local Shops, Wingham Village Cen
Spar, Market Street, Sandwich
Spar, Market S
Other - Zone 8
Zone 9
Aldi, Cherry Tree Avenue, Dover
Co-op, Beauchamp Avenue, Deal
Co-op, Beauchamp Avenue, Deal
Co-op, tyethorne Road, shepherd,
Co-op, Lower Road, oover
Co-op, Market Square, Aylesham
Co-op, Mill Road, Deal
Farmfoods, Charlton Green, Dover
Iceland, Queen Street, Deal
Iceland, Queen Street, Deal
Lidl Honeywood Parkwa,
Lial, Honeywood Parkway, Dover
Local Shops, Deal Town Centre
Local Shoss, Dover Town Centre
Morisisns, Bridge Street, Dover
Sainsbury's superstore, West Street, Deal
Sainsbury's Superstore, West
St sames Retail Park, Dover
Tesco Extra, White Clifts Park, Honeywood Parkway, Dover
Other-20
Zone 10
Zone 10
Aldi, High Street, Hythe
Asda, Bouverie Place, Folkestone
Co-op, Cheriton Road, Folkestone
Co-op, High Street, Folkestone
Co-op, Main Road, Sellindge
Co-op, Nain Road, Sellinge
Iceland, High Street, Hythe
Lidl, Haven Drive, Hawkinge, Folke
Lial, Shellons street, Folkestone
Local Shops, Folkstone Town Centr
Local Shooss, Hythe Town
Local Shops, Hythe Town Centre
Local Shops, Stelling Minnis Village Centre
Marks \& Spencer, Cheriton High Street,
Morisons, Cheriton Road, Folkestone
Sainsburr's Superstore, Bouverie Road West, Folkestone
Sainsburr's Superstore, Military Road, Hythe
Sainsbury's Superstore, Park Farm Retail Park
Tesco Express, Canterbury Road, Folkestone
Tesco Express, Castle House, Bouverie Road West, Folkestone
Tesco Superstore, cheriton High Stren
Waitrose,













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Lone 11 
Aldi, Pepys Avenue, Sheerness
Co-op, Bobuing Corner, Sitiningou
CO-op, Forbes Road, Faversham
Co-op, Grove Park Shopping Centre, Sittingbourn
Co-op, London Road, Teynham
Co-op, Queens Road, Minster, sle of Sheppey
Co-op, The Parade, Northwood Drive, Sittingbour
Iceolan, Eas Street, Faversham
Lidl, West Street, Sittingbourne
Local Shops, Faversham Town Centre
Local Shops,, Minster Village Centre, Isle of Sheppey
Local Shops, Sittingbourne Town Centre
L_()
Morson,N1, Way, Stitingbourne
MMorisons,North Lane, Faversham
Sainsbury's Superstore, Avenue of Remembrance, Rom
Sittingbourne Retail Park, Sittingbourne
Tesco Express, Chalkwell Road, Sittingbourne
T Tesco Superstore, Bridge Road, Sheerness
Other-Zone 11
Aldi, Victoria Rood, Ashford
Assda, Kimberley Way, Ashford
Co-op, Brookfield Court, Ashford
Co-op, Churchfield Way, Wye
Co-op, Churchifla, Way,, We yen,
Col
I Ieland, High Street, Ashford
Lial,, New Street,Ashford 
Local Shops, Ashford Town Centre
LMa/\mp@code{Shoss, Kennington Local Centre, Ashfo}
Mariss & Spencer, County Square, Ashford 
Tesco Express, Mace Lane, Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford
Waitrose, Sir Bernard Paget Orive, Ashord
Other - Zone 12
Sainsbury's Superstore, Dymchurch Road, New Romne
Spar, Coast Drive, Greatsone, New Romne,
STa,
Waitrose, Sayer'
AAld, Ambley Road, Gillingham
Ali, Uuncan Road, Gillingham
M
Co-op, Egremont Road, Bearsted 
Co-op,
lol
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidsto
L
Lial, Fareigh, HM,Tovi,M\mathrm{ Maidstone }
Local Shops, Staplehurst Village Centre
Mark& Spencer,, Hempstead Valley Shopping Centre, Gillingham
Marks& Spencer, Week Street, Maid
Mowison,' Walderslade, Princes Avenue, Chatham
Sainsbury's Local, ligh Street, Headcorn,
Sal
Sainsbury's superstore, Romney Place, Maidstone
Tesco Express Esso), Tonbridge Road, Maidsto
Tesco Express, Ashord Road, Bearsted
Tesco Express, London Road, Maidstone
Tesco Express, Sturdee Avenue, Gilingham
Tesco Metro, Rainham Shopping Centre, Gillingham
Tesco Superstore, Farleigh Hill,Tovi
Tesco Superstore, Grovevewood Drive, Maidston
Tesco Superstore, Grovewood Drive,Maidston
Other -2ne 14
Outsid Survey Area
AAli, Friary Place, Strood
Aldi, Rye Road, Hastings 
Asda, Maidstone Road, Chatham
Co-op, Church Parade, As,
Co-mp, tigh Street,Swanley
Co-op, Station Approach, Sevenoaks
Local Shops, Sevenoaks Town cere
Marks & Spencer, Bluewater, Greenhithe
Mark& Spencer, Sluewater,Greenhithe
Nains & sencer, London Road, Sevenoaks 
Sainsbury's Superstore, Linden Park Road, Tunbridge Wells
Sainsbury's Superstore, Otford Road, Sevenoaks
Sainsbur's Superstore, Quarry Wood Industrial Estate, Mills Road, Avlesford
Sainsburr's Superstore,Quarry Wood ndustrial Esta
T
Other - Outside Survey Area
Other-
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Aldi, St. Andrews Close, Canterbury
Assa, Sturry Road, Canter
Iceland
Iceland, Stour Retail Park sty
Iceland, Wincheap Industrial
Lidl, Sturry Road, Canterbury
Local Shops, Canterbury City Centr
Local Shops, St Dunstans, Canterbury
Marks \& Spencer, Maybrook Retail Park, Canterbuy
Marks \& Spencer, St. Geoorges Street Conterb
Marks \& S Sencerer. St. Georges Street, Can
Morrisons, Ten Perch Road, Canterbury
Sainsbry's
Sainsbury's Local, St. Dunstans Street, Canterbury
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury
Sainsburr's Superstore, Kingsmead Road, Canterbur,
Sturry Road Retail Parks, Canterbury (includes Canterb
Tesco Express, New Dover Road, Canterbury
Tesco Merto, Whitefriars Shopping Centre, Gravel Walk, Canterbury
The Goods shed Eermer Mor
Tesco Metro, Whitetrirars Shopping Centre, Gravel Walk, Canterbury
The Goods shed Farmers Market, Station Road West, Canterbury
Waitrose, St. Georges Centre, Cante
Wincheap Ret
Other - ozen 1
Zone 2
Co-op, Parkwood, University of Kent, Canterbury
Co-op, Viriginia Wooff Building, Univ
Local Shops, Blean Village Centre
Local Shops, , Chant Vilagag Village Centre
Other- Zon
Zone 3
Barham Post Office, Valley Road, Barham, Canterbury
Local Shops, Barham Village Centre
Local Shops, Bridge Village Centre
Other- Zo
Zone 4
Co-op, Island Road, Stury
Local Shops, Hersden Village Centre
Local Shops, Sturry Village Centre
Other- Zo
Zone 5
Aldi, Kings Road, Herne Bay
Co-op, Mortimer Street, Herne Bay
Co-op, Reculver Road, Herne Bay
Co-op, Sea Street, Herre Bay
Local Shops, Canterbury Road, Herne Bay
Local Shops, Herne Bay Town Centre
Local Shops, Recluver Road, Beltinge, Herne Bay
Local Shops, Sea Street, Herne Bay
Morisons, Beach Street, Herne Bay
Sainsbury's Superstore, Altira Business Park, Th
Tesco Express, Canterbury Road, Herne Bay
Herne Bay
Other-
Zone 6
Aldi, Prospect Retail Park, Whitstable
Co-op, Canterbury Road, Whitstable
Co-op, Cromwell Road, Whitstable
Co-op, Faversham Road, Seasalter, Whits
Co-op, oxford Street, Whitstable
Iceland, High Street, Whitstable
Iceland, High Street, Whitstable
Local Shops, Faversham Road, Seasalter
Local Shops, Herne Bay Road / St Johns Roa
Local Shops, Tankerton Road, Tankerton
Local Shops, Whitstable Town Centre
Marks \& spencer, Prospect Retail Parr, Whitstable
Sainsbury's local,
Sainsbury's Local, High Street, Whitstable
Sainsbury's superstore, Reeves Way, Whitstab
Sainsburr's Superstore, Reeves Way, Whitstable
Tesco Express, Tankerton Road, Whitstable
Tesco Extra, Millstrood Road, Whitstable
