

Canterbury City Council Retail and Leisure Study Canterbury City Council

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Prepared by

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Public



Contents

Section	ı		Page
1	INTRO	DDUCTION	6
2	UK RI	ETAIL AND LEISURE TRENDS	8
3	PLAN	NING POLICY BACKGROUND	21
4	SURR	OUNDING SUB-REGIONAL CENTRES OVERVIEW	33
5	OVER	VIEW OF CANTERBURY'S CENTRES	37
6	EXIST	TING SHOPPING AND LEISURE PATTERNS	62
7	THE N	NEED FOR ADDITIONAL RETAIL FACILITIES	72
8	THE N	NEED FOR ADDITIONAL COMMERCIAL LEISURE USES	93
9	RECC	DMMENDATIONS	104
10	HIGH	LEVEL SEQUENTIAL ASSESSMENT	121
11	SUMN	MARY AND RECOMMENDATIONS	131
List of	Figu	res	
FIGURE	≣ 1:	THE CENTRAL DEVELOPMENT AREA	31
FIGURE	2 :	NUMBER OF UNITS PER CENTRE	39
FIGURE	≣ 3:	USE CLASS MAKEUP	39
FIGURE	5 :	CANTERBURY PROPOSED CITY CENTRE BOUNDARY (RED OUTLINE)	106
FIGURE	E 6:	HERNE BAY PROPOSED TOWN CENTRE BOUNDARY (RED OUTLINE)	108
FIGURE	₹7:	WHITSTABLE PROPOSED TOWN CENTRE MAP (RED OUTLINE)	109
FIGURE	≣ 8:	RIVERSIDE RETAIL PARK BOUNDARY	111
FIGURE	9 :	STOUR MAYBROOK AND CANTERBURY RETAIL PARK BOUNDARY	112
FIGURE	1 0:	WINCHEAP BOUNDARY	113
FIGURE	= 11·	MARSHWOOD RETAIL PARK BOLINDARY	114

List of Tables

TABLE 1:	TOTAL RETAIL SALES VOLUME GROWTH	9
TABLE 2:	CURRENT PERMITTED DEVELOPMENT RIGHTS FOR TOWN CENTRE USES	26
TABLE 3:	USE CLASS NATIONAL AVERAGES	40
TABLE 4:	RETAILERS PRESENT IN BATH OR YORK BUT NOT IN CANTERBURY	42
TABLE 5:	CANTERBURY SWOT	44
TABLE 6:	HERNE BAY SWOT	48
TABLE 7:	WHITSTABLE SWOT	52
TABLE 8:	MAIN FOOD SHOPPING LOCATIONS	63
TABLE 9:	MAIN FOOD SHOPPING - MOST VISITED BY ZONE	64
TABLE 10:	FIRST AND SECOND CHOICE MODES OF TRANSPORT TO MAIN FOOD STORES	64
TABLE 11:	AVERAGE CONVENIENCE SPEND	64
TABLE 12:	TOP UP SHOPPING - MOST VISITED BY ZONE	65
TABLE 13:	NON-FOOD SHOPPING RESULTS	66
TABLE 14:	MOST POPULAR LOCATIONS FOR VARIOUS GOODS IN CANTERBURY LOCAUTHORITY AREA	AL 66
TABLE 15:	SHOPPER SURVEY – LEISURE RESPONSES	68
TABLE 16:	WHAT PEOPLE LIKE ABOUT EACH CENTRE	70
TABLE 17:	WHAT PEOPLE DISLIKE ABOUT THE CENTRE	70
TABLE 20:	CATCHMENT POPULATION	74
TABLE 21:	EXPERIAN BRIEF 17 VOLUME GROWTH PER HEAD (%)	76
TABLE 22:	EXPENDITURE PER CAPITA (LESS SFT)	77
TABLE 23:	TOP 4 CONVENIENCE STORES TURNOVER	78
TABLE 27:	CANTERBURY CONVENIENCE FLOORSPACE CAPACITY	83
TABLE 29:	HERNE BAY CONVENIENCE FLOORSPACE CAPACITY	84
TABLE 36:	POLICY SP3 STRATEGIC ALLOCATIONS WITH A RETAIL ELEMENT	115
TABLE 37:	CURRENT PERMITTED DEVELOPMENT RIGHTS FOR TOWN CENTRE USES	116

GL Hearn

TABLE	38:	IN AND EDGE OF CENTRE SITES WITH RETAIL DEVELOPMENT POTENTIAL	125
TABLE	39:	CANTERBURY SWOT	132
TABLE	40:	HERNE BAY SWOT	133
TABLE AUTHO		MOST POPULAR LOCATIONS FOR VARIOUS GOODS IN CANTERBURY LOCATED	AL 136
TABLE	42:	SHOPPER SURVEY – LEISURE RESPONSES	137
TABLE	43:	WHAT PEOPLE DISLIKE ABOUT THE CENTRE	138
Appen	dices		
1.	SHOP	PER SURVEY CATCHMENT	146
2.	SHOP	PER SURVEY RESULTS	148
3.	IN CE	NTRE SURVEYS	385
4.	BUSIN	NESS SURVEYS	569
5.	CANT	ERBURY CATEGORY REPORT	579
6.	VITAL	ITY AND VIABILITY ASSESSMENTS	590
7.	CONV	ENIENCE NEEDS ASSESSMENT	626
8.	COMP	PARISON NEEDS ASSESSMENT	676

GL Hearn Page 4 of 154

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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 Sub-Regional 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.
- 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)



- Sources: Experian, National Statistics
- 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 non-food 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
- 2.16 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.
- 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.
- 2.20 Based on ONS data Experian estimate the value in 2019 of non-internet SFT at £8.7bn giving a total broad definition (internet plus non-internet) of non-store retail of £83.8bn in current prices, £84.1bn 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.
- 2.22 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.
- 2.23 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.
- 2.24 Many stores sell online but source sales from regular stores rather than warehouses, implying an increase in required store floorspace to cater for rising internet sales.
- 2.25 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.

- 2.26 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.
- 2.27 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.
- 2.28 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.
- 2.29 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

2.30 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.
- 2.31 The discounting wars that have affected convenience sales over the recent years has resulted in closures of some stores among the main chains and a significant scaling back of new developments.
- 2.32 The pace of expansion of convenience operator representation has slowed dramatically with major food stores effectively stopping their drive for large format stores. Small convenience stores have continued to grow, principally Co-op and to a much lesser extent Tesco and Sainsbury's competing for suitable sites in town centres and suburban well connected locations.
- 2.33 According to Experian (2019), as people work more irregular hours, the idea of the weekly shop at an out-of-town superstore has become less attractive. Consumers have taken to shopping locally and frequently, as supermarkets have established a major presence of small convenience stores. The changing UK demographics are also having a major impact on the food and grocery sector. There is a move back to city centres, especially among younger people who are 'time poor' and relatively 'cash rich'. These city centre dwellers are much less likely to own a car and so also much less likely to use a food superstore on a regular basis
- 2.34 Elsewhere, an ageing population profile is leading to a rise in time rich consumers who are likely to make more frequent small trips rather than do large weekly shops. The contrasting requirements of these markets means that retailers are seeking to open a variety of stores with a particular current focus on small convenience stores.
- 2.35 Mintel identifies that the recession, allied with a period of higher inflation has had an impact on consumer behaviour and the wider dynamics of grocery retailing. Price, or specifically value, is now identified as the key issue for consumers, and more shoppers are assessing whether purchases represent value for money. Shoppers now realise that they are able to 'trade down' and switch to own-label ranges to save money without sacrificing on quality. Indeed, customers are mixing value and premium in the same basket. It is noted that as weekly food budgets fall and consumers alter their shopping habits, growth will be limited and the battle for market share will intensify further. Winning a share of consumer spend will require more than low prices, with shoppers increasingly seeking to source high-quality, good value food.
- 2.36 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).

2.37 In response to this these stores have been joined with a new discount entry to the market called 'Jacks' which is a discount supermarket offering food at low prices, although this foray still needs to be monitored as we are aware of one instance where this store have already closed and it is being converted back into traditional Tesco store.

Comparison Shopping

- 2.38 Comparison goods volume growth will be relatively subdued in 2020 as incomes struggle to gain much traction and spending on discretionary items suffers. Beyond this, the recovery should gather momentum, but it will be well below the pace of the pre-2007 boom due to the weaker globalisation effect on prices of electronics and clothing. (Experian, 2020).
- 2.39 The expansion in comparison goods volumes, averaging 3% per head to 2040 will be similar to the preceding decade. but less buoyant than historic trends as key factors that boosted growth, notably the globalisation that subdued audio-visual prices significantly, will not be repeated to the same degree.
- 2.40 Comparison retailing has been greatly affected by the economic cycle in recent years. A number of high street retailers have folded or have gone into administration over recent years (Toys 'R'Us, House of Fraser, Maplin, Greenwoods and Poundworld in 2018 and Mothercare, Debenhams Patisserie Valerie in 2019/20 were some of the most significant recent casualties) leaving vacancies in town centres across the country.
- 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.
- 2.42 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 sq.m) with an increasing polarisation of activity into the larger regional and sub-regional centres.
- 2.48 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.
- 2.50 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

- 2.52 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%).
- 2.53 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.
- 2.54 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.
- 2.55 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.
- 2.56 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

- 2.57 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 (27th May 2020).
- 2.58 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 £17,281m). 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 £73.436bn 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.
- 2.66 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.

- 2.67 In conclusion, it is evident that the Covid-19 pandemic will have an impact on the retail and leisure sector in the short and medium term, and potentially the long term. It is however important to note that it will take time to fully establish exactly what this impact is because we have never been in a comparable situation, and it is dependent on numerous factors and parameters currently unknown.
- 2.68 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.

Summary

- 2.69 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.
- 2.70 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.
- 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.
- 2.75 In this context, there will be specific and localised impacts for Canterbury City and town centres.
- 2.76 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
 - 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 upto-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 sq. 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.
- 3.18 The 'Plan Making' guidance section discusses the appropriate and proportionate evidence that is essential for producing a sound Local Plan, this evidence needs to inform what is contained within the plan and shape its development. These documents that form the evidence base should be published as they are completed rather than waiting until options are published or the Local Plan is published for representations. This evidence accompanying the Local Plan should show how the policies in the plan have been tested.
- 3.19 The Guidance places importance on ensuring the vitality and town centres and paragraph 2b-001-20190722 states that Local Authorities should "take a leading role in promoting a positive vision for these areas, bringing together stakeholders and supporting sustainable economic and employment growth. They need to consider structural changes in the economy, in particular changes in shopping and leisure patterns and formats, the impact these are likely to have on individual town centres, and how the planning tools available to them can support necessary adaptation and change".
- 3.20 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.

Page 24 of 154

- 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	То	
A1 (shops)	 A2 A3 up to 150m² and subject to Prior Approval B1 up to 500m² and subject to Prior Approval C3 up to 150m² and subject to Prior Approval D2 up to 200m² and subject to Prior Approval and only if the premises was in A1 use on 5th December 2013 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 A3 up to 150m2 and subject to Prior Approval B1 up to 500m2 and subject to Prior Approval C3 up to 150m2 and subject to Prior Approval D2 subject to Prior Approval and only if the premises was in A2 use on 5th December 2013 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 B1 up to 500m² and subject to Prior Approval C3 	
Sui Generis (betting offices and pay day loan shops)	 A1 A2 A3 up to 150m² and subject to Prior Approval B1 up to 500m² and subject to Prior Approval C3 up to 150m² and subject to Prior Approval 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. D2 	

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 A1 to A2, A2 to A1 and A3 to A1 or A2 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.
- 3.26 To qualify for the new class JA of permitted development, premises need to be in their pre-existing use on 29 October 2018. A prior approval application is also required to assess impacts in respect to transport and highways, noise from neighbouring commercial and retail premises, and on whether there remains "adequate provision of services" in the area, where the site is located within a 'key shopping area', to ensure the sustainability of that shopping area.
- 3.27 The regulations now also permit takeaways (A5) to change use to housing (C3) under class M of the GPDO, which already allows retail and sui generis uses to convert to C3. Prior Approval is not required.

Local Planning Policy

- 3.28 Canterbury City Council are scheduled to update their Local Plan which will provide an overarching strategy and development principles for the city until 2041. The Study will therefore review and make policy suggestions as per the requirements of the NPPF set out above in order to form a new local plan.
- 3.29 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

3.30 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".
- 3.32 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.
- 3.33 An exception may be made where the proposal would clearly be beneficial to the vitality and viability of the primary retail function of the frontage.
- 3.34 Policy TCL3 (Secondary Shopping Frontages) states that the Council will strongly encourage proposals that promote a mix of A1 to A5 uses and that maintain a Secondary Shopping Frontage. Changes of use of ground floor premises in these areas between the A use class will be permitted where the proposed use:
 - Retains an active shop front and maintains or enhances the vitality, attractiveness and viability of the shopping area;
 - Is complementary to the shopping function of the area and provides a direct service to the public;
 and
 - Does not result in an over concentration of like uses in the area and contributes to an appropriate mix and diverse retail offer.
- 3.35 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.

- 3.37 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.
- 3.38 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.
- 3.39 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 33,800sqm (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.
- 3.40 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.
- 3.42 Policy TCL8 (Enhancing and Protecting Herne Bay and Whitstable Town Centres) states that within Herne Bay and Whitstable town centres development will have to be of an appropriate scale and character to reflect and respond to the role and function of the centre, and should promote the individuality of the centre, responding to any distinct features. The City Council will continue to encourage environmental enhancements, improving attractiveness and accessibility of the main shopping areas.
- 3.43 Policy TCL10 (Mixed Use Development) states that within (and around) the town centre, new large developments and development within commercial frontages should incorporate a mix of uses (including residential and / or office uses on upper floors where practicable), which will make a more efficient use of land and add to the vitality of the area. Within the Primary Shopping Frontages, a mixed use retail development shall not result in the overall loss of A1 retail floorspace at ground floor level.
- 3.44 Policy TCL11 (Commercial Leisure and Cultural Activities) states that planning permission will normally be granted for proposals for new leisure and cultural activities and replacement and enhancement of existing facilities on allocated sites, in areas where there is an identified shortfall, or where facilities are provided as part of joint-use community proposals. Major commercial leisure and cultural facilities serving the City or the coastal towns should be located within or close to the town centre, or if this is not achievable, at other locations within the urban area that are highly accessible by all modes of transport, particularly public transport. Planning permission for change of use involving the loss of existing indoor sport, leisure and cultural facilities will only be granted where the applicant clearly demonstrates that there is no longer a need for that facility and that there are sufficient similar facilities in the local area. The property should be actively marketed at a reasonable market rate for a period of at least 2 years.
- 3.45 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.
- 3.50 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.
- 3.51 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.
- 3.52 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.
- 3.53 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.
- 3.55 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

- 4.12 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 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 m2 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.
- 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).

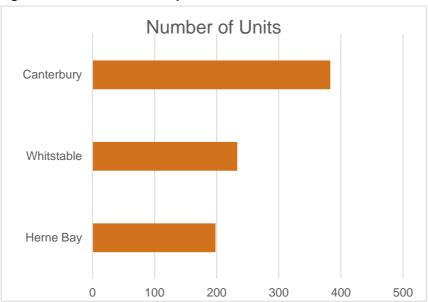
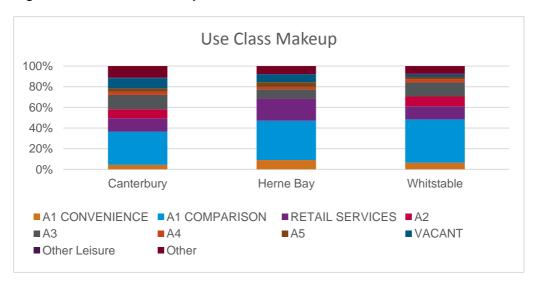


Figure 2: Number of Units per centre

- 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 Food wise (A3 and A5 use), 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%.
- 5.23 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).
- 5.24 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.
- 5.25 Please see the Vitality and Viability Assessment at Appendix 6 for further information on the centre.Market Gap Analysis
- 5.26 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

- 5.29 It is apparent that the major operators listed below have no representation in the city centre:
 - House of Fraser
 - John Lewis
 - Argos
 - TK Maxx
- 5.30 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.
- 5.32 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.
- 5.33 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%).
- 5.39 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		
Strengths	Weaknesses	
City of regional and national significance	There is a limited convenience offer	
High footfall levels	Expensive parking facilities	
Low vacancy rates		
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		
high		
Selection / choice of multiple shops		
Selection / choice of independent shops		
Canterbury Connected Business Improvement District		
(BID) imitative in place		
Canterbury Connected Business Improvement District		
(BID) imitative in place		
Opportunities	Threats	
The Riverside at Canterbury development	Poor parking facilities	
Diversification of the retail offer	Expensive parking facilities	
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	
	Centre	
Potential demand for additional food store in order to	New Permitted Development Rights	
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.

- 5.47 A more diverse offer will help attract a wider range of visitors to a centre. At present, there is an above national average proportion of A3 uses, and a low proportion of A1 convenience for example. There is also a below average of certain leisure uses as outlined within the V+V's and Section 8 of this report. In order to allow the diversification of uses, it is important that local planning policy is drafted such that it allows flexibility and does not exclude some town centre uses in certain locations, such as primary shopping frontages.
- 5.48 The proposed developments of the Debenhams and Nason's sites will also likely contribute towards further diversifying the uses within the city centre.
- 5.49 Regarding the below average A1 convenience use offer in the city centre, as outlined in Section 9 of this report, the forecast expenditure growth (constant market share) will be able to support 1,226 sqm to 2040. As such, if suitable food store proposals in centre (first priority) or on the edge (subject to sequential test) of the city centre can be identified, then this should be supported where it would enhance the centre's market share. The Riverside at Canterbury scheme will also enhance the centre's convenience offer given that this is to include 287 sqm net of floorspace.
- 5.50 The new permitted development rights may also cause some threats to the city centre, which could be addressed through the implementation of an Article 4 Direction. Please see the Retail and Leisure Permitted Development Rights heading in Section 7 of this report for further details surrounding this point.
- 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 comparison-shopping destination in Kent, alongside Maidstone.
- 5.54 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).
- 5.55 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.
- 5.56 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

- 5.57 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).
- 5.59 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).
- 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.
- 5.62 Please see Appendix 6 for further details on the makeup of uses within the centre.
- 5.63 The footfall levels within the surveyed area were generally low during the survey although they were reasonable in the pedestrianised area. In general, the shopfronts and buildings are of average quality.
- 5.64 As outlined in Section 6 of this report, the centre Is the most popular destination for main and top up food shopping, in addition to DIY shopping in Zone 5. Herne Bay is also the Districts most popular private health / fitness clubs and bingo destination, as outlined in Section 8. It is important that these strengths are supported and built upon, to retain the centres popularity.
- 5.65 Please see the Vitality and Viability Assessment at Appendix 6 for further information on the centre.In Centre and Business Survey Results
- 5.66 The key in centre survey and business survey responses are outlined below.

In Centre Survey Results

- 5.67 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%).
- 5.68 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%).
- 5.69 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%.
- 5.70 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%).
- 5.71 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		
addition to DIY shopping		
The Districts most popular private health / fitness clubs and		
bingo destination		
'Buy in the Bay' imitative in place which supports		
independent businesses and focuses on retaining 'local'		
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 opportunities	Short, medium and long term effects of COVID-19
Improved range of places to eat	

- 5.77 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.
- 5.78 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.
- 5.79 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.
- 5.80 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.
- 5.81 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 V+V surveys), and high-quality public realm improvements.
- 5.82 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.
- 5.83 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.

- 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%.
- 5.87 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. This is particularly concerning given that there is already low footfall levels within the centre and a limited evening economy.
- 5.88 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.
- 5.93 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).
- 5.94 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%).

- 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,		
books / DVD's and DIY shopping		

'Shop by the Sea' (Whitstable & Tankerton) imitative in place which is focused on retaining 'local' retail spend 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 V+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 V+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 1.75km 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 2.6km 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 sq 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.
- 5.141 1 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, non-bulky 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 B&Q, Argos and 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%.
- 5.172 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.
- 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.

Canterbury City Council Retail and Leisure Study, July 2020 Canterbury City Council

- 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

GL Hearn Page 61 of 154

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
 - o Furniture floor coverings
 - o Books, stationery, CDs, DVDs, and videos
 - o Glassware, tableware and jewellery
 - o Bulky and non-bulky electrical goods
 - Toys, sports and leisure goods
 - DIY and Garden products
 - Leisure activities, including:
 - o Health and fitness
 - o Cinemas and theatres

- o Ten pin bowling
- Visiting restaurants
- o Visiting pubs and bars
- o Playing bingo
- Visiting casinos
- o 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
1	Morrisons, Ten Perch Road, Canterbury (19%)
2	Morrisons, Ten Perch Road, Canterbury (19%)
3	Morrisons, Ten Perch Road, Canterbury (33.3%)
4	Asda, Sturry Road, Canterbury (41.2%)
5	Aldi, Kings Road, Herne Bay (25.5%)
6	Tesco Extra, Millstrood Road, Whitstable (29.9%)

Mode of Travel for Main Food Shopping (Question 2)

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

	2019
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.
- 6.20 There is no one single stand out destination for top up shopping as this generally is undertaken at the nearest and most locally convenient location. The survey also identified some use of the main foodstores for top up shopping, although this was on a par with the use of some of the smaller stores within the study area.
- 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

- 6.22 32.8% of respondents undertook a top up food shop 2 or 3 times a week with 37.8% doing one once a week (Q8).
- 6.23 In terms of travel (Q10), 58.7% of respondents drive to undertake a top up shop, with 28.9% choosing to walk.
- 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/ DVDS	Glassware	Bulky Electrical	Small electrical	Toys	DIY
Canterbury	15%	7%	8.6%	9.7%	3.4%	3.2%	7.3%	3.4%
City Centre								
Whitstable	0.7%	0.5%	1.3%	0.4%	0.3%	0.4%	0.3%	2.2%
Town Centre								
Herne Bay	0.7%	0.8%	0.8%	0.6%	0.6%	0.5%	0.6%	1.8%
Town Centre								

- 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
Zone 1	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 Road Retail Parks, Canterbury (36.5%)
Zone 2	Canterbur y City 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 Road Retail Parks, Canterbury (37.8%)

Zone 3	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 Road Retail Parks, Canterbury (48.5%)
Zone 4	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 Road Retail Parks, Canterbury (41%)
Zone 5	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%)
Zone 6	Canterbur y City Centre (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.
- 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.
- 6.43 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%).
- 6.44 26.8% 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.
- 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'.
- 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.
- 6.49 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 nd most popular answer	3 rd most popular answer
Canterbury	Selection / choice multiple shops: 49.4%	Nice environment: 16.8%	Near to home / convenient: 12.5%
Whitstable	Selection / choice independent shops: 31.5%	Nice environment: 26.9%	Selection / choice multiple shops: 12.1%
Herne Bay	Near to home / convenient: 28%	Nice environment: 24.7%	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 nd most popular answer	3 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%

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 Answer	2 nd most popular answer	3 rd 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 nd most popular answer	3 rd most popular answer
Canterbury	Nothing in particular: 71.8%	Improved range of places to eat: 5%	New / improved cinema: 5.6%
Whitstable	Nothing in particular: 57.9%	New / improved cinema: 24.4%	Don't know: 11.2%
Herne Bay	Nothing in 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:
 - 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.

Study Area Zone 8 Zone 11 Zone 1 Zone 10

Figure 4:

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 Average
Experian 2013 base – 2015-2031 (16 years)	157,256	9,829
Experian 2016 base – 2020-2040 (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 2016-2031.

- 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% p/a.

7.25 The new Experian Brief identifies that there is expected to be only moderate growth in comparison expenditure per head, at 3.1% between 2019 – 2040. The growth in convenience goods per head during this period is expected to be only 0.1%.

Table 21: Experian Brief 17 volume growth per head (%)

	2019-28	2029-40
Comparison	3.2%	3%
Convenience	0.1%	0.1%

- 7.26 The available expenditure for 2019, 2020, 2025, 2030, 2035 and 2040 is calculated within Table 14, Appendix 7 (convenience goods) and Table K, Appendix 8 (comparison goods).
- 7.27 The expenditure available for comparison goods in 2025 is £4,617.28, rising to £7,515.34 in 2040. For convenience goods, it is £2,701.16m in the catchment area in 2025, rising to £2,927.86m in 2040).

Adjustments for Special Forms of Trading (SFT)

- 7.28 The household survey recorded residents' use of the internet, mail order and markets for both convenience and comparison goods shopping. This provides a current estimate of locally based SFT but does not take account of future changes.
- 7.29 Expectations as to how demand for retail floorspace will be affected by the rapid expansion of SFT remains a key issue. Rather than remove SFT as a base position, given that it is likely to continue to increase in the near future, we have removed SFT at the appropriate levels as per the forecasts from Experian (RPBN 17).
- 7.30 The original Retail Study (2015) included no assumptions about SFT, instead the Study relied on the results of the telephone survey to inform the market shares for street markets, internet shopping (both 'click & collect' and home delivery), and other special forms of trading. Although this provided a current estimate of locally based SFT it did not take into account future changes. This equated to a blanket rate of 18.3% of comparison goods expenditure, which does not reflect the changing importance of SFT.
- 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)

	Growth (£m)	Year on Year Average Growth
Comparison		
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

- 7.35 As a comparative exercise, the comparison EPC in 2025 in the previous study was £6,102.9m, whereas using more up to date evidence, the 2025 position is £4,617.28m, growing to £6,296.64m by 2035 and to £7,515.34m by 2040.
- 7.36 In relation to convenience goods, the previous Study expected there to be £2.73bn by 2025, whereas the current Study expects this to be around £2.70bn 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 / Top Up 2015 (ONS Growth Scenario)	Combined Main / Top Up 2020
Morrisons, Ten Perch Road, Canterbury	£55.9m	£50.44m
Asda, Sturry Road	£42.5m	£31.4m
Sainsbury's, Kingsmead	£34.6m	£23.38m

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 (£50.44m), Asda on Sturry Road (£31.44m) and the Aldi at Prospect Retail Park (£31.42m)
- 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	£557.3m	£ 559.67m
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	£389.1m	£476.98m
Ashford Town Centre	£349.9m	£322.64m
Maidstone Town Centre	£559.5m	£365.00m
Wincheap retail area	£41.9m	£36.10m
Herne Bay	£18.7m	£33.74m
Whitstable	£50.6m	£39.04m

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.
- 7.52 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.
- 7.53 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

- 7.55 To assist with interpretation of these theoretical results, this next section provides a review of the level of market share; provides an overview of how planned commitments may affect future need and in order to determine how appropriate it is to seek to plan for any change to existing market shares. This would be primarily through the introduction of additional retail floor space but could also be affected by qualitative improvements to existing centres or indeed re classifying centres to perform different roles in the future.
- 7.56 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.

- 7.57 The calculations of existing turnover figures for all retail destinations have been derived from the survey results taking account of expected changes in estimated population and expenditure levels.
- 7.58 The administrative area floorspace capacity forecasts for convenience should be treated as a general indication of quantitative need rather than maximum or minimum floorspace targets. It should also be noted that failure to meet identified need or invest in the existing retail provision can lead to loss of market share over time. The capacity floorspace figures below are based on constant market shares as per standard retail modelling methodology; this does not take into account fluctuations in market share that may transpire as new developments come on-line with the potential to affect shopping habits.
- 7.59 When considering the capacity calculations, a surplus of consumer expenditure (i.e. an implied market share turnover which is above benchmark turnover) points to overtrading and a potential need for additional floorspace whilst a deficit of consumer expenditure (i.e. implied turnover which is below benchmark turnover) suggests that either existing facilities are performing poorly (under trading) or that there is too much retail floor space in a location. In either circumstance, there is no theoretical quantitative need for additional floorspace. However, where centres are performing poorly this may be due to qualitative retail issues, which if addressed would improve trading performance.

Convenience Goods Capacity

7.60 The projections show that the population in the survey area is expected to grow by 132,084 by 2035 and potentially to 176,112 by 2040. 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 £239.24m by 2035 and potentially £323.76m by 2040).

Study Area Capacity: Convenience

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

7.67 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	21.59	22.36	23.12	23.70	24.45
Canterbury City Centre Total Turnover/Expenditure Drawn	24.58	25.47	26.33	26.99	27.84
to Edge of Canterbury					
Total Turnover/Expenditure Drawn 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 £21.59m which is what would be expected for a centre of this size given the blend of both national and local retailers.
- 7.69 The main convenience commitment in Canterbury (Zone 1) is the proposed Aldi on Sturry Road scheme, amounting to 1,320 sqm net convenience floorspace. 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%. The site has the potential to make some minor alterations to shopping patterns in Canterbury and it is also located outside of the city centre.
- 7.70 The table below sets out the Canterbury city Convenience floorspace capacity details.

Table 27: Canterbury Convenience Floorspace Capacity (Table 14 – Appendix 7)

	,	o i loolopaot	, capacity ,	(, ippoliaix .)
	2020	2025	2030	2035	2040
Total Available Convenience	345.08	357.51	369.66	378.91	390.81
Expenditure					
Market Share	45%	45%	45%	45%	45%
Convenience Turnover In	214.94	222.69	230.25	236.02	243.43
Canterbury (inc Inflow)					
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
		11,492	11,492	11,492	
Floorspace Capacity (sqm)		(579)	80	581	1,226
	(1,1`03)				

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 £43.56m million in 2020 (Herne Bay centre only). A further £34.11m is drawn to the remainder of the Herne Bay zone (5).

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

	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/Expenditure 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

- 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 £43.56m, 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)

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

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 £75.28m.

Table 30:	Convenience	Trade	flows -	Whitstable	table 1	2d – Append	dix 7)
		2020	2028	5 2020	2025	2040	

	2020	2025	2030	2035	2040
Total Expenditure	£345.08	£357.51	£369.66	£378.91	£390.81
Available					
Market Share	26%	26%	26%	26%	26%
Total	£9.88	£10.24	£10.59	£10.85	£11.19
Turnover/Expenditure					
to Whitstable Centre					
Turnover to other	£79.82	£82.69	£85.50	£87.64	£90.40
stores/centres in					
Whitstable zone					
Inflow - From Rest Of	£14.19	£14.71	£15.21	£15.59	£16.08
Study Area					
Retention plus	£103.90	£107.64	£111.30	£114.08	£117.67
Inflows					

- 7.78 Convenience floorspace in Whitstable is currently trading very healthily at around £9.8m. 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, 814sqm by 2035 and potentially up to 1,126sqm 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 £50.25m for Canterbury, £21.66m for Whitstable and £26.47m 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 241sqm 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 £1,049.86m (in 2040) which is available to spend by existing residents of Canterbury District, only £163.82m 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.

- 7.93 Overall, the comparison goods within the Canterbury district trade at £877.98m (2020), which equates to a market share of around 21%. This is expected to grow to over £1,329.86m by 2035 and potentially to £1,587.51m by2040 (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 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 (£m) including inflow to 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 £17.62m.

- 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 sqm of comparison floorspace and turnover at £6.28m.
- 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 £9m, 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)

	2020	2025	2030	2035	2040
Capacity pre- commitments	0.00	-62.31	-70.74	-36.36	28.78
Turnover of Commitments	17.62	20.79	23.98	27.40	31.30
Residual Expenditure	-17.62	-83.10	-94.72	-63.76	-2.52
Benchmark Sales Density	7,000	8,258	9,526	10,884	12,435
Floorspace Capacity	(2,517)	(10,063)	(9,943)	(5,858)	(202)

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 £7.65bn by 2040. This is an additional £133.59m 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

	2025	2030	2035	2040
Total Available Comparison Expenditure (£m)	4,639.78	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 (£m)	1,011.23	1,171.73	1,390.64	1,666.41
Growth in trading Turnover (£m)	1,068.79	1,233.00	1,408.68	1,609.41
Capacity pre-commitments (sqm)	-57.56	-61.27	-18.04	57.00
Turnover of Commitments (£m)	20.79	23.98	27.40	31.30
Residual Expenditure (£m)	-78.35	-85.25	-45.44	25.70
Benchmark Sales Density (/sqm)	8,258	9,526	10,884	12,435
Floorspace Capacity (sqm)	(9,488)	(8,949)	(4,175)	2,067

- 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.