Other-Zone
Zone 7
Zone 7
Aldi, Boundary Road, Rams
Aldi, Zion Place, Margate
Asda, Westwood Road, Broadsta
Co-op, Grange Road, Ramsgate
Co-op, High Street, Broasstairs
Co-op, Hopeville Avenue, Broadsta
Co-op, Station Road, Birchington
Coop, Station Road, Westgate On Sea
Co-op, Summerfield Road, Margate
Iceland, High Street, Broadstairs
Lidl, Margate Road, Ramsgate
Local Shops, Broadstairs Town Centre
Local Shops, Margate Town Centre
Local Shops, Minster-in-Thanet Village Cent
Local Shops, Ramsgate Town Centre
Marks Spencer (BP), Canterbury Road, Margate
Marks \& Spencer, Westwood Cross Shopping Centre, Broadstair
Morrisons, Hawley Street, Margate
Sainsbury's Superstore, Dadson Way, Ramsgate
Tesco Extra, Margate Road, Weatwood, Broadstairs
Tesco Metro, Northdown Road, Cliftonville, Margate
Tesco Superstore, Manston Road, Rams
Waitrose, Queens street, Ramsgate
Waitrose, Queens Street, Ramsgate
Other- Zo
Zone 8
Co-op, Moatsole, Sandwic
Co-op, The Street, Ash
Gibson's Sarm Shop, Crockshard Hill, Wingham
Local Shops, Littlebourne Village Centre
Others
Others
Local Shop
Locars Shops, Wingham Village Ce
Spar, Market street Sandwich
Other- Zone 8
Zone 9
Aldi Cherr
Aldi, Cherry Tree Avenue, Dover
Co-op, Beauchamp Avenue, Deal
Co-op, Eyethorne Road, Sheph
Co-op, Lower Road, Dover
Co-op, Market Square,
Co-op, Mill Road, Deal
Farmfoods, Charton Green,
Iceland, Queen Street, De
Icland, , पueen Street, Deal
Lidl, Honeywood Parkway, Dover
Local Shops, Deal Town Centre
Local Shops, Dover Town Centre
Morrisons, Bridge Street, Dover
Sainsbury's Superstore, West Street, Deal
St James Retail Park, Dover
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Zone 10
Aldi, High Street, Hythe
Asda, Bouverie Place, Folkestone
Co-op, Cheriton Road, Folkestone
Co-op, High Street, Folkestone
Coop, High Street, Folkestone
Co-op, Main Road, Selindge
tceland, Hieh Street, Hythe
Iceland, High Street, Hythe
Lial, Shellons street, Folkestone
Lidl, Shellons Street, Folkestone
Local Shops, Folkstone Town Centren
Local Shoss, , , yththe Town Centre
Local Shops, Stelling Minnis village Ce
Local Shops, Stelling Minnis Village Centre
Marks \& Spencer, Cheriton High Street, Folkestone
Marks \& Spencer, cheriton High Street,
Sainsbury's Superstore, Bouverie Road We
Sainsbury's superstore, Military Road, Hyti|
Tesco Express, Canterbury Road, Folkestone
Tesco Express, Castle House, Fouverie Road
Tesco Express, Castle House, Bouverie Road West, Folkestone
Waitrose, Prospect Road, Hythe
Other - Zone 10







 $\therefore 8$








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Lone 11 
Aldi, Pepys Avenue, Sheerness 
Co-op, Bobuing Corner, Sitiningou
CO-op, Forbes Road, Faversham
Co-op, Grove Park Shopping Centre, Sittingbourn
Co-op, London Road, Teynham
Co-op, Queens Road, Minster, sle of Sheppey
Co-op, The Parade, Northwood Drive, Sittingbour
Iceolan, Eas Street, Faversham
Lidl, West Street, Sittingbourne
Local Shops, Faversham Town Centre
Local Shops,, Minster Village Centre, Isle of Sheppey
Local Shops, Sittingbourne Town Centre
L_()
Morson,N1, Way, Stitingbourne
MMorisons,North Lane, Faversham
Sainsbury's Superstore, Avenue of Remembrance, Rom
Sittingbourne Retail Park, Sittingbourne
Tesco Express, Chalkwell Road, Sittingbourne
T Tesco Superstore, Bridge Road, Sheerness
Other-Zone 11
Aldi, Victoria Rood, Ashford
Assda, Kimberley Way, Ashford
Co-op, Brookfield Court, Ashford
Co-op, Churchfield Way, Wye
Co-op, Faversham Road, Kenington, Ashford
Col
I Ieland, High Street, Ashford
Lial,, New Street,Ashford 
Local Shops, Ashford Town Centre
LMa/\mp@code{Shoss, Kennington Local Centre, Ashfo}
Mariss & Spencer, County Square, Ashford 
Tesco Express, Mace Lane, Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford
Waitrose, Sir Bernard Paget Orive, Ashord
Other - Zone 12
Sainsbur's Superstore, Dymchurch Road, New Romne,
Spar, Coast Drive, Greatsone, New Romne,
Sel
MWitrose, Sayer's
Zoner-24
Aldi, Ambley Road, Gillingham
Aldi, Duncan Road, Gillingham
M
Co-op, Egremont Road, Bearsted
Co-op, High street, Cod, Lenh
lol
Iceland, Rainham Shopping Centre, Rainham
Iceland, Water Lane, Chequers Centre, Maidst
L
Lial, Fareigh, HM,Tovi,M\mathrm{ Maidstone }
Local Shops, Maidstone Town Centre
Local Shops, Staplehurst Village Centre 
Marks & Spencer, Week Street,, Maidstone
Marks & Spencer, Week Street, Ma
MM,
MMorrison, Walderslade, Princes Avenue, Chatham
Sa
Sainsbury's Superstore, Romney Place, Maidstone
Tesco Express EEsso), Tonbridge Road, Maidsto
Tesco Express, Ashord Road, Bearsted
Tesco Express, London Road, Maidstone
Tesco Express, Sturdee Avenue, Gilingham
Tesco Metro, Rainham Shopping Centre, Gillingham
Tesco Superstore, Farleigh Hill, Tov
Tesco Superstore, Grovevewood Drive, Maidston
Tesco Superstore, Grovewood Drive,Maidston
Other -2ne 14
Outsid Survey Area
Aldi, Friary Place,Strood
Aldi, Rye Road, Hastings 
Assa, Maidstone Road, Chatham
Co-op, Church Parade, As,
Co-mp, tigh Street, Swanley
Co-op, Station Approach, Sevenooks
Local Shops, Sevenoaks Towncese
Marks & Spencer, Bluewater, Greenhithe
Mark& Spencer, Sluewater,Greenhithe
Nains & sencer, London Road, Sevenoaks 
Sainsbury's Superstore, Linden Park Road, Tunbridge Wells
Sainsbury's Superstore, Otford Road, Sevenoaks
Sainsbur's Superstore, Quarry Wood Industrial Estate, Mills Road, Avlesford
Sainsburr's Superstore,Quarry Wood ndustrial Esta
Tesco Extra, Lunsford Park, Aylesford
Other - Outside Survey Area
Other-
```















2020202520302035

Total Expenditure in Catchment Area
Expenditure retained In Catchment
Market Share

$£ 2,604.10$ £2,701.16 $£ 2,769.55$ £2,843.34 $£ 2,927.86$ |  | $£ 2,526.63$ | $£ 2,620.80$ | $£ 2,687.16$ | $£ 2,758.75$ | $£ 2,840.76$ |
| :--- | :--- | :--- | :--- | :--- | :--- | | £2,526.63 | £2,620.60 | £2,687.16 | £2,758.75 | £2,840.76 |
| ---: | ---: | ---: | ---: | ---: |
| 77.47 | £80. | $97 \%$ | $97 \%$ | $97 \%$ |


|  | 2020 | 2025 | 2030 | 2035 | 2040 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total Expenditure Available in Canterbury District | $£ 345.08$ | £357.51 | £369.66 | £378.91 | £390.81 |
| Market Share | 97\% | 97\% | 97\% | 97\% | 97\% |
| Total Turnover/Expenditure Drawn Canterbury City Centre | £21.59 | £22.36 | £23.12 | £23.70 | £24.45 |
| Total Turnover/Expenditure Drawn to Edge of Canterbury | £24.58 | £25.47 | £26.33 | £26.99 | £27.84 |
| Total Turnover/Expenditure Drawn to Out of Canterbury Stores | $£ 109.58$ | £113.53 | £117.38 | £120.32 | £124.10 |
| Expenditure drawn to other stores elsewhere in Canterbury district | $£ 177.34$ | £183.72 | £189.97 | £194.72 | £200.84 |
| Inflow of Expenditure | £78.28 | £81.10 | £83.86 | £85.96 | £88.66 |
| Retention plus Inflows | £411.36 | £426.18 | £440.66 | £451.69 | $£ 465.88$ |
| Outflow - Rest/Outside Study Area | $£ 12.00$ | $£ 12.43$ | $£ 12.86$ | $£ 13.18$ | $£ 13.59$ |

Note: Zones 1-6

## TABLE 12B : Canterbury- Convenience Trade Flows

|  | 2020 | 2025 | 2030 | 2035 | 2040 |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |
|  | $£ 345.08$ | $£ 357.51$ | $£ 369.66$ | $£ 378.91$ | $£ 390.81$ |
| Total Expenditure Available | $45 \%$ | $45 \%$ | $45 \%$ | $45 \%$ | $45 \%$ |
| Market Share | 21.59 | 22.36 | 23.12 | 23.70 | 24.45 |
| Total Turnover/Expenditure Drawn Canterbury City Centre | 24.58 | 25.47 | 26.33 | 26.99 | 27.84 |
| Total Turnover/Expenditure Drawn to Edge of Canterbury | 109.58 | 113.53 | 117.38 | 120.32 | 124.10 |
| Total Turnover/Expenditure Drawn to Out of Canterbury Stores | $£ 59.20$ | $£ 61.33$ | $£ 63.41$ | $£ 65.00$ | $£ 67.04$ |
| Inflow of Expenditure | $\mathbf{£ 2 1 4 . 9 4}$ | $\mathbf{£ 2 2 2 . 6 9}$ | $\mathbf{£ 2 3 0 . 2 5}$ | $\mathbf{£ 2 3 6 . 0 2}$ | $\mathbf{£ 2 4 3 . 4 3}$ |
| Retention plus Inflows |  |  |  |  |  |


| TABLE 12C: Herne Bay Convenience Trade Flows |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2020 | 2025 | 2030 | 2035 | 2040 |
| Total Expenditure Available | £345.08 | £357.51 | £369.66 | £378.91 | £390.81 |
| Market Share | 23\% | 23\% | 23\% | 23\% | 23\% |
| Total Turnover/Expenditure Drawn to Herne Bay Centre | $£ 43.56$ | $£ 45.13$ | $£ 46.67$ | $£ 47.84$ | £49.34 |
| Total Turnover/Exenditure drawn to remainder of Herne Bay Zone | £34.11 | $£ 35.34$ | £36.54 | $£ 37.45$ | £38.63 |
| Inflow - From Rest Of Study Area | £2.21 | £2.29 | £2.36 | £2.42 | £2.50 |
| Retention plus Inflows | £79.88 | £82.76 | £85.57 | £87.71 | $£ 90.47$ |


| TABLE 12D : Whitstable Convenience Trade Flows |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  | 2020 | 2025 | 2030 | 2035 | 2040 |
| Total Expenditure Available | $£ 345.08$ | $£ 357.51$ | $£ 369.66$ | $£ 378.91$ | $£ 390.81$ |  |
| Market Share | $26 \%$ | $26 \%$ | $26 \%$ | $26 \%$ | $26 \%$ |  |
| Total Turnover/Expenditure to Whitstable Centre | $£ 9.88$ | $£ 10.24$ | $£ 10.59$ | $£ 10.85$ | $£ 11.19$ |  |
| Turnover to other stores/centres in Whitstable zone | $£ 79.82$ | $£ 82.69$ | $£ 85.50$ | $£ 87.64$ | $£ 90.40$ |  |
| Inflow - From Rest Of Study Area | $£ 14.19$ | $£ 14.71$ | $£ 15.21$ | $£ 15.59$ | $£ 16.08$ |  |
| Retention plus Inflows | $£ 103.90$ | $£ 107.64$ | $£ 111.30$ | $£ 114.08$ | $£ 117.67$ |  |

Table 13 - Convenience Commitments
Net
floorspace
(sqm)

| Zone 1 |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Canterbury Riverside | 287 | 287 | 8,000 | 2.29 |
| Land off Cockering Road Thannington <br> Proposed Aldi, Sturry Road | 350 | 175 | 4,000 | 0.70 |
| Zone 4 | 1,320 | 1,056 | 9,070 | 9.58 |
| Land South of Island Road, Westbere | 222 | 222 | 8,000 | 1.78 |
| Zone 5 <br> Proposed Lidl, Thanet Way | 1,700 | 1,360 | 9,652 | 13.13 |
| Out of Canterbury Area <br> Zone 9 <br> St James, Dover | 5,200 | 1,040 | 11,400 | 11.86 |

Note - turnovers based on GLH assumptions,
except Lidl, which is based on UK Retail Rankings 2019 and
Aldi, based on application submission
Canterbury Riverside - assume all retail floorspace for conveneince goods
Thannington - assume 1/2 floorspace for convenience goods

| TABLE 14 : Canterbury City Convenience Floorspace Capacity |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |
|  | 2020 | 2025 | 2030 | 2035 | 2040 |
|  | 345.08 | 357.51 | 369.66 | 378.91 | 390.81 |
| Total Available Convenience Expenditure | $45 \%$ | $45 \%$ | $45 \%$ | $45 \%$ | $45 \%$ |
| Market Share | 214.94 | 222.69 | 230.25 | 236.02 | 243.43 |
| Convenience Turnover In Canterbury (inc Inflow) |  |  |  |  |  |
| Total Convenience Turnover | 214.94 | 216.67 | 216.67 | 216.67 | 216.67 |
| Growth in trading Turnover | 0.00 | 6.02 | 13.59 | 19.35 | 26.76 |
| Capacity pre-commitments |  |  |  |  |  |
|  | 12.57 | 12.67 | 12.67 | 12.67 | 12.67 |
| Turnover of Commitments | -12.57 | -6.65 | 0.91 | 6.68 | 14.09 |
| Residual Expenditure | 11,400 | 11,492 | 11,492 | 11,492 | 11,492 |
| Benchmark Sales Density | $(1,103)$ | $(579)$ | 80 | 581 | 1,226 |

Note: floorspace productivity taken from figure 4A from Experien Briefing Note 17

## Note

Experian (Figure 4A) identifies floorspace productivity
Benchmark sales density based on 'big 4 operators' - Asda, Morrisons, Sainsburys and Tesco, plus Aldi and Lidl from 2019 UK Retail Rankings
Negative capacity in brackets

## TABLE 14A : Herne Bay Convenience Floorspace Capacity

|  | 2020 | 2025 | 2030 | 2035 | 2040 |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  | 345.08 | 357.51 | 369.66 | 378.91 | 390.81 |
| Total Available Convenience Expenditure | $23 \%$ | $23 \%$ | $23 \%$ | $23 \%$ | $23 \%$ |
| Market Share | 79.88 | 82.76 | 85.57 | 87.71 | 90.47 |
| Convenience Turnover In Herne Bay |  |  |  |  |  |
| Total Convenience Turnover | 79.88 | 80.52 | 80.52 | 80.52 | 80.52 |
| Growth in trading Turnover | 0.00 | 2.24 | 5.05 | 7.19 | 9.95 |
| Capacity pre-commitments |  |  |  |  |  |
|  | 13.13 | 13.23 | 13.23 | 13.23 | 13.23 |
| Turnover of Commitments | -13.13 | -10.99 | -8.18 | -6.04 | -3.29 |
| Residual Expenditure | 11,400 | 11,492 | 11,492 | 11,492 | 11,492 |
| Benchmark Sales Density | $(1,151)$ | $(957)$ | $(712)$ | $(526)$ | $(286)$ |

## TABLE 14B: Whitstable Convenience Floorspace Capacity

|  | 2020 | 2025 | 2030 | 2035 | 2040 |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  | 345.08 | 357.51 | 369.66 | 378.91 | 390.81 |
| Total Available Convenience Expenditure | $26 \%$ | $26 \%$ | $26 \%$ | $26 \%$ | $26 \%$ |
| Market Share | 103.90 | 107.64 | 111.30 | 114.08 | 117.67 |
| Convenience Turnover In Whitstable |  |  |  |  |  |
| Total Convenience Turnover | 103.90 | 104.73 | 104.73 | 104.73 | 104.73 |
| Growth in trading Turnover | 0.00 | 2.91 | 6.57 | 9.35 | 12.94 |
| Capacity pre-commitments |  |  |  |  |  |
|  | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Turnover of Commitments | 0.00 | 2.91 | 6.57 | 9.35 | 12.94 |
| Residual Expenditure | 11,400 | 11,492 | 11,492 | 11,492 | 11,492 |
| Benchmark Sales Density | - | 253 | 572 | 814 | 1,126 |

Canterbury City Council Retail and Leisure Study, July 2020
Canterbury City Council

## 8. Comparison Needs Assessment

TABLE A - Study Zone \& Study Area Expenditure Per Head - Comparison Goods

| Study Zones |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| Year |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2018 | £3,527 | £3,189 | £4,758 | £4,093 | £4,014 | £4,309 | £3,796 | £4,714 | £3,996 | £4,199 | £3,960 | £4,066 | £4,533 | £4,003 |
| 2020 - less SFT | £3,062 | £2,769 | £4,131 | £3,554 | £3,485 | £3,741 | £3,296 | £4,093 | £3,469 | £3,646 | £3,438 | £3,530 | £3,936 | £3,475 |
| 2025 - less SFT | £3,270 | £2,957 | £4,411 | £3,795 | £3,721 | £3,995 | £3,519 | £4,370 | £3,705 | £3,893 | £3,671 | £3,770 | £4,203 | £3,711 |
| 2030 - Less SFT | £3,645 | £3,295 | £4,917 | £4,229 | £4,148 | £4,453 | £3,922 | £4,871 | £4,129 | £4,339 | £4,092 | £4,201 | £4,684 | £4,136 |