Page 90 of 154

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 £239.24m by 2035 and potentially £323.76m 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 19.35m at 2035, and potentially 26.76m 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:
 - 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 £911.93m 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 -36.36sqm 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 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.

GL Hearn Page 92 of 154

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 2016-2031.
- 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.
- 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
- 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 person	2.7	2.7
Canterbury District 'cinema 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

- 8.22 Within the wider study area, visits to the gym are mainly to general town centre locations, including Maidstone (10.3%), Ashford (8.1%), Sittingbourne (7.5%), with the most popular destinations with Canterbury being Herne bay (3.2%), Canterbury City Centre (2.7%) and Kingsmead leisure Centre (2.1%). Within Canterbury the most popular national gym operators include DW Sports, Canterbury (1.3%) and the Pure Gym, Canterbury (0.5%)
- 8.23 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.
- 8.24 Specifically, in relation to the Canterbury administrative area (zone 1 6) and assuming that the overall retention rate is maintained at 23.5%, based on a population growth of 20,194 by 2035 and 26,925 by 2040, there could be an additional 4,745 gym users by 2035 and an increase of 6,327 gym users by 2040.
- 8.25 There is no set number of users which a gym may need to operate successfully, as it ranges between 1,500 members, to in some case having over 5,000 members (please note that not all members are necessarily regular visitors). Nevertheless, given the good participation rate in Canterbury district, there may be a need for two additional gym facilities over the plan period (2040).
- 8.26 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%).

- 8.28 The household survey indicates that participation within the study area on ten-pin bowling is around 18.5%. Applying the existing participation rate to the study area population in 2035 and 2040 indicates that there will be approximately 245,149 (2035) and 253,293 (2040) ten-pin bowlers within the study area and a projected 35,409 (2035) and 36,654 (2040) in Canterbury district.
- 8.29 Applying the benchmark UK average of approximately one lane per 12,000 people to the Canterbury administrative area population in 2040, indicates a need for a total of 16.5 (2040) lanes. Accordingly, there may be a need to plan for additional bowling provision within Canterbury over the Local Plan period.
- 8.30 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.
- 8.32 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

- 8.33 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%).
- 8.34 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.
- 8.35 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 per head	Zones 1-6 Spend
2020	£1,466.20m	£1,245m	£213.68m
2040	£2,101.76m	£1,555m	£309.12m

- 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 £635m by 2040 and in the Canterbury district area specifically is around £95m 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 £47.72m (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 £1m 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 £2m 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.
- 8.53 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.
- 8.55 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.

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- 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.
- 8.65 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

- 8.66 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.
- 8.67 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.
- 8.68 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.
- 8.69 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.
- 8.70 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 £95m 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 £47.72m 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 £2m 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.

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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'.

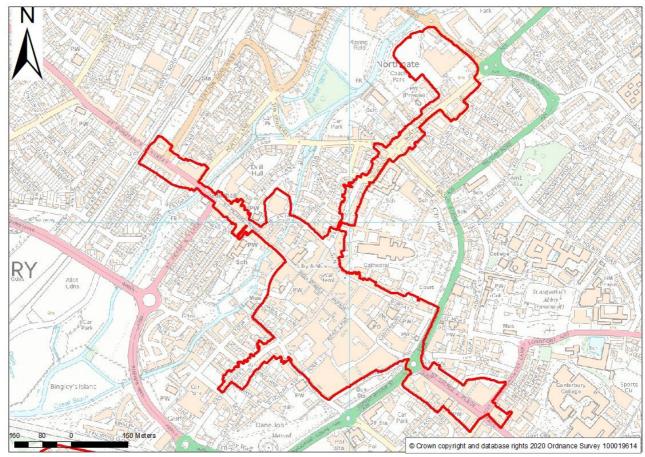
 A wider centre boundary opens up the potential for more sites to come forward as town centre uses given that they could be classed as 'in centre'. It also makes the locations which are considered edge of centre much wider. As such this could lead to a sprawling of the town centre, rather than a concentration 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

- 9.20 As is the case with the city centre, Herne Bay town centre currently includes a high proportion of nonretail and leisure uses, such as Memorial Park and the surrounding dwellings, in addition to the dwellings on Underdown Road and Queens Gardens.
- 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.
- 9.23 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.
- 9.25 The recommended town centre boundary (orange outline) is therefore identified at figure 5 below.

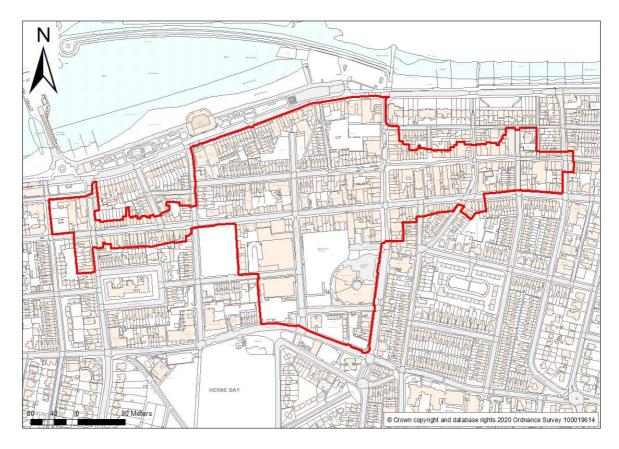


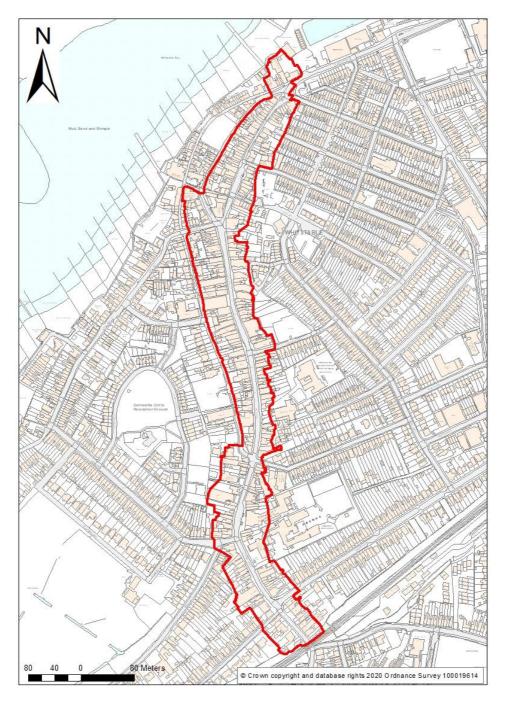
Figure 6: Herne Bay proposed town centre boundary (red outline)

9.26 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.

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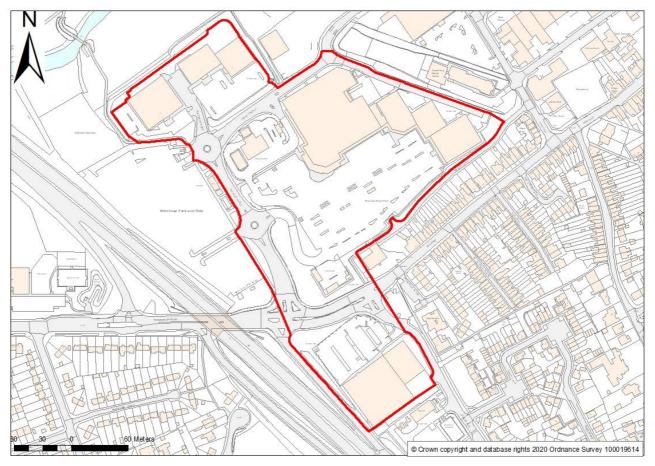


Figure 8: Riverside Retail Park boundary

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.

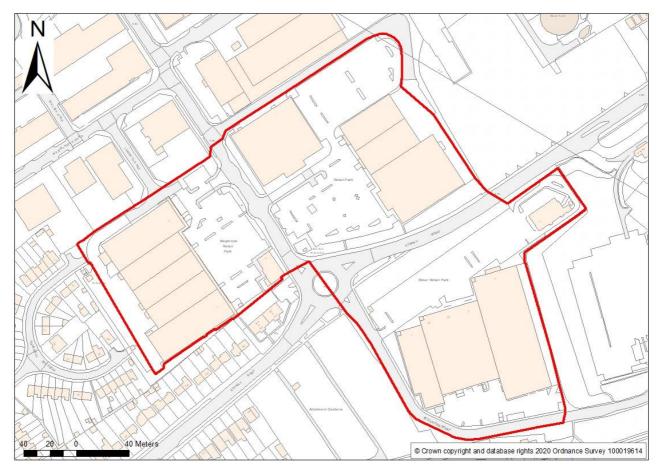


Figure 9: Stour Maybrook and Canterbury Retail Park boundary

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.

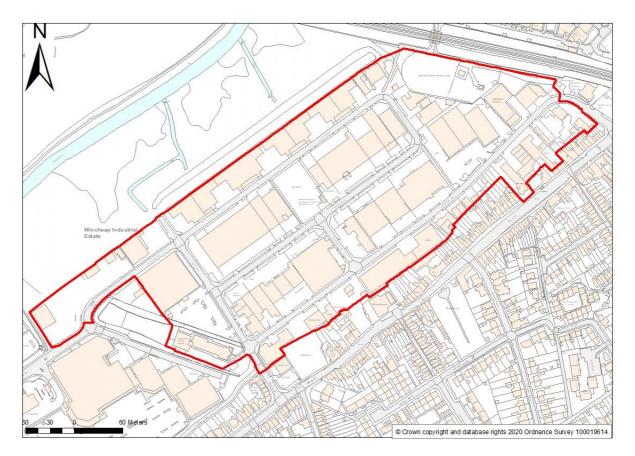


Figure 10: Wincheap boundary

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.

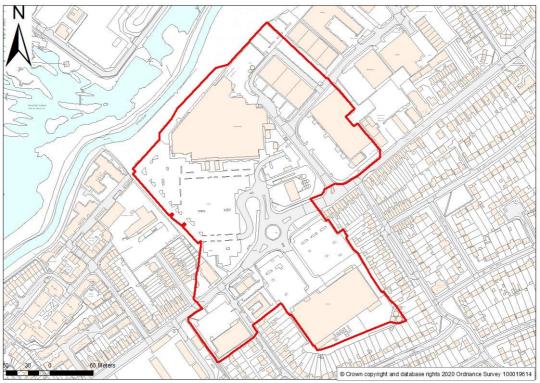


Figure 11: Marshwood Retail Park boundary

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 expectations	Retail Potential	
South Canterbury	4,000 dwellings	Local shopping centre facilities	
	70,000 sqm of employment		
Sturry/Broad Oak	1,000 dwellings	Local shopping facilities	
	Local business/office needs		
Hillsborough,	1,300 dwellings	Local centre scale	
Herne Bay	33,000 sqm employment		
Herne Bay Golf	600 dwellings	Local centre scale	
Course	1 ha of mixed employment		
Strode Farm,	800 dwellings	Local centre scale	
Herne Bay	15,000 sqm employment		
Cockerington	1,150 dwellings		
Farm, Thannington	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.
- 9.50 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	То
A1 (shops)	 A2 A3 up to 150m² and subject to Prior Approval B1 up to 500m² and subject to Prior Approval C3 up to 150m² and subject to Prior Approval D2 up to 200m² and subject to Prior Approval and only if the premises was in A1 use on 5th December 2013 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 A3 up to 150m2 and subject to Prior Approval B1 up to 500m2 and subject to Prior Approval C3 up to 150m2 and subject to Prior Approval D2 subject to Prior Approval and only if the premises was in A2 use on 5th December 2013 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 B1 up to 500m² and subject to Prior Approval C3
Sui Generis (betting offices and pay day loan shops)	 A1 A2 A3 up to 150m² and subject to Prior Approval B1 up to 500m² and subject to Prior Approval C3 up to 150m² and subject to Prior Approval 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. D2

9.52 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.

- 9.53 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 sgm 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.
- 9.54 To qualify for the new class JA of permitted development, premises need to be in their pre-existing use on 29 October 2018. A prior approval application is also required to assess impacts in respect to transport and highways, noise from neighbouring commercial and retail premises, and on whether there remains "adequate provision of services" in the area, where the site is located within a 'key shopping area', to ensure the sustainability of that shopping area.
- 9.55 The regulations now also permit takeaways (A5) to change use to housing (C3) under class M of the GPDO, which already allows retail and sui generis uses to convert to C3. Prior Approval is not required
- 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.

- 9.59 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.
- 9.60 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.
- 9.61 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.
- 9.62 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.
- 9.63 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.
- 9.64 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.

- 9.65 There is not a high proportion of any particular uses within Whitstable, and as such, the implications of permitted development rights in this respect are not as significant.
- 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. 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

- 9.67 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.
- 9.68 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 sqm), and Boots (2,450 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 sqm) and Aldi (2,140 sqm) and in Whitstable, the Sainsburys Local is approximately 600 sqm, as is the Copperfields store.
- 9.72 The average unit size of commitments in the Canterbury city council Area is 543 sqm net for A1 convenience stores and 686 sqm net for A1 comparison stores. There is some variation in this ranging from the 1,700 net sqm net Lidl on Thanet Way the 157 sqm net Formula One Autocentre, Broad Oak Road, Canterbury, both of which are located in out of centre locations.
- 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 100sqm and 98% less than 500sqm 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.
- 9.76 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.

GL Hearn

Page 120 of 154

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 4,117sqm 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.
- In this respect, local planning authorities should assess and plan to meet the needs of main town centre uses in full, adopting a town centre first policy. In order to accommodate the need identified, this assessment considers the existing and potential future supply of sites.
- 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)".
- 10.6 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 (V+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: 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)
EIP Position	
White Horse Lane	280
Current Update	
Beach Street, Herne Bay	110
56 – 58 Central parade, Herne Bay	420 (estimated)
27 – 31 High Street, Whitstable	220 (estimated)
Total	1,030

The prominently located and large Debenhams site located in the city centre was vacated in January 2020. Planning permission (ref: 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 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 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.
- 10.35 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 33,800sqm (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

10.39 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 1.75km 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 ¾ 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 2.25k to the east of Canterbury, accessed off the A28.
- 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 2.6km 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.

GL Hearn Page 131 of 154

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				
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				
high				
Selection / choice of multiple shops				
Selection / choice of independent shops				
Canterbury Connected Business Improvement				
District (BID) initiative in place				
Opportunities	Threats			
The Riverside at Canterbury development	Poor parking facilities			
Diversification of the retail offer	Expensive parking facilities			

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 Centre
Potential demand for additional food store in order to 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 8km 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					
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					
addition to DIY shopping					
The Districts most popular private health / fitness clubs and					
bingo destination					
'Buy in the Bay' imitative in place which supports					
independent businesses and focuses on retaining 'local'					
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	Short, medium and long term effects of COVID-19
opportunities	
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,					
books / DVD's and DIY shopping					
'Shop by the Sea' (Whitstable & Tankerton) imitative in					
place which is focused on retaining 'local' retail spend					
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				

- 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
Zone 1	Canterbury City Centre (58.5%)	Canterbu ry City Centre (21.3%)	Canterbury City Centre (50%)	Canterbury City Centre (40.6%)	Sturry Road Retail Parks, Canterbu ry (27.3%)	Sturry Road Retail Parks, Canterbu ry (26.1%)	Canterbur y City Centre (38%)	Sturry Road Retail Parks, Canterbur y (36.5%)
Zone 2	Canterbury City Centre (54.5%)	Canterbu ry City Centre (29.3%)	Canterbury City Centre (46.8%)	Canterbury City Centre (31.4%)	Sturry Road Retail Parks, Canterbu ry (36.7%)	Sturry Road Retail Parks, Canterbu ry (42.7%)	Canterbur y City Centre (40.8%)	Sturry Road Retail Parks, Canterbur y (37.8%)
Zone 3	Canterbury City Centre (61.7%)	Canterbu ry City Centre (44.3%)	Canterbury City Centre (35.1%)	Canterbury City Centre (33.1%)	Sturry Road Retail Parks, Canterbu ry (48.5%)	Sturry Road Retail Parks, Canterbu ry (43.3%)	Canterbur y City Centre (25.3%)	Sturry Road Retail Parks, Canterbur y (48.5%)
Zone 4	Canterbury City Centre (63.3%)	Canterbu ry City Centre (14.2%)	Canterbury City Centre (47.7%)	Canterbury City Centre (51.6%)	Sturry Road Retail Parks, Canterbu ry (29.4%)	Sturry Road Retail Parks, Canterbu ry (41.4%)	Canterbur y City Centre (36.7%)	Sturry Road Retail Parks, Canterbur y (41%)

Zone 5	Canterbury City Centre (39.6%)	Canterbu ry City Centre (21.7%)	Canterbury City Centre (24.9%)	Canterbury City Centre (21.6%)	Sturry Road Retail Parks, Canterbu ry (18.7%)	Sturry Road Retail Parks, Canterbu ry (31.5%)	Canterbur y City Centre (26.6%)	Herne Bay Town Centre (41%)
Zone 6	Canterbury City Centre (37.7%)	Canterbu ry City Centre (22%)	Whitstable Town Centre (34.5%)	Canterbury City Centre (42%)	Sturry Road Retail Parks, Canterbu ry (27.9%)	Sturry Road Retail Parks, Canterbu ry (25.6%)	Canterbur y City Centre (21.1%)	Whitstable Town Centre (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 nd most popular answer	3 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 £239.24m by 2035 and potentially £323.76m 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 19.35m at 2035, and potentially 26.76m 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 £911.93m 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 -36.36sqm 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 £95m 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 £47.72m 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 £2m 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.

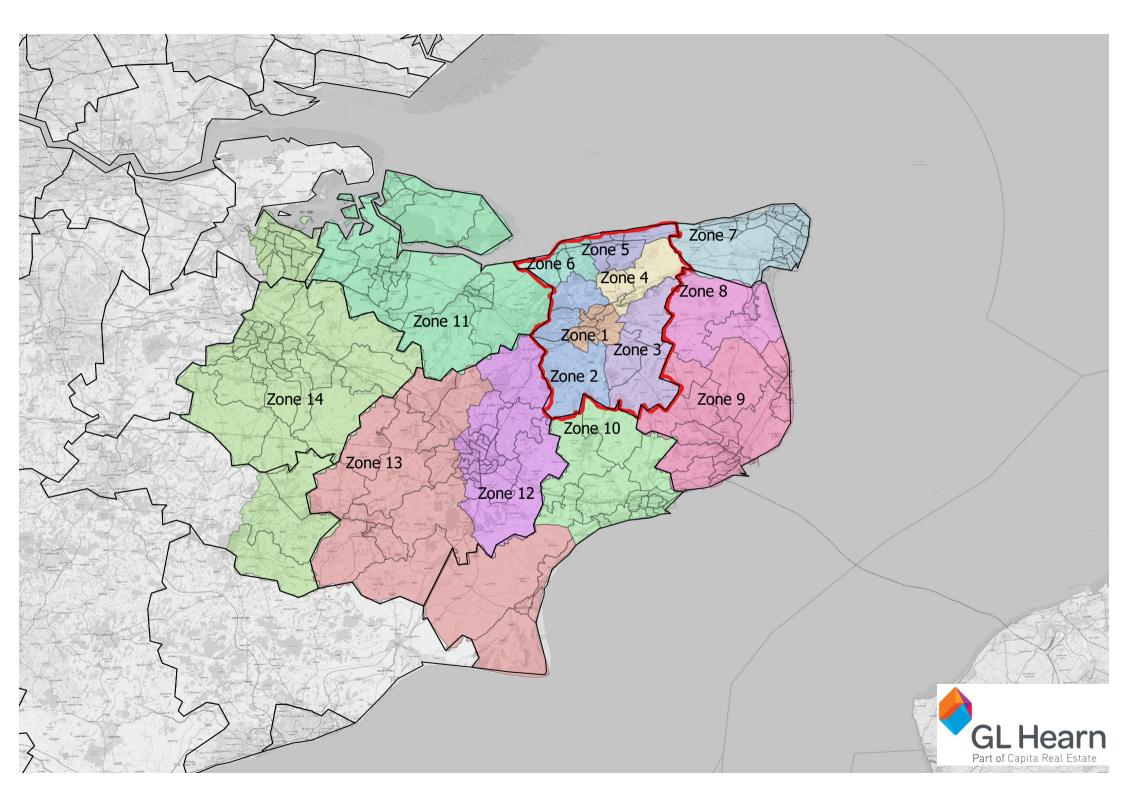
11.83 The implementation of an Article 4 Direction is an option which could be pursued in scenarios where the Council want to restrict the uncontrollable increase of certain use classes, in circumstances where the permitted development right has significant potential harm on local amenity and wellbeing, 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



2. Shopper Survey Results

GL Hearn Page 147 of 154

Page 1 May 2019

	Total		Zone 1	l	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	,	Zone 7	
Q01 Where did you last u	ındertak	e you	ır housel	hold'	s main fo	od a	and groce	ery s	hopping?	?						
Zone 1	4.40		10.20	_	- -		10.00		0.004	•	0.004		2.204		0.004	
Aldi, St. Andrews Close, Canterbury	1.1%	15	10.2%	5	6.5%		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%		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,	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 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,	0.4%	6	3.2%	2	2.3%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Morrisons, Ten Perch Road,	2.6%	36	19.0%	10	19.4%	4	33.3%	3	2.4%	0	0.0%	0	0.7%	0	0.0%	0
Canterbury Sainsbury's Local, St. Dunstans Street,	0.1%	1	1.0%	1	2.4%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover 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
Canterbury 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 &	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 Retail Park) 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	0.3%	5	6.8%	4	3.1%	1	2.2%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Walk, Canterbury The Goods Shed Farmers Market, Station Road	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West, Canterbury 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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
of Kent, Canterbury Co-op, Virginia Woolf Building, University of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent, Canterbury 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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Barham, Canterbury 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 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

Weighted:					I	ΟI	GLI	ıta	1 11								Ma
	Total		Zone 1		Zone 2		Zone 3	3	Zone 4		Zone 5	5	Zone (6	Zone	7	
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	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 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	4.00/		0.00/		0.00/		0.00/		1.00/		25.50		2.22/		0.004		
Aldi, Kings Road, Herne Bay Co-op, Mortimer Street,	1.0%	14 1	0.0%	0	0.0% 0.0%	0	0.0%	0	1.9% 0.0%	0	25.5% 1.5%	13 1	3.3% 0.0%	1	0.0% 0.0%	0	
Herne Bay	0.1%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	1.5%	1	0.0%	U	0.0%	U	
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,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Herne Bay Local Shops, 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	
Road, Herne Bay	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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,	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.8%	0	15.3%	8	0.0%	0	0.0%	0	
Herne Bay 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Herne Bay Tesco Express, Sea 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	
Herne Bay 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 Aldi, Prospect Retail Park,	1.7%	23	1.0%	1	8.2%	2	3.7%	0	0.8%	0	4.1%	2	20.5%	9	1.4%	3	
Whitstable Co-op, Canterbury 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	
Whitstable Co-op, Cromwell 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	
Whitstable Co-op, Faversham 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	
Seasalter, Whitstable Co-op, Oxford 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	
Whitstable Iceland, 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	
Whitstable Local Shops, 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	
Road, Seasalter 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,	0.5%	7	0.0%	0	2.0%	0	0.0%	0	0.0%	0	3.6%	2	11.1%	5	0.0%	0	
Reeves Way, Whitstable Tesco Express, Tankerton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0	10.3%	5	0.0%	0	
Road, Whitstable Tesco Extra, Millstrood	1.5%	20	0.0%	0	2.0%	0	0.0%	0	0.0%	0	13.0%	6	29.9%	14	0.0%	0	
Road, Whitstable 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,	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	14.5%	27	
Ramsgate Aldi, Zion Place, Margate	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		11.3%	21	
Asda, Westwood Road, Broadstairs Co-op, Grange Road,	2.0% 0.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	25 0	
Ramsgate 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	
·																	

Weighted:					fo	or	GLH	[ea	rn								May 2
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	•	
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,	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	
Ramsgate Local Shops, 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	
Town Centre Local Shops, Margate Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, 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	
Centre Local Shops, Ramsgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Town Centre Marks & Spencer (BP),	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, Margate Marks & Spencer, Westwood Cross Shopping Centre,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	
Broadstairs Morrisons, Hawley Street,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	11	
Margate Sainsbury's Superstore,	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	8.7%	16	
Dadson Way, Ramsgate Tesco Extra, Margate Road,	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	18	
Westwood, Broadstairs Tesco Metro, High Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Broadstairs Tesco Metro, Northdown Road, Cliftonville,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	
Margate Tesco Superstore, Manston	0.8%	12	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	11	
Road, Ramsgate Waitrose, Queens Street,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	
Ramsgate Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
at 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	0.6%	1	
Zone 8 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,	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 Co-op, Eyethorne 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	
Shepherdswell, Dover Co-op, Lower Road, Dover Co-op, Market Square,	0.0% 0.1%	0 1	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	0.0% 0.0%	0	
Aylesham Co-op, Mill Road, Deal Farmfoods, Charlton Green,	0.1% 0.2%	1 3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.7%	0	

Weighted:					fo	or	G L H	[ea	rn]	M
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Dover	0.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Iceland, Queen Street, Deal Lidl, Honeywood Parkway, Dover	0.1% 1.1%	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	
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	0.0%	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	0.9%	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, West Street, Deal	1.1%	16	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 Tesco Extra, White Cliffs Park, Honeywood	0.1% 2.2%	1 31	0.0% 0.8%	0	0.0% 1.2%	0	0.0% 0.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Parkway, Dover 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 Aldi, High Street, Hythe	0.5%	7	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	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
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	0.1%	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 Lidl, Haven Drive,	0.1% 0.7%	1 10	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	
Hawkinge, Folkestone Lidl, Shellons Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Local Shops, Folkstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Local Shops, Hythe Town	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, Stelling Minnis	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 Marks & Spencer, Cheriton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
High Street, Folkestone Morrisons, Cheriton Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Sainsbury's Superstore, Bouverie Road West,	0.3%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Sainsbury's Superstore, Military Road, Hythe	1.2%	17	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	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Park, Folkestone Tesco Express, Canterbury Road, Folkestone	0.1%	2	3.1%	2	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	1.4%	19	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Prospect Road, Hythe	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 10 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	0.8%	11	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	0.7%	10	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	1.5%	22	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 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	

Weighted:					L	UΙ	GLI	lea	11 11							Ma	72
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Co-op, High Street,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Sheerness Co-op, London 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	
Teynham, Sittingbourne Co-op, Queens 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	
Minster, Isle of Sheppey																	
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,	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 Iceland, East 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	
Faversham 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Local Shops, Minster 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, Isle of Sheppey Local Shops, Sheerness Town Centre, Isle of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sheppey Local Shops, Sittingbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Morrisons, Mill Way,	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Morrisons, Neats Court, Isle	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey 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,	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne 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	
Other - Zone 11 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	
Aldi, Victoria Road, Ashford Asda, Kimberley Way,	0.8% 1.0%	12 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	
Ashford 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	
Ashford 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 Local Shops, Ashford Town	0.2% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Centre																	
Local Shops, Kennington Local Centre, Ashford Marks & Spencer, County	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Square, Ashford				0			0.0%	0		0	0.0%	0		0		0	
Sainsbury's Superstore, Simone Weil Avenue, Ashford	1.8%	25	0.0%		1.5%	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	

Weighted:					f	or	GLI	Tea	rn		·						May 2
	Total	l	Zone 1	-	Zone 2		Zone 3	,	Zone 4	ļ	Zone 5		Zone 6		Zone 7		
Ashford	1.50/	20	0.00/	0	0.007	0	0.00/	0	0.00/	0	0.007	0	0.00/	0	0.00/	0	
Tesco Extra, Hythe Road, Willesborough, Ashford	1.5%	20	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	2.1%	29	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	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Zone 12	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 13 Sainsbury's Superstore, Dymchurch Road, New	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Romney Spar, Coast Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greatstone, New Romney 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	1.1%	15	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	
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 Aldi, Ambley Road,	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Aldi, Duncan Road, Gillingham	0.8%	11	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%	13	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 Asda, Pier Road, Gillingham	2.3% 0.8%	33 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	
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,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cranbrook Iceland, High Street, 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	
Iceland, Rainham Shopping Centre, Rainham	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, Water Lane, Chequers 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	
Maidstone Lidl, Broadway Shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Maidstone Lidl, 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	
Maidstone Local Shops, Chatham Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, 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	
Town Centre Local Shops, Staplehurst	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 Marks & Spencer,	0.5%	8	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, Gillingham																	
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,	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidstone Morrisons, Walderslade,	0.5%	8	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Princes Avenue, Chatham 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,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Sainsbury's Superstore, Pentagon Shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Chatham Sainsbury's Superstore, Romney Place, Maidstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rommey 1 face, Maiustolle																	

Weighted:					f	or	G L H	lea	rn								May
	Tota	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone '	7	
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 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 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	
Aldi, Rye Road, Hastings Asda, Maidstone Road,	0.0% 0.9%	0 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	
Chatham 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 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%	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,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aylesford 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 Internet - Delivery	0.0% 12.5%	0 175	0.0% 10.4%	0 6	0.0% 9.0%	0 2	0.0% 5.6%	0 1	0.0% 12.3%	0 1	0.0% 3.8%	0 2	0.0% 5.9%	0	0.0% 10.2%	0 19	
Internet - Delivery Internet - Click & Collect	0.6%	1/5	0.0%	0	9.0% 0.0%	0	0.0%	0	0.0%	0	3.8% 0.0%	0	5.9% 0.7%	0	2.8%	5	
(Don't know / can't	0.4%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	
remember) (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	

Page 8
May 2019

-,			_
We	eigh	ted	:

Weighted:						101	GL	1162	11 11								May 2019
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	e 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: Sample:		1403 1403		53 100		20 100		10 100		11 100		50 101		45 101		184 101	
Q01AWhere did you colle Those that said 'Interne				01													
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	
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	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	100.0%	5	
(Don't know / can't remember)	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.2%	0	0.0%	0	
Weighted base:		9		0		0		0		0		0		0		5	
Sample:		4		0		0		0		0		0		1		1	
Q02 What mode of trans Not those that said 'Inte				use t	o get to	(STO	RE MEI	NTION	ED 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 / relative's car)	9.1%	111		6	14.0%	3	9.5%	1	5.9%	1	10.0%	5	8.3%	4	8.2%	14	
Bus / coach Train	4.4% 0.0%	54 0	4.5% 0.0%	2	5.1% 0.0%	1	2.3% 0.0%	0	7.0% 0.0%	1 0	3.4% 0.0%	2	4.2% 0.0%	2	3.3% 0.0%	5 0	
Taxi	0.0%	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		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	0.7%	0	0.0%	0	
Disability vehicle (scooter, wheelchair etc.) Other	0.2%	0		1 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	0.8%	0	0.0%	0	0.0%	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: [Numbe	er of vis	its pe	r week]														
Q02AHow often do you no	ormally	do yo	ur main	food	shoppi	ng at	(STORE	MEN	TIONE	O AT C	201)?						
Everyday	2.3%	33	2.4%	1	0.8%	0	1.5%	0	1.0%	0	1.7%	1	2.8%	1	1.1%	2	
4 to 6 times a week	1.7%	24		3	2.3%	0	0.7%	0	0.0%	0	3.8%	2	6.7%	3	1.4%	3	
2 or 3 times a week Once a week	15.6% 59.5%	219 834		8 30	16.8% 56.1%	3 11	11.1% 66.8%	1 7		2 7	23.6% 54.2%	12 27	18.7% 60.7%	9 28	14.0% 57.1%	26 105	
Once a fortnight	11.0%	155		5	13.4%	3	12.5%	1	4.6%	1	11.4%	6	6.0%	3	12.4%	23	
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%	22	
Less frequently	0.5%	7		0	0.8%	0	0.7%	0	3.0%	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%	4	
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	