| 2035 - Less SFT | £4,178 | £3,778 | £5,637 | £4,849 | £4,755 | £5,105 | £4,497 | £5,585 | £4,734 | £4,974 | £4,691 | £4,817 | £5,370 | £4,742 |
| 2040 - Less SFT | £4,828 | £4,366 | £6,513 | £5,603 | £5,495 | £5,899 | £5,196 | £6,453 | £5,470 | £5,748 | £5,421 | £5,566 | £6,205 | £5,480 |

Notes: 2018 based estimates of consumer spending (2018 price base), Experian Retail Planner Reports 2019
Annual growth in expenditure of 2018: 3.4\%, 2019: 2.9\%, 2020: 2.0\%, 2021: $2.3 \% 2022$ to 2026; 2.3\%, and 27-40: 3.1\% year on year
Forecasts taken from pg 19 of Experian Retail Planner Briefing Note 17
SFT removed based on figures from Figure 5 Retail Planner Briefing Note 17

## TABLE B - Study Zone \& Study Area Expenditure Per Head - Comparison Goods

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Year |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2020 - less SFT £170.36 | £47.98 | £36.17 | £35.58 | £148.24 | £138.20 | $£ 476.37$ | $£ 59.77$ | £355.93 | £328.95 | £521.54 | £306.49 | £270 | £1,260.57 | £4,156.39 |
| 2025 - less SFT £191.42 | £52.65 | £39.89 | £39.65 | £163.72 | £152.35 | $£ 531.53$ | £65.62 | £389.98 | £361.58 | £584.38 | £343.11 | £299 | £1,401.70 | £4,617.28 |
| 2030 - Less SFT £225.72 | £60.66 | £46.46 | £46.30 | £189.93 | £175.85 | £616.19 | £75.19 | £444.76 | £414.42 | £677.67 | £397.01 | £344 | £1,617.26 | £5,331.96 |
| 2035 - Less SFT £268.15 | £71.13 | £51.77 | £55.01 | £224.89 | £207.13 | £731.47 | £87.95 | £520.84 | £487.79 | £803.65 | $£ 470.01$ | £405. | £1,910.83 | £6,295.64 |
| 2040 - Less SFT £323.61 | £84.37 | £60.76 | £66.05 | £268.58 | £246.49 | £876.62 | $£ 104.09$ | £615.41 | £578.66 | £964.10 | $£ 563.07$ | £481.9 | £2,281.53 | $£ 7,515.34$ |

Zone 1
Asd
Asda, Sturry Road, Canterbury Sainsbury's Suerstore
Zone 5
Canterbury Garden Centre, ,
Caterbury Road, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Eddington Business Park, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Whitstable Tow
Other - Zone 5
Zone 6
B\&Q, Thanet Way, Chestfield, Whitstable
B\&Q, Thanet Way, Chestield
Faversham Road, Seasatter
Herne Bay Road / St Johns
Herme Bay Road / St Johr
Herme Bay Tow Centre
Sainsbury's Superstore R
Herne Bay Town Centre
Sainsbury's Superstore, Reeves Way, Whitstable
Sainsbury's Superstore, Ree
Tankerton Road, Tankerton
Tesco Extra, Mill lstrood Road,
Other - Zone 6
Zone 7
Zone 7
Asda, Westwood Road, Broadstairs
Broadstairs Town Centre
Margate Town Centre
Minster-in-Thanet Village Centre
Ramsgate Town Centre
Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Ker
Westwood Cros
Other - Zone 7
Archers Low Nursery, Ash Road, Sandwich
Littlebourne Village Cente
Sandwich Town Centre
Sandwich Town Centre
Wingham Village Centre
Other - Zone 8
B\&Q, Honeywood Pa
Deal Town Centre
Dover Town Centre
B\&Q, Honeywood Pa
Deal Town Centre
Dover Town Centre
Deal Town Centre
Dover Town Centre
Sainsbury's Superstore, West Street, Deal
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Zone 10
Cheriton Village Centre
Folkstone Town Centre
Folkstone Town Cent
Hythe Town Centre
Park Farm Retail Park, Folkestone
Sainsbury's Superstore, Bouverie Road West,
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone
Stelling Minnis Village Centre
Stelling Minnis Village Centre
Tesco Superstore, Cheriton High Street, Folkestone
Other - Zone 10
Other - Z
Zone 11
Faversham Town Centre
Minster Village Centre, Isle of Sheppey
Sheerness Town
Sheerness Town Centre, Isle of Sheppey
Sittingbourne Retail Park, Sittingbourne
Sittingbourne Town Centre
Sittingbourne Town Centre
Tesco Superstore, Crescent Road, Faversham
Other - Zone 11
Zone 12
Aldi, Victoria Road, Assford
Asda, Kimberley Walk, Ashfor
Asda, Kimberley Walk, Ashford
Ashford Designer Outte, Ashford (also known as McArthur Glen, Ashford)
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Hempstead Valley Shopping Centre, Hempstead, Gillingham
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## Zone 13

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## Zone 13

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Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Other - Zo
Zone 6
B\&Q, Thanet Way, Chestield, Whitstable
B\&Q, Thanet Way, Chestield, Whitstable
Faversham Road, Seasalter
Herne Bay Road / St Johns Road / Swalecliffe
Herne Bay Road St Joh
Herne Bay Town Centre
Sainsbury's Superstore
Sainsbury's Superstore, Ree
Tesco Extra, Millstrood Road, Whitstable
Other - Zone 6
Zone 7
Asda, Westwood Road, Broadstairs
Broadstairs Town Centre
Margate Town Centre
Margate Town Centre
Minster-in-Thanet Village Centre
Ramsgate Town Centre
Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Ker

| Other - Z |
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| Zone 8 |

Zone 8
Archers Low Nursery, Ash Road, Sandwich
Littlebourne Village Centr
Sandwich Town Centre
Wingham Village Centre
Other - Zone 8
Other - Zone 8
Zone 9
Zone 9 Honeywood Park Industrial Estate, Whitfield, Dover
Deal Town Centre
Dover Town Centre
Sainsbury's Superstore, West Street, Deal
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
Cheriton Village Centre
Hythe Town Centre
Park Farm Retail Park, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkeston
Sainsbury's Superstore, Bouverie Road West,
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone
Stelling Minnis Village Centre
Tesco Superstore, Cheriton High Street, Folkestone
Other - Zone 10
Other - Zone 10
Zone 11
Faversham Town Centre
Minster Village Centre, Isle of Sheppey
Sheerness Town Centre, Isle of Sheppey
Sittingbourne Retail Park, Sittingbourne
Sittingbourne Town Centre
Tesco Superstore, Crescent Road, Faversham
Other - Zone 11
Other - Zone 1
Zone 12
Aldi, Victoria Road, Ashford
Asda, Kimberley Walk, Ashford
Ashford Designer Outtet, Ashford (also known as McArthur Glen, Ashford)
Ashford Retail Park, As
Ashford Town Centre
B\&Q, Norman Road, Ashfor
Gallagher Retaii Park, Norman Road, Ashford
John Lewis, Fougeres Way, Ashford
Kennington Local Centre, Ashford
Sainsbury's Superstore, Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford
Other - Zon
Zone 13
New Romney Town Centre
Tenterden Town Centre
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden
Other - Zone
B\&Q, Barker Road, Maidstone
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park, Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham
Maidstone Town Centre
Sainsbury's Superstore, Hempstead Valley, Gillingham
Staplehurst Village Centre
Staplehurst Village Centre
Tesco Extra, Courteney Road, Gillingham
Other - Zone 14
Outside
Asda, Maidstone Road, Chatham
Bluewater Shopping Centre, Green
Bluewater Shop
Central London
Horsted Retail
Horsted Retail Pa
Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre
South Aylesford Retail Park, Maidstone
Strood Town Centre
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
White Cliffs Business Park, Whitfield
Other - Outside Survey Area
Total

 Wyevale Garden
Other - Zone 2 Zone 3
Canterbury Garden Centre,
Whitstable Town C
Other - Zone 5
Sainsbury's Superstore, Reeves Way, Whitstable
Zone 12
Other - Zone 12
Other - Zone 13
Zone 14
B\&Q, WIII Adams Way, Gilingham
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Surry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury Wincheap Retail Area, Canterbury
Zone 2
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Chartham Village Centr
Meadow Grange Nursery, Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Zone 3
Zone 3
Bridge Village Centre
Zone 4
Hersden Village Centre
Zone 5
Canterbury Garden Centre, Herne Common, Herne Bay Canterbury Road, Herne Bay
Eddington Business Park Hern
Eddington Business Park, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Ce
Other - Zone 5
Zother - 6
B8Q, Thanet Way, Chestiel
Faversham Road, Seasalter
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre
Sainsbury's Superstore, Reeves Way, Whitstable
Tesco Extra, Millstrood Road
Other - Zone 6
Zone 7
Asda, Westwood Road, Broadstairs
Broadstairs Town Centre
Margate Town Centre
Minster-in-Thanet Village Centre
Ramsgate Town Centre

Other - Z
Zone 8
Archers Low Nursery, Ash Road, Sandwich
Littlebourne Village Centre
Wingham Village Centre
Other - Zone 8
Zone 9
B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover Deal Town Centre
Dover Town Centre
Sainsbury's Superstore, West Street, Deal
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
Cheriton Village Centre
Folkstone Town Centre
Hythe Town Centre
Park Farm Retail Park, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkeston Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone Tesco Superstore, Cheriton
Other - Zone 10
Zone 11
avisham Town Centre
Minster Village Centre, Isle of Sheppey
Sheerness Town Cente
Sittingbourne Retail Park, S. Sittingbourne
Sittingbourne Town Centre
Tesco Superstore, Crescent Road, Faversham
Other - Zone 1
Zone 12
Asda, Kimberley Walk Ashford
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Assford Retain Park, A
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B\&Q, Nom
Gallagher Retail Park, Norman Road, Ashford
John Lewis, Fougeres Way, Ashford
Sainsbury's Superstore, Simone Weil Avenue, Ashfor
Tesco Extra, Hythe Road, Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashfor

## Zone 13

New Romney Town Centre
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterde

## Other - Zo

B\&Q, Barker Road, Maidstone
\&Q, Will Adams Way, Gillingham
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park, Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham
Sainsbury's Superstore, H
Sainsbury's Superstore, Hempstead Valley, Gillingham
Staplehurst Village Centre
Tesco Extra, Courteney Road, Gillingham
Other - Zone 14
Outside
Asda, Maidstone Road, Chatham
Bluewater Shopp
Central London
Horsted Retail Park, Maidstone Road, Chatham
Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Sevenoaks Town Centre
South Aylesford Retail Park, Maidstone
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
Other - Outside Survey Area
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Shopping Centre, Gravel Walk, Canterbury \& 0.05 \& $1.9 \%$ <br>
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Zone 1
Asda, Sturry Road, Canterbu
Canterbury City Centre
Sainsbury's Superstore, Kingsmead Road, Canterbury
St Dunstans, Canterbury Sturry Road Retail Park
Surry Village Centre
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Wincheap Retail Area, Canterbury
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery, Honey Hill, Blean
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Zone 3
Zone 3
Bridge Village Centre
Zone 4
Hersden Village Centre
Zone 5
Canterbury Garden Centre, Herne Common, Herne Bay Canterbury Road, Herne Bay
Eddington Business Park Hern
Eddington Business Park, Herne Bay
Recluver Road, Beltinge, Herne Bay
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Ce
Other - Zone 5
Zother - 6
B8Q, Thanet Way, Chestiel
Faversham Road, Seasalter
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre
Sainsbury's Superstore, Reeves Way, Whitstable
Tesco Extra, Millstrood Road
Other - Zone 6
Zone 7
Asda, Westwood Road, Broadstairs
Broadstairs
Broadstairs Town Centre
Margate Town Centre
Margate Town Centre
Minster-in-Thanet Village Centre
Ramsgate Town Centre
Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Ker
Other - Zone 7
Other - Z
Zone 8
Archers Low Nursery, Ash Road, Sandwich
Littlebourne Village Centre
Wingham Village Centre
Other - Zone 8
Zone 9
B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover Deal Town Centre
Dover Town Centre
Sainsbury's Superstore, West Street, Deal
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
Cheriton Village Centre
Hythe Town Centre
Park Farm Retail Park, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkeston Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone Tesco Superstore, Cheriton
Other - Zone 10
Zone 11
Faversham Town Centre
Minster Village Centre, Isle of Sheppey
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Sittingbourne Retail Park, Sittingbourne
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Tesco Superstore, Crescent Road, Faversham
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Ashford Designer Outtet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, A
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John Lewis, Fougeres Way, Ashford
Sainsbury's Superstore, Simone Weil Avenue, Ashfor
Tesco Extra, Hythe Road, Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford

## Zone 13

New Romney Town Centre
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden

## Other - Zo

B\&Q, Barker Road, Maidstone
Q, Will Adams Way, Gillingham
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park, Ambley Road, Gillingham
Gillingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham
Sainsbury's Superstore,
Sainsbury's Superstore, Hempstead Valley, Gillingham
Staplehurst Village Centre
Tesco Extra, Courteney Road, Gillingham
Other - Zone 14
Outside
Asda, Maidstone Road, Chatham
Bluewater Shopp
Central London
Horsted Retail Park, Maidstone Road, Chatham
Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Sevenoaks Town Centre
South Aylesford Retail Park, Maidstone
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
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Tankerton Road, Tankerton
Tesco Extra, Millstrood Road, Whitstable
Other - Zone 6
Other - Zone 6
Zone 7
Asda, Westwood Road, Broadstairs
Broadstairs Town Centre
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Minster-in-Thanet Village Centre
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Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Ker
Other - Zone 7
Zone 8
Archers Low Nursery, Ash Road, Sandwich
Littlebourne Village Centr
Sandwich Town Centre
Wingham Village Centre
Other - Zone 8
Zone 9
B\&Q, Honeywood Park Industrial Estate, Whitfield, Dover