Page 9 May 2019

Canterbury Household Survey for G L Hearn

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

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

1st Mention		,,			`							, ,			•	J
13t Wention																
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 /	10.0%	141	10.4%	6	6.2%	1	4.5%	0	11.5%	1	2.1%	1	3.5%	2	7.2%	13
home delivery																
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	2.3%	32	0.0%	0	1.5%	0	0.7%	0	1.8%	0	0.0%	0	0.7%	0	0.7%	1
/ convenient																
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 /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
packaging																
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
scooters	0.070	O	0.070	O	0.070	U	0.070	Ü	0.070	Ü	0.070	U	0.070	Ü	0.070	O
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	0.4%	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	0.1%	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	0.4%	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
, ,		3		0		0	0.0%	0		0		0		0		0
They offer click and collect Other	0.2%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0
	0.0%			2	0.0%	0		0	0.0%	0		0		0	0.0%	
(Don't know)	1.1%	15	4.1%	1	1.5%	1	3.7%	1	0.0%	1	0.6%	2	0.9%	4	0.0%	0
(No particular reason / no	4.8%	67	2.4%	1	5.5%	1	6.1%	1	5.9%	1	3.2%	2	8.4%	4	7.0%	13
other reason)																
Weighted base:		1403		53		20		10		11		50		45		184
Sample:		1403		100		100		100		100		101		101		101

Page 10 May 2019

8																	
	Tota	al	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone '	7	
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%	2	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	
Sumpre.		1403		100		100		100		100		101		101		101	

Weighteu.						101	0 11		• • • • • • • • • • • • • • • • • • • •								111ay 201
	Tota	al	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone '	7	
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 (Don't Image)	0.0%	0 54	0.0%	0	0.0%	0 2	0.0%	0	0.0%	0	0.0%	0 2	0.0%	0	0.0%	0 1	
(Don't know) (No particular reason / no other reason)	3.9% 86.0%	1206	8.2% 82.6%	4 44	8.6% 78.1%	15	21.5% 68.4%	2 7	7.6% 85.3%	1 10	3.9% 84.5%	42	16.6% 77.7%	8 35	0.6% 84.0%	155	
,		1403		52		20		10		1.1		50		15		104	
Weighted base:				53		20		10		11		50		45		184	
Sample:		1403		100		100		100		100		101		101		101	

Page 12 May 2019

Weighted.						-01	· -		•• ••								way .
	Tota	al	Zone	1	Zone	2	Zone 3	3	Zone	4	Zone	5	Zone	6	Zone	7	
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 /	10.3%	144	10.4%	6	6.2%	1	4.5%	0	11.5%	1	3.0%	1	5.0%	2	7.2%	13	
home delivery																	
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 /	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
packaging 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%	9	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: Sample:		1403 1403		53 100		20 100		10 100		11 100		50 101		45 101		184 101	
•																	

Total

Zone 1

0.7%

10

1228

1277

0 1.1%

48

92

Page 13

Canterbury Household Survey for G L Hearn May 2019

Zone 5

Zone 6

Zone 7

Zone 4

Meanscore: [£] Q03 Approximately how	/ much d	do you	norma	lly spe	end on	your n	nain fo	od sho	pping	trip to	(STOR	E MEN	TIONE	D AT G	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 £76 - £80	1.6%	23	2.0%	1	3.2%	1	2.9%	0	3.0%	0	0.0%	0	1.7%	1	1.3%	2 7
	6.8%	96 26	4.3%	2	8.5%	2	2.9%	0	4.9%	1	10.2%	5 1	10.7%	5	4.1%	
£81 - £85 £86 - £90	1.8% 4.0%	56	1.0% 5.0%	1 3	2.5% 4.2%	1	0.0% 5.8%	0	0.6% 7.1%	0 1	2.3% 0.6%	0	2.2%	1 1	2.3% 3.1%	4 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
		1403				20		10				50		45		184
Weighted base: Sample:		1403		53 100		100		100		11 100		101		101		101
Q04 Do you normally co		your m			pping t		(STORE		TIONEI		01) wit		her act			101
Not those that said 'Int			-													
Yes - non-food shopping	11.4%	141	11.1%	5	12.3%	2		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	0.1%	1	1.1%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
appointment																
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

Zone 2

Zone 3

1.6%

0

18

91

0.7%

0

9

93

0.0%

0

10

91

0

48

96

0.7%

0

43

95

1.0%

2

165

93

(Don't know)

Sample:

Weighted base:

Page 14
May 2019

						Ŭ-			· · · · · · · · · · · · · · · · · · ·								
	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone '	7	
Q05 At which location is Those who do an activit		er ac	tivity bas	ed?													
Zone 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 Kingsmead Leisure Centre, Kingsmead Road,	7.0% 0.0%	27 0	68.7% 0.0%	8	48.1% 0.0%	0	52.8% 0.0%	2 0	62.5% 0.0%	2	6.8% 0.0%	1	3.4% 0.0%	0	0.0% 0.0%	0	
Canterbury Morrisons, Ten Perch Road,	0.1%	0	0.0%	0	3.3%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Canterbury Sainsbury's Superstore, Kingsmead Road,	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 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, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.8%	3	3.9%	0		1	8.5%	0		1	6.0%	1	0.0%	0	0.0%	0	
Wincheap Retail Area, Canterbury	2.0%	7	3.0%	0	17.4%	1	13.1%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Zone 01 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 Chartham Village Centre Zone 3	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	
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	2.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hersden Village Centre Sturry Village Centre	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% 0.0%	0	0.0% 0.0%	0	
Zone 5	0.20/		0.00/	0	0.00/	0	0.00/	0	2.40/	0	5 20/	1	0.00/	0	0.00/	0	
Canterbury Road, Herne Bay Eddington Business Park, Herne Bay	0.2% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.4% 0.0%	0	5.2% 0.0%	1	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 Herne Bay Road / St Johns Road / Swalecliffe	0.6% 0.0%	2 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Herne Bay Town Centre	2.5%	9	0.0%	0	0.0%	0	0.0%	0	6.9%	0	68.5%	8	4.4%	0	0.0%	0	
Tankerton Road, Tankerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitstable Town Centre Other - Zone 06 Zone 7	2.8% 0.6%	11	0.0% 0.0%	0	0.0% 0.0%	0	12.5% 0.0%	0	2.8% 0.0%	0	9.4% 4.2%	1	61.4% 20.3%	5 2	2.1% 0.0%	1 0	
Broadstairs Town Centre	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	9	
Margate Town Centre	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	6	
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 Tesco Superstore, Manston	1.9% 1.4%	7 5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	10.5% 8.1%	7 5	
Road, Ramsgate Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	6.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.9%	23	
at Broadstairs) Other - Zone 07 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	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 Wingham Village Centre	0.2% 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	
Zone 9			0.0%	0		0	0.0%		0.0%	0	0.0%	0		0	0.0%	0	
Deal Town Centre Dover Town Centre	1.4% 4.0%	5 15	0.0% 9.4%	1	0.0% 5.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	
Farmfoods, Charlton Green, Dover	0.6%	2	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%	1	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	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Weighted: for G L Hearn Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7															May		
	Total	l	Zone 1		Zone 2	,	Zone 3	3	Zone 4	ı	Zone 5	;	Zone 6	i	Zone 7	1	
Park, Honeywood																	
Parkway, Dover Other - Zone 09	0.9%	3	0.0%	0	0.0%	0	4.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 10 Folkstone Town Centre	4.4%	17	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	
Hythe Town Centre	2.8%	11	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,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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 Zone 11	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faversham Town Centre Minster Village Centre, Isle	0.9% 0.0%	3 0	0.0% 0.0%	0													
of Sheppey 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	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	2.5% 0.2%	10 1	0.0% 0.0%	0													
Tesco Superstore, Bridge Road, Sheerness Zone 12	0.2%	1	0.0%	U													
Ashford Designer Outlet (also known as McArthur Glen, Ashford)	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 Retail Park (TK Maxx, Boots, Dunelm, B&M, Smyths Toys, DFS, Argos, Dreams)	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	7.0%	26	0.0%	0	3.3%	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	
Tesco Extra, Moatfield Meadow, Kingsnorth, 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	
Other - Zone 12 Zone 13	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Zone 13 Zone 14	2.0%	8	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	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chatham Town Centre Hempstead Valley Shopping Centre, Hempstead,	4.7% 3.6%	18 14	0.0% 0.0%	0													
Gillingham																	
Maidstone Town Centre	6.7%	25	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	0.1%	1	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 Superstore, Grovewood Drive North,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weavering, Maidstone Other - Zone 14 Outside Survey Area	1.7%	6	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	
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 & 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 South Aylesford Retail Park, Maidstone	0.0% 2.4%	0 9	0.0% 0.0%	0													
Strood Town Centre White Cliffs Business Park,	1.5% 0.8%	6 3	0.0% 0.0%	0	0.0% 0.0%	0 0											
Whitfield 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	

By Zones 1-7

Canterbury Household Survey for G L Hearn

Page 16 May 2019

Weighted:			for	G L Hea	rn				May 2019
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	
Weighted base: Sample:	378 363	11 18	5 24	4 35	3 27	12 26	9 19	63 32	

Total

Zone 1

Zone 2

Canterbury Household Survey for G L Hearn

Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

Page 17 May 2019

Q06 Apart from (STORE / LOCATION MENTIONED AT Q01), is there anywhere else where you undertake your household's main food and grocery shopping? Zone 1 Aldi, St. Andrews Close, 0.4% 5 3.3% 2 7.2% 4.9% 0 3.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury Asda, Sturry Road, 1.5% 21 5.9% 3 4.5% 6.0% 1 8.9% 1 1.3% 1 1.5% 1 0.0% 0 Canterbury Iceland, Stour Retail Park, 0.2% 3 3.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 4.6% 0 Sturry Road, Canterbury Iceland, Wincheap Industrial 0.2% 3 0.8% 0 0.0% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.6% 1 Estate, Maynard Road, Canterbury Lidl, Sturry Road, 0.5% 6 2.9% 2 1.2%0 3.4% 0 4.0% 0 6.0% 3 0.0% 0 0.0% 0 Canterbury Local Shops, Canterbury 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.6% 0 City Centre Local Shops, St Dunstans, 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 0.7% 0.0% 0 Marks & Spencer, Maybrook 0.2% 3 0.6% 0 1.8% 0 0.0% 0 1.6% 0 0.0% 0 0 Retail Park, Canterbury Marks & Spencer, St. 0.5% 9.3% 5.4% 2.9% 0.0% 0.0% 0.0% 0 1.6% 0 Georges Street, Canterbury Morrisons, Ten Perch Road, 1.0% 15 6.6% 12.3% 2 17.1% 2 2.7% 0 1.0% 0.7% 0 0.0% 0 Canterbury Sainsbury's Local, St. 0.0% 0.6% 0 1.2% 0 0.0% 0 0.8% 0 0.0% 0 0.0% 0.0% 0 1 0 Dunstans Street. Canterbury 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% 0 Lawrence Ground, The Drive, Old Dover Road, Canterbury Sainsbury's Superstore, 1.1% 15 20.9% 11 8.4% 2 12.5% 5.1% 0.0% 0 0.0% 0 0.0% 0 Kingsmead Road, Canterbury Sturry Road Retail Parks, 1.2% 0.0% 0.0% 0.0% 0 0.1% 1.0% 1.0% 0.0% Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Tesco Express, New Dover 0.0% 0 0.0% 0.0% 0.0% 0 0.6% 1.2% 0 0 0.0% 0 0.0% 0 0 Road, Canterbury Tesco Metro, Whitefriars 4.2% 2.3% 0.0% 0.0% 0 0.2% 0.0% 0.6% 0.0% 0 Shopping Centre, Gravel Walk, Canterbury The Goods Shed Farmers 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Market, Station Road West, Canterbury 0 Waitrose, St. Georges 0.4% 6 4.5% 2 5.1% 1 8.5% 1 1.9% 0 2.0% 1 0.7% 0 0.0% Centre, Canterbury Wincheap Retail Area, 0.0% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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 0 Co-op, Parkwood, University 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% of Kent, Canterbury Co-op, Virginia Woolf 0.0% 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 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 Local Shops, Chartham 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 Other - Zone 2 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Barham Post Office, Valley 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0 0.0% Road, Barham, Canterbury Local Shops, Barham 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 Local Shops, Bridge 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 Other - Zone 3 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% Zone 4

Weighted:					10	ΟI	G L I	ıca	111								
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Co-op, Island Road, Sturry 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%	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	0.6%	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 Co-op, Mortimer Street, Herne Bay	0.3% 0.0%	5 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	0	9.5% 0.0%	5 0	0.0% 0.0%	0	0.0% 0.0%	0	
Co-op, Reculver 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	
Herne Bay Co-op, Sea Street, Herne Bay Iceland, Mortimer Street, Herne Bay	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.6% 2.3%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Herne Bay Local Shops, 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	
Road, Herne Bay 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 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	0.7%	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 Asda, Westwood Road,	0.7% 1.1%	10 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	5.5% 8.5%	10 16	
Broadstairs 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	
Other - Zone 6 Zone 7 Aldi, Boundary Road, Ramsgate Aldi, Zion Place, Margate Asda, Westwood Road, Broadstairs	0.7% 0.7% 1.1%	10 10 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	0.7% 0.0% 0.0%	0 0 0	5.1% 5.5% 8.5%		9 10 16

Weighted:					1	UΙ	GLI	Ita	1 11								May
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone	7	
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	
Broadstairs Co-op, Hopeville Avenue,	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 Co-op, Station Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	
Birchington Co-op, Station 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	
Westgate On Sea 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 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 Gibson's Farm Shop,	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Crockshard Hill, Wingham Local Shops, Littlebourne	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Village Centre Local Shops, 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	
Town Centre 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	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 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%	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	

Weighted:					f	or	GLH	[ea	rn		-					Ma
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	1
Farmfoods, Charlton Green,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover Iceland, Queen Street, Deal Lidl, Honeywood Parkway,	0.0% 0.6%	0 9	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Dover Local Shops, Deal Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre 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 Tesco Extra, White Cliffs Park, Honeywood	0.4% 1.6%	5 22	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Parkway, Dover Other - Zone 9 Zone 10	0.0%	1	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 Asda, Bouverie Place,	0.6% 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 0	0.0% 0.0%	0 0
Folkestone 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 Lidl, Shellons Street,	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone Local Shops, Folkstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre Local Shops, Hythe Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Local Shops, Stelling Minnis	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 Marks & Spencer, Cheriton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Folkestone Morrisons, Cheriton Road,	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone Sainsbury's Superstore, Bouverie Road West.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone 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	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park, Folkestone 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	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, Folkestone 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
Other - Zone 10 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
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

Page 21 May 2019

Weighted:						OI '	GLI	ıca	1 11								ľ
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Centre, Sittingbourne	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Co-op, High Street, Sheerness Co-op, London 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	
Teynham, Sittingbourne Co-op, Queens 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	
Minster, Isle of Sheppey																	
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,	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 Lidl, West Street,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Local Shops, 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	
Town Centre Local Shops, Minster 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, Isle of Sheppey Local Shops, Sheerness Town Centre, Isle of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sheppey Local Shops, Sittingbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Morrisons, Mill Way,	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Morrisons, Neats Court, Isle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Morrisons, North Lane,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Square,	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 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 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	
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 Lidl, New Street, Ashford	0.5% 0.1%	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	
Local Shops, Ashford Town	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, Kennington	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 Centre, Ashford Marks & Spencer, County	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Square, Ashford Sainsbury's Superstore, Simone Weil Avenue, Ashford	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Weighted:					fe	or	GLH	Ie a	rn		·						May 2019
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Tesco Express, Mace Lane,	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 Tesco Extra, Hythe Road,	0.9%	12	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Willesborough, Ashford 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 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	
Other - Zone 13 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	
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 Co-op, Egremont Road,	0.6% 0.0%	8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Bearsted Co-op, Faversham 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	
Lenham Co-op, High Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cranbrook Iceland, High Street,	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Iceland, Rainham Shopping	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Rainham Iceland, Water Lane, Chequers Centre,	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidstone Lidl, Broadway 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, Maidstone Lidl, Farleigh Hill, Tovil,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidstone Local Shops, Chatham Town	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, 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	
Town Centre Local Shops, Staplehurst	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 Marks & Spencer, Hempstead Valley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shopping Centre, Gillingham	0.004		0.007		0.004		0.004		0.004		0.004		0.004		0.004	^	
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	

Page 23 May 2019

Weighted:					f	or	G L H	[ea	rn								May 201
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	i	Zone 6		Zone 7		
Romney Place, Maidstone																	
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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Maidstone Tesco Express, Sturdee	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Avenue, Gillingham Tesco Extra, Courteney	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Gillingham Tesco Metro, Rainham	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shopping Centre, Gillingham Tesco Metro, Rye Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hawkhurst																	
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	2.0%	28	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,	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 Other - Zone 14 Outside Survey Area	0.2%	3	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	0.2%	2	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 Asda, Maidstone Road,	0.0% 1.4%	0 20	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Chatham 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 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Swanscombe Co-op, Station Approach,	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 Local Shops, 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	
Town Centre 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,	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, Greenhithe Marks & Spencer, 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	
Road, Sevenoaks Sainsbury's Local, St. Johns	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Tunbridge Wells Sainsbury's Superstore, Linden Park 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	
Tunbridge Wells 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	
Otford Road, Sevenoaks Sainsbury's Superstore, Quarry Wood Industrial	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Estate, Mills Road, Aylesford	0.004	^	0.004		0.004		0.004		0.004		0.004		0.004		0.004		
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	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 Internet - Delivery	0.0% 1.9%	0 27	0.0% 0.0%	0	0.0% 0.8%	0	0.0% 1.5%	0	0.0% 1.8%	0	0.0% 0.8%	0	0.0% 1.1%	0	0.0% 2.8%	0 5	
Internet - Click & Collect	0.3%	4	3.1%	2	0.8%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	
(Don't know / can't	0.2%	3	1.9%	1	0.0%	0	1.2%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	
remember) (Don't do this type of	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 for G L Hearn

Page 24

Weighted:						for	$\mathbf{G}\mathbf{L}$	Hea	ırn								May 2019
	Tota	ıl	Zone	1	Zone	2	Zone 3	3	Zone 4	ļ	Zone	5	Zone	6	Zone	7	
shopping) (Nowhere else)	40.2%	563	28.7%	15	43.6%	9	35.0%	3	52.0%	6	44.6%	22	44.5%	20	38.7%	71	
Weighted base: Sample:		1403 1403		53 100		20 100		10 100		11 100		50 101		45 101		184 101	

Page 25 May 2019

weighteu.					•	UI	G L		11 11								way
	Total		Zone 1	L	Zone 2	2	Zone 3	3	Zone 4	ı	Zone 5	i	Zone 6		Zone 7	1	
Q07 Where did you last u	undertak	e you	ır house	hold'	s top-up	groc	ery sho	pping	 ?								
Zone 1 Aldi, St. Andrews Close,	0.4%	5	6.4%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	
Canterbury																	
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%	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%	0	
Iceland, Wincheap Industrial Estate, Maynard Road,	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Canterbury Lidl, Sturry Road,	0.1%	2	1.6%	1	0.0%	0	2.7%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	
Canterbury 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%	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%	0	
Marks & Spencer, Maybrook	0.3%	4	0.6%	0	0.8%	0	0.7%	0	3.6%	0	0.0%	0	0.0%	0	0.0%	0	
Retail Park, Canterbury Marks & Spencer, St. Georges Street,	0.1%	2	2.2%	1	3.2%	1	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Canterbury Morrisons, Ten Perch Road,	0.7%	10	5.3%	3	12.6%	2	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Canterbury Sainsbury's Local, St.	0.2%	2	3.4%	2	1.8%	0	1.2%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Dunstans Street, Canterbury		2				0				0		0		0			
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	0.1%	2	1.6%	1	1.5%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Kingsmead Road, Canterbury	0.5%	7	8.2%	4	7.4%	1	3.3%	0	3.9%	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	1.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, New Dover	0.3%	5	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Canterbury Tesco Metro, Whitefriars Shopping Centre, Gravel	0.3%	5	7.8%	4	0.8%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	
Walk, Canterbury The Goods Shed Farmers Market, Station Road	0.1%	1	1.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
West, Canterbury Waitrose, St. Georges Centre, Canterbury	0.4%	6	9.1%	5	1.0%	0	6.6%	1	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	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 2 Co-op, Parkwood, University	0.2%	3	0.0%	0	1.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Kent, Canterbury Co-op, Virginia Woolf Building, University of	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kent, Canterbury Local Shops, Blean Village Centre	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Chartham	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 Other - Zone 2	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 3 Barham Post Office, Valley	0.1%	2	0.0%	0	0.0%	0	12.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Barham, Canterbury 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	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Other - Zone 3 Zone 4	0.0%	0	0.0%	0	0.0%	0	2.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	

Weighted:					I	UΙ	GLL	lea	11 11								May 201
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
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	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	
Centre 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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	
Herne Bay																	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Herne Bay Local Shops, Herne Bay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.6%	3	0.0%	0	0.0%	0	
Town Centre Local Shops, Recluver 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	
Beltinge, Herne Bay Local Shops, Sea 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	
Herne Bay Morrisons, Beach Street,	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	7	0.7%	0	0.0%	0	
Herne Bay	0.40/	5	0.00/	0	0.00/	0	0.00/	0	1.00/	0	0.00/	_	0.00/	0	0.00/	0	
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.4%	3	0.0%	0	0.0%	U	0.0%	U	1.0%	U	9.9%	5	0.0%	0	0.0%	U	
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	0.4%	5	0.0%	0	2.3%	0	0.0%	0	0.6%	0	0.6%	0	9.0%	4	0.0%	0	
Retail Park, Whitstable 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	

Page 26

May 2019

Weighted:					\mathbf{f}	or	G L H	[ea	rn		·						May
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone '	7	
Broadstairs	0.70	10	0.004		0.004		0.004		0.004		0.004		0.004		5 -0.	4.0	
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, 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	
Centre 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,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.7%	1	
Broadstairs 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,	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	
Margate Tesco Superstore, Manston	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	16	
Road, Ramsgate Waitrose, Queens Street,	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	8	
Ramsgate Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
at Broadstairs)	0.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	1.20/	2	
Other - Zone 7 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 Co-op, The Street, Ash	0.5% 0.1%	6 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Gibson's Farm Shop,	0.1%	2	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crockshard Hill, Wingham 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	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Village Centre 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 Co-op, Market Square,	0.2% 0.5%	3 7	0.0% 0.0%	0	0.0% 1.2%	0	0.0% 2.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Aylesham																	

Page 28 May 2019

Weighted:					1	OI	GLI	iea	.1 11								Ι
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Dover																	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Deal Town	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, Dover 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	
Morrisons, Bridge Street, Dover	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, West Street, Deal	0.8%	11	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	0.5%	7	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Parkway, Dover Other - Zone 9	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 10	0.770		0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
Aldi, High Street, Hythe Asda, Bouverie Place,	0.4% 0.3%	6 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Folkestone	0.5%	4	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Co-op, 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	
Co-op, High Street, 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, Main Road, Sellindge	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, Hythe Lidl, Haven Drive,	0.3% 0.4%	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	
Hawkinge, Folkestone																	
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	
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	0.0%	1	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,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Sainsbury's Superstore,	0.2%	2	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Military Road, Hythe Sainsbury's Superstore, Park	0.2%	3 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Farm Retail Park, West Park, Folkestone	0.4%	Ü	0.0%	U	0.070	U	0.0%	U	0.070	U	0.070	U	0.0%	U	0.0%	U	
Tesco Express, Canterbury Road, 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	
Tesco Express, Castle House, Bouverie 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	
West, Folkestone Tesco Superstore, Cheriton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
High Street, Folkestone Waitrose, Prospect Road,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hythe Other - Zone 10	0.4%	5	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 11 Aldi, East 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	
Sittingbourne Aldi, Pepys Avenue,	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sheerness Asda, Trinity Trading Estate,	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Co-op, Bobbing Corner,	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 Co-op, Church Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Co-op, Forbes Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faversham Co-op, Grove Park Shopping Centre, Sittinghourne	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, Sittingbourne																	

Weighted:					fo	r	G L H	[ea	rn								May 2019
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
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	
Sheerness Co-op, London Road,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Teynham, Sittingbourne Co-op, Queens Road,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	
Minster, Isle of Sheppey Co-op, The Parade, Northwood Drive,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Co-op, The Street, Upchurch,	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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sheppey Local Shops, 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	
Town Centre Morrisons, Mill Way,	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 Morrisons, Neats Court, Isle	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Morrisons, North Lane,	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 Sainsbury's Superstore, Avenue of Remembrance, Roman Square,	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 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	
Other - Zone 11 Zone 12	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 Asda, Kimberley Way,	0.4% 0.6%	6 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	
Ashford Ashford Designer Outlet,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ashford Co-op, Brookfield Court,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ashford Co-op, Churchfield Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wye Co-op, Faversham 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	
Kennington, Ashford Co-op, Hunter Avenue,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Willesborough, Ashford Farmfoods, New Street,	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 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	

Weighted:					1	UΙ	GLI	lea	1 11							N	May 20.
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Ashford																	
Tesco Extra, Hythe Road, Willesborough, 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	
Tesco Extra, Moatfield Meadow, Kingsnorth,	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ashford Waitrose, Sir Bernard Paget Drive, 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	
Other - Zone 12 Zone 13	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, Dymchurch Road, New Romney	0.3%	5	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	0.1%	1	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Highbury Works, Tenterden	0.5%	7	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	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Zone 13 Zone 14	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, Ambley Road, Gillingham	1.2%	17	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	0.0%	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	1.9%	27	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	1.9%	26	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	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-op, High Street, Cranbrook	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, High Street, Gillingham	1.3%	18	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	0.0%	0	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	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	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	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Chatham Town Centre	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Maidstone 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, Staplehurst Village 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	
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.5%	7	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	0.6%	8	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	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 Local, High Street, Headcorn	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, Hempstead Valley,	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Sainsbury's Superstore, Pentagon 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, Chatham Sainsbury's Superstore, Romney Place, 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	

Page 30

May 2019

Page 31 May 2019

Weighted:]	for	G L I	Hea	rn								May
	Tota	1	Zone 1		Zone 2	2	Zone 3	3	Zone 4	ı	Zone 5		Zone	6	Zone	7	
Tesco Express (Esso), Tonbridge Road, 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,	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidstone 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 Outside Survey Area	2.8%	40	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 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	
Aldi, Rye Road, Hastings Asda, Maidstone 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Chatham 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 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%	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
Aylesford 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 Internet - Click & Collect	2.4% 0.3%	34 4	0.0% 3.1%	0 2	0.8% 0.0%	0	0.0% 0.0%	0	1.8% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	0	4.5% 0.0%	8 0	
(Don't know / can't	1.0%	13	1.0%	1	2.0%	0	4.9%	0	1.4%	0	1.0%	1	0.0%	0	0.0%	0	
remember) (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	

Page 32 May 2019

Canterbury Household Survey for G L Hearn

Weighted:						for	$\mathbf{G}\mathbf{L}$	Hea	ırn								May 20
	Tota	al	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: Sample:		1403 1403		53 100		20 100		10 100		11 100		50 101		45 101		184 101	
Q08 How often do you n Those that do top-up sh	•		top-up	trips	to supe	rmark	ets or o	ther g	jeneral 1	food s	stores ir	ı a we	ek?				
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%	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

Page 33 May 2019

	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
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%	ő	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%	ő	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%	ő	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%	Ö	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	0.4%	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 /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	
home delivery	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	1.570	U	0.070	U	0.070	U	
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	0.1%	4	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	
/ convenient	0.470	-	0.070	Ü	2.570	U	0.070	U	0.070	Ü	0.070	U	0.770	U	0.070	O	
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	0.5%	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	0.1%	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 /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
packaging	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Easy to get to by public	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
transport	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
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	0.1%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good layout	0.0%	4	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good offers	0.4%	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	0.2%	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	0.1%	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%	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	0.2%	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	
	0.0%	1	0.0%	0	7.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quiet / not too busy 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	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	1.1%	11	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								-		-		-		-		-	
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	
~F-~·		,,,				• ′		, 1		0.		00		٠.			

Page 34 May 2019

	Tota	ıl	Zone	1	Zone 2	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7	
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	
Sample.		239		02		+/		/ 1		01		03		04		12	

Page 35 May 2019

weighted:					,	IUI	GLI	100	11 11								May 2
	Tota	ıl	Zone	1	Zone 2	2	Zone 3		Zone 4	1	Zone s	5	Zone	6	Zone	7	
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%	1	
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% 0.0%	25 0	0.0% 0.0%	0	5.7% 0.0%	1 0	1.7% 0.0%	0	0.9%	0	3.5% 0.0%	1 0	1.2% 0.0%	0	4.3% 0.0%	6 0	
Good bus service Good service / friendly staff	2.4%	25	0.0%	0	13.5%	1	12.0%	1	0.0% 4.4%	0	7.5%	2	0.0%	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 Range of goods available	11.3% 9.1%	118 94	11.7% 14.2%	4 5	8.8% 4.1%	1 0	17.2% 13.1%	1 1	15.5% 4.3%	1 0	15.2% 19.2%	5 6	12.9%	4 7	12.4%	17 11	
Big store	0.9%	94	0.0%	0	0.0%	0	0.0%	0	4.3% 0.0%	0	0.0%	0	23.8%	0	8.0% 0.0%	0	
Clean store	0.9%	3	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
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%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good levent	0.0%	0 4	0.0% 0.0%	0	0.0%	0	2.7% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	
Good layout Good offers	0.4% 0.2%	2	0.0%	0	1.6% 0.0%	0	0.0%	0	0.0% 1.4%	0	4.9%	2	0.0% 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: Sample:		1042 939		35 62		10 47		7 71		8 61		33 65		31 64		138 72	
Q10 How do you normal Those that do top-up sh	•		top-up	shop	ping?												
C (1:)	50.70/	C10	26.00/	12	75.00/	0	C4 00/	_	C4 40/	_	51.20/	17	42.00/	12	62.40/	00	
Car (driver) Car (passenger in friend's / relative's car)	58.7% 3.5%	619 37	36.8% 4.0%	13 1	75.0% 9.1%	8	64.0% 4.5%	5 0	64.4% 0.9%	5 0	51.3% 4.4%	17 1	42.9% 11.4%	13 4	63.4% 0.7%	88 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%	Ó	
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	
Weighted base: Sample:		1055 958		35 63		10 49		7 73		8 63		33 66		31 64		138 72	

Weighted base:

Sample:

1055

958

35

63

Canterbury Household Survey for G L Hearn

Page 36 May 2019

Total Zone 2 Zone 3 Zone 4 Zone 5 Zone 1 Zone 6 Zone 7 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% 5.4% 14.5% 27.4% 2 27.4% 12.6% 9.3% 13 1 7 2 £6 - £10 18.6% 196 21.1% 26.6% 3 27.4% 2 32.2% 13.3% 4 20.2% 6 22.8% 32 £11 - £15 12.4% 131 13.5% 5 11.9% 5.8% 0 8.5% 5.1% 11.6% 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% 3.7% 9.4% 0 3.9% 2 5.9% 2 7 57 1 3.8% 0 7.3% 4.8% £26 - £30 5.0% 53 10.2% 4 2.4% 0 5.1% 0 3.7% 0 7.9% 4.0% 7.6% 10 £31 - £35 2.5% 1.5% 2.4% 0.0% 0.9% 6.3% 0.7% 26 1 0 0 0 4.3% 1 2 1 2.3% 24 0.9% 0 1.5% 0 0 0.9% 0 £36 - £40 0 3.8% 0.0% 0 1.0% 2.9% 4 0.7% 0 0 £41 - £45 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0 0.0% £46 - £50 3.3% 35 5.8% 2 0.0% 6.0% 0.9% 2.5% 1.2% 1.0% 1 0 0 £51 - £55 0.3% 3 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 £56 - £60 1.3% 0.3% 3 0.0% 0 0.0% 1.3% 0 0.0% 0 0.9% 1.0% 0 0 0 1 £61 - £65 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.6% 0.0% 0 0.0% 0 £66 - £70 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 1.6% 1 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 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% 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% 0 £91 - £95 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 £96 - £100 0.5% 0.0% 0 0.0% 0 0.0% 0 1.1% 0 1.6% 1 0.0% 0 0.0% 0 £101 + 0.4% 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% 14.9% 5 16.5% 5 21.8% 30 1 0 4.5% 0 2.1% 1.9% 1 0.0% 0 2.8% 0 1.0% 3.7% 1.5% 2 (Refused) 22 Mean: 19.90 18.35 16.40 17.98 13.26 19.84 18.40 18.43