Deal Town Centre
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Sainsbury's Superstore, West Street, Deal
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
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Other - Zone 10
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Tesco Extra, Hythe Road, Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
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New Romney Town Centre
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Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden
Other - Zone 13
$\mathrm{B} \& \mathrm{Q}$, Barker Road, Maidstone
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Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
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Hempstead Valley Shopping Centre, Hempstead, Gillingham
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Sainsbury's Superstore, Hempstead Valley, Gillingham
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Royal Tunbridge Wells Town Centre
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Tesco Extra, Courteney Road, Gillingham
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Outside Survey Area
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Lakeside Retail Park \& Shopping Center
Royal Tunbridge Wells Town Centre
Sevenoaks Town Centre
South Aylesford Retail Park, Maidstone
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New Romney Town Centr
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Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Rove Tunbridge Wells Town
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Sainsbury's Superstore, Kingsmead Road, Canterbury
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St Dunstans, Canterbury
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Rı
Sturry Village Centre
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury
Tesco Metro, Whitefriars Shopping
Wincheap Retail Area, Canterbury
Other - Zone 1
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Blean Village Centre
Chartham Village Centre
Chartham Village Centre
Meadow Grange Nursery, Honey Hill, Blean
Other - Zo
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Barham Village Centre
Bridge Village Centre
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Hersden Village Centre
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Zone 5
Canterbury Garden Centre, Herne Common, Herne Bay
Canterbury Road, Herne Bay
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Eddington Business Park, Herne Bay
Recluver Road, Bettinge, Herne Bay
Reciuver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstable Town Centre
Other - Zone 5
Zone 6
B\&Q, Thanet Way, Chestfield, Whitstable
Faversham Road, Seasalter
Herne Bay Road / St Johns Road / Swalecliffe
Herne Bay Town Centre
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Tankerton Road, Tankerton - Way, Whitstable
Tankerton Road, Tankerton
Tesco Extra, Millstrood Road, Whitstable
Other - Zone
Tankerton Road, Tankerton
Tesco Extra, Millstrood Road, Whitstable
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Zone 7
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Broasstairs Town Centre
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Margate Town Centre
Minster-in-Thanet Village Centre
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Zone - 8
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Archers Low Nursery, Ash Road, Sandwich
Littlebourne Village Centre
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Sandwich Town Centre
Wingham Village Centre
Other - Zone 8
Zone 9
Zone 9 , Honeywood Park Industrial Estate, Whitfield, Dover
Deal Town Centre
Dover Town Centre
Dover Town Centre
Sainsbury's Superstore, West Street, Deal
Sainsbury's Superstore, West Street, Deal
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - Zone 9
Zone 10
Cheriton Village Centre
Cheriton Village Centre
Folkstone Town Centre
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Hythe Town Centre
Park Farm Retail Park, Folkestone
Park Farm Retail Park, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkestone
Sainsbury's Superstore, Bouverie Road West,
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone
Sainsbury's Superstore, Retail
Stelling Minnis Village Centre
Tesco Superstore, Cheriton High Street, Folkestone
Other - Zone 10
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Zone 11 Town Centre
Minster Village Centre, Isle of Sheppey
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Sheerness Town Centre, Isle of Sheppey
Sittingbourne Retail Park, Sittingbourne
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Tesco Superstore, Crescent Road, Faversham
Other - Zone 11
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Zone 12
Aldi, Victoria Road, Ashford
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Asda, Kimberley Walk, Ashford
Ashford Designer Outlet, Ashford
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Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)
Ashford Retail Park, Ashford
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Ashford Town Centre
B\&Q, Norman Road, Ashford
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John Lewis, Fougeres Way, Ashford
Kennington Local Centre, Ashford
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Other - Zone 12
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New Romney Town Centre
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Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden
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Other - Zone 13
Zone 14
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Chatham Town Centre
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park, Ambley Road, Gillingham
Gillingham Town Centre
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Hempstead Valley Shopping Centre, Hempstead, Gillingham
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Sainsbury's Superstore, Hempstead Valley, Gillingham
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Abroad Maidstone Road, Chatham
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akeside Retail Park \& Shopping Centre, West Thurrock, Grays
Royal Tunbridge Wells Town Centre
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Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
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Assa, Stury Road, Canterb
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Sainsbury's Superstore, West Street, Deal
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Cheriton Village Centre
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Cantertury Road, Herne Bay
Eddington Business Park, Heme Bay
Sainsbur's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Whitstabe Town Centre
Other - Zone 5
Zone 6

| Other - |
| :--- |
| Zone |

B\&Q, Thanet Way, Chestield, Whitstable