10

49

73

63

33

66

64

138

72

Page 37 May 2019

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

Q12 Apart from (STORE In shopping? Those that do top-up sho			MENTION	NED A	AT Q07),	is the	ere anyv	vhere	else wh	nere y	ou unde	ertake	your h	ouseh	old's to	p-up grocery
Zone 1																
Aldi, St. Andrews Close, Canterbury	0.2%	2	1.2%	0	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sturry Road, Canterbury	0.2%	2	1.2%	0	3.0%	0	1.0%	0	3.7%	0	3.0%	1	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	4.4%	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
Lidl, Sturry Road, Canterbury	0.3%	3	5.6%	2	4.9%	0	2.5%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Canterbury City 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
Local Shops, St Dunstans, Canterbury	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Maybrook Retail Park, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Georges Street,	0.4%	5	3.7%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Morrisons, Ten Perch Road,	0.1%	1	0.9%	0	0.0%	0	6.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Sainsbury's Local, St. Dunstans Street,	0.0%	0	0.9%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road,	0.1%	1	0.9%	0	2.4%	0	4.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Sainsbury's Superstore, Kingsmead Road,	0.1%	1	2.9%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.0%	0	1.2%	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	0.2%	2	5.4%	2	0.0%	0	1.6%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Walk, Canterbury The Goods Shed Farmers Market, Station Road West, Canterbury	0.0%	0	0.9%	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	3.2%	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	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Village Centre 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 Post Office, Valley	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Barham, Canterbury 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	1.0%	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	5.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Weighted:					10	UΙ	GLI	lea	11 11								May
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	
Centre 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,	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 Co-op, Reculver Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	
Herne Bay																	
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,	0.2%	2	0.9%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	
Herne Bay Local Shops, 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	
Road, Herne Bay	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
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 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 Asda, Westwood Road, Broadstairs	0.0% 0.6%	0 7	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.9%	0 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	

Weighted:					fo	r	G L H	lea	rn								M
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	
Centre Local Shops, 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	
Centre Local Shops, 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	
Town Centre Marks & Spencer (BP),	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, Margate Marks & Spencer, Westwood Cross 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	
Broadstairs Morrisons, Hawley 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	
Margate 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	
Dadson Way, Ramsgate Tesco Extra, Margate Road,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	5	
Westwood, Broadstairs Tesco Metro, 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	
Broadstairs Tesco Metro, Northdown Road, Cliftonville,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	
Margate Tesco Superstore, Manston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Ramsgate Waitrose, Queens Street,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	
Ramsgate Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	9	
at Broadstairs) Other - Zone 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	
Zone 8 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	
Other - Zone 8 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 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% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0 0	

Page 40 May 2019

Weighted:					f	or	G L H	lea	rn							
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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, 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 Lidl, Honeywood Parkway,	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
Dover 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 Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.4% 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Other - Zone 9 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 Asda, Bouverie Place,	0.0% 0.3%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Folkestone Co-op, Cheriton Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone 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 Lidl, Haven Drive,	0.1% 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
Hawkinge, Folkestone Lidl, Shellons Street,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone																
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 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,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sittingbourne 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,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Page 41 May 2019

Weighted:					10	υı	G L I	iea	1 11								Γ
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
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	
Centre, Sittingbourne 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	
Sheerness Co-op, London 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	
Teynham, Sittingbourne Co-op, Queens Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Minster, Isle of Sheppey																	
Co-op, The Parade, Northwood Drive,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Co-op, The Street, Upchurch,	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 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,	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 Local Shops, 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	
Town Centre Local Shops, Minster 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, Isle of Sheppey Local Shops, 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	
Town Centre, Isle of Sheppey																	
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,	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 Sainsbury's Superstore, Bysing Wood 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	
Faversham Sittingbourne 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	
Sittingbourne Tesco Express, Chalkwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Sittingbourne Tesco Superstore, Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Sheerness Tesco Superstore, Crescent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Faversham Other - Zone 11 Zone 12	0.4%	4	0.0%	0	0.0%	0	4.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wye 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	
Kennington, Ashford Co-op, Hunter 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	
Willesborough, Ashford 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	

Weighted:

Weighted:					10	JI	G L п	lea	1 11							May 20	019
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		
Ashford																	
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	0.3%	3	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	0.1%	1	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Zone 12 Zone 13	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, Dymchurch Road, New Romney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spar, Coast Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greatstone, New Romney Spar, High Street, New Romney	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, Highbury Works, 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	
Waitrose, Sayer's Lane, 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 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	
Aldi, 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	
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	0.0%	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	
Asda, Pier Road, Gillingham 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Co-op, Faversham Road, Lenham	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, High Street, Cranbrook	0.5%	6	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	0.2%	2	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	0.0%	0	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, 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	
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	0.0%	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	0.3%	3	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	1.0%	10	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	0.0%	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, Headcorn	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,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, 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	

Page 43 May 2019

Weighted:					f	or	GLE	Iea	rn							May
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Sainsbury's Superstore,	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romney Place, Maidstone 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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Gillingham 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 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Aldi, Rye Road, Hastings 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% 0.0%	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 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%	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,	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylesford 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 Internet - Click & Collect	1.8% 0.3%	19 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	3.7% 0.0%	5 0
(Don't know / can't	2.0%	21	8.8%	3	5.0%	1	0.0%	0	1.1%	0	3.1%	1	0.0%	0	2.3%	3

Page 44 May 2019

, eighteur																	
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	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-fo	od sho	opping,	have	you bou	ght a	ny of th	ese g	oods in	the la	ıst 10 ye	ears?	[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	

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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 1.1% 0.0% 0.0% 0.0% 0 Canterbury Canterbury City Centre 15.0% 199 58.5% 26 54.5% 10 61.7% 6 63.3% 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 Kingsmead Road, 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% 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 0.0% 0.0% 0.0% 0 0.0% 0 0 1.0% 0 0.0% 0.0% 0 0.7% 0 0 0 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 Wincheap Retail Area, 0.1% 1 0.0% 0 3.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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 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% Chartham Village Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 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 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 Zone 5 Canterbury Garden Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Herne Common, Herne Bay Canterbury Road, Herne Bay 0.1% 0.0% 0 0.0% 0.0% 2.0% 0.7% 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% Herne Bay 0.0% Recluver Road, Beltinge, 0.0% 0 0 0.0% 0 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 Herne Bay Sainsbury's Superstore, 0.2% 0.0% 0.0% 0.0% 0 0.0% 4.6% 2 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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 0.7% 0.0% 0 0.0% 0 0.0% 0 1.1% 0 4.7% 2 17.1% 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 0 B&Q, Thanet Way, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chestfield Whitstable 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 Herne Bay Road / St Johns 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0 4 4% 0.0% 0 0.4% 6 0.0% 0.0% 0 0.0% 0.0% 0 8.4% 4 2 Sainsbury's Superstore, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0.0% 0 Reeves Way, Whitstable Tankerton Road, Tankerton 0.1% 1 0.0% 0 4.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Tesco Extra, Millstrood 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Whitstable 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, 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 **Broadstairs Town Centre** 0.6% 8 2.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.4% 1 Margate Town Centre 2 0.3% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.4% 2 1.1% 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 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

Weighted:					fe	or	GLH	[ea	rn								May 2019
	Tota	l	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	10.2%	135	1.9%	1	1.0%	0	2.5%	0	9.6%	1	20.5%	10	7.9%	3	48.9%	89	
at Broadstairs) Other - Zone 7 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	
Wingham Village Centre Other - Zone 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	
Zone 9	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
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	
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 Zone 10	0.0%	0	0.0%	0	1.3%	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%	26	0.0%	0	0.8%	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Military Road, Hythe 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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Faversham Other - Zone 11 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	
Aldi, Victoria Road, Ashford Asda, Kimberley Walk,	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	
Ashford																	
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	
Ashford Town Centre B&Q, Norman Road,	5.5% 0.0%	74 0	0.0% 0.0%	0	3.3% 0.0%	1	0.0% 0.0%	0	1.4% 0.0%	0	1.1% 0.0%	1	0.7% 0.0%	0		0	
Ashford Gallagher Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Norman Road, Ashford John Lewis, Fougeres Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Ashford 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 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	

weighted:						UI	GL	iica	1 11								May
	Tota	al	Zone 1	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone 6		Zone	7	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe 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	
Willesborough, Ashford	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Tesco Extra, Moatfield Meadow, Kingsnorth,	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	0.004		0.00/		0.004		0.00/		0.004		0.004		0.00/		0.00/		
Other - Zone 12 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	
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	
Tenterden 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	
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 14 B&Q, Barker 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	
Maidstone	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.076	U	
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 Dockside Outlet Shopping	1.9% 0.0%	25 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Centre, Maritime Way, St Mary's Island, Chatham	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	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	0.0%	0	
Hempstead Valley Shopping Centre, Hempstead, Gillingham	2.8%	37	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	
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, 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	0.3%	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 Outside Survey Area	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Abroad Asda, Maidstone Road, Chatham	0.3% 0.0%	4	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.6% 0.0%	3 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, 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	2.1%	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	0.0%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Strood Town Centre Tesco Extra, Lunsford Park,	0.1% 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	
Aylesford White Cliffs Business Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitfield																	
Other - Outside Survey Area Others	1.4%	18	0.7%	0	0.0%	0	1.0%	0	0.7%	0	0.0%	0	0.0%	0	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	
Internet - Delivery Internet - Click & Collect	21.0% 3.2%	280 43	21.0% 0.0%	9	13.5% 0.8%	3	18.5% 0.0%	2	8.7% 0.0%	1	17.5% 0.0%	8	17.1% 0.0%	7	25.9% 3.6%	47 6	
Catalogue / mail order	1.3%	17	2.2%	1	1.6%	0	0.8%	0	2.1%	0	0.0%	0	1.4%	1	0.0%	0	
(Don't know / can't remember)	5.8%	78	6.0%	3	4.5%	1	0.8%	0	5.7%	1	0.7%	0	2.3%	1	6.9%	13	
(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: Sample:		1331 1316		45 86		19 96		10 94		10 88		47 94		41 91		181 99	

By Zones 1-7

Weighted:

Canterbury Household Survey for G L Hearn

Page 48 May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
Q14AWhere did you colle	ct your g	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%	0 1	100.0%	6
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	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	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	0.0%	0
Weighted base:		43		0		0		0		0		0		0		6
Sample:		13		0		1		0		0		0		0		2

Page 49 May 2019

Canterbury Household Survey for G L Hearn

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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 Canterbury Canterbury City Centre 7.0% 65 21.3% 29.3% 3 44.3% 3 14.2% 21.7% 8 22.0% 5 1.9% 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% 0 Kingsmead Road, 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 7.6% 2 13.1% 2 5.2% 0 13.1% 9.5% 3 13.8% 3 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 3 7% 0.0% 0 0 0 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 Wincheap Retail Area, 2.1% 19 7.3% 2 13.5% 2 8.5% 1 12.6% 1 9.7% 3 0.0% 0 0.0% 0 Canterbury Other - Zone 1 0.0% 0 0.0% 0 1.3% 0 0.0% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 Zone 2 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% Chartham Village Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 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 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 1.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Zone 5 Canterbury Garden Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Herne Common, Herne Bay Canterbury Road, Herne Bay 0.1% 0.0% 0 0.0% 0.0% 5.4% 0.0% 0 1.9% 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% Herne Bay Recluver Road, Beltinge, 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 Sainsbury's Superstore, 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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 0.5% 0.0% 0 2.1% 0 0.0% 0 1.9% 0 2.4% 1 15.0% 4 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 0.0% 0 B&Q, Thanet Way, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% Chestfield Whitstable 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 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.9% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0 3.9% 0.0% 0 0.7% 6 0.0% 0.0% 0 0.0% 0.9% 0 14.6% 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 Reeves Way, Whitstable 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 Road, Whitstable Other - 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 Zone 7 Asda, Westwood 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 Broadstairs **Broadstairs Town Centre** 1.1% 10 3.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 0 6.0% 8 1 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

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1.2%

0 0.0%

0 9.1%

0.0%

1.4%

Minster-in-Thanet Village

Ramsgate Town Centre

By Zolics 1-7)ui		•					CJ						Tage 50
Weighted:	T-4-1		71		Zone 2)r	$\frac{G L H}{7}$	lea			7 5		7		77		May 2019
	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)	7.7%	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 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% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Wingham Village Centre 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	
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 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 Zone 10	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	
Hythe Town Centre Park Farm Retail Park, Folkestone	0.6% 0.3%	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	
Sainsbury's Superstore, Bouverie Road West,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Sainsbury's Superstore, Military Bood 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	
Military Road, Hythe 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 Zone 11	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 Minster Village Centre, Isle	0.4% 0.0%	4 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	
of Sheppey Sheerness Town Centre, Isle	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Sittingbourne Retail Park,	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 Sittingbourne Town Centre Tesco Superstore, Crescent	1.8% 0.0%	16 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		1	
Road, Faversham Other - Zone 11 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	
Aldi, Victoria Road, Ashford Asda, Kimberley Walk,	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0		0	
Ashford 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	
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	
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	
Kennington Local Centre, Ashford 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	
samsoury s superstore,	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	

weighten.					-	OI.	G L	ııcu	1 11								way
	Total	l	Zone 1	1	Zone 2	,	Zone	3	Zone	4	Zone	5	Zone 6	·	Zone	7	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe 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	
Willesborough, Ashford Tesco Extra, Moatfield	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, Kingsnorth, Ashford																	
Other - Zone 12 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	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tenterden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	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 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,	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 B&Q, Will Adams Way,	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 Chatham Town Centre	0.09/	Ω	0.00/	0	0.00/	0	0.00/	0	0.00/	Λ	0.00/	0	0.00/	0	0.00/	0	
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St	0.9% 0.6%	9 6	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Mary's Island, Chatham Gillingham Retail Park, Ambley Road, Gillingham	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Town Centre	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Hempstead Valley Shopping Centre, Hempstead, Gillingham	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
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 Outside Survey Area	1.7%	16	0.0%	0	2.1%	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	1.7%	16	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	
Central London Horsted Retail Park,	0.7% 0.2%	6 2	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%	0	0.0% 0.0%	$0 \\ 0$	
Maidstone Road, Chatham Lakeside Retail Park &	1.8%	17	1.5%	0	5.3%	1	1.9%	0	4.7%	0	0.0%	0	0.0%	0	1.9%	3	
Shopping Centre, West Thurrock, Grays	1.070	17	1.570	U	3.370	1	1.970	U	4.770	U	0.070	U	0.0%	U	1.970	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 Internet - Click & Collect	19.4% 0.6%	181 5	31.8% 0.0%	9	11.8% 2.1%	1	20.1% 0.0%	1 0	18.4% 0.0%	1	12.4% 0.0%	4	14.6% 1.2%	4	20.8%	29 0	
Catalogue / mail order	3.0%	28	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't	14.2%	133	6.0%	2	10.8%	1	11.4%	1	8.8%	1	7.4%	3	16.9%	4	19.3%	27	
remember) (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: Sample:		934 883		28 53		12 57		6 60		7 62		35 66		25 54		138 70	

Page 52 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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% 1.2% 0.0% 0.9% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Canterbury Canterbury City Centre 8.6% 89 50.0% 19 46.8% 7 35.1% 3 47.7% 4 24.9% 8 19.4% 0.9% 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 Kingsmead Road, 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 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0 0.0% 0 0.8% 0.0% 0 0 0 0 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 Wincheap Retail Area, 0.2% 2 3.5% 1 1.6% 0 0.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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 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% Chartham Village Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 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 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 Zone 5 Canterbury Garden Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Herne Common, Herne Bay Canterbury Road, Herne Bay 0.1% 0.0% 0 1.6% 0.0% 2.0% 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% Herne Bay 0.0% Recluver Road, Beltinge, 0.0% 0 0 0.0% 0 0.0% 0.9% 0.0% 0 0.0% 0 0.0% 0 0 0 Herne Bay Sainsbury's Superstore, 0.1% 0.0% 0.0% 0.0% 0 0.0% 1.5% 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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 1.3% 14 0.0% 0 1.0% 0 0.0% 0 0.0% 0 4.3% 1 34.5% 12 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 0 B&Q, Thanet Way, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chestfield Whitstable 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 Herne Bay Road / St Johns 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0.0% 0 0.8% 8 0.0% 0.0% 0 0.0% 0 1.5% 0 21.0% 7 1.4% 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 Reeves Way, Whitstable 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 0.1% 1 0.0% 0 1.0% 0 0.0% 0 0.0% 0 1.5% 1 1.1% 0 0.0% 0 Road, Whitstable 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, 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 **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 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

Weighted:

Weighted:					10	υr	GLI	tea	ГП								May 2019
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone '	7	
Westwood Cross Shopping	6.4%	66	0.0%	0	1.3%	0	0.0%	0	3.4%	0	9.1%	3	3.1%	1	35.8%	50	
Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.170	00	0.070	Ü	1.570		0.070	Ü	3.170	Ü	<i>7.170</i>	5	3.170	1	33.070	30	
Other - Zone 7	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	
Zone 8 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	
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 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 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%	U	
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 Charitan Villaga Cantra	0.10/	1	0.004	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.004	0	
Cheriton Village Centre Folkstone Town Centre	0.1%	1 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	
Hythe Town Centre	2.3% 0.8%	8	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone		-	,.	-			0.0,0	-	*****	-					,.		
Sainsbury's Superstore, Bouverie Road West,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Folkestone 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 Zone 11	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 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% 0.0%	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 Tesco Superstore, Crescent Road, Faversham	1.9% 0.1%	20 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.4%	0	0.0% 0.0%	0	
Other - Zone 11 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	
Aldi, Victoria Road, Ashford Asda, Kimberley Walk,	0.3% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Ashford Designer Outlet, Ashford (also known as	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
McArthur Glen, Ashford)	1.00/	10	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Ashford Retail Park, Ashford Ashford Town Centre	1.0% 5.0%	10 51	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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, Norman Road,	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	
Ashford Gallagher 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	
Norman Road, Ashford John Lewis, Fougeres Way,	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 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 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	

weightea:						IUI	GL	iica	11 11								IVI
	Tota	al	Zone 1	1	Zone 2	2	Zone	3	Zone	4	Zone :	5	Zone	6	Zone	7	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth,	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	0.004		0.004		0.004		0.004		0.004		0.004		0.004		0.004		
Other - Zone 12 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	
New Romney 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	
Tenterden 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%	0	0.0%	0	
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Other - Zone 13 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	
B&Q, Barker 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	
Maidstone 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	1.2%	13	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mary's Island, Chatham 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	0.9%	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	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	
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	
Sainsbury's Superstore, Hempstead Valley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	0.0%	0	
Other - Zone 14 Outside Survey Area	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Abroad 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% 0.0%	0	0.0% 0.0%	0	
Bluewater Shopping Centre, Greenhithe	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	
Central London Horsted Retail Park,	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	
Maidstone Road, Chatham	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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	0.0%	0	
Sevenoaks Town Centre South Aylesford 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% 0.0%	0	0.0% 0.0%	0	
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, 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	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%	11	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other Internet - Delivery	0.0% 43.4%	0 448	0.0% 36.0%	0 13	0.0% 39.0%	0 6	0.0% 52.8%	0 4	0.0% 38.1%	0	0.0% 35.0%	0 12	0.0% 26.3%	0 9	0.0% 40.0%	0 56	
Internet - Denvery Internet - Click & Collect	0.4%	448 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Catalogue / mail order	0.1%	1	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember) (Don't do this type of	6.7% 0.0%	69 0	5.4%	0	0.0%	0	1.9% 0.0%	0	1.8% 0.0%	0	0.9%	0	8.1% 0.0%	3	0.0%	15	
shopping)	0.070		0.070		0.070		U.U70		0.070		0.070		0.070		0.070		
Weighted base: Sample:		1032 1028		37 67		15 71		8 73		9 76		34 66		34 74		141 68	

Page 55 May 2019

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

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone s	,	Zone o		Zone	,
Q17 Where did you last u	ındartaka	. VOI	ır housah	old'	e ehonnin	a f	or alaeew	aro	tablowa	o io	wellery	watc	hee and	cloc	ve?	
Those that said 'Glassw		•				_	•	are,	labiewai	e, je	wellery,	walc	iles allu (CIOCI	72 t	
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	9.7%	77	40.6%	9	31.4%	3		2	51.6%	3	21.6%	6	42.0%	8	12.7%	13
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)	0.9%	7	11.0%	2	1.5%	0		1	9.1%	1	1.2%	0	6.6%	1	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
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	0.4%	3	4.0%	1	14.6%	1	4.0%	0	2.8%	0	0.0%	0	2.6%	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
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	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 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	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
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	1.4%	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	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	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%	3	0.0%	0	2.4%	0	0.0%	0	1.1%	0	1.6%	ő	12.0%	2	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
B&Q, Thanet Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chestfield, Whitstable 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 Sainsbury's Superstore, Reeves Way, Whitstable	0.6% 0.0%	5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	5.5% 0.0%	0	16.3% 0.0%	4 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	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 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

Weighted:					fo	or	GLH	[ea	rn		·						May 2019
	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	7.3%	58	0.0%	0	1.9%	0	0.0%	0	1.1%	0	11.6%	3	0.0%	0	45.3%	47	
at Broadstairs) Other - Zone 7 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	
Wingham Village Centre 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%	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 Zone 10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
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	
Hythe Town Centre Park Farm Retail Park, Folkestone	0.8% 0.4%	7	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Sainsbury's Superstore, Bouverie Road West,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	
Other - Zone 10 Zone 11	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 Minster Village Centre, Isle of Sheppey	0.3% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	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	
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	
Sittingbourne Town Centre Tesco Superstore, Crescent Road, Faversham	2.2% 0.8%	17 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% 8.0%	0		0	
Other - Zone 11 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	
Aldi, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	0.0% 0.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	
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	
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	
B&Q, Norman Road, Ashford Gallagher Petail Park	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 John Lewis, Fougeres Way,	0.6%	5	0.0%	0	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Ashford 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	
Ashford 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	

					UI	GL	iica	11 11								IVI
Tota	l	Zone	1	Zone 2	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7	
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	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
1.2%	10	2.5%	1	1.5%	0	1.4%	0	0.0%	0	5.6%	1	0.0%	0	3.9%	4	
0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	Ü	
7.0%	56	0.0%	0	0.0%	0	3.6%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	
1.0%	8	2.5%	1	0.0%	0	0.0%	0	1.8%	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	
2.7%	22	0.0%	0	2.4%	0	3.6%	0	1.1%	0	10.1%	3	0.0%	0	0.0%	0	
0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	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	
1.1%	9	7.2%	2	2.4%	0	1.4%	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	
1.1%	9	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%		
	797 720		22 38		10 44		5 46		6 53		26 46		19 42		103 54	
	0.4% 0.0% 0.1% 0.1% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.8% 2.8% 0.0% 0.8% 1.2% 0.0% 0.0% 2.3% 0.8% 1.2% 0.0% 0.0% 0.0% 1.1% 0.0% 1.1% 0.0% 0.0	0.0% 0 0.1% 1 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 9 0.5% 4 0.0% 0 2.8% 22 3.0% 24 0.0% 0 2.3% 18 0.8% 6 1.2% 10 0.0% 0 2.7% 22 0.7% 6 0.0% 0 2.9% 23 0.0% 0 0.3% 3 1.1% 9 9.7% 77 0.0% 0 1.1% 9 9.7% 77 0.0% 0 797	0.4% 3 0.0% 0.0% 0 0.0% 0.1% 1 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% 0.5% 4 0.0% 0.8% 6 0.0% 2.8% 22 0.0% 0.0% 0 0.0%	0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 6 0.0% 0 0.8% 6 0.0% 0 0.0% 0 0.0% 0 0.8% 6 0.0% 0 0.8% 6 0.0% 0 0.8% 6 0.0% 0 0.8% 6 0.0% 0 0.8% 6 0.0% 0 0.8% 6 0.0% 0 0.8% 6 0.0% 0 <td> Total Zone 1 Zone 2 </td> <td>Total Zone 1 Zone 2 0.4% 3 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%<</td> <td>Total Zone 1 Zone 2 Zone 3 0.4% 3 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% 0.1% 1 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</td> <td>Total Zone 1 Zone 2 Zone 3 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.1% 1 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 <</td> <td>Total Zone 1 Zone 2 Zone 3 Zone 4 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% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 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 <t< td=""><td>Total Zone 1 Zone 2 Zone 3 Zone 4 0.4% 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 0.1% 1 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%</td><td> Total</td><td> Total</td><td> Total</td><td> Total</td><td> </td><td> </td></t<></td>	Total Zone 1 Zone 2	Total Zone 1 Zone 2 0.4% 3 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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 0.4% 3 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% 0.1% 1 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	Total Zone 1 Zone 2 Zone 3 0.4% 3 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.1% 1 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 <	Total Zone 1 Zone 2 Zone 3 Zone 4 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% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0.2% 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 <t< td=""><td>Total Zone 1 Zone 2 Zone 3 Zone 4 0.4% 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 0.1% 1 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%</td><td> Total</td><td> Total</td><td> Total</td><td> Total</td><td> </td><td> </td></t<>	Total Zone 1 Zone 2 Zone 3 Zone 4 0.4% 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 0.1% 1 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%	Total	Total	Total	Total		

Page 58 May 2019

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

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

cookers and dishwa Those that said 'Bulky e		goods'	at 013						900							
·	icciricai ¿	50003	ui Q15													
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 Sainsbury's Superstore, Kingsmead Road,	3.4% 0.0%	35	14.5% 0.0%	4 0	15.9% 0.0%	0	6.8% 0.0%	0	23.6% 0.0%	0	18.4% 0.0%	6	16.4% 0.0%	4 0	1.1% 0.0%	2 0
Canterbury	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.0% 6.9%	0 70	0.0% 27.3%	0 8	0.0% 36.7%	0 6	0.0% 48.5%	0 4	0.0% 29.4%	0 2	0.0% 18.7%	0 6	0.0% 27.9%	0 8	0.0% 3.6%	0 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 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 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% 0.0%	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
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 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
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 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Herne Bay Town Centre Sainsbury's Superstore,	0.6% 0.0%	6 0	0.0% 0.0%	0	0.0% 0.0%	0	1.0% 0.0%	0	2.7% 0.0%	0	12.8% 0.0%	4	1.4% 0.0%	0	0.0% 0.0%	0
Reeves Way, Whitstable 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	0.0%	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 Centre	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:					f	or	GLE	Iea	rn								May 2
	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 /	6.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	2.5%	1		52	
East Kent Retail Park (all																	
at Broadstairs) Other - Zone 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	2.5%	4	
Zone 8	0.470	4	0.0%	U	0.070	U	0.0%	U	0.070	U	0.070	U	1./70	U	2.370	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	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 9 B&Q, Honeywood Park Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitfield, Dover																	
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 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 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,	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Sainsbury's Superstore, Bouverie Road West,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	
Military Road, Hythe 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	
Retail Park, Park Farm Road, Folkestone	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
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 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 Minster Village Centre, Isle	0.1% 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	
of Sheppey Sheerness Town Centre, Isle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Sittingbourne Retail Park,	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 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%	ő	
Other - Zone 11 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	
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	
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 College Betail Books	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 John Lewis, Fougeres Way,	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ashford																	
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	

Page 60 May 2019

Weighted:	101 G L Hearn													May			
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone :	5	Zone	6	Zone	7	
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	
Other - Zone 12 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	
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% 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	
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.1%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Other - Zone 13 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 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	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	
Central London Horsted Retail Park,	0.0% 3.6%	0 36	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	
Maidstone Road, Chatham Lakeside Retail Park & Shopping Centre, West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thurrock, Grays Royal Tunbridge Wells	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Sevenoaks Town Centre South Aylesford Retail Park,	0.0% 1.7%	0 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	
Maidstone Strood Town Centre 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Aylesford White Cliffs Business Park,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitfield Other - Outside Survey Area	0.6%	6	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%	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 (Don't know / can't remember)	2.0% 7.5%	20 76	5.7% 4.7%	2	0.0% 0.0%	0	0.0% 1.0%	0	0.0% 7.6%	0	0.9% 3.8%	0	0.0% 9.9%	0	0.7% 12.0%	1 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: Sample:		1014 977		29 56		15 73		7 72		8 68		34 66		27 61		144 79	

Page 61 May 2019

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

Q19 Where did you last u Those that said 'Non-bu					s shoppi	ing to	or non-bi	ulky	electrica	l goo	ds such	as T	Vs, Hı-Fı	and	compute	ers?
Zone 1																
Asda, Sturry Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Canterbury City Centre	3.2%	31		7	19.0%	2	9.4%	1	17.7%	1	15.6%	5	10.8%	3	0.0%	0
Sainsbury's Superstore, Kingsmead Road, Canterbury	0.1%	1	0.9%	0	1.3%	0	1.7%	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	26.1%	10	42.7%	5	43.3%	3	41.4%	3	31.5%	11	25.6%	6	0.8%	1
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
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.0%	0	1.1%	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	2.0%	1	9.3%	1	3.5%	0	0.0%	0	4.1%	1	1.2%	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
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	1.0%	0	2.5%	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
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	1.3%	0	0.0%	0	0.0%	0	1.3%	0	15.2%	4	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
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 Sainsbury's Superstore, Reeves Way, Whitstable	0.5% 0.0%	5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	12.3% 0.0%	4 0	1.6% 0.0%	0	0.0% 0.0%	0
Fankerton Road, Tankerton Fesco Extra, Millstrood	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.6%	0	0.0% 0.0%	0
Road, Whitstable 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	0.8%	1
Broadstairs 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
Margate Town 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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	7

Page 62 May 2019

By Zones 1-7			`	Jui		•					CJ						rage 02
Weighted:					fo	r	G L H	lea	rn								May 2019
	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	5.8%	57	0.0%	0	0.0%	0	0.0%	0	1.3%	0	3.8%	1	1.2%	0	34.7%	43	
at Broadstairs) Other - Zone 7 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 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% 0.0%	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	
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%	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 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 Park Farm Retail Park,	0.4% 2.4%	4 23	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Folkestone Sainsbury's Superstore, Bouverie Road West,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	
Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Folkestone 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 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	
Faversham Town Centre Minster Village Centre, Isle	0.7% 0.0%	7 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.2% 0.0%	0	0.0% 0.0%	0	
of Sheppey Sheerness Town Centre, Isle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Sittingbourne Retail Park,	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 Sittingbourne Town Centre Tesco Superstore, Crescent	2.1% 0.0%	21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	
Road, Faversham 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	
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 B&Q, Norman Road,	3.7% 0.0%	37 0	0.0% 0.0%	0	3.0% 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%	0	
Ashford Gallagher Retail Park,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Norman Road, Ashford John Lewis, Fougeres Way,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Ashford 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	
Ashford 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	

Page 63 May 2019

weighted:	Total G L Hearn														Ma		
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Willesborough, Ashford	0.170	1	0.070	Ü	0.070	U	0.070	U	0.070	U	0.070	U	0.070	Ü	0.070	Ü	
Tesco Extra, Moatfield Meadow, Kingsnorth,	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 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	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
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	
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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Zone 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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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	0.0%	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%	19	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	0.0%	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	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	
Hempstead Valley Shopping Centre, Hempstead, Gillingham	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	0	
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, 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	0.5%	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 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 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% 0.0%	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,	4.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidstone Road, Chatham Lakeside Retail Park & Shopping Centre, West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thurrock, Grays 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	1.8%	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 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	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Aylesford White Cliffs Business 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	
Whitfield Other - Outside Survey Area	0.4%	4	0.0%	0	1.3%	0	0.0%	0	1.0%	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%	0	
Internet - Delivery Internet - Click & Collect	30.4% 2.9%	298 28	32.3% 5.8%	12 2	9.3% 1.3%	1	27.4% 1.1%	2	27.5% 0.0%	2	20.1% 0.0%	7 0	27.9% 1.2%	7 0	36.7% 0.0%	45 0	
Catalogue / mail order	0.8%	8	4.4%	2	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	8.4%	82	8.0%	3	10.2%	1	7.9%	1	7.3%	1	4.2%	1	7.1%	2	13.5%	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: Sample:		982 928		37 66		12 58		7 64		7 60		33 60		24 53		124 70	

Page 64 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 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 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 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 Kingsmead Road, 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, 1.5% 1.6% 14 5.9% 1 5.7% 1 14.0% 1 22.3% 1 0 6.3% 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 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 Wincheap Retail Area, 0.3% 2 3.2% 1 9.3% 1 10.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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 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% Chartham Village Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 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 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 Zone 5 Canterbury Garden Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Herne Common, Herne Bay Canterbury Road, Herne Bay 0.1% 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% Herne Bay Recluver Road, Beltinge, 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 Sainsbury's Superstore, 0.1% 0.0% 0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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% 2 0.0% 0 0.0% 0 0.0% 0 1.9% 0 1.5% 0 8.7% 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 0 B&Q, Thanet Way, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chestfield Whitstable 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 Herne Bay Road / St Johns 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0 0.0% 0 0.6% 5 0.0% 2.4% 0 0.0% 0.0% 0 15.2% 4 1.6% 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 Reeves Way, Whitstable 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 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.9% 1 0.0% 0 0.0% 0 Road, Whitstable 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, 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 **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 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