Faversham Road, Seasalter
Faversham Road, Seasalter
Herne Bay Road / St Johns Road / Swalecifife
Heme Bay Town Centre
Sainsbury's Superstore, Reeves Way, Whitstable
Tankerton Road, Tankerton
Tesco Extra, $M$
Other - Zone 6
Other -
Zone
7
Asda, Westwood Road, Broadstairs
Broadstairs Town Centre
Broadstairs Town Centre
Margate Town Centre
Margate Town Centre
Minster-in-Thanet Village Centre
Ramsgate Town Centre
Other - Zone
Archers Low Nursery, Ash Road, Sandwich
Littlebourne Village Centr
Sandwich Town Centre
Sandwich Town Ce
Wingham VVlage Cen
Other - Zone 8
Other - ZO
Zone 9
BROQ Honeywood Pa
Deal Town Centre
Dover Town Centre
Sainsbur's Superstore, West Street, Deal
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover
Other - ZCo
Zone 10
Cheriton Village Centre
Folkstone Town Centre
Hythe Town Centre
Park Farm Retail Park, Folkestone
Sainsurn's
Sainsbur's Superstore, Bouverie Road West, Folkestone
Sainsburr's Superstore, Military Road, Hythe
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Retail Park, Park Far
Stelling Minnis Village Centre
Tesco Superstore, Cheriton High Street, Folkestone
Other - Zone 10
Zone 11
Other- Zone
Zone 11
Faversham Town Centre
Minster Village Centre
Minster Village Centre, Isle of Sheppey
Sheerness Town Centre, Isle of Sheppey
Sheerness Town Centre, Isle of Sheppey
Sittingboume Retail Park, sittingbourne
Sittingboume Town Centre
Tesco Superstore, Cresce
Other - Zon
Zone 12
Aldi, Victoria Road, Asthford
Asda, Kimberley Walk, Ashford
Ashiford Designer Outtet, Ashif
Ashford Retail Park,
Ashord
Town Centre
B8Q, Norman Road, Astiford
Gallagher Retail Park, Norman Road, Ashford
John Lewis, Fougeres Way, Ashhord John Lewis, Fougeres Way, Ashford
Kennington Local Centre, Ashford
Seansbury's Suparerstore, Simone Weil Avenue, Ashfor
Tesco Extra, Hythe Road, Willesborough Ashtord
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford

| Other - ZZne |
| :--- |
| Zone |

Now Romney Town Centr
Tenterden Town Centre
Testierden Town Centre Tuperstore, Highbury Works, Smallhythe Road, Tenterden
Other - Zon
Zone 14
B\&Q, Barker Road, Maidstone
Zone
Chatham Town Centre
Dockside Outtet Shopping Centre, Maritime Way, St Mary's Island, Chatham
Gillingham Retail Park, Ambley Road, Gillingham
Gililingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham
Maidstone Town Centre
Maidstone Town Centre
Sainsbur's Superstore, Hempstead Valley, Gillingham
Staplehurst Village Cente
Tesco Extra, Courteney Road, Gillingham
Other - Zone 14
Outside Survey
Outside Survey Area
Abroad
Asda, Maidston
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Central Londo
Cenral London Cintre, Greenhithe
Horsted Retail Park, Maidstone Road, Chatham
Lakeside Retail Park \& Shopping Centre, West T
Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Sevenoaks 5 own Centre
South
South Aylesford Retaii Park, Maidstone
Strood Town Centre
Tesco Extra, Lunsfor
Tesco extra, Lunsford Park, Aylesfor
White Cififs Business Park, Whitieield
Other -Outsido Sus.
Other - Outside Survey Area
















Zone 1
Asda, Sturry Road, Canterbury
Canterbury City Centre
Sainsbury's Superstore,
St Dunstans, Canterbury
Sturry Road Retail Parks
Sturry Village Centre
Tesco Metro, Whitefiriars Shopping
Wincheap Retail Area, Canterbury
Other - Zone 1
Zone 2
Blean Village Centre
Chartham Village Centre
Meadow Grange Nursery
Wyevale Garden Centre, Stoney Hill, Blean
Other - Zone 2
Zone 3
Zone 3
Barham Village Centre
Bridge Village Cente
Bridge Vilage Centre
Zone 4
Hersden Village Centre
Hersden
Zone 5
Canterbury Garden Centre, Herne Common, Herne Bay
Canterbury Road, Herne Bay
Eddington Business Park, Herne Bay
Rainstury's Superstore, Altira Business Park, The Boulevard, Herne Bay
Sea Street, Herne Bay
Other - Zone 5
Zone 6
B\&Q, Thanet Way, Chestfield, Whitstable
Faversham Road, Seasalter
Herne Bay Road / St Johns R
Herne Bay Rood/St Johns Road / Swalecliffe
Herne Bay Town Centre
Sainsbury's Superstore, Reeves Way, Whitstable
Tankerton Road, Tankerton
Tesco Extra, Millstrood Road, Whitstable
Other - Zone 6
Zone 7
Asda, Westwood Road, Broadstairs
Broadstairs Town Centre
Margate Town Centre
Margate Town Centre
Minster-in-Thanet Village Centre
Ramsgate Town Centre
Westwood Cross Shopping Centre \& Retail Parks / Broadstairs Retail Park / East Kent Retail
Other - Zone 7
Other - Zone 7
Zone 8
Archers Low Nursery, Ash Road, Sandwich
Littlebourne Village Centre
Sandwich Town
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Wingham Village Centre
Other - Zo
Zone 9
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Deal Town Centre
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Sainsbury's Superstore, West Street, Deal
Tesco Extra, White Cliffs Park, Honeywood
Other-Zone 9
zone 10
Cheriton Village Centre
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Hythe Town Centre
Park Farm Retail Park, Folkestone
Sainsbury's Superstore, Bouverie Road West, Folkestone
Sainsbury's Superstore, Military Road, Hythe
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone
Tesco Superstore, Cheriton High Street, Folkestone
Other - Zone 10
Zone 11
Faversham Town Centre
Minster Village Centre, Isle of Sheppey
Sheerness Town Centre, Isle of Sheppey
Sittingbourne Retail Park, Sittingbourne
Sittingbourne Town Centre
Tesco Superstore, Crescent Road, Faversham
Zone 12
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Ashford (also known as McArthur Glen, Ashford)
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Ashford Town Centre
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Gallagher Retail Park, Norman Road, Ashford
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Sainsbury's Superstore, Simone Weil Avenue, Ashfor
Tesco Extra, Hythe Road, Willesborough, Ashford
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford
Other - Zone
Zone 13
New Romney Town Centre
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden
Other - Zone
Zone 14
B\&Q, Barker Road, Maidstone
B\&Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outtet Shopping Centre, Martime Way, St Mary's Island, Chatham
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Maidstone Town Centre
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Sainsbury's Superstore, Hempstead Valley, Gillingham
Staplehurst Village Centre
Tesco Extra, Courteney Road, Gillingham
Other - Zone 14
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Bluewater Shopping Centre, Greenhith
Central London
Horsted Retail Park, Maidstone Road, Chatham
Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Sevenoaks Town Centre
South Aylesford Retail Park, Maidstone
Strood Town Centre
Strood Town Centre
Tesco Extra, Lunsford Park, Aylesford
Other - Outside Survey Area
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OTHer - Zone 1
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Other - Zone 2

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ittlebourne Village Centre