Weighted:					fo	or	GLH	[ea	ırn								May 2019
	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	7.0%	58	1.4%	0	4.3%	0	1.2%	0	17.4%	1	8.8%	2	5.8%	1	36.3%	33	
at Broadstairs) 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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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	
Sandwich Town Centre Wingham Village Centre	0.1% 0.0%	1	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	
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	
Zone 9 B&Q, Honeywood Park Industrial Estate,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitfield, Dover 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	
Sainsbury's Superstore, West	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Street, Deal Tesco Extra, White Cliffs 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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Cheriton Village Centre Folkstone Town Centre	0.0% 2.9%	0 24	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	0.0% 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	
Park Farm 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	
Folkestone Sainsbury's Superstore, Bouverie Road West,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	
Other - Zone 10 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	
Faversham Town Centre Minster Village Centre, Isle of Sheppey	0.1% 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	
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 Tesco Superstore, Crescent	1.0% 0.0%	8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	
Road, Faversham Other - Zone 11 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	
Aldi, Victoria Road, Ashford Asda, Kimberley Walk,	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	
Ashford Ashford Designer Outlet, Ashford (also known as	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	
McArthur Glen, Ashford) 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 Gallagher Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Norman Road, Ashford John Lewis, Fougeres Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Ashford 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	
Ashford 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	

weighted:						UI	GL	iica	11 11								way
	Total	l	Zone	1	Zone 2	2	Zone	3	Zone	4	Zone	5	Zone (5	Zone	7	
Simone Weil Avenue,																	
Ashford	0.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Tesco Extra, Hythe Road, 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	
Tesco Extra, Moatfield	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, Kingsnorth,																	
Ashford																	
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	0.00/	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% 0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Superstore, Highbury	0.1%	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	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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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,	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	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	O	0.070	Ü	0.070	Ü	0.070	Ü	
Chatham Town Centre	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dockside Outlet 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, Maritime Way, St																	
Mary's Island, Chatham	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	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	0.0%	0	
Gillingham 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	
Hempstead Valley Shopping	3.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Hempstead,																	
Gillingham																	
Maidstone Town Centre	5.9%	49	0.0%	0	0.0%	0	1.2%	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	
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, Courtency	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Gillingham																	
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	0.50		0.00/		0.004		0.00/		0.004		0.004		2.10/		0.004		
Abroad Asda, Maidstone Road,	0.5%	4 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	2.1% 0.0%	0	0.0% 0.0%	0	
Chatham	1.1%	9	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	
Bluewater Shopping Centre,	2.5%	20	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greenhithe							,.				0.0,0		****			-	
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Horsted 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	
Maidstone Road, Chatham	0.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	
Lakeside Retail Park & Shopping Centre, West	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thurrock, Grays																	
Royal Tunbridge Wells	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre																	
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,	2.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidstone	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/		0.00/	0	
Strood Town Centre 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Aylesford	0.0%	U	0.0%	U	0.0%	U	0.070	U	0.0%	U	0.070	U	0.0%	U	0.0%	U	
White Cliffs Business 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	
Whitfield																	
Other - Outside Survey Area	1.4%	11	2.3%	1	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%	0	
Internet - Delivery Internet - Click & Collect	26.7% 1.0%	222 8	29.2% 0.0%	7 0	27.8% 0.0%	3	35.7% 1.2%	2	16.0% 0.0%	1	31.4% 0.0%	9	27.4% 4.7%	5 1	21.5% 0.0%	19 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	11.3%	94	16.8%	4	6.8%	1	7.8%	0	3.8%	0	9.9%	3	12.8%	2	22.1%	20	
remember)	/ 0	- '	/0	•	2.070	•		Ü	2.070	Ü	/0	3		-			
(Don't do this type of	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)																	
Weighted base:		831		23		10		6		6		27		19		91	
Sample:		724		39		48		53		46		46		40		41	

Page 67 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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 Canterbury Canterbury City Centre 3.4% 36 30.7% 9 21.8% 3 16.6% 41.0% 4 2.3% 4.9% 0.7% 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 Kingsmead Road, 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, 4.3% 46 36.5% 10 37.8% 6 48.5% 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 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0 1 2% 0 0.0% 0.0% 0 0 0 0 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 Wincheap Retail Area, 2.0% 21 14.6% 17.2% 3 6.2% 1 2.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury Other - Zone 1 0.1% 1 0.0% 0 0.0% 0 0.9% 0 0.8% 0 0.0% 0 0.0% 0 0.0% 0 Zone 2 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% Chartham Village Centre 0.0% 0.4% 1.5% 0 2.0% 0.9% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.2% 2 5.7% 2 2.9% 0 0.0% 0 0.8% 0 0.0% 0 1.1% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 0.1% 1.2% 0 0.0% 0 3.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Stour Business Park, Ashford Road, Nr Canterbury Other - Zone 2 0.0% 0.0% 0.9% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0 1.6% 0 0 Zone 3 Barham Village Centre 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0.0% 0 0.0% 0 1.4% 0 0.1% 1 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 Zone 5 Canterbury Garden Centre, 0.3% 3 1.2% 0 0.0% 0 0.0% 0 5.4% 0 1.6% 0.0% 0 0.9% 1 Herne Common, Herne Bay Canterbury Road, Herne Bay 0.1% 0.0% 0 0.0% 0.0% 3.2% 2.0% 0.0% 0.0% 0 Eddington Business Park, 0 0.3% 3 0.0% 0 0.0% 0 0.9% 0 1.2% 0 6.7% 3 0.0% 0 0.0% Herne Bay Recluver Road, Beltinge, 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 Sainsbury's Superstore, 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 1 0.0% 0 0.0% 0 Zone 6 10.9% 0 B&Q, Thanet Way, 0.9% 10 0.0% 0 1.0% 0 0.0% 0 0.0% 0 10.0% 3 0.0% Chestfield Whitstable 0 0.0% 0 Faversham Road, Seasalter 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1.1% 0 Herne Bay Road / St Johns 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.8% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0.0% 0.0% 0 1.8% 19 0.0% 0.0% 0 1.4% 0 3.0% 0 41.0% 17 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 Reeves Way, Whitstable 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Whitstable Other - Zone 6 0.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 7.5% 2 0.0% 0 1 Zone 7 Asda, Westwood 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 Broadstairs **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 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

Weighted

Weighted:	for G L Hearn														May 2019		
	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	7	
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	8.2%	86	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	1	2.1%	1	53.5%	76	
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	0.9%	1	
Zone 8 Archers Low Nursery, Ash	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Sandwich 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 B&Q, Honeywood Park Industrial Estate,	0.2% 1.4%	2 15	0.0%	0	0.0%	0	0.0% 2.3%	0	0.0%	0	0.0% 3.9%	0	0.0%	0	0.0%	0	
Whitfield, Dover 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 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	
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 Park Farm Retail Park,	0.6% 2.9%	6 30	0.0% 0.0%	0													
Folkestone Sainsbury's Superstore, Bouverie Road West,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	
Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Folkestone 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 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 Minster Village Centre, Isle	0.6% 0.1%	6 1	0.0% 0.0%	0													
of Sheppey Sheerness Town Centre, Isle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Sittingbourne Retail Park,	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 Zone 12	0.3%	3	0.0%	0	1.6%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aldi, Victoria Road, Ashford 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%	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 B&Q, Norman Road,	4.8% 0.9%	51 9	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	
Ashford Gallagher 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	
Norman Road, Ashford John Lewis, Fougeres Way,	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 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	

Page 69 May 2019

weighted:						IUI	GL	iica	1 11								way
	Tota	al	Zone	1	Zone	2	Zone	3	Zone 4	4	Zone	5	Zone	6	Zone	7	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe 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	
Willesborough, Ashford	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Tesco Extra, Moatfield Meadow, Kingsnorth,	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	0.70/	7	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Other - Zone 12 Zone 13	0.7%	7	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	0.7%	7	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	0.0%	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	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 14		_															
B&Q, Barker Road, Maidstone	0.7%	7	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	5.9%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chatham Town Centre	0.9%	10	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	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Town Centre	1.1%	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	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidstone Town Centre	4.6%	48	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,	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 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 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 Outside Survey Area	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Abroad 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% 0.0%	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	
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	
Horsted Retail Park,	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 Road, Chatham Lakeside Retail Park & Shopping Centre, West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thurrock, Grays 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	2.4%	25	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 White Cliffs Business Park,	0.0% 2.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitfield Other - Outside Survey Area	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Others	1.570	14	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
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 Catalogue / mail order	0.7% 0.9%	7 9	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	
(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: Sample:		1053 1062		28 53		16 77		8 79		9 77		41 79		28 68		142 75	

Page 70 May 2019

Canterbury Household Survey for G L Hearn

Weighted:

Q22 How does your hous Not those that said '(Hat Car (driver) Car (passenger in friend's / relative's car) Bus / coach Train Taxi Walk Bicycle Moped / motorcycle		980 119 62 7 27 65 0		21 6 4 0			10 years		13 74.6%	8	80.0%	39	70.0%	30	82.3%	150
Car (driver) Car (passenger in friend's / relative's car) Bus / coach Train Taxi Walk Bicycle	71.7% 8.7% 4.5% 0.5% 2.0% 4.7% 0.0% 0.0%	980 119 62 7 27 65 0	40.9% 10.9% 7.9% 0.0% 3.2%	21 6 4 0	65.7% 15.7%	13	85.2%	8	74.6%						82.3%	150
Car (passenger in friend's / relative's car) Bus / coach Train Taxi Walk Bicycle	8.7% 4.5% 0.5% 2.0% 4.7% 0.0% 0.0%	119 62 7 27 65 0	7.9% 0.0% 3.2%	6 4 0	15.7%											
Bus / coach Train Taxi Walk Bicycle	0.5% 2.0% 4.7% 0.0% 0.0%	7 27 65 0	0.0% 3.2%	0	8.6%			1	3.6%	0	7.7%	4	7.5%	3	11.6%	21
Taxi Walk Bicycle	2.0% 4.7% 0.0% 0.0%	27 65 0	3.2%			2	7.6%	1	14.3%	2	8.4%	4	8.7%	4	4.4%	8
Walk Bicycle	4.7% 0.0% 0.0%	65 0		_	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	4.7% 0.0% 0.0%	0	23.6%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	1
•	0.0% 0.0%			12	1.3%	0	0.0%	0	0.0%	0	3.1%	1	4.4%	2	0.6%	1
Manad / mataravala		-	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modeu / Indidicacie		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.)		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 followi	ing activ	vities	do you c	or mei	mbers o	f you	r housel	nold r	normally	unde	ertake?	[MR/F	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		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

Page 71 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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% 18.7% 2 48.1% 2 25.4% 31.9% 14.4% 18.8% 0.0% 0 Canterbury Sport and Fitness 0 0 0.3% 0.0% 3.8% 19.5% 0 0.0% 0 0.0% 0 4.9% 0 0.0% 0 1 Centre, New Dover Road, Canterbury DW Sports Fitness, 1.3% 3.4% 3.8% 0 11.1% 17.5% 6.4% 27.5% 0.0% 0 0 2 Maybrook Retail Park, Vauxhall Road, Canterbury 10.7% 0.0% 0.0% 0.0% 0 Kingsmead Leisure Centre, 2.1% 7 41.7% 13.6% 14.6% 0 0 0 0 4 1 Kingsmead Road, Canterbury Lifestyle Fitness Canterbury, 0.2% 0.0% 0 0.0% 0.0% 2.1% 0.0% 6.0% 0.0% 0 0 0 0 0 0 The Canterbury Campus, Canterbury PureGym Canterbury, 0.5% 0.0% 0 0.0% 0.0% 0 21.3% 0.0% 0 0.0% 0 0.0% 0 Marshwood Close Retail Park, 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, 0.1% 0 0.0% 0 4.9% 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) 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 Wincheap Retail 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 Canterbury Other - Zone 1 0.0% 0.0% 0.0% 0 0.1% 0 3.4% 0 3.8% 0 0 0.0% 0 0.0% 0 0 Zone 2 Blean Village Centre 0.0% 0 0.0% 0 0.0% 0 5.0% 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 3.1% 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 3.1% 0 Bridge Village Centre 0.0% 0 0 0.4% 1 10.8% 1 0.0% 0 4.0% 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 0.0% 0 0.0% 0.0% 0 Canterbury Road, Herne Bay 0.1% 0 0.0% 0.0% 0 0.0% 0 10.0% 0 0 Eddington Business Park, 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 Herne Bay Herons Leisure Centre, 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 14.4% 0.0% 0 0.0% 0 1 1 William Street, Herne Bay Recluver Road, Beltinge, 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 Sea Street, Herne Bay 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Whitstable Town Centre 0.7% 2 0.0% 0 6.1% 0 0.0% 0 0.0% 0 0.0% 0 27.0% 2 0.0% 0 Zone 6 Faversham Road, Seasalter 0.5% 1 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 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6.4% 1 0.0% 0 0.0% 0 Road / Swalecliffe 0 0 0 0 4 10.9% Herne Bay Town Centre 3.2% 11 0.0% 3.8% 0.0% 6.6% 48.0% 9.6% 5 Tankerton Road, Tankerton 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.9% 0 0.0% 0 3 Other - Zone 6 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.2% 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 25.1% 13 Margate Town Centre 1.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.6% 5 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 Ramsgate Town Centre 1.4% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 8.0% Westwood Cross Shopping 5.4% 18 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.2% 0 0.0% 0 32.3% 17 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 4.4% 2 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 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

Weighten.					•	.01	G L I	104									Way 20
	Tota	ıl	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5	5	Zone 6	5	Zone '	7	
Aylesham Welfare Leisure Centre, Spinney Lane,	1.3%	4	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Aylesham 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 Zone 11 Faversham Town Centre	2.1% 0.4%	7	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	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Sheerness Town Centre, Isle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Sittingbourne 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	
Sittingbourne																	
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 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 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	
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 Zone 14	0.5%	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	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 Outside Survey Area	6.7%	22	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	
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 (Don't know / varies)	0.0% 8.8%	0 29	0.0% 17.4%	0 2	0.0% 0.0%	0	0.0% 12.0%	0 6									
Weighted base: Sample:		329 280		9 14		4 17		2 22		3 19		8 19		8 16		54 28	
•																	

Page 73 May 2019

Total Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Zone 1 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, 3.3% 26 37.8% 8 33.9% 3 28.5% 1 15.7% 3.8% 1 13.1% 2 2.7% 3 Westgate Hall Road, Canterbury Odeon, St. George's Place, 2.8% 22 41.0% 20.3% 25.6% 6.5% 0 0.0% 0 4.4% 0.0% 0 Canterbury Zone 2 Gulbenkian Cinema, 0.5% 6.3% 12.8% 4.6% 0 1.2% 2.0% 5.5% 0.0% 0 University of Kent at Canterbury, Canterbury Zone 5 Kavanagh Cinema, William 15 5.7% 1.8% 0.0% 3.2% 0 37.2% 10 12.8% 2 0.0% 0 Street, Herne Bay Zone 7 Carlton Cinema, St. Mildreds 2.6% 21 0.0% 0 0.0% 0 1.5% 0 3.2% 0 1.2% 0 8.0% 16.2% 16 Road, Westgate-On-Sea Granville Theatre, Victoria 4.5% 5 0.6% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Parade, Ramsgate The Palace Cinema, Harbour 2 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 1.3% 1 0.2% Street, Broadstairs 46.9% 42.2% 73 Vue Cinema, Westwood 18.1% 144 5.8% 8.2% 1 32.1% 2. 67.7% 4 12 73.6% 1 Cross, Broadstairs Other - Zone 7 2 0.0% 0.0% 0.0% 0.0% 1.7% 2 0.2% 0.0% 0.0% Empire Cinema Sandwich, 0.0% 7 0 0 0.0% 0.0% 0 0.9% 0.0% 0 0.0% 0.0% 0.0% 0 Delf Street, Sandwich Zone 9 Cineworld, St. James Retail 0.0% 0.0% 0.0% 0.0% 0.0% 0 4.7% 37 0.0% 0 0 3.1% 0 0 0 0 Park, Dover Silver Screen Cinema, Gaol 7 0.0% 0.0% 0.0% 0 0.9% 0.0% 0.0% 0.0% 0.0% Lane, Market Square, Dover Zone 10 Silver Screen Cinema, 2.7% 22 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Guildhall Street. Folkestone Zone 11 New Century, High Street, 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 1.3% 10 0 0 0.0% 0 0 0 0 Sittingbourne Royal Cinema, Market Place, 2.4% 19 0.0% 0 1.8% 0 0.0% 0 0.0% 0 0.0% 0 3.4% 0.0% 0 Faversham The New Century Cinema, 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.5% 0 0.0% 0 0 High Street, Sittingbourne Zone 12 Ashford Picturehouse, 0.5% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 Elwick Road, Ashford 0 Cineworld, Eureka 19.2% 153 3.4% 21.2% 4.6% 0 0.0% 0 0.0% 0 5.0% 0.0% Entertainment Centre, Rutherford Road, Ashford Zone 14 Kino Cinema, Victoria Hall, 1.3% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 0 0.0% 0 Rye Road, Hawkhurst Odeon, Leviathan Way, 6.8% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 54 Maritime, Chatham **Outside Survey Area** 1.2% Central London 0.2% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0% 0 Cineworld, Medway Valley 0.0%11.8% 94 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 Leisure Park, Chariot Way, Rochester Kino Cinema, Lion Street, 0.5% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Rye Movie Starr, Eastern 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Esplanade, Canvey Island 0 Odeon, Knights Way, 1.0% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Tunbridge Wells Odeon, Lockmeadow, Barker 77 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 9.6% 0 0 Road, Maidstone Showcase Cinema. 1.8% 14 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Bluewater Parkway,

0

0.0%

0.0%

0 0.0%

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0 0.0%

0 0.0%

0 0.0%

0.4%

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Other - Outside Survey Area

Page 74 May 2019

Canterbury Household Survey for G L Hearn

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	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Others																	
Other (Don't know / varies)	0.0% 3.4%	0 27	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% 9.0%	0 2	0.0% 2.2%	0 0	0.0% 0.0%	0	
Weighted base: Sample:		795 663		22 39		9 45		5 45		5 39		26 49		17 40		99 49	
Q26 Where do you or me Those that said 'Play te				hold	most fre	equer	ıtly go p	lay te	n pin bo	wling	j?						
Zone 6																	
MFA Bowl Whitstable, Tower Parade, Whitstable Zone 7	9.9%	26	26.4%	1	27.6%	0	17.0%	0	94.2%	1	88.9%	7	88.7%	3	0.0%	0	
Bugsy's Tenpin Bowling, Ethelbert Crescent,	8.2%	21	0.0%	0	0.0%	0	44.5%	0	0.0%	0	5.6%	0	0.0%	0	95.0%	19	
Cliftonville, Margate Other - Zone 7 Zone 12	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	
Hollywood Bowl Ashford, Station Road, Ashford Zone 14	27.7%	72	67.3%	4	72.3%	0	9.6%	0	0.0%	0	5.6%	0	0.0%	0	0.0%	0	
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 (Don't know / varies)	0.0% 1.1%	0 3	0.0% 6.2%	0	0.0% 0.0%	0	0.0% 28.9%	0 0	0.0% 5.8%	0	0.0% 0.0%	0 0	0.0% 11.3%	0 0	$0.0\% \\ 0.0\%$	0	
Weighted base: Sample:		260 148		5 8		1 3		1 8		2 8		8 12		3 7		20 7	

Page 75 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 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% 50.8% 3 25.0% 9 13.0% 4 1.6% 2 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 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 Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Wincheap Retail Area, 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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% 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% 2.1% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0 Bridge Village Centre 0.1% 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 Broad Oak Village Centre 0 0 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 3.0% 0 0.0% 0 Hersden Village Centre 0.1% 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% 0.0% 0.0% 0 1.0% Other - Zone 4 0.1% 0.0% 0 0.0% 0 0.0% 0 11.1% 0.0% 0 0.0% 0 0.0% 0 1 1 Zone 5 Canterbury Road, Herne Bay 0.2% 2 0.0% 0 0.0% 0 0.0% 0 1.6% 0 2.3% 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 Herne Bay Herne Bay Town Centre 2.1% 22 1.3% 0.0% 0 1.4% 0 5.5% 0 42.9% 15 0.9% 0 3.6% 5 Recluver Road, Beltinge, 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 Sea Street, Herne Bay 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% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0 0 1 Herne Bay Road / St Johns 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 0 0.0% 0 0.0% 0 Road / Swalecliffe Tankerton Road, Tankerton 0.2% 0.0% 0 0.0% 0 1.1% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 3 69.3% Whitstable Town Centre 3.1% 31 0.0% 0 2.2% 0 5.4% 0 2.6% 0 8.1% 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% 17.9% 25 0 0 0 0.0% 11.7% Margate Town Centre 1.6% 17 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 17 Minster-in-Thanet Village 1.0% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.2% Centre Ramsgate Town Centre 2.9% 0 0.0% 0 0.0% 0 0.0% 20.4% 29 29 0.0% 0 0.0% 2.6% 0 0 25 Westwood Cross Shopping 3.9% 40 0.0% 0 1.5% 0 3.3% 0 9.1% 1 5.2% 2 2.1% 1 17.3% Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) 0.0% 0.0% Other - Zone 7 0.2% 2 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 0.8% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.7% 0.6% 6 0 2.6% 0 0 Wingham Village Centre 0.1% 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 0.0% 0.0% 0.0% 2.2% 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% 0.0% 0.0% Other - Zone 9 0.1% 1 0.0% 0 0.0% 0 1.1% 0 0.0% 0 0 0.0% 0 0 Zone 10 0 0 0 0 0.0% 0 Folkstone Town Centre 4.4% 44 0.0% 0.0% 0 2.1% 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. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Folkestone Sandgate Village Centre 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 0.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Centre Other - Zone 10 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 Zone 11

Page 76 May 2019

Canterbury Household Survey for G L Hearn

	Tota	al	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5	;	Zone (5	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	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 12																	
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 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	0.070		0.070	Ü	0.070	Ü	0.070		0.070		0.070	Ü	0.070		0.070	Ü	
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,	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 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 (Don't know / varies)	0.0% 21.6%	0 219	0.0% 4.8%	0 2	0.0% 22.2%	0	0.0% 10.8%	0 1	0.0% 9.0%	0 1	0.0% 7.6%	0	0.0% 8.4%	0	0.0% 17.2%	0 24	
	_1.070						10.070		J.570		,,0		0.170		1,.2,0		
Weighted base: Sample:		1013 979		41 78		14 71		7 69		7 57		36 72		32 73		142 77	

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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% 59.9% 3 15.5% 4 8.4% 2 2.2% 3 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 Sturry Road Retail Parks, 0.1% 0.0% 0 0.0% 0 0.0% 0 2.1% 0 1.5% 0 0.0% 0 0.0% 0 Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Wincheap Retail Area, 0.1% 2.0% 0 2.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury Other - Zone 1 0 0.0% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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% 0.0% 0 1.2% 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 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 0.0% 0 0.0% 0 5.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Other - Zone 3 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 1.8% 0.0% 0.0% 0 0 0 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 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 2.2% 0 0.0% 0 1.1% 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 Herne Bay Herne Bay Town Centre 3.4% 26 1.5% 0 0.0% 0 0.0% 0 16.9% 66.5% 19 2.6% 4.2% 5 Recluver Road, Beltinge, 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 Sea Street, Herne Bay 0.1% 0.0% 0.0% 0 0.0% 0 0.0% 0 1.8% 0 1 1 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% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 1.3% 0.0% 0 5 0 0 0 Herne Bay Road / St Johns 0.1% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 1.1% 0 0.0% 0 0.0% 0 Road / Swalecliffe Tankerton Road, Tankerton 0.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.9% 0.0% 0 0.0% 0.0% 62.7% Whitstable Town Centre 3.0% 23 0.0% 0 0 0.0% 0 0.0% 0 0 1.1% 14 1 Other - Zone 6 0.1% 0 0.0% 0 1.2% 0 0.0% 0 0.0% 0 1.1% 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 20.9% 25 19 0 0.0% 0 0.0% 15.4% Margate Town Centre 2.4% 0.0% 0 0.0% 0 0.0% 0.0% 0 0 19 Minster-in-Thanet Village 0.7% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.2% 5 Centre Ramsgate Town Centre 4.3% 0 0.0% 0.0% 0 0 0.0% 0 1.3% 26.8% 33 0.0% 0 0.0% 0 33 Westwood Cross Shopping 1.4% 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 1.7% 0 7.1% Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) 0.3% 0.0% 0.0% 2.2% Other - Zone 7 3 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 3 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% 0.0% 0 0.0% 1.3% 0 0.0% 0.0% 0 0.0% 0.0% 0 6 0 0 0 Wingham Village Centre 0.1% 1.5% 0 0.0% 0 6.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 Other - Zone 8 0.0% 0 0.1% 1 0.0% 0 2.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 9 Deal Town Centre 0.0% 0.0% 0.0% 2.9% 0.0% 0.0% 0.0% 1.3% Dover Town Centre 2.4% 18 0.0% 0 0.0% 0 1.3% 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 0 0 0 0 0.0% 0 Folkstone Town Centre 3.9% 30 2.4% 1 0.0% 0.0% 0.0% 0.0% 0 0.0% 2.2% Hythe Town Centre 17 0.0% 0 1.2% 0 0.0% 0 0.0% 0 1.1% 0 0.0% 0 0.0% 0 Park Farm 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 Folkestone Sandgate Village Centre 0.3% 3 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 Other - Zone 10 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 Zone 11

Weighted:

	Tota	1	Zone 1	1	Zone 2		Zone 3	}	Zone 4	ı	Zone 5	5	Zone (6	Zone	7	
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	
Other - Zone 11 Zone 12	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 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	
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 Zone 14	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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,	2.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham 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	11070	10	0.070		0.070		0.070		0.070	Ü	0.070		0.070		0.070	Ü	
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 (Don't know / varies)	0.0% 17.3%	0 133	0.0% 9.6%	0 2	0.0% 8.7%	0 1	0.0% 9.3%	0 1	0.0% 13.2%	0 1	0.0% 6.7%	0 2	0.0% 14.8%	0	0.0% 14.5%	0 18	
Weighted base:		768		22		12		5		5		29		23		121	
Sample:		725		42		62		51		43		53		55		64	

Page 79 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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 Q23 Zone 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% 0.0% 1.4% 0 0.0% 0 0 0.0% 0.0% 0 0.0% 0 St Dunstans, Canterbury 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 Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Wincheap Retail Area, 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury Other - Zone 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% Zone 2 Blean Village Centre 0.1% 1.4% 0 2.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 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% 0.0% 0 6.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 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% 1.4% 0 1.6% 0 18.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Other - Zone 3 0.1% 0.0% 0 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 5.7% 0 0 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 3.6% 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% 8.3% 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% 1.8% 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 Herne Bay 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, 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 Sea Street, Herne Bay 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road / Swalecliffe 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 0.0% Whitstable Town Centre 2.3% 15 0.0% 0 4.3% 0 0.0% 0 0.0% 0 6.8% 65.1% 0 1 14 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% 34.3% 29 0 0 9 Margate Town Centre 1.3% 9 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 2.3% 0 9.9% Minster-in-Thanet Village 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 Centre Ramsgate Town Centre 3.5% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 1.8% 0 0 27.8% 24 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) 0.0% 0.0% 1.2% Other - Zone 7 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 1 Zone 8 Littlebourne Village Centre 0.0% 0 0 0.0% 0.0% 0 0.0% 0.0% 0 0 6.3% 0.0% 0 0.0% 0 0 Sandwich Town Centre 1.4% 0 2.7% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.6% 4 0 0.0% 0 0 Wingham Village Centre 0.3% 2 0.0% 0 0.0% 0 10.1% 1.8% 0 0.0% 0 0.0% 0 0.0% 0 1 Other - Zone 8 0 1.4% 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% 2.8% 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 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 Zone 10 0 0 0 0 0.0% 0 Folkstone Town Centre 4.9% 33 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 1.9% Hythe Town Centre 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. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Folkestone Sandgate Village Centre 0.5% 3 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 Other - Zone 10 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 Zone 11

Page 80 May 2019

	Tota	ıl	Zone	1	Zone 2	2	Zone 3	3	Zone 4		Zone 5	5	Zone (5	Zone '	7	
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	
Other - Zone 11	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	
Other - Zone 12 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 Zone 14	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chatham Town Centre	2.9%	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	0.00/		0.00/		0.004		0.00/	_	0.004		0.004		0.00/		0.00/		
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 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% 0.0%	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 (Don't know / varies)	0.0% 15.1%	0 103	0.0% 13.1%	0	0.0% 13.3%	0 1	0.0% 7.1%	0	0.0% 4.7%	0	0.0% 12.8%	0	0.0% 9.6%	0 2	0.0% 14.7%	0 13	
Weighted base: Sample:		680 606		23 39		9 45		5 48		4 31		20 39		21 42		86 45	
Sample:		606		39		45		48		31		39		42		45	

Page 81 May 2019

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone '	7
Q30 Where do you or me Those that said 'Play bi			ır housel	old	most freq	uen	tly go to	play	bingo?							
Zone 1																
Other - Zone 1 Zone 4	0.7%	1	32.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 Zone 7	3.2%	4	0.0%	0	54.7%	1	0.0%	0	12.3%	0	50.0%	1	100.0%	2	0.0%	0
Beacon Bingo, Marine	0.3%	0	12.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terrace, Margate Mecca Bingo, Westwood Cross, Broadstairs Zone 8	31.4%	38	55.0%	1	0.0%	0	56.5%	0	47.0%	1	33.3%	1	0.0%	0	100.0%	26
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 Zone 10	2.6%	3	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	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
Other - Zone 11 Zone 12	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 Zone 14	1.4%	2	0.0%	0	15.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
Buzz Bingo, Lower Stone Street, Maidstone Outside Survey Area	11.9%	14	0.0%	0	15.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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) Weighted base:	3.8%	5 120	0.0%	3	15.1%	0	43.4%	0	9.9%	1	16.7%	0	0.0%	0	0.0%	0 26
Sample:		69		5		6		2		7		6		2		7
Q31 Where do you or me Those that said 'Visit co			ır housel	old	most free	uen	tly go to	visit	a casino	?						
Zone 7																
Genting Casino Margate, Zion Place, Margate	10.3%	5	100.0%	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%	1	100.0%	1	87.5%	14
Outside Survey Area	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	Λ	0.00/	0	0.00/	0	0.00/	0
Abroad 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%	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				2				16

Page 82 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 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 0.0% 0 100.0% 0 100.1% Canterbury City Centre 27.3% 19 100 0% 2 0 100.1% 1 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 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 Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Wincheap Retail Area, 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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% 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 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 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 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 Herne Bay 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, 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 Sea Street, Herne Bay 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road / Swalecliffe 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% Whitstable Town Centre 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 **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 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 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 Centre Ramsgate Town Centre 0 0.0% 0.0% 0 0.0% 0 0.0% 0 100.0% 1.5% 0.0% 0 0.0% 0 1 1 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) 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 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% 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% 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 Zone 10 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% 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. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Folkestone Sandgate Village Centre 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 Other - Zone 10 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 Zone 11

Page 83 May 2019

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	Total		Zone 1	L	Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	
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 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 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
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,	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	45 10/	21	0.00/		0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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 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
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: Sample:		68 25		2 1		0		0 1		0		1 2		1 2		1 1

Weighted:

Canterbury Household Survey for G L Hearn

Page 84 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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, 0.2% 0.0% 7.1% 0 24.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Cotton Road, Canterbury 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 2.1% 5 22.3% 22.2% 0 10.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Canterbury Zone 2 Big Fun House, Ashford 4.8% 11 52.5% 42.9% 1 39.5% 0 0.0% 0 0.0% 0 7.2% 0 0.0% 0 Road, Chartham, Canterbury 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, 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 Bullockstone Road, Herne Herons Leisure Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 William Street, Herne Bay Playzone, Eddington 3.5% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 67.7% 4 59.0% 4 0.0% 0 Business Park, Herne Bay The Hippodrome, King's 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 17.1% 0.0% 0 0.0% 0 Road, Herne Bay Zone 6 Active Life, Amphenol 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Complex, Thanet Way, Whitstable Snappy's, Millstrood Road, 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.8% 0 0.0% 0 Whitstable 0.0% 0.0% 0 Whistable Sports Centre. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Bellevue Road, Whitstable Zone 7 Other - Zone 7 4.8% 11 0.0% 0 0.0% 0 0.0% 0 12.8% 0 0.0% 0 0.0% 0 66.7% 10 Zone 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, 0.0% 2.8% 6 0.0% 0 0.0% 0 0.0% 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 12 0 0.0% 1.8% 0.0% 9.3% 0 0.0% 0 12.8% 0 0.0% 0 0.0% 0 Ashford Town Centre 0 Flip Out, Henwood Industrial 21.3% 47 25.2% 0.0% 0 0.0% 0 5.4% 0 0.0% 14.0% 0.0% 0 Estate, St. James Business Park, Ashford Zone 13 Other - Zone 13 1.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 14 0 0 0 0 0.0% 0.0% 0 Chatham Maritime 3.4% 8 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 Gillingham Town Centre 2.5% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 7.6% 0 0.0% 0 0.0% 0 Lockmeadow Entertainment 0.0% 0.0% 15.4% 34 0.0% 0 0.0% 0 10.2% 0.0% 0.0% Centre, Maidstone 0 14.0% 0.0% 0 Sour Trampoline Park, 4.2% 9 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Courteney Road, Gillingham 0 20.8% 0.0% 0 Other - Zone 14 2.3% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 **Outside Survey Area** Gravity Trampoline 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 Bluewater, Greenhithe Other - Outside Survey Area 0.0% 6.6% 1.3% 3 0.0% 0 0.0% 0 0.0% 0 0 7.6% 0 0 0.0% 0 Others 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 0.0% 0 15.7% 0 41.5% 0.0% 0 0.0% 0 33.3% 5 1 Weighted base: 220 3 2 1 2 5 15 Sample: 129 7 6 7 11 3

Page 85 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Q34 Where do you or members of your household most frequently go to visit theatres? Those that said 'Visit theatres' at Q23 Zone 1 4.5% 0.0% Canterbury City Centre 3.2% 19 1 4.6% 1 9.5% 1 4.3% 0 1.3% 0 0 9.4% 7 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 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 45.0% 269 74.6% 20 82.7% 10 70.5% 4 68.4% 3 78.1% 19 53.8% 11 41.4% 32 Zone 2 Blean Village Centre 0.0% 0 0.0% 0 0.0% 0 0.0% O 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, 1.0% 6 6.2% 2 2.5% 0 14.6% 1 1.4% 0 1.3% 0 7.5% 2 0.0% 0 Canterbury 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 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 Zone 5 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 2.2% 0.0% 0.0% 0 Canterbury Road, Herne Bay 1 0 1 0 Herne Bay Little Theatre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0.0% 0 0.0% 0 Herne Bay Town Centre 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 0 0.0% 0 6.7% 5 Recluver Road, Beltinge, 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 Sea Street, Herne Bay 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 The Kings Hall, Herne Bay 0.0% 0.1% 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 Faversham Road, Seasalter 0.0% 0 0.0% 0.0% 0 Herne Bay Road / St Johns 0.0% 0 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0 Road / Swalecliffe 0 0.0% 0.0% 0 0.0% 1.3% 0 9.5% 0.0% 0 Playhouse Theatre. 0.4% 2 0.0% 0 0 2 Whitstable 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 0.0% Margate Town Centre 2.1% 13 0.0% 0 2.0% 0 0.0% 0 6.9% 3.5% 0 14.7% 11 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 Centre Ramsgate Town Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Other - Zone 7 2.2% 0.0% 2 0.4% 2 0.0% 0 0.0% 0 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 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 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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 10 0.5% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Folkstone Town Centre Hythe Town Centre 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 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Faversham Town Centre 0 Minster Village Centre, Isle 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 of Sheppey 0.2% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 Sheerness Town Centre, Isle 0 0 of Sheppey 0.0% 0 0.0% 0.0% 0 Sittingbourne Town Centre 0.2% 1 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0 Zone 12 Ashford Town Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.8% 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 0.0% 0.0% Chatham Town Centre 0.8% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.5% 3 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Maidstone Town Centre 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** 0 0 0 0 0.0% Abroad 0.2% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 1.7% 1 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 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Strood Town Centre 0.0%

By Zones 1-7

Weighted:

Canterbury Household Survey for G L Hearn

Page 86 May 2019

	Tota	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	1
The Orchard Theatre, Home	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gardnes, Dartford																
Other - Outside Survey Area	1.1%	6	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%	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

Total

Zone 1

Zone 2

Canterbury Household Survey for G L Hearn

Zone 3

Zone 4

Zone 5

Zone 6

Zone 7

Page 87
May 2019

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 0.0% Canterbury Cathedral 0.4% 1 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 5.4% 1 0.0% 0 1.7% 0.0% 10.4% 2.7% Canterbury City Centre 4.2% 0.0% 0 5.8% 0 3.0% 0 2 6 0 1 5 Canterbury Museum and 1.8% 7 0.0% 0 4.8% 0 5.0% 0 0.0% 0 0.0% 0 0.0% 0 8.3% Gallery Canterbury Roman Museum 2.8% 0 3.1% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 St Augustines Abbey, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 0 0.0% 0 0.0% 0 0.0% 0 Longport, Canterbury St Dunstans, Canterbury 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% The Beany House of Art and 0 3.0% 11 27.1% 4 5.0% 0 17.0% 12.7% 2 7.5% 0.0% 23.4% 1 1 1 Knowledge, Canterbury 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 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 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 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 Zone 5 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% Herne Bay Seaside Museum 0.3% 0.0% 2.4% 0.0% 0.0% 5.5% 0.0% 0.0% & Gallery 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, 2 0.0% 0 0 0 3.4% 0.0% 0.0% 0 0.6% 0.0% 0 0.0% 0.0% 1 0 Herne Bay 0.0% 0.0% 0.0% 0.0% 0 Recluver Road, Beltinge, 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 Herne Bay 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 Zone 6 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 Herne Bay Road / St Johns 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road / Swalecliffe Tankerton Road, Tankerton 0 0.0% 0 0.0% 0 0.0% 2.7% 0.4% 2 0.0% 0 0.0% 0.0% 0 0 2 0 0 Whitstable Community 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Museum and Gallery Whitstable Town Centre 0.4% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 10.8% 2 0.0% 0 0 Zone 7 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 28 0 3 Margate Town Centre 7.3% 5.6% 2.4% 0 5.0% 12.2% 0 19.7% 0.0% 0 24.1% 15 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 Centre 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 Turner Contemporary, 0.4% 0.0% 0.0% 5.0% 0 0.0% 2.1% 0.0% 0.0% 0 0 0 0 0 0 Rendezvous, Margate Other - Zone 7 0.4% 0 0.0% 0 0 0.0% 1 0.0% 0 0.0% 1.8% 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 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 11 Dover Town Centre 2.9% 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 1.8% 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 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 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 Minster Village Centre, Isle 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 of Sheppey 0.0% 0 0 0.0% 0.0% 0 Sheerness Town Centre, Isle 0.0% 0 0.0% 0 0 0.0% 0.0% 0.0% 0 0 of Sheppey 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 Zone 12 0 Ashford Town Centre 1.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 4 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

Page 88 May 2019

Canterbury Household Survey for G L Hearn

	Tota	1	Zone 1	l	Zone 2	2	Zone 3	3	Zone 4		Zone 5	5	Zone	6	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 Outside Survey Area	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	2.5%	220	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	2.1%	0	11.0%	7
Central London Sevenoaks Town Centre	61.3% 0.0%	230	55.4% 0.0%	9	45.8% 0.0%	3	53.4%	2	55.7% 0.0%	2	53.2% 0.0%	8	52.1% 0.0%	7	47.0% 0.0%	29 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 Others	2.6%	10	0.0%	0	3.9%	0	0.0%	0	1.8%	0	0.0%	0	3.3%	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)	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 months and Visit e. Zone 1		-		nold	most fre	quen	tly go to	visit	escape ı	room	ıs?					
Escape In The Towers, Pound Lane, Canterbury	4.9%	4	0.0%	0	21.6%	0	30.9%	0	0.0%	0	0.0%	0	47.4%	1	0.0%	0
Escape Kent, Simmonds Road, Canterbury	20.8%	17	100.0%	2	0.0%	0	24.9%	0	0.0%	0	71.8%	2	10.7%	0	0.0%	0
Escape Room: Marlowe's Ghost, Stour Street, Canterbury Zone 7	3.2%	3	0.0%	0	0.0%	0	19.1%	0	63.3%	0	0.0%	0	14.0%	0	13.6%	1
Other - Zone 7 Zone 9	8.6%	7	0.0%	0	0.0%	0	0.0%	0	16.5%	0	0.0%	0	0.0%	0	69.5%	7
Get Lost Escape Rooms, Snargate Street, Dover	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 9 Zone 11	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clever Dilemma Escape Rooms, Preston Street, Faversham 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
Clever Dilemma Escape Rooms, Preston Street, Faversham	0.0% 3.9%	3	0.0%	0							0.0%	0		0		0
Clever Dilemma Escape Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents,					0.0%	0	0.0%	0	0.0%	0			0.0%		0.0%	
Clever Dilemma Escape Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Other - Zone 14 Outside Survey Area	3.9% 0.9% 8.5%	3 1 7	0.0% 0.0% 0.0%	0	0.0% 0.0% 0.0% 56.7%	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
Clever Dilemma Escape Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Other - Zone 14 Outside Survey Area Central London Other - Outside Survey Area	3.9% 0.9%	3	0.0%	0	0.0% 0.0% 0.0%	0 0	0.0% 0.0% 0.0%	0	0.0% 0.0% 0.0%	0 0	0.0%	0	0.0% 0.0% 0.0%	0	0.0% 0.0% 0.0%	0
Clever Dilemma Escape Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Outside Survey Area Central London Other - Outside Survey Area Others Other	3.9% 0.9% 8.5% 5.6% 25.4% 0.0%	3 1 7 5 20 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 56.7% 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% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0% 0.0% 16.9%	0 0 0 0 2
Clever Dilemma Escape Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Other - Zone 14 Outside Survey Area Central London Other - Outside Survey Area Others	3.9% 0.9% 8.5% 5.6% 25.4%	3 1 7 5 20	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 56.7% 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	0.0% 0.0% 0.0% 0.0% 16.9%	0 0 0 0 2
Clever Dilemma Escape Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Outside Survey Area Central London Other - Outside Survey Area Others Other	3.9% 0.9% 8.5% 5.6% 25.4% 0.0%	3 1 7 5 20 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 56.7% 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% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 16.9%	0 0 0 0 2

Page 89 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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 42.5% 9.5% Canterbury City Centre 10.5% 35 65.2% 7 2 42.1% 1 70.6% 2 10.3% 1 1 4.8% 2 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 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 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 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 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 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 Herne Bay Town Centre 1.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 28.8% 4 0.0% 0 0.0% 0 Recluver Road, Beltinge, 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 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 Zone 6 Faversham Road, Seasalter 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.8% 0 0.0% 0 0.4% 1 Herne Bay Road / St Johns 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.3% 0 0.0% 0 0.0% 0 Road / Swalecliffe 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 0.5% 2 0.0% 0 4.0% 0 0.0% 0 0.0% 0 14.5% 1 0.0% 0 Zone 7 Broadstairs Town Centre 1.1% 3.7% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 0 3.8% 0 5.6% 3.7% 0.0% 0.0% 3.0% 2.9% 27.0% Margate Town Centre 12 0 0 0.0% 0 0.0% 0 0 0 11 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 Ramsgate Town Centre 2.6% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 2.9% 0 19.7% 0.0% Other - Zone 7 0.0% 0 0 0 0.0% 0 0.0% 0 0.0% 4.0% 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 Sandwich Town Centre 0.0% 0 6.5% 0 0 0.0% 0 0.0% 0 0.0% 0 0.4% 1 2.6% 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 1.9% 0.0% 0 0.0% 0 2.6% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 2 6 Dover Town Centre 2.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 6.3% 3 0.0% 0 0 0 Zone 10 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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 3 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 2.7% q 0.0% 0 0.0% 0 0.0% 0 3.0% 0 2.9% 0.0% 0 Faversham Town Centre 0 3.4% 0 Minster Village Centre, Isle 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 of Sheppey Sheerness Town Centre, Isle 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 of Sheppey Sittingbourne Town Centre 0.6% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% n 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 0.0% 0.0% 0 0.5% 2 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% Ashford Zone 13 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Tenterden Town Centre 0.4% 1 0.0% 0 0 0 0 0 0 0 Other - Zone 13 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Zone 14 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 Chatham Town Centre 1.1% 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 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 0.0% 3.4% 0.0% 11.4% 7.7% 0.0%

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Avenue, Reading

Strood Town Centre

Rochester Town Centre

Sevenoaks Town Centre

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Canterbury Household Survey for G L Hearn By Zones 1-7 Weighted:

Page 90 May 2019

	Total	l	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		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 (Don't know / varies)	0.0% 29.0%	0 97	0.0% 14.4%	0 2	0.0% 31.4%	0 1	0.0% 36.2%	0 1	0.0% 22.6%	0 1	0.0% 15.2%	0 2	0.0% 20.7%	0 2	0.0% 3.2%	0 1
Weighted base: Sample:		335 304		11 19		4 21		3 28		3 16		14 27		10 22		42 22

Page 91 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 Q38 Which town and city centres do you visit most often for shopping and leisure activities? [MR] Zone 1 Canterbury City Centre 39.4% 553 91.9% 49 84.1% 17 95.1% 9 78.4% 9 65.2% 32 74.7% 34 34.6% 64 Zone 4 Sturry Village Centre 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 0 0.0% 0 0.0% Zone 5 Herne Bay Town Centre 2.8% 39 3.3% 2 5.6% 1.5% 0 19.7% 60.3% 30 8.7% 4 0.0% 0 Zone 6 Whitstable Town Centre 2.9% 2 17.7% 48.2% 41 2.6% 1 5.8% 1 1.5% 0 16.1% 9 22 0.6% 1 Zone 7 Birchington-on-Sea Village 0.1% 0.0% 0 0.0% 0.0% 0 0.6% 0.0% 0 0.0% 0 0.6% 1 Centre 70 59 **Broadstairs Town Centre** 5.0% 2.5% 1 0.8% 0 1.2% 0 8.6% 1.7% 3.1% 1 32.0% 1.7% 4.9% Margate Town Centre 4.7% 66 2.9% 2 2.3% 0 0 3.0% 0 5.2% 3 2 21.0% 39 0 Ramsgate Town Centre 4.9% 69 0.6% 1.5% 0 0.0% 0 4.8% 1.0% 1 2.7% 1 35.5% 65 1 0 0 5.0% 9 Westwood Cross Shopping 1.2% 17 0.0% 2.0% 0 0.7% 3.6% 0 6.4% 3 1.7% Centre & Retail Parks 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 0.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.4% 3 Centre 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 0.7% 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 Deal Town Centre 4.5% 63 1.2% 2.8% 1.5% 4.4% 1.0% 0.7% 4.5% Dover Town Centre 3.5% 49 1.0% 2.0% 0 1.5% 0 0.0% 0 0.0% 0 0.0% 0 2.8% 5 1 Zone 10 Folkstone Town Centre 6.6% 93 2.2% 1 5.1% 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% 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 2.1% 29 0.0% 0 5.1% 5.2% 3.0% 0 3.3% 0.7% 0 0.0% 0 Sheerness Town Centre, Isle 0.9% 13 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 of Sheppey Sittingbourne Town Centre 3.0% 42 3.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 12 Ashford Town Centre 12.7% 4.3% 1.5% 6.9% 1.9% 3.1% 3.7% 7 178 5.9% 3 0 1 1 1 1 Zone 13 New Romney Town Centre 0.1% 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 1.1% 15 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% Zone 14 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 22 0 0.0% 0 0 0 0.0% 0.0% 0 Gillingham Town Centre 1.5% 0.0% 0.0% 0.0% 0 0.0% 0 Maidstone Town Centre 20.0% 281 2.5% 1.5% 0 0.7% 0 2.4% 1.0% 1.1% 0.0% 0 1 0 1 0 Rainham Town Centre 0 0 0.8% 11 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% Barnstaple Town Centre 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% Bluewater Shopping Centre, 0 1.0% 0.0% 0 0.5% 7 0.8% 0.8% 0 0.0% 0 0.0% 0 1 0.7% 0 Dartford, Greenhithe Brighton City Centre 0.1% 2 3.1% 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 2.3% 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 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 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% 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% Lincoln City Centre 0.0% 0.0% 0.2% 2 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 0.6% 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 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 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 0.0% 0.0% Royal Tunbridge Wells 0.4% 0.0% 0 0.0% 0.0% 1.6% 0 0.0% 0 Town Centre 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.1% 2 0.0% 0 0.0% 0.0% 0 0 Rve Town Centre Sevenoaks Town Centre 0.6% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Strood 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 Others 0.0% 0.0% 0.0% 0.0% 0 0 Λ 0 0 0 0 0 Other 0.0% 0.0% 0.0% 0.0% 0.4% 0.0% 0 0.8% 0 0.0% 0 0.0% 0 0.6% 0 0.0% 0.0% 0 (Don't know) (Don't visit any town centres 8.2% 115 1.4% 9.9% 2 1.5% 0 9.4% 6.3% 3 3.3% 13.8% 26 1 for shopping and leisure activities) Weighted base: 1403 20 10 50 45 184 53 11 Sample: 1403 100 100 100 100 101 101 101

Total Zone 2 Zone 3 Zone 4 Zone 1 Zone 5 Zone 6 Zone 7 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 0.0% 7.7% 0 50.1% 8.4% 0.0% 0.0% 8.0% Can't get what I need in town 12.1% 0 2 centres Disabled / health issues 8.2% 9 0 30.9% 0 2 0.0% 0 43.3% 1 0.0% 29.6% 0 69.2% 80.0% 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 Don't feel safe in town 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0 0 0 0 0 centres Don't like busy centres / 1.5% 2 0.0% 0 15.5% 0 0.0% 0 6.4% 0 10.2% 0 0.0% 0 4.0% 1 crowds Parking is too difficult 15.1% 17 0.0% 0 28.0% 0.0% 0 8.4% 0 26.9% 0.0% 0 16.5% 4 1 1 Prefer online / catalogue / 2.8% 3 0.0% 0 0.0% 0 0.0%0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 TV shopping Prefer shopping at retail / 28.8% 33 0.0% 0 0.0% 0 100.1% 0 0.0% 0 10.2% 0 0.0% 0 74.3% 19 shopping parks Prefer shopping in villages / 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 centres Public transport services are 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 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% 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 Cost of parking 0.0% 0 0.0% 0 0.0% 0.0% 0 3.4% 0 0.0% 0 50.1% 0 0 4 8.4% 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 1.5% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 shopping areas 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 0.1% 8.4% 0 town centres Shops aren't open late 2.0% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 enough Town centres don't have any 0.4% 0 56.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 character anymore (Don't know / no particular 28.1% 32 0.0% 0 17.8% 0 0.0% 0 20.0% 0 0.0% 0 20.0% 0 5.2% 1 reason) Weighted base: 115 2 0 3 26

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Page 92

May 2019

Sample:

Page 93 May 2019

Canterbury Household Survey for G L Hearn

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

Q38B Which 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 28.7% 369 92.6% 49 92.4% 16 93.6% 9 82.2% 8 37.7% 17 59.4% 26 25.4% Zone 4 Sturry Village Centre 0.0% 0<	40 0 0 1 1 46 16 45 6
Canterbury City Centre 28.7% 369 92.6% 49 92.4% 16 93.6% 9 82.2% 8 37.7% 17 59.4% 26 25.4% Zone 4 Sturry Village Centre 0.0% 0	0 0 1 1 46 16 45 6
Canterbury City Centre 28.7% 369 92.6% 49 92.4% 16 93.6% 9 82.2% 8 37.7% 17 59.4% 26 25.4% Zone 4 Sturry Village Centre 0.0% 0	0 0 1 1 46 16 45 6
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% 2 0	0 1 1 46 16 45 6
Zone 6	1 1 46 16 45 6
Whitstable Town Centre 1.4% 19 0.6% 0.0.9% 0.0.0% 0.0.0% 0.5.7% 3.30.8% 14 0.6%	1 46 16 45 6
Zone 7	46 16 45 6
Birchington-on-Sea Village 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.6% Centre	16 45 6
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%	45 6
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%	6
Ramsgate Town Centre 3.6% 46 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0 28.6%	
Westwood Cross Shopping 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	Λ
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%	0
Westgate-on-Sea Town 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Centre	0
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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%	0
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Sellindge Village Centre 0.1% 1 0.0% 0 0 0 0 <	0
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%	0
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of Sheppey Sittingbourne Town Centre 2.3% 30 3.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Zone 12	0
Ashford Town Centre 8.4% 108 1.0% 1 1.4% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 0 0.0% Zone 13	0
New Romney Town Centre 0.0% 0 0.0%	0
Zone 14 Charles Town Control 5.70 7.4 0.00 0.00 0.00 0.00 0.00 0.00 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% 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%	0
Maidstone Town Centre 19.5% 250 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0
Rainham Town Centre 0.8% 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% O 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%	0
Bluewater Shopping Centre, 0.5% 6 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.1% 1 0.7% 0 0.0% Dartford, Greenhithe	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
Cambridge City Centre 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%	3 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%	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%	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 0.0% 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
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% 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%	0
Rochester Town Centre 0.4% 5 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%	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
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% Others	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% (Don't know) 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0
(Don't know) 0.0% 0 0.0	0
Weighted base: 1283 52 18 10 10 46 44	159

Page 94 May 2019

Canterbury Household Survey for G L Hearn

Weighted:						for	$\mathbf{G} \mathbf{L}$	Hea	ırn								May 201
	Tota	ıl	Zone	:1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Sample:		1294		98		87		98		89		93		96		87	
Meanscore: [Num	ber of vis	its pe	week]														
Q39 How frequently do Not those that said '(1)	•	•					,	ities)'	or '(Don'	t know) at Q 38						
Daily 3-6 times a week Twice a week Once a week Once a fortnight Once every 3 weeks Once a month Once every three months Once every six months Once a year Less often (Don't know / varies) Mean: Weighted base:	5.6% 10.3% 10.7% 25.1% 15.2% 3.0% 17.6% 7.2% 2.9% 0.3% 0.7% 1.5%	72 132 137 322 195 38 226 92 37 3 8 20 1.49	14.2% 18.3% 13.0% 26.1% 8.9% 0.6% 11.4% 5.2% 1.6% 0.0% 0.0%	7 10 7 14 5 0 6 3 1 0 0 0 2.44	5.8% 8.2% 8.8% 35.4% 14.3% 0.0% 16.6% 7.5% 2.0% 1.4% 0.0%	1 1 2 6 3 0 3 1 0 0 0 0 0 1.43	2.4% 4.9% 8.4% 41.0% 22.5% 2.3% 11.8% 2.5% 0.0% 0.0% 1.2% 3.0%	0 0 1 4 2 0 1 0 0 0 0 0 0 1.16	4.2% 3.0% 21.6% 28.1% 10.8% 1.3% 4.6% 0.0% 1.1% 2.7% 8.7%	0 0 2 3 1 0 1 0 0 0 0 1 1 	6.4% 20.6% 11.3% 23.1% 17.4% 0.0% 15.2% 5.2% 0.9% 0.0% 0.0%	3 10 5 11 8 0 7 2 0 0 0 0 0 1.97 46	4.2% 11.2% 5.3% 36.7% 21.0% 5.9% 10.8% 2.2% 1.3% 0.0% 0.0% 1.3%	2 5 2 16 9 3 5 1 1 0 0 1 1.45	5.3% 12.6% 13.3% 30.1% 10.1% 1.3% 15.0% 6.6% 2.8% 0.0% 0.6% 2.1%	8 20 21 48 16 2 24 10 5 0 1 3 1.65	
Sample: Q40 Do you typically v Not those that said (1) Yes	Don't visit o	any tou 193	n centre 20.3%	s for sh	opping a 2.6%	nd lei: 0	sure activi 4.1%	0	10.2%	1	16.0%	93	18.3%	96	12.5%	20	
No (Don't work) Weighted base: Sample:	75.8% 9.2%	973 118 1283 1294	64.4% 15.3%	34 8 52 98	86.6% 10.9%	15 2 18 87	88.4% 7.4%	9 1 10 98	84.8% 5.1%	9 1 10 89	72.6% 11.4%	33 5 46 93	72.3% 9.4%	32 4 44 96	77.8% 9.6%	123 15 159 87	

Page 95 May 2019

Canterbury Household Survey for G L Hearn

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

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		2		2	21.5%	10	28.1%	12		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 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%	14	0.0%	0 2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0 1	0.0%	0
Easy to get to Fenwick store	1.1%	0	4.2% 0.0%	0	1.4% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 0.0%	0	2.1% 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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5
Good leisure facilities	0.5%	8	0.6%	0	0.9%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.6%	5	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.7%	0	0.9%	0	0.0%	0
Good pubs / bars 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%	1	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	1.1%	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: Sample:		1283 1294		52 98		18 87		10 98		10 89		46 93		44 96		159 87

Page 96 May 2019

weighted:						LUI	O L	iica	11 11								17
	Tota	al	Zone 1	1	Zone 2	2	Zone 3	3	Zone 4	4	Zone 5	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%	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: Sample:		1283 1294		52 98		18 87		10 98		10 89		46 93		44 96		159 87	
Sample:		1294		98		87		98		89		93		96		87	

weighted.						UI	O L	ııca	11 11								IVI
	Tota	al	Zone 1]	Zone 2	2	Zone 3	3	Zone	4	Zone 5	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 Evening entertainment	0.1% 0.1%	2	0.0% 0.8%	0	0.0% 0.0%	0	0.0% 1.0%	0	0.0% 0.7%	0	0.0% 0.0%	0	0.9% 0.0%	0	0.0% 0.0%	0	
Familiarity	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	
Feels safe	0.0%	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	1.6% 0.0%	1	1.0% 0.0%	2									
Big Con got overything I need	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	
Can get everything I need there	0.1%	1	0.0%	U													
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	0.0%	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	0.0% 0.0%	0	0.0% 0.0%	0	
New shopping centre 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	0.0%	0	
Nice atmosphere Nice cathedral	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 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%		80.1%	42 52	82.8%	15	74.4%	7	85.1%	9	83.7%	39	79.5%	35	78.5%	125	
Weighted base: Sample:		1283 1294		52 98		18 87		10 98		10 89		46 93		44 96		159 87	

Page 98 May 2019

	Tota	ıl	Zone	1	Zone 2		Zone 3	3	Zone 4	1	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
amiliarity	4.4%	56	4.6%	2	3.4%	1	7.2%	1	11.1%	1	3.0%	1	9.7%	4	3.8%	6
eels 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
inancial 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
ree 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
riendly 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
A arket	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
Vice 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
articular 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
edestrian 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
election / 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
election / 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
upporting 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
ig	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
an 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
asy 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
asy 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
enwick 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
lat	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%	Õ	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
Ias 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
Aarks & 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
lear 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
lew 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
ice atmosphere	2.1%	27	1.4%	1	2.8%	1	0.7%	0	0.7%	Ő	0.9%	0	0.0%	0	1.3%	2
lice 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
fice seafront / harbour	1.6%	20	0.0%	0	0.9%	0	0.0%	ő	0.0%	0	0.9%	ő	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
rimark store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Puiet / 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
he regeneration has been good	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
-		1202		50		10		10		10		10		4.4		150
Veighted base: sample:		1283		52		18		10		10		46		44		159
omplo:		1294		98		87		98		89		93		96		87

Page 99 May 2019

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

Q42 What do you and your household dislike about (CENTRE MENTIONED AT Q38B)?