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Dover Town Centre
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Other - Zon
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Sainsbury's Superstore, Bouverie Road West, Folkeston
Sainsbury's superstore, Miltary Road, Hythe
Sainstury's Superstore, Retail Park, Park Farm Road, Folkestone
stelling Minnis village Centre
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Tesco Superstore, Cheriton High Street, Folkestone
Other - Zone 10
Other - Zone
Zone 11
Faversham Town Centre
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Sittingbourne Town
Sittingbourne Town Centre ${ }^{\text {Tesco Superstren, Crescent Road, Faversham }}$
Oesco Supers
Other -Zone
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Asda, Kimbertey Walk, Ashford
Assa, Kimberley Walk, Ashford
Astoror Designer outet.t. Ashord (also known as McArthur Glen, Ashford)
Ashord Retail Park, Ashford
Ashiord Town Centre
Gada, Norman Read, Ashord
Gilagher Retail
Jahk, Norman Road, Ashfor
John Leewis, Fougeres Way, Ashorid
Kennington Local Centre Ashtord
Kennington Local Centre, Ashford
Sainsbury's Superstore, Simone Weil Avenue, Ashford
Tesco Extra, Hythe Road, Willesborough, Ashford
Tesco Exra,
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Zone 13
New Romey Town Centre
Tenterden Town Centre
Tenercoen Town Centre Tesperstre, Highbury Works, Smalliyythe Road, Tenterden
Other -Zone
Zone 14
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B8Q, Will Adams Way, Gillingham
Chatham Town Centre
Dockside Outtet Shopteping Centre, Martime Way, St Mary's Isiand, Chatham
Gillingham Retail Park, Ambley Road, Gililingham
Gillingham Retail Park, Ambley Road, Gillingh
Gilingham Town Centre
Hempstead Valley Shopping Centre, Hempstead, Gillingham
Maidstone Town Centre
Maidstone Town Centre
Sainsburr's Superstore,
Salinsbur's S Sperstore, Hempstead Valley
Sapplenust vilige Centre
Tesco Exta, Courteney Road, Gillingham
Other - Zone 14
Other - Zon
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Asda, Maidstone Road, Chatham
Bliewwer shopping Centre, Greenhith
Centrel
Central London
Horsted Retail Park, Maidstone Road, Chatham
Horsted Retail Park, Maidstone Road, Chatham
Lakeside Retail Park \& Shopping Centre, West Thurrock, Grays
Royil Tunbridge Wells Town Centre
Seevonoas Town Centre
Sevenoaks Town Cent
Strood Town Centre
Tesco Extra, Lunstord Park, Aylestord
Tesco Extra, LLunsford Park, Aylesfor
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ther - Outside Survey Arkea Whitifeld
Other
Total

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## TABLE K : Sector Analysis 2019

Expenditure Available
Market Share
Market Share turnover of Canterbury District
Inflow of Expenditure (5\% of Canterbury City Centre Turnover)
Total Canterbury Turnover

| 2019 | 2020 | 2025 | 2030 | 2035 | 2040 |
| ---: | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |  |
| $£ 4,156.39$ | $£ 4,156.39$ | $£ 4,617.28$ | $£ 5,331.96$ | $£ 6,295.64$ | $£ 7,515.34$ |
| $21 \%$ | $21 \%$ | $21 \%$ | $21 \%$ | $21 \%$ | $21 \%$ |
| $£ 877.98$ | $£ 877.98$ | $£ 975.33$ | $£ 1,126.30$ | $£ 1,329.86$ | $£ 1,587.51$ |
| $£ 28.03$ | $£ 28.03$ | $£ 31.14$ | $£ 35.96$ | $£ 42.46$ | $£ 50.68$ |
| $£ 906.01$ | $£ 906.01$ | $£ 1,006.47$ | $£ 1,162.26$ | $£ 1,372.32$ | $£ 1,638.19$ |

Note - Floorspace prodictivity taken from table 4B of Experian Retail Planner Briefing Note 17

## Table L - Comparison Commitments

|  | Net <br> floorspace (sqm) | Comparison Floorspace (sqm) | Sales Density (£/sqm) | Total Turnover |
| :---: | :---: | :---: | :---: | :---: |
| Zone 1 |  |  |  |  |
| Formula One Autocentre | 157 | 157 | 4,000 | 0.63 |
| 1 Land off Cockering Road Thannington | 350 | 175 | 4,000 | 0.70 |
| South Canterbury | 1,400 | 350 | 4,000 | 1.40 |
| Proposed Aldi, Sturry Road | 1,320 | 264 | 4,132 | 1.09 |
| Zone 5 |  |  |  |  |
| Herne Bay Bus Station | 540 | 540 | 5,000 | 2.70 |
| Proposed Lidl, Thanet Way | 1,700 | 340 | 9,652 | 3.28 |
| Herne Bay Golf Club | 260 | 260 | 4,000 | 1.04 |
| Beach Street, Herne Bay | 100 | 100 | 5,000 | 0.50 |
| Zone 6 |  |  |  |  |
| Prospect Retail Park | 1,256 | 1,256 | 5,000 | 6.28 |
| Out of Canterbury Area |  |  |  |  |
| Zone 9 |  |  |  |  |
| St James, Dover | 5,200 | 4,160 | 6,000 | 24.96 |
| Zone 12 |  |  |  |  |
| Ashford Designer Outlet Extension | 7,841 | 7,841 | 8,000 | 62.73 |
| Out of Catchment |  |  |  |  |
| Bluewater Extension | 19,950 | 19,950 | 8,500 | 169.66 |

## Notes

1 - Assume $50 \%$ of retail floorspace for comparison goods
Turnovers based on GLH Assumptions, except Lidl which is based on UK Retail Rankings 2019

TABLE M : Future Comparison Floorspace Capacity

|  | $\mathbf{2 0 2 0}$ | $\mathbf{2 0 2 5}$ | $\mathbf{2 0 3 0}$ | $\mathbf{2 0 3 5}$ | $\mathbf{2 0 4 0}$ |
| :--- | :---: | ---: | ---: | ---: | ---: |
| Total Available Comparision Expenditure | $\mathbf{4 , 1 5 6 . 3 9}$ | $\mathbf{4 , 6 1 7 . 2 8}$ | $5,331.96$ | $6,295.64$ | $\mathbf{7 , 5 1 5 . 3 4}$ |
| Market Share | $21 \%$ | $21 \%$ | $21 \%$ | $21 \%$ | $\mathbf{2 1 \%}$ |
| Comparison Turnover | 877.98 | 975.33 | $1,126.30$ | $1,329.86$ | $1,587.51$ |
| Inflow of Expenditure (5\% of Canterbury City Centre Turnover) | 28.03 | 31.14 | 35.96 | 42.46 | 50.68 |
| Total Comparison Turnover | $\mathbf{9 0 6 . 0 1}$ | $\mathbf{1 , 0 0 6 . 4 7}$ | $\mathbf{1 , 1 6 2 . 2 6}$ | $\mathbf{1 , 3 7 2 . 3 2}$ | $\mathbf{1 , 6 3 8 . 1 9}$ |
| Growth in trading Turnover | 906.01 | 1068.79 | $1,233.00$ | $1,408.68$ | $1,609.41$ |
| Capacity pre-commitments | 0.00 | -62.31 | -70.74 | -36.36 | $\mathbf{2 8 . 7 8}$ |
|  |  |  |  |  |  |
| Turnover of Commitments | 17.62 | 20.79 | 23.98 | 27.40 | 31.30 |
| Residual Expenditure | $\mathbf{- 1 7 . 6 2}$ | $\mathbf{- 8 3 . 1 0}$ | $\mathbf{- 9 4 . 7 2}$ | $\mathbf{- 6 3 . 7 6}$ | $\mathbf{- 2 . 5 2}$ |
| Benchmark Sales Density | 7,000 | 8,258 | $\mathbf{9 , 5 2 6}$ | $\mathbf{1 0 , 8 8 4}$ | $\mathbf{1 2 , 4 3 5}$ |
| Floorspace Capacity | $\mathbf{( 2 , 5 1 7 )}$ | $\mathbf{( 1 0 , 0 6 3 )}$ | $\mathbf{( 9 , 9 4 3 )}$ | $\mathbf{( 5 , 8 5 8 )}$ | $\mathbf{( 2 0 2 )}$ |

## Notes

Floorspace productivity taken from table 4b of Retail Planner Briefing Note 17 Negative capacity in brackets

## General Disclaimer

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[^0]:    Co-op, Market Square,

[^1]:    Co-op, Market Square,

[^2]:    0

[^3]:    ASK ALL:
    Q. 23 What is your opinion of the quality of the market in the Town Centre?

    READ OUT. ONE ANSWER ONLY.

    Good quality 1
    Average (neither good nor poor) 2
    Poor quality 3
    (Don't know) 4

[^4]:    ASK ALL:
    Q. 29 What do you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? CODE UP TO THREE RESPONSES: DO NOT PROMPT

[^5]:    food vans away from the

[^6]:    

[^7]:    

[^8]:    | 25.77 |
    | :--- |
    | 34.71 |
    | 14 |