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	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
/ district / local centre Facilities needed are not	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
available there It does not cater for the	0.2%	3	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
disabled 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 /	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
restaurants Poor choice of food /	0.1%	1	0.0%	0	0.0%	0	1.5%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
convenience store Poor choice of leisure	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
facilities Poor choice of multiple	8.9%	114	2.1%	1	4.3%	1	0.7%	0	2.8%	0	5.1%	2	0.0%	0	14.4%	23
shops																
Poor public transport links Poor range of independent	0.1% 1.1%	2 14	0.0% 2.0%	0 1	0.0% 0.0%	0	0.0% 4.5%	0	1.1% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0 1
shops																
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 Poor quality / uneven	0.3% 0.3%	3	0.0% 2.0%	0 1	0.0% 0.0%	0	0.0% 0.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
pavements Poor quality road surfaces /	0.1%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
potholes Public transport is 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
to get there 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

weighted:						101	G L	IICa	11 11							
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone :	5	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 Poor choice of bars /	1.0% 0.4%	13 5	1.4% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 0.0%	0	0.9% 0.0%	0	0.9% 0.0%	0	0.0% 0.0%	0
restaurants	0.470	3	0.070	U												
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% 2.2%	10 28	1.4% 1.6%	1 1	0.0% 7.0%	0	0.7% 0.7%	0	0.7% 1.5%	0	1.6% 0.9%	1	0.0% 3.9%	0 2	0.6% 4.1%	1 6
Vacant shops Building too many new houses	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.9%	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 Not cycle friendly	0.0%	0	0.0% 0.0%	0	1.4% 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 Poor quality / uneven pavements	0.0% 0.3%	0 4	0.0% 1.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Poor quality road surfaces /	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 Unclean streets / too much	0.8% 0.4%	10 5	0.0% 0.0%	0	1.1% 1.4%	0	0.7% 0.0%	0	0.0% 0.7%	0	0.0% 2.0%	0	0.0% 0.0%	0	0.0% 2.0%	0
litter 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: Sample:		1283 1294		52 98		18 87		10 98		10 89		46 93		44 96		159 87
oumpic.		1 4 74		20		07		20		υJ		73		90		0/

weighted:						IUI	G L	1100	11 11							
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7
3rd Mention																
Alternative facilities more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
accessible / too far away 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó
/ district / local centre	0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070		0.070	Ü	0.070		0.070	Ü
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	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
disabled 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	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	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%	ő
Poor choice of bars /	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
restaurants																
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	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	0.070	0	5.070	U	0.070	U	5.070	U	0.070	U	0.070	U	0.070	Ü	5.570	3
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	0.8%	10	5.8%	3	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
shops 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 busy 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	0.0%	2	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Vacant shops	0.1%	2	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Building too many new	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
houses	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%		0.0%	0
Business rates are too high Doesn't have a Co-op store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doesn't have a Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
store Doesn't have a Marks &	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spencer store Don't like the 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 Don't like where 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
is located		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	
Hard to access Needs a revamp	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.9%	0	0.0%	0	0.0%	0 0
Not cycle friendly	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 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	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 get there 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	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
unpleasant	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
The redevelopment 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%	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	1.0%	13	0.0%	0	1.4%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
litter 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
*				-				-		-		-		-		-

Page 102 May 2019

weightea:						UI	GLI	100	11 11								IV.
	Tota	al	Zone 1		Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone	7	
Any mention																	
Alternative facilities more	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	
accessible / too far away 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	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
/ district / local centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
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	0.0%	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 Don't like where the market	0.0%	1	0.0%	0	0.0%	0	0.7%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	
is located	0.170	1	0.070	U	0.070	U	0.070	U	0.770	U	0.070	U	0.070	U	0.070	U	
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 Poor quality / uneven	0.3% 0.5%	3 7	0.0% 3.0%	0	0.0% 0.0%	0	0.0% 0.7%	0	0.0% 1.1%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
pavements Poor quality road surfaces /	0.2%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
potholes 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: Sample:		1283 1294		52 98		18 87		10 98		10 89		46 93		44 96		159 87	
Sample:		1294		98		87		98		89		93		96		87	

Canterbury Household Survey for G L Hearn Weighted:

Page 103 May 2019

Zone 3 Total Zone 1 Zone 2 Zone 4 Zone 5 Zone 6 Zone 7 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 0.9% 4 2% 54 1.2% 4.0% 2.3% 0.0% 2.1% 11.6% 18 0.0% 2 2.1% CDs / DVDs / Computer 3.8% 49 0.0% 0 0.0% 0 0.0% 0 3.5% 6.5% 10 game shops Children's clothing shops 2 7.7% 98 1.6% 1 3.1% 2.0% 0 4.4% 0 3.8% 2.1% 1 12.9% 20 Children's shoe shops 4.1% 53 0.6% 0 2.2% 0 1.0% 0 5.5% 0.7% 0 2.1% 7.3% 12 Department store 16.6% 213 19.3% 10 23.1% 12.4% 15.1% 2 10.8% 5 9.6% 4 14.6% 23 4 1 DIY and hardware shops 4.2% 0 0 0 0.7% 0 10.5% 17 54 2.1% 1 1 7% 2.2% 0.0% 1.1% 1 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% 0 Foodstore 6.2% 80 0.0% 0 1.7% 2.7% 1.1% 0 0.7% 4.3% 2 8.6% 14 109 6.0% 3 2.5% 0 8.7% 4 3.4% 2 5.5% 9 Gents clothing shops 8.5% 12.6% 2 13.8% 1 2 Gents shoe shops 3.4% 44 1.6% 1 6.8% 1 0.0% 0 3.9% 0 4.0% 1.3% 1.7% 3 Ladies clothing shops 18.8% 241 12.3% 17.1% 18.1% 2 15.8% 3.9% 2 25.6% 6 3 8.1% 41 3 Ladies shoe shops 8.6% 111 7.4% 4 14.0% 2 2.2% 0 1 6.0% 0.0% 0 15.1% 24 8.6% 0 Major household appliance 0.6% 0 0.0% 0 0 0.0% 0 0.0% 4.1% 52 0.0% 0.0% 0 4.1% 6 shops Sports shops 3.3% 43 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% 0.9% 0 2.1% 4.1% 0 0 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 Art / craft / hobby stores 1.0% 12 5.7% 3 5.1% 2.3% 0 3.5% 0 0.0% 0 0.9% 0 0.0% 0 Baby / young child store 0.0% 0.0% 0 1.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.7% 0.0% 0 0.0% Bakers 0 0 0 Bank 0.2% 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% 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% 0.0% 0.0% 0.0% 0 0.0% 0.0% 6 4.0% 2 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% 0.0% 0 0.0% 0 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 1.0% 0.6% 8 0 0 2 Discount stores 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 Furniture stores 0.1% 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0.8% Gift shops 0.2% 2 0.0% 0 0.0% 0 0 1 Greengrocers 0.4% 4.2% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Homewares / household 2.0% 0.9% 0.0% 2.1% 0.7% 4.9% 0.0% 1.3% 17 0 goods store 3.5% 45 20.6% 11 14.8% 3 13.6% 1 0.9% 0 3.6% 2 4.2% 2 1.7% 3 Independent shops Kitchen shop 0.1% 0.0% 0.0% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Outdoor store 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 Pet shop 0.2% 2 0 0 0 Post Office 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 Record store 0.2% 1.1% Specialist food stores / 0.3% 0.0% 0 0.9% 0 0.7% 0 0.7% 0 0.0% 0 0.0% 0 0.0% 0 delicatesen 0 Specialist market 0.1% 0.8% 0 0.0% 0 0.0% 0 0.7% 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% 0.0% 0 0.5% 0.0% 0 2 0.0% 0.0% 0 Unisex clothing shops 1.2% 0.0% 0 0.0% 0 3.4% 0 1 0 0 0 0.0% 0 Unisex shoe shops 0.1% 2 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 4.1% 2 (None) 42.3% 543 33.7% 18 37.5% 7 52.8% 41.4% 4 48.2% 22 63.2% 28 39.7% 63

(Don't know)

Sample:

Weighted base:

7.1%

91

1283

1.8%

1

52

98

7.6%

1

18

87

4.2%

0 10.8%

10

98

1

10

89

7.5%

3

46

93

4.1%

2 10.7%

44

96

17

159

Page 104 May 2019

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

Q44 What general impro you to visit it more of Not those that said '(Do	often? [l	MR]								•		MENTI	ONED A	AT Q3	8B) wo	uld persuade
Enhanced range of health and fitness centres / gyms Improved music / theatre 4.4% 57 3.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0																
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

Page 105 May 2019

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

Q45 What general improoften? [MR] Not those that said '(D												8B) v	vould pe	rsua	de you t	o visit it n	nore
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	

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	2.7%	35	3.1%	2	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	5
attractiveness of meeting places	2.770	33	3.170	2	0.070	Ü	0.770	v	0.070	Ü	0.070	Ü	0.070	Ü	3.270	3
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) (Don't know)	57.6% 4.9%	739 62	51.7% 4.6%	27 2	59.7% 4.4%	11 1	76.7% 2.0%	8	59.9% 7.4%	6 1	68.1% 4.0%	31 2	74.3% 7.9%	33 3	45.0% 6.9%	71 11
Weighted base: Sample:		1283 1294		52 98		18 87		10 98		10 89		46 93		44 96		159 87

Page 106 May 2019

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

Q46 What general impro	vement	s to tra	ansport	and a	occessib	oility v	vould pe	ersua	de you t	o visi	t (CENT	RE M	ENTION	IED A	T Q38B) more often
[MR] Not those that said '(De	on't visit d	any tow	n centres	for sh	opping a	nd leis	ure activ	ities)' d	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 Improve the condition of the	0.7% 0.3%	9 4	0.0% 0.0%	0	1.1% 1.4%	0	1.2% 1.0%	0	0.0% 1.3%	0	2.2% 0.0%	0	1.3% 0.0%	1	0.0% 1.0%	0 2
roads	0.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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	0.0%	0
Improve the pavements Improve the traffic light	0.0% 0.4%	0 5	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
System More / better cycle routes	0.20/	2	0.6%	0	1 10/	0	1 20/	Ω	0.004	Λ	0.004	0	0.00/	0	0.00/	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 More parking spaces -	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
disabled																
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%	622	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% 3.1%	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	5.1%	2	3.1%	1	1.2%	0	6.5%	1	2.2%	1	6.8%		4.5%	7
Weighted base: Sample:		1283 1294		52 98		18 87		10 98		10 89		46 93		44 96		159 87

Page 107 May 2019

Weighteu.						101	.		** **								way 20
	Tota	al	Zone	1	Zone	2	Zone	3	Zone	4	Zone	5	Zone	6	Zone	7	
Q47 Which of these man	kets or	boot f	airs do <u>'</u>	you e	ver visit	:? [MF	R/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		1	6.4%	3	1.5%	1	4.4%	8	
Canterbury High Street	13.2%	185	43.5%	23	34.0%	7	27.7%	3	27.8%	3	26.7%	13	8.8%	4	15.1%	28	
Market 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: Sample:		1403 1403		53 100		20 100		10 100		11 100		50 101		45 101		184 101	
Q48 Which of those mar Not those that said '(Do							ost ofte	n?									
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		1	0.0%	0	0.0%	0		7	
Canterbury High Street Market	40.0%	144	66.1%	21		5	26.9%	1		2		4	13.1%	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		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		3	0.0%	0	
(Don't know) (Don't visit any of them)	0.9% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	7.8% 0.0%	3	
Weighted base:		360	0.0,0	32		10		5	0.0,0	5	0.0,0	29	0.0,0	15		41	
Sample:		464		62		57		44		45		57		34		21	
Q49 Which day do you n Those that stated a man				MAR	KET/BO	OT FA	NR MEN	ITION	ED AT C	Q48)?							
Monday	0.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tuesday	0.6%	2	1.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wednesday	9.0%	32		9	17.3%	2	4.2%	0	8.9%	0	2.9%	1	8.0%	1	7.1%	3	
Thursday	7.5%	27	7.1%	2	1.4%	0	0.0%	0	3.1%	0	0.0%	0	25.8%	4	4.4%	2	
Friday Saturday	5.5% 34.8%	20 124	7.4% 20.5%	2 7		2 2	6.7% 42.9%	0 2	8.4% 39.4%	0 2	5.5% 77.8%	2 23	6.1% 36.9%	1 6	3.5% 41.5%	1 16	
Sunday	13.9%	49	12.3%	4	10.9%	1	6.4%	0	17.7%	1	5.4%	23	9.8%	1	12.0%	5	
(Don't know / varies)	28.4%	101		8	34.6%	4		2	22.4%	1	8.5%	2	13.4%	2	31.6%	12	
Weighted base: Sample:		357 463		32 62		10 57		5 44		5 45		29 57		15 34		38 20	
Sumpio.		703		02		51		7-7		73		31		J-F		20	

Page 108 May 2019

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	Tota	1	Zone 1	1	Zone 2	2	Zone 3		Zone 4		Zone 5		Zone 6		Zone 7	1	
Q50 Why do you visit (M Those that stated a man				IENT	IONED A	T Q4	8)? [MR]										
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	
*																	

Canterbury Household Survey for G L Hearn

Page 109 May 2019

Total Zone 1 Zone 2 Zone 3 Zone 4 Zone 5 Zone 6 Zone 7 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 9.6% 0.0% 0 0.0% 0 4.4% 0 0.0% 0 0.0% 0 13.7% 5 events (i.e. food fairs / farmers markets) Improve advertisements 6.4% 23 0.0% 1.4% 1.6% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 (increase publicity of market events) Change the 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 (PLEASE WRITE IN NEW LOCATION AND ADDRESS DETAILS) 3.2% 0 Improve quality / appearance 1.4% 4.2% 2.3% 0 5.8% 2.9% 6.1% 0.0% of market stalls / venue 6.7% 0.0% 64% 23 2 2 9% 0.0% 0 0.0% 2 13.7% Improve quality of goods 7 4% 0 0 0 Improve range of goods / 16.8% 60 23.5% 8 10.4% 9.5% 0 5.3% 0 11.8% 3 15.0% 2 12.0% 5 more stalls 1.7% 0.0% 0 0.0% 0 0.0% 0 2.2% 0 5.5% 2 6.1% 0.0% 0 More car parking spaces 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 Allocate more space for the 0.3% 1.0% 0 0.0% 0 4.7% 0 0.0% 0 0.0% 0 3.1% 0 0.0% 0 market 0 0 0 0.0% 0.0% 0 Better disabled access 2 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.6% Change the location to: Dane 0.5% 2 3.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 John Gardens, Canterbury Change the location to: 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.2% 0 0.0% 0 0.0% 0 0.0% 0 Market Way, Canterbury Have it on more often 0.4% 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% 0.0% 0 0.0% 0 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 4.2% 0 0 Less traders 0 0 0 Longer opening hours 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 0.0% 0 0.0% 0 2 0.0% 0 7.3% 4.2% 0 0.0% 0 0.0% 0 1.9% 0.0% 0 Lower prices 0.6% 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 0.0% 0.0% 0 0.1% 1.6% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 1 1 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 0.0% 0.0% 0.0% 0.0% 0 0 0 2.6% 0 0 0 (Nothing) 66.9% 239 57.1% 18 78.0% 75.9% 4 20 64.0% 10 74.4% 28 8 3 71.2% 69.6% 0 0 (Don't know) 5.0% 18 2.0% 1 1.4% 0 2.6% 8.7% 2.9% 1 0.0% 0 0.0% 0 Weighted base: 357 32 10 5 5 29 15 38 62 57 57 20 Sample: 463 44 45 34 **GEN Gender of respondent:** 7 Male 31.6% 443 26.9% 14 33.5% 40.9% 4 29.5% 3 36.7% 18 40.5% 18 30.0% 55 70.5% 59.5% 129 Female 68.4% 960 73.1% 39 66.5% 13 59.1% 6 8 63.3% 31 27 70.0% Weighted base: 1403 53 20 10 11 50 45 184 1403 100 100 100 100 101 101 Sample: 101 AGE Could I ask, how old are you? 8.6% 120 9.3% 5 3.9% 3.7% 0 6.1% 3.3% 2 6.6% 3 5.6% 10 18 to 24 25 to 34 18.0% 253 12.4% 7 3.9% 7.4% 18.2% 2 13.0% 6 13.1% 6 25.1% 1 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 8 10.0% 10 45 to 54 19.3% 271 15.3% 2 8.6% 1 11.0% 1 21.1% 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 0 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 (Refused) 0.0% 0 0.0% 0.0% 0.0% 10 Weighted base: 1403 53 20 11 50 45 184 100 100 100 100 101 101 101 Sample: 1403

By Zones 1-7 Weighted:

Canterbury Household Survey for G L Hearn

Page 110 May 2019

	Tota	1	Zone 1		Zone 2		Zone 3	3	Zone 4	1	Zone	5	Zone	6	Zone	7
QUOTA Zone																
Zone 1	3.8%	53	100.0%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	1.4%	20	0.0%		100.0%	20		0	0.0%	0		0	0.0%	Ö		0
Zone 3	0.7%	10	0.0%	0	0.0%	0	100.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	0.8%	11	0.0%	0	0.0%	0	0.0%	0	100.0%	11	0.0%	0	0.0%	0	0.0%	0
Zone 5	3.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0
Zone 6	3.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45	0.0%	0
Zone 7	13.1%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	184
Zone 8	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	9.2%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	7.9%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	12.3%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	6.8%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	6.2%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	29.6%	416	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	i	184
Sample:		1403		100		100		100		100		101		101		101

Page 1 May 2019

Canterbury Household Survey for G L Hearn

Weighted:

	Total	l	Zone 8		Zone 9		Zone 1	0	Zone 11		Zone 12	,	Zone 13	3	Zone 14	4
Q01 Where did you last u	ındertak	e you	r housel	nold's	s main fo	od a	and groce	ery sl	nopping?	,						
Zone 1 Aldi, St. Andrews Close,	1.1%	15	7.1%	1	0.9%	1	0.0%	0	0.9%	1	1.8%	2	0.0%	0	0.0%	0
Canterbury Asda, Sturry Road,	1.7%	24	5.5%	1	2.7%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Canterbury Iceland, 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
Sturry Road, Canterbury 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
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%	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	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Georges Street,	0.4%	6	0.7%	0	0.0%	0	2.9%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Canterbury Morrisons, Ten Perch Road,	2.6%	36	6.0%	1	6.3%	8	0.0%	0	0.0%	0	8.3%	8	1.2%	1	0.0%	0
Canterbury Sainsbury's Local, St. Dunstans Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover 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
Canterbury Sainsbury's Superstore, Kingsmead Road, Canterbury	1.0%	14	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)	0.0%	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	0.3%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk, Canterbury The Goods Shed Farmers Market, Station 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
West, Canterbury Waitrose, St. Georges Centre, Canterbury	0.8%	11	1.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent, Canterbury 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 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 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
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

Weighted:					I	ΟI	GLI	ıca	11 11							Γ
	Total		Zone 8		Zone 9		Zone 10)	Zone 11		Zone 12		Zone 1	3	Zone 1	4
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	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 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 Iceland, Mortimer Street,	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
Herne Bay Local Shops, 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
Road, Herne Bay Local Shops, 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
Town Centre Local Shops, Recluver 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
Beltinge, Herne Bay 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 Co-op, Cromwell 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
Whitstable Co-op, Faversham 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
Seasalter, Whitstable Co-op, Oxford 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
Whitstable Iceland, 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
Whitstable	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.007	0	0.00/	0	0.00/	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 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	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Zion Place, Margate Asda, Westwood Road,	1.5% 2.0%	21 28	0.7% 3.1%	0 1	0.0% 1.5%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Broadstairs 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

Weighted:

Weighted:					f	or	G L H	lea	rn								May 2019
	Total		Zone 8		Zone 9)	Zone 10	1	Zone 11		Zone 12	,	Zone 13	3	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,	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 On Sea Co-op, Summerfield 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	
Margate 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	
Other - Zone 7 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	
Co-op, Moatsole, Sandwich	0.5%		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 Gibson's Farm Shop,	0.0% 0.0%	0	2.3% 0.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Crockshard Hill, Wingham Local Shops, Littlebourne	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, 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	
Town Centre Local Shops, Wingham	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Village Centre Spar, Market 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	
Sandwich 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	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 Co-op, Market Square, Aylesham	0.0% 0.1%	0 1	0.0% 0.9%	0	0.0% 0.6%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Co-op, Mill Road, Deal Farmfoods, Charlton Green,	0.1% 0.2%	1 3	0.0% 0.0%	0	0.7% 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	

Dover Iceland, Queen Street, Deal Lidl, Honeywood Parkway, Dover Local Shops, Deal Town	Total 0.1%		Zone 8		Zone 9	9	Zone 1	0	Zone 1	1	Zone 12		Zone 13		Zone 14		
Iceland, Queen Street, Deal Lidl, Honeywood Parkway, Dover Local Shops, Deal Town	0.10/-																
Lidl, Honeywood Parkway, Dover Local Shops, Deal Town	0 10/-																
Local Shops, Deal Town	1.1%	1 16	0.0% 7.0%	0	0.7% 11.2%	1 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	
C .	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 Local Shops, Dover Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Morrisons, Bridge Street,	0.9%	13	0.0%	0	10.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dover Sainsbury's Superstore, West	1.1%	16	2.4%	0	12.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Street, Deal St James Retail Park, Dover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Tesco Extra, White Cliffs Park, Honeywood	2.2%	31	5.9%	1	22.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Parkway, Dover Other - Zone 9	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 10																	
Aldi, High Street, Hythe Asda, Bouverie Place,	0.5% 0.7%	7 11	0.0% 0.0%	0	0.0% 2.5%	0	2.5% 5.3%	3 6	0.0% 0.0%	0	0.8% 0.0%	1	4.0% 0.0%	3	0.0% 0.0%	0	
Folkestone Co-op, Cheriton 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	
Folkestone 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	
Folkestone Co-op, Main Road, Sellindge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	
Iceland, High Street, Hythe	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Haven Drive,	0.7%	10	0.0%	0	0.0%	0	8.0%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Hawkinge, Folkestone Lidl, Shellons Street, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	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	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
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	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Bouverie Road West,	0.3%	4	0.0%	0	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Sainsbury's Superstore,	1.2%	17	0.0%	0	0.0%	0	11.5%	13	0.0%	0	1.0%	1	3.4%	3	0.0%	0	
Military Road, Hythe Sainsbury's Superstore, Park	1.7%	24	0.9%	0	0.0%	0	20.2%	23	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
Farm Retail Park, West Park, Folkestone	0.10/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.004	0	0.00/	0	0.00/	0	
Tesco Express, Canterbury Road, Folkestone	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, Castle House, Bouverie 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	
West, Folkestone Tesco Superstore, Cheriton	1.4%	19	0.0%	0	0.0%	0	17.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
High Street, Folkestone Waitrose, Prospect Road,	0.5%	7	0.0%	0	0.0%	0	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hythe Other - Zone 10 Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Aldi, East Street,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	6.4%	11	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Aldi, Pepys Avenue,	0.7%	10	0.0%	0	0.0%	0	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0	
Sheerness Asda, Trinity Trading Estate,	1.5%	22	0.0%	0	0.0%	0	0.0%	0	12.5%	22	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Co-op, Bobbing Corner,	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 Co-op, Church 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	
Sittingbourne Co-op, Forbes 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	
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	

Weighted:					fe	or	G L H	[ea	rn								May 201
	Total		Zone 8		Zone 9		Zone 10		Zone 11	1	Zone 1	2	Zone 13	3	Zone 14	ļ	
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	
Sheerness Co-op, London 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	
Teynham, Sittingbourne Co-op, Queens 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	
Minster, Isle of Sheppey Co-op, The Parade, Northwood Drive,	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 Co-op, The Street, Upchurch,	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 Iceland, East 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	
Faversham Lidl, West Street,	1.0%	14	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0	0.0%	0	1.3%	6	
Sittingbourne Local Shops, 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	
Town Centre Local Shops, Minster 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, Isle of Sheppey Local Shops, Sheerness Town Centre, Isle of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sheppey Local Shops, Sittingbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	
Town Centre Morrisons, Mill Way,	1.1%	15	0.0%	0	0.0%	0	0.0%	0	8.7%	15	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Morrisons, Neats Court, Isle	0.9%	13	0.0%	0	0.0%	0	0.0%	0	5.9%	10	0.0%	0	0.0%	0	0.6%	2	
of Sheppey Morrisons, North Lane,	0.5%	8	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0	0.0%	0	
Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Square,	1.0%	14	0.0%	0	0.0%	0	0.0%	0	6.9%	12	0.0%	0	0.0%	0	0.6%	2	
Sittingbourne Sainsbury's Superstore, Bysing Wood Road,	0.9%	12	0.0%	0	0.0%	0	0.0%	0	7.0%	12	0.0%	0	0.0%	0	0.0%	0	
Faversham Sittingbourne 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	
Sittingbourne 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	
Road, Sittingbourne Tesco Superstore, Bridge	1.0%	14	0.0%	0	0.0%	0	0.0%	0	8.2%	14	0.0%	0	0.0%	0	0.0%	0	
Road, Sheerness Tesco Superstore, Crescent	1.2%	17	0.0%	0	0.0%	0	0.0%	0	8.2%	14	1.0%	1	0.0%	0	0.0%	0	
Road, Faversham 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	0.8%	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Willesborough, Ashford Farmfoods, New 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	
Ashford 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%		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	

Weighted:					fo	r	G L E	lea	rn								May 20
	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 1	2	Zone 1	3	Zone 1	4	
Ashford	4.70	20	0.004		0.004		2.50/		0.004		17.00/		2.20		0.004		
Tesco Extra, Hythe Road, Willesborough, Ashford	1.5%	20	0.0%	0	0.0%	0	3.7%	4	0.0%	0	15.0%	14	2.2%	2	0.0%	0	
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	2.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	16	15.1%	13	0.0%	0	
Waitrose, Sir Bernard Paget	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5	2.9%	2	0.0%	0	
Drive, Ashford Other - Zone 12	0.1%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Zone 13 Sainsbury's Superstore, Dymchurch Road, New	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7	0.0%	0	
Romney Spar, Coast Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greatstone, New Romney Spar, High Street, New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Romney Tesco Superstore, Highbury	1.1%	15	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	15.2%	13	0.0%	0	
Works, Tenterden Waitrose, Sayer's Lane,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	
Tenterden 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 Aldi, Ambley Road,	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	16	
Gillingham Aldi, Duncan Road,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	11	
Gillingham Aldi, Langley Park Centre, Maidstone	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	13	
Aldi, Well Road, Maidstone	2.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	33	
Asda, Pier Road, Gillingham Co-op, Egremont Road,	0.8% 0.0%	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	2.7% 0.0%	11 0	
Bearsted Co-op, Faversham 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	
Lenham Co-op, High Street,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	5	
Cranbrook Iceland, 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	
Gillingham Iceland, Rainham 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, Rainham Iceland, Water Lane, Chequers 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	
Maidstone Lidl, Broadway Shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	
Centre, Maidstone Lidl, Farleigh Hill, Tovil, 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	
Local Shops, Chatham Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, 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	
Town Centre Local Shops, Staplehurst	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 Marks & Spencer, Hempstead Valley Shopping Centre,	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	1.1%	5	
Gillingham Marks & Spencer, 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	
Street, Maidstone Morrisons, Sutton Road,	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.9%	25	
Maidstone Morrisons, Walderslade,	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	8	
Princes Avenue, Chatham Sainsbury's Local, High	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
Street, Headcorn Sainsbury's Superstore, Hempstead Valley,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	11	
Gillingham Sainsbury's Superstore, Pentagon Shopping	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	
Centre, Chatham Sainsbury's Superstore, Romney Place, Maidstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	

Weighted:					I	UΙ	GLI	ıta	1 11								May
	Total	I	Zone 8	3	Zone 9		Zone 1	0	Zone 1	1	Zone 12	2	Zone 1.	3	Zone 1	14	
Tesco Express (Esso), Tonbridge Road,	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	9	
Maidstone 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,	2.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	30	
Maidstone Waitrose, Mid Kent Shopping Centre,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
Maidstone Other - Zone 14	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	
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 Asda, Maidstone Road,	0.0% 0.9%	0 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% 3.0%	13	
Chatham 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 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Swanscombe Co-op, Station Approach,	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 Local Shops, 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	
Town Centre Local Shops, Strood Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre 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	
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											
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,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
Aylesford 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 Internet Delivery	0.0%	0 175	0.0% 11.2%	0 2	0.0% 10.4%	0 13	0.0% 12.7%	0 14	0.0% 11.2%	0 19	0.0% 17.3%	0 17	0.0% 9.7%	0 8	0.0% 16.5%	0 69	
Internet - Delivery Internet - Click & Collect	12.5% 0.6%	1/5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	9.7% 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Page 8 May 2019

By Zones 8
Weighted:

Weighted:						101	GL	1162	11 11								May 2019
	Tota	al	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: Sample:		1403 1403		18 100		129 100		112 100		173 100		96 100		87 100		416 100	
Q01AWhere did you colle Those that said 'Interne																	
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%		100.0%	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 trans Not those that said 'Inte				use t	to get to	(STO	RE MEI	NTION	IED AT	Q01)?	•						
Car (driver)	75.0%	021	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		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 Moped / motorcycle	0.3%	4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.6% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	3	
Disability vehicle (scooter, wheelchair etc.)	0.0%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other (Don't know / varies)	0.0% 0.8%	0 10	0.0% 0.0%	0	0.0% 1.0%	0 1	0.0% 2.1%	0 2	0.0% 0.8%	0 1	0.0% 0.7%	0 1	0.0% 0.0%	0	0.0% 1.3%	0 5	
· ·		1228		16		116		97		154		79		79		347	
Weighted base: Sample:		1277		90		93		91		90		87		89		86	
Meanscore: [Numbe	er of vis	its pe	r week]														
Q02AHow often do you n	ormally	do yo	ur main	food	shoppi	ng at	(STORE	MEN	TIONE	O AT C	201)?						
Everyday	2.3%	33	3.7%	1		0	0.6%	1	4.2%	7	0.0%	0	5.6%	5	3.3%	14	
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	
2 or 3 times a week	15.6%	219	5.5% 58.1%	1		18	22.8%	25 57	11.2%	19	9.7%	9 50	13.0%	11	17.6%	73	
Once a week Once a fortnight	59.5% 11.0%	834 155	15.3%	11 3		73 19	51.2% 15.3%	57 17	63.7% 6.5%	110 11	61.8% 7.8%	59 7	53.6% 23.1%	47 20	63.6% 8.7%	264 36	
Once a month	7.4%		10.1%	2		14	5.9%	7	7.0%	12		10	3.5%	3	5.8%	24	
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%	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%	2	
Mean:		1.34		1.32		1.10		1.34		1.34		1.31		1.39		1.40	
Weighted base: Sample:		1403 1403		18 100		129 100		112 100		173 100		96 100		87 100		416 100	
sumple.		1403		100		100		100		100		100		100		100	

Canterbury Household Survey for G L Hearn

Page 9 May 2019

Total Zone 9 Zone 10 Zone 11 Zone 8 Zone 12 Zone 13 Zone 14

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

QUZDWIIAL AIE LIE IIIAIII I	casons	wily y	ou choc)3 6 10	use (S	IOKL	LOCA	IIOI	MILIAII	JNLD	A1 Q01	, 101)	oui illa	100	u silopį	ping:
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	9.8% 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	0.7%	0	0.0%	0	0.0%	0
Clean store	0.5%	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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
Don't use too much plastic / packaging																
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
~P		1.05		100		100		100		100		100		100		100

Page 10 May 2019

	Tota	ıl	Zone	8	Zone	9	Zone	10	Zone	11	Zone	12	Zone 1	13	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	

Page 11 May 2019

	Tota	ıl	Zone	8	Zone	9	Zone	10	Zone	11	Zone 1	12	Zone 1	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
		1703		10		14/		114		113		70		07		710

Page 12 May 2019

	Tota	al	Zone	8	Zone	9	Zone 1	10	Zone 1	11	Zone 1	12	Zone 1	13	Zone	14
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
Oon'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%	Ó
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: Sample:		1403 1403		18 100		129 100		112 100		173 100		96 100		87 100		416 100

Total

Zone 8

Zone 9

Weighted:

Canterbury Household Survey

Zone 11

Zone 12

Zone 13

Zone 14

for G L Hearn

Zone 10

Page 13 May 2019

Meanscore: [£] Q03 Approximately how much do you normally spend on your main food shopping trip to (STORE MENTIONED AT Q01)? £1 - £5 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 £6 - £10 0.0% 0.0% 0.8% 0.0% 0.2% 3 2.3% 0 0.6% 0.0% 0 0 0 0 £11 - £15 0.4% 0.0% 0 0.7% 0.6% 0.0% 0 0.0% 0 0.8% 0.0% 0 £16 - £20 1.9% 26 0.7% 0 0.0% 0 1.7% 0.0% 0.0% 0 3.8% 1.8% 7 £21 - £25 1.7% 23 1.5% 0 2.3% 5 1.0% 2.6% 2 0.7% 3 3 4.6% 1.1% 2 1 £26 - £30 50 3 3.6% 6.0% 1 2.8% 4 2.7% 3.4% 6 2.1% 2 1.6% 5.6% 23 3 £31 - £35 2.5% 36 3.6% 1 1.5% 2 2.5% 3 6.8% 12 2.7% 5.2% 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 0 3 £41 - £45 2.6% 37 1.9% 1.3% 2.7% 1.2% 1.8% 7 4.1% 1.6% 3 5 1 9 £46 - £50 9.8% 137 6.7% 1 6.6% 8 9.7% 11 9.4% 16 9 9% 2.4% 2 13.9% 58 0 0.7% 4 £51 - £55 1.6% 22 2.4% 1.3% 1.9% 4.3% 1.2% 0.7% 3 7 £56 - £60 9.8% 138 2.9% 10.2% 5.0% 5.8% 10 7.7% 9.2% 8 12.7% 53 1 13 6 1.5% £61 - £65 1 5% 0 0.9% 3 1 4% 0.4% 22 4 0% 5 1 1.8% 3 3.5% 2 £66 - £70 4.7% 66 5.2% 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% 2.1% 2 2.1% 1.0% 1 0.0% 2.2% 9 £76 - £80 11.9% 14 9.1% 5.5% 23 6.8% 96 2 11.2% 5.0% 6 3.3% 3 11.0% 10 16 £81 - £85 1.8% 26 0.7% 0 1.7% 2 0.0% 0 3.9% 1.7% 2 3.5% 3 1.1% 5 £86 - £90 4.0% 56 1.7% 0 0.0% 0 0.9% 4.4% 8 5.8% 6 3.1% 3 6.4% 27 £91 - £95 0.3% 0.0% 0 0.9% 0.0% 0 0.0% 0 2.7% 3 0.0% 0.0% 0 8 £96 - £100 174 10.5% 12 11.1% 10.5% 9 17.2% 12.4% 2 9.2% 12 10.9% 19 8.5% 72 £101 - £120 3.6% 51 5.6% 3.4% 4 7.7% 4.5% 8 4.3% 4 6.0% 3.4% 14 £121 - £140 3.1% 44 0.7% 0 3.1% 4 1.8% 2 0.7% 1.9% 2 3.8% 3 4.7% 20 £141 - £160 3.0% 42 1.9% 0 5.2% 1.7% 2 1.6% 3 4.0% 4 3.9% 3 3.8% 16 £161 - £180 0.0% 0 0 0.5% 0.0% 0 0.0% 0.0% 0 1.8% 2 0.0% 0 6 1.1% 5 £181 - £200 0.9% 13 2.3% 0 2.9% 4 0.8% 3.6% 0.0% 0 0.0% 0 0.0% 0 £201 - £250 0.1% 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.3% 0.7% 0 0.9% 0.0% 0 0.0% 3.0% 0.0% 0.0% 0 £250+ 0 3 0 1 (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 20 0 2 (Refused) 1.4% 1.5% 0.6% 1.5% 2.9% 5 0.8% 0.8% 1.5% 6 Mean: 76.11 72.23 82.57 69.53 78.98 92.03 75.66 77.99 1403 Weighted base: 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 7 17.2% Yes - non-food shopping 11.4% 141 10.9% 2 13.9% 16 10.5% 10 4.7% 9.0% 7 4.8% 4 60 Yes - other food shopping 7.1% 88 4.5% 1 9.6% 11 6.1% 4.7% 9.3% 7 6.7% 5 5.8% 20 6 Yes - travelling to or from 5.9% 72 1.3% 0 2.8% 3 3.0% 3 3.5% 5 7.2% 6 9.0% 7 8.3% 29 work / education Yes - visiting bars / cafés / 3.0% 36 4.9% 5.3% 6 1.1% 1 5.0% 8 1.4% 1 6.7% 5 0.5% 2 restaurants Yes - visiting friends or 2.1% 5.7% 4.4% 3.4% 3 0.0% 0 1.9% 4.7% 4 2.2% 8 26 5 1 family Yes - visiting post office / 1.3% 16 2.4% 0 0.6% 2.6% 3 2.3% 4 0.0% 0 2.5% 2 0.0% 0 1 bank / financial institutions Yes - other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% n 0.0% n 0.0% 0 63.9% 65.3% 802 65.6% 11 57.8% 67 71.3% 70 74.5% 115 50 64.3% 50 62.3% 216 Yes - getting fuel 0.9% 0.0% 2.7% 3 0.0% 0 1.2% 4.8% 4 0.0% 0.5% 11 0 2 0 2 3 9 1.7% 0 1.9% Yes - leisure activity 21 0.8% 0.6% 1 1.3% 1 1.9% 1 1.4% 2.6% Yes - medical / health 0.1% 1.6% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 appointment 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Yes - visit car wash Yes - visit place of worship 0.1% 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 -1 Yes - visiting recycling 0.1% 0.0% 0 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 centre Yes - window shopping / 0 0.0% 0.7% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.1% 0.0% 0 0 1 browsing 0.8% 10 0 0.0% 0 2.2% 3 0.7% 0.0% 0 0.7% 2 (Don't know) 2.1% 0.8% 1 347 Weighted base: 1228 16 116 97 154 79 79 91 87 89 Sample: 90 93 90 86

Canterbury Household Survey for G L Hearn

	Total	l	Zone 8	8	Zone 9		Zone 10		Zone 11	l	Zone 12	;	Zone 13		Zone 14	ļ
Q05 At which location is Those who do an activit		er ac	tivity bas	sed?												
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 Kingsmead Leisure Centre,	7.0% 0.0%	27 0	46.6% 0.0%	2 0	5.7% 0.0%	2 0	16.5% 0.0%	4 0	4.8% 0.0%	1 0	4.0% 0.0%	1 0	2.0% 0.0%	1 0	0.0% 0.0%	0
Kingsmead Road, Canterbury Morrisons, Ten Perch Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Sainsbury's Superstore, Kingsmead 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
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, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.8%	3	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincheap Retail Area, Canterbury	2.0%	7	0.0%	0	8.7%	4	0.0%	0	4.8%	1	2.5%	1	0.0%	0	0.0%	0
Other - Zone 01 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 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%	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 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
Hersden Village Centre 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 Eddington Business Park,	0.2% 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
Herne Bay 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 Herne Bay Road / St Johns	0.6% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	7.7% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Road / Swalecliffe Herne Bay Town Centre	2.5%	9	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tankerton Road, Tankerton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Whitstable Town Centre Other - Zone 06 Zone 7	2.8% 0.6%	11 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	6.8% 0.0%	2 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Broadstairs Town Centre	2.5%	9	8.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Margate Town Centre Minster-in-Thanet Village Centre	1.6% 0.0%	6 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Ramsgate Town Centre Tesco Superstore, Manston	1.9% 1.4%	7 5	8.2% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0
Road, Ramsgate Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	6.6%	25	9.1%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
at Broadstairs) Other - Zone 07 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	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 Wingham Village Centre	0.2% 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
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 Morrisons, Bridge Street,	0.6%	2	0.0%	0	5.4% 2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover																
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

Page 14 May 2019

Canterbury Household Survey for G L Hearn

Page 15 May 2019

Weighted:					10	or	GLE	tea	ırn								May
	Total	l	Zone 8		Zone 9		Zone 10)	Zone 11	-	Zone 1	2	Zone 1	3	Zone ?	14	
Park, Honeywood Parkway, Dover																	
Other - Zone 09 Zone 10	0.9%	3	0.0%	0	5.4%	2	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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,	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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 Zone 11	0.9%	3	0.0%	0	0.0%	0	12.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	0.0%	0	0.0%	0	
Glen, Ashford) Ashford Retail Park (TK Maxx, Boots, Dunelm, B&M, Smyths Toys, DFS,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Argos, Dreams) Ashford Town Centre	7.00/	26	0.00/	0	0.00/	0	2.20/	1	0.00/	0	42 10/	10	40 10/	12	2.40/	2	
Kennington Local Centre, Ashford	7.0% 0.0%	26 0	0.0% 0.0%	0	0.0% 0.0%	0	3.2% 0.0%	1	0.0% 0.0%	0	42.1% 0.0%	10	48.1% 0.0%	13	2.4% 0.0%	3	
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	
Other - Zone 12 Zone 13	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	6	0.0%	0	0.0%	0	
Other - Zone 13 Zone 14	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	8	0.0%	0	
Aldi, Ambley Road, Gillingham	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	
Chatham Town Centre Hempstead Valley Shopping Centre, Hempstead,	4.7% 3.6%	18 14	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 9.2%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	15.2% 9.1%	18 11	
Gillingham																	
Maidstone Town Centre Morrisons, Sutton Road,	6.7% 0.1%	25 1	0.0% 0.0%	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 1	21.5% 0.0%	25 0	
Maidstone 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 Superstore, Grovewood Drive North,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weavering, Maidstone Other - Zone 14 Outside Survey Area	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	
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 & 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 South Aylesford Retail Park,	0.0% 2.4%	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% 7.6%	0 9	
Maidstone																	
Strood Town Centre White Cliffs Business Park, Whitfield	1.5% 0.8%	6 3	0.0% 0.0%	0	0.0% 6.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	4.7% 0.0%	6 0	
Other - Outside Survey Area	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	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)	9.4%	36	0.0%	0	0.0%	0	0.0%	0	21.4%	7	5.7%	1	0.0%	0		20	

By Zones 8-14

Canterbury Household Survey for G L Hearn

Page 16 May 2019

Weighted:			for	G L Hea	rn				May 2019
	Total	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	
Weighted base: Sample:	378 363	5 27	42 30	26 26	31 22	23 24	27 30	118 23	

Canterbury Household Survey

for G L Hearn

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14

Q06 Apart from (STORE /	LOCAT	ION N	MENTION	NED A	AT Q01),	is the	ere anyw	here	else wi	nere y	ou unde	ertake	your ho	ouseh	old's ma	ain food
grocery shopping?																
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
sda, Sturry Road,	1.5%	21	1.5%	0	3.1%	4	0.0%	0	5.9%	10	0.0%	0	0.0%	0	0.0%	0
Canterbury celand, Stour Retail Park,	0.2%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturry Road, Canterbury celand, 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
ocal 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
Iarks & Spencer, Maybrook	0.2%	3	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Canterbury 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
ainsbury's Local, St. 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
ainsbury's Superstore, Kingsmead Road,	1.1%	15	1.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook 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
Stour Retail Park) Sesco Express, New Dover	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Canterbury Sesco Metro, Whitefriars Shopping Centre, Gravel	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk, Canterbury The Goods Shed Farmers Market, Station Road	0.1%	1	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
West, Canterbury Vaitrose, St. Georges	0.4%	6	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Canterbury Vincheap Retail 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
Canterbury 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
one 2 Co-op, Parkwood, 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
of Kent, Canterbury Co-op, Virginia Woolf Building, University of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent, Canterbury ocal Shops, Blean 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 ocal Shops, Chartham	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 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
one 3 arham Post Office, 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
Road, Barham, Canterbury ocal Shops, Barham 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 ocal Shops, Bridge 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 Other - Zone 3 Cone 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

Page 17

May 2019

Page 18 May 2019

Weighted:

Weighted:					1	ΟI	GLI	ıca	1 11							
	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14	
Co-op, Island Road, Sturry 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%	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 Co-op, Mortimer Street, Herne Bay	0.3% 0.0%	5 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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 Iceland, Mortimer Street, Herne Bay	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	$0 \\ 0$	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Local Shops, 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
Road, Herne Bay 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,	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 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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seasalter, Whitstable Co-op, Oxford 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
Whitstable Iceland, 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
Whitstable Local Shops, 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
Road, Seasalter Local Shops, Herne Bay Road / St Johns 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
Swalecliffe Local Shops, 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
Road, Tankerton Local Shops, 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
Town Centre Marks & Spencer, Prospect	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Retail Park, Whitstable Sainsbury's Local, High	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street, Whitstable 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	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Road, Whitstable 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 Asda, Westwood Road, Broadstairs	0.7% 1.1%	10 16	0.0% 1.9%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
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

Page 19 May 2019

Weighted:				- W-	f	or	GLE		rn	'	- 5						May
	Total		Zone 8		Zone 9		Zone 10	1	Zone 11		Zone 12	2	Zone 13		Zone 14		
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	
Broadstairs Co-op, Hopeville Avenue,	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 Co-op, Station Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Birchington Co-op, Station 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	
Westgate On Sea Co-op, Summerfield 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	
Margate Iceland, High Street,	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 Lidl, Margate Road,	0.3%	5	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ramsgate		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%						
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	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 Local Shops, 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	
Town Centre Marks & Spencer (BP),	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Canterbury Road, Margate Marks & Spencer, Westwood Cross Shopping Centre,	0.1%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Broadstairs Morrisons, Hawley Street,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
Margate Sainsbury's Superstore,	1.0%	15	5.1%	1	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dadson Way, Ramsgate Tesco Extra, Margate Road,	1.9%	27	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Westwood, Broadstairs Tesco Metro, High Street,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Broadstairs Tesco Metro, Northdown Road, Cliftonville,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Margate Tesco Superstore, Manston	0.6%	9	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Ramsgate Waitrose, Queens Street,	0.3%	5	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ramsgate 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 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 Gibson's Farm Shop,	0.0% 0.0%	0	0.9% 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	
Crockshard Hill, Wingham Local Shops, Littlebourne	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, 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	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 Spar, Market 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	
Sandwich Other - Zone 8	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 9 Aldi, Cherry Tree Avenue,	0.6%	8	0.0%	0	6.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dover 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 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	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Aylesham 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	

Page 20 May 2019

Weighted:					f	for	$\mathbf{G} \mathbf{L}$	Hea	rn								May
	Total		Zone 8		Zone 9)	Zone 1	.0	Zone 1	1	Zone 1	2	Zone 13	1	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 Lidl, Honeywood Parkway,	0.0% 0.6%	0 9	0.0% 2.9%	0 1	0.0% 6.5%	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	
Dover 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,	0.7%	9	0.7%	0	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dover 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 Tesco Extra, White Cliffs Park, Honeywood	0.4% 1.6%	5 22	0.0% 2.6%	0	4.1% 16.5%	5 21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Parkway, Dover Other - Zone 9 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 Asda, Bouverie Place,	0.6% 0.0%	9 1	0.0% 0.0%	0	0.0% 0.0%	0	7.0% 0.6%	8 1	0.0% 0.0%	0 0	0.0% 0.0%	0 0	1.0% 0.0%	1	0.0% 0.0%	0 0	
Folkestone 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 8	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 Lidl, Shellons Street,	0.6%	8	0.0%	0	0.0%	0	7.1% 0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Local Shops, Folkstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Local Shops, Hythe Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, Stelling Minnis	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 Marks & Spencer, Cheriton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
High Street, Folkestone 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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Folkestone Tesco Express, Castle House, Bouverie 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	
West, Folkestone 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	
Other - Zone 10 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	
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	

Weighted:					1	UΙ	GLI	ıta	11 11								Ma
	Total		Zone 8		Zone 9		Zone 10	0	Zone 1	11	Zone 1	2	Zone 13	3	Zone 1	4	
Centre, Sittingbourne																	
Co-op, High Street, Sheerness Co-op, London 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	
Teynham, Sittingbourne Co-op, Queens 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	
Minster, Isle of Sheppey																	
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	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, Isle of Sheppey Local Shops, Sheerness Town Centre, Isle of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sheppey Local Shops, Sittingbourne	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	
Town Centre Morrisons, Mill Way,	1.5%	21	0.0%	0	0.0%	0	0.0%	0	12.1%	21	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Morrisons, Neats Court, Isle	0.4%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Morrisons, North Lane,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	
Faversham Sainsbury's Superstore, Avenue of Remembrance,	0.4%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	
Roman Square, Sittingbourne																	
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 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	
Aldi, Victoria Road, Ashford Asda, Kimberley Way,	0.9% 0.8%	13 11	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	6.8% 7.6%	6 7	4.6% 4.6%	4 4	0.6% 0.0%	2 0	
Ashford Designer Outlet,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
Ashford Co-op, Brookfield Court,	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 Co-op, Churchfield Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wye Co-op, Faversham 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	
Kennington, Ashford 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 Local Shops, Ashford Town	0.1% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.2% 0.0%	2	0.0% 0.0%	0	
Centre Local Shops, Kennington	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 Centre, Ashford Marks & Spencer, County	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	
Square, Ashford Sainsbury's Superstore, Simone Weil Avenue,	1.7%	23	0.0%	0	1.8%	2	0.6%	1	0.0%		14.2%	14	8.1%	7	0.0%	0	
Ashford																	

Canterbury Household Survey for G L Hearn

Weighted:						•	GLH		rn								May 2019
weighted.	Total		Zone 8	3	Zone 9		Zone 10		Zone 11		Zone 12	<u>. </u>	Zone 13	3	Zone	14	Way 2017
Tesco Express, Mace Lane, 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	
Tesco Extra, Hythe Road, Willesborough, Ashford	0.9%	12	0.0%	0	0.0%	0	0.6%	1	0.0%	0	9.5%	9	2.8%	2	0.0%	0	
Tesco Extra, Moatfield Meadow, Kingsnorth,	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.0%	3	0.0%	0	
Ashford Waitrose, Sir Bernard Paget Drive, Ashford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.9%	2	0.0%	0	
Other - Zone 12 Zone 13	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Sainsbury's Superstore, Dymchurch Road, New	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	
Romney Spar, Coast Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Greatstone, New Romney Spar, High Street, New	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Romney Tesco Superstore, Highbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	
Works, Tenterden Waitrose, Sayer's Lane, Tenterden	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	
Other - Zone 13 Zone 14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	3.7%	15	
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	0.0%	0	2.9%	12	
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	1.0%	4	
Asda, Pier Road, Gillingham Co-op, Egremont Road,	0.6% 0.0%	8	0.0% 0.0%	0	0.0% 0.0%	0	1.9% 0.0%	8									
Bearsted																	
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	0.6%	1	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	1.9%	8	
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	1.8%	7	
Iceland, Water Lane, Chequers Centre,	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	13	
Maidstone 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,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	11	
Maidstone 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	2.2%	9	
Local Shops, 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	
Town Centre Local Shops, Staplehurst	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 Marks & Spencer, Hempstead Valley	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
Shopping Centre, Gillingham	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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	3.7%	15	
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	0.4%	2	
Sainsbury's Local, High Street, Headcorn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
Sainsbury's Superstore, Hempstead Valley,	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	8	
Gillingham Sainsbury's Superstore, Pentagon Shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
Centre, Chatham Sainsbury's Superstore,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	

Page 22

Weighted:					f	or	G L H	[ea	rn								May 2019
	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 1	2	Zone 1	3	Zone 1	14	
Romney Place, Maidstone																	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Bearsted Tesco Express, 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	
Road, Maidstone Tesco Express, Sturdee	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	9	
Avenue, Gillingham				U				U				U					
Tesco Extra, Courteney Road, Gillingham	1.6%	22	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	4.7%	20	
Tesco Metro, Rainham Shopping Centre,	0.7%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	1.8%	7	
Gillingham Tesco Metro, Rye Road,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	
Hawkhurst Tesco Superstore, Farleigh		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	
Hill, Tovil	0.0%	U	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%		
Tesco Superstore, Grovewood Drive, Maidstone	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	6.5%	27	
Waitrose, Mid Kent	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, Maidstone																	
Other - Zone 14	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
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,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	
Aylesford 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,	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	20	
Chatham 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 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Swanscombe 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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tunbridge Wells 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	
Otford Road, Sevenoaks 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	
Quarry Wood Industrial Estate, Mills Road, Aylesford																	
Sainsbury's Superstore, Wingfield Bank,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northfleet 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	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	5	
Other Internet - Delivery	0.0% 1.9%	0 27	0.0% 3.0%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.1%	0 7	0.0% 1.0%	0 1	0.0% 1.4%	0 1	0.0% 2.6%	0 11	
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	0.2%	3	1.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
remember) (Don't do this type of	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 8-14 Weighted:

Canterbury Household Survey for G L Hearn

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Page 24

May 2019

	Tota	ıl	Zone 8	}	Zone	9	Zone	10	Zone	11	Zone 1	12	Zone 1	13	Zone	14
shopping) (Nowhere else)	40.2%	563	36.4%	7	37.8%	49	36.6%	41	34.7%	60	39.6%	38	47.2%	41	43.7%	181
Weighted base: Sample:		1403 1403		18 100		129 100		112 100		173 100		96 100		87 100		416 100

Canterbury Household Survey for G L Hearn

Page 25 May 2019

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, 0.4% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 0.3% 0 Asda, Sturry Road, 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Canterbury Iceland, Stour Retail Park, 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Sturry Road, Canterbury Iceland, Wincheap Industrial 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Estate, Maynard Road, Canterbury Lidl, Sturry Road, 0.0% 0.0% 0 0.1% 2 0.7% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Canterbury Local Shops, Canterbury 0.2% 3 0.7% 0.6% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 City Centre 0 0.0% 0 Local Shops, St Dunstans, 0.4% 5 0.0% 0 0.0% 0 0.0% 2.7% 5 0.0% 0 0 0.0% Canterbury Marks & Spencer, Maybrook 0.3% 4 3.7% 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Retail Park, Canterbury Marks & Spencer, St. 0.1% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Georges Street, Canterbury Morrisons, Ten Perch Road. 10 0.0% 0 0.0% 0.0% 0 0.7% 1.2% 0 0 0.0% 0.0% 0 4.0% 0 4 Canterbury 0.0% 0.0% 0.0% 0.0% 0 Sainsbury's Local, St. 0.2% 2 0.0% 0 0.0% 0.0% 0 Dunstans Street, Canterbury 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% 0 Lawrence Ground, The Drive, Old Dover Road, Canterbury Sainsbury's Superstore, 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Kingsmead Road, Canterbury 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 Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Tesco Express, New Dover 0.3% 0.0% 0.0% 2.9% 0.0% 0.0% 0.0% 0.0% 0 5 0 0 3 0 0 0 Road, Canterbury 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 Shopping Centre, Gravel Walk, Canterbury The Goods Shed Farmers 0.0% 0.0% 0 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Market, Station Road West, Canterbury Waitrose, St. Georges 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.4% 6 0 0 0 0 Centre, Canterbury Wincheap Retail Area, 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 Canterbury 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 Co-op, Parkwood, University 0.2% 3 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 2 of Kent, Canterbury Co-op, Virginia Woolf 0 0.0% 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 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 Local Shops, Chartham 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 Village Centre 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 Post Office, Valley 0.1% 2 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Barham, Canterbury Local Shops, Barham 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 Local Shops, Bridge 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 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 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% 0

Canterbury Household Survey for G L Hearn

Page 26 May 2019

Weighted:					10)r	GLH	lea	ITII								M
	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	}	Zone 14		
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	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 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,	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 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 Co-op, Grange Road,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ramsgate 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	
op, ingli bucci,	0.0/0	,	0.070	J	0.070	J	0.070	J	0.070	J	0.070	J	0.070	0	0.070	0	

Page 27 May 2019

Weighted:					f	or	GLI	Hea	rn		- 0						May
	Total	l	Zone 8		Zone 9)	Zone 1	0	Zone 1	1	Zone 12	2	Zone 1	3	Zone 14	ļ	
Broadstairs	0.50	10	0.004		0.004		0.004	•	0.004		0.004		0.004		0.004		
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 Co-op, Station Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Westgate On Sea																	
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	
Other - Zone 7 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	0.5%	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 Gibson's Farm Shop,	0.1% 0.1%	1 2	7.5% 4.9%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	
Crockshard Hill, Wingham Local Shops, Littlebourne	0.1%	1	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, Sandwich	0.0%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Local Shops, Wingham	0.0%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Village Centre Spar, Market Street,	0.1%	1	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sandwich Other - Zone 8	0.1%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 9 Aldi, Cherry Tree Avenue,	0.4%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dover Co-op, Beauchamp Avenue,	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 Co-op, Eyethorne Road,	0.4%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shepherdswell, Dover Co-op, Lower Road, Dover Co-op, Market Square,	0.2% 0.5%	3 7	0.0% 0.7%	0	2.0% 4.7%	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	
Aylesham Co-op, Mill Road, Deal Farmfoods, Charlton Green,	0.4% 0.2%	5 3	0.0% 0.0%	0	3.9% 2.5%	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	

Page 28 May 2019

Weighted:					1	for	$\mathbf{G} \mathbf{L} \mathbf{I}$	Hea	rn		•						N
	Total		Zone 8		Zone	9	Zone 1	0	Zone 1	1	Zone 12	2	Zone 1	3	Zone 14	4	
Dover																	
Iceland, Queen Street, Deal Lidl, Honeywood Parkway,	0.0% 0.6%	0 9	0.0% 3.8%	0	0.0% 6.3%	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	
Dover Local Shops, Deal Town	0.3%	5	1.9%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, Dover 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	
Morrisons, Bridge Street, Dover	0.5%	7	0.0%	0	5.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, West Street, Deal	0.8%	11	0.0%	0	8.5%	11	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	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Extra, White Cliffs Park, Honeywood	0.5%	7	0.7%	0	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Parkway, Dover Other - Zone 9	0.7%	9	0.7%	0	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 10																	
Aldi, High Street, Hythe	0.4%	6 4	0.0% 0.0%	0	0.0% 1.8%	0 2	5.2% 1.3%	6 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Asda, Bouverie Place, Folkestone	0.3%	4	0.0%	U	1.0%	2	1.5%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Co-op, 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	
Co-op, High Street, 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, Main Road, Sellindge	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, High Street, Hythe Lidl, Haven Drive,	0.3% 0.4%	4 5	0.0% 0.0%	0	0.0% 0.0%	0	3.5% 4.4%	4 5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Hawkinge, Folkestone Lidl, Shellons 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	
Folkestone Local Shops, Folkstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Town Centre Local Shops, Hythe Town	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, Stelling Minnis	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 Marks & Spencer, Cheriton	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
High Street, Folkestone Morrisons, Cheriton Road,	0.5%	7	0.0%	0	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone																	
Sainsbury's Superstore, Bouverie Road West, Folkestone	0.2%	3	0.0%	0	0.6%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Military Road, Hythe	0.2%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone	0.4%	6	0.0%	0	1.8%	2	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Canterbury Road, Folkestone	0.2%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Castle House, Bouverie Road West, 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	
Tesco Superstore, Cheriton High Street, Folkestone	0.5%	7	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Prospect Road, Hythe	0.8%	11	0.0%	0	0.0%	0	9.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Zone 10 Zone 11	0.4%	5	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
Aldi, East Street, Sittingbourne	0.5%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0	
Aldi, Pepys Avenue, Sheerness	0.4%	6	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	0.0%	0	0.0%	0	
Asda, Trinity Trading Estate, Sittingbourne	0.6%	8	0.0%	0	0.0%	0	0.0%	0	4.6%	8	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Co-op, Church Road, 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, Forbes Road, Faversham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
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	

Page 29 May 2019

Weighted

Weighted:					L	OL	GLI	1ea	ırıı								May 201
	Total		Zone 8		Zone 9		Zone 10)	Zone 1	1	Zone 12	2	Zone 13	3	Zone 14	4	
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	
Sheerness Co-op, London Road,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	
Teynham, Sittingbourne Co-op, Queens Road,	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Minster, Isle of Sheppey Co-op, The Parade, Northwood Drive,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	
Sittingbourne Co-op, The Street, Upchurch,	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.6%	2	
Sittingbourne 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,	0.9%	13	0.0%	0	0.0%	0	0.0%	0	5.9%	10	0.0%	0	0.0%	0	0.6%	2	
Sittingbourne 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	
Other - Zone 11 Zone 12	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 Asda, Kimberley Way, Ashford	0.4% 0.6%	6 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	4.7% 5.9%	5 6	1.4% 3.0%	1	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	0.7%	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 Local Shops, Ashford Town	0.2% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.7% 0.0%	2 0	1.0% 0.0%	1	0.0% 0.0%	0	
Centre 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	

Page 30 May 2019

Weighted:					f	or	G L I	Tea	rn								N
	Total		Zone 8		Zone 9		Zone 10	0	Zone 1	1	Zone 1	2	Zone 1	13	Zone 1	14	
Ashford	0.60/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.204	0	0.00/	0	0.00/	0	
Tesco Extra, Hythe Road, Willesborough, Ashford	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	8	0.0%	0	0.0%	0	
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	3.4%	3	0.0%	0	
Waitrose, Sir Bernard Paget Drive, Ashford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.3%	3	0.0%	0	
Other - Zone 12 Zone 13	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6	0.0%	0	0.0%	0	
Sainsbury's Superstore, Dymchurch Road, New Romney	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0	
Spar, Coast Drive,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
Greatstone, New Romney Spar, High Street, New Romney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	
Tesco Superstore, Highbury Works, Tenterden	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7	0.0%	0	
Waitrose, Sayer's Lane, Tenterden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	
Other - Zone 13 Zone 14	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	13.7%	12	0.0%	0	
Aldi, Ambley Road,	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	17	
Gillingham 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	0.0%	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 Asda, Pier Road, Gillingham	1.9% 1.9%	27 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	6.5% 6.3%	27 26	
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	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	3	
Co-op, High Street, Cranbrook	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	7	
Iceland, High Street,	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	18	
Gillingham Iceland, Rainham Shopping Centre, Rainham	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, Water Lane, Chequers 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, Broadway 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, Maidstone Lidl, Farleigh Hill, Tovil,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
Maidstone Local Shops, Chatham Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, Maidstone	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	
Town Centre Local Shops, Staplehurst	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	6	
Village Centre Marks & Spencer, Hempstead Valley	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	7	
Shopping Centre, Gillingham Marks & Spencer, 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	
Street, Maidstone Morrisons, Sutton Road,	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	8	
Maidstone Morrisons, Walderslade,	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	14	
Princes Avenue, Chatham Sainsbury's Local, High	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	6	
Street, Headcorn Sainsbury's Superstore,	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.3%	5	
Hempstead Valley, Gillingham 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	
Pentagon Shopping Centre, Chatham 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	
Romney Place, Maidstone	0.270	3	0.070	Ü	0.070	Ü	0.070	O	0.070	O	0.070	Ü	0.070	Ü	0.770	3	

Page 31 May 2019

Weighted:					1	for	$\mathbf{G} \mathbf{L}$	Hea	rn								May
	Tota	1	Zone 8		Zone 9	9	Zone 1	.0	Zone 1	1	Zone 1	12	Zone 1	13	Zone 1	14	
Tesco Express (Esso), Tonbridge Road,	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	12	
Maidstone Tesco Express, Ashford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	2	
Road, Bearsted 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	1.4%	20	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	4.1%	17	
Road, Gillingham Tesco Metro, Rainham Shopping Centre,	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	15	
Gillingham Tesco Metro, Rye Road,	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	3	
Hawkhurst 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,	1.7%	24	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	5.5%	23	
Maidstone 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	
Maidstone Other - Zone 14 Outside Survey Area	2.8%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	9.5%	39	
Aldi, Friary Place, Strood Aldi, Hermitage Lane,	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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 Aldi, Rye Road, Hastings Asda, Maidstone 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Chatham Co-op, Church Parade,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.1%	3	0.0%	0	
Ashford 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,	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 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 Internet - Click & Collect	2.4% 0.3%	34 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.7% 0.0%	5 0	0.0% 3.0%	0	2.6% 0.0%	2	4.3% 0.0%	18 0	
(Don't know / can't	1.0%	13	2.2%	0	1.8%	2	3.6%	4	1.8%	3	0.0%	0	1.8%	2	0.0%	0	
remember) (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	

Page 32 May 2019

Canterbury Household Survey for G L Hearn

Weighted:

	Tota	ıl	Zone	8	Zone	9	Zone 1	10	Zone 1	11	Zone 1	12	Zone 1	13	Zone 1	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: Sample:		1403 1403		18 100		129 100		112 100		173 100		96 100		87 100		416 100
Q08 How often do you r	normally	make	top-up	trips t	o super	mark	ets or o	ther g	eneral f	ood s	tores in	a we	ek?			
Those that do top-up si	hopping a	t Q07														
Those that do top-up so	hopping a 5.3%	t Q07 56	9.6%	1	4.8%	5	3.1%	2	8.2%	11	8.5%	6	2.6%	2	6.4%	21
• •	77 0	~	9.6% 11.6%	1 2	4.8% 11.3%	5 12	3.1% 12.9%	2 10	8.2% 12.3%	11 16	8.5% 7.3%	6 5	2.6% 10.4%	2 7	6.4% 1.4%	21 5
Daily	5.3%	56		1 2 4		-		_				-		2 7 18		
Daily More than 3 times a week	5.3% 7.6%	56 80	11.6%		11.3%	12	12.9%	10	12.3%	16	7.3%	5	10.4%	7	1.4%	5
Daily More than 3 times a week Two or three times a week	5.3% 7.6% 32.8%	56 80 346	11.6% 31.1%		11.3% 27.5%	12 28	12.9% 28.8%	10 22	12.3% 31.8%	16 42	7.3% 31.7%	5 21	10.4% 27.7%	7 18	1.4% 36.5%	5 123
Daily More than 3 times a week Two or three times a week Once a week	5.3% 7.6% 32.8% 37.8%	56 80 346 399	11.6% 31.1% 26.6%		11.3% 27.5% 28.9%	12 28 30	12.9% 28.8% 40.3%	10 22	12.3% 31.8% 33.0%	16 42 44	7.3% 31.7% 42.7%	5 21 28 3	10.4% 27.7% 32.8%	7 18	1.4% 36.5% 42.0%	5 123 142
Daily More than 3 times a week Two or three times a week Once a week Less often than once a week	5.3% 7.6% 32.8% 37.8% 11.0%	56 80 346 399 116	11.6% 31.1% 26.6% 15.0%		11.3% 27.5% 28.9% 21.7%	12 28 30 22	12.9% 28.8% 40.3% 8.6%	10 22 31 7	12.3% 31.8% 33.0% 10.2%	16 42 44 14	7.3% 31.7% 42.7% 5.0%	5 21 28 3	10.4% 27.7% 32.8% 11.7%	7 18 21 7	1.4% 36.5% 42.0% 11.1%	5 123 142 37

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

	Tota	al	Zone	8	Zone	9	Zone 1	.0	Zone	11	Zone 1	2	Zone 1	3	Zone	14
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
labit / 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
Ias 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
Oon'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
ree 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
las 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
oyalty 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
leasant 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
hey 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
hey 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
Oon'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
Veighted base:		1042		13		100		72		130		66		62		338
		1074														220

	Tota	ıl	Zone	8	Zone	9	Zone 1	.0	Zone	11	Zone 1	2	Zone 1	3	Zone	14
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
ower 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
reference 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
Oon'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
ree 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
Ias 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
taff 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
hey 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
Veighted base:		1042		13		100		72		130		66		62		338

Page 35 May 2019

Weighteu.						101	G L	1100	*1 11								Way 2
	Tota	ıl	Zone	8	Zone	9	Zone	10	Zone	11	Zone 1	12	Zone	13	Zone	14	
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% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.9%	0	2.0% 0.0%	1 0	0.0%	0	3.5%	12 0	
Has petrol station Lower prices	0.1% 10.7%	1 112	0.0% 5.4%	1	9.4%	9	18.8%	14	2.8%	1 4	6.8%	5	0.0% 4.6%	3	0.0% 15.0%	51	
Offers internet shopping /	3.1%	32	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	2.7%	2	5.8%	20	
home delivery	3.1 /0	32	0.070	Ü	0.070	U	0.070	U	3.070	3	0.070	Ü	2.770	_	3.070	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	1.9%	20	3.4%	0	4.6%	5	2.3%	2	1.9%	2	0.9%	1	1.8%	1	0.0%	0	
/ convenient																	
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 /	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
packaging Easy to get to by public	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
transport	0.10/	1	0.00/	0	1.00/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Free parking	0.1%	1 0	0.0% 0.0%	0	1.0% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Good disability access Good layout	0.0% 0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	2	
Good offers	0.4%	2	1.0%	0	0.0%	0	0.9%	0	0.9%	0	0.0%	0	0.0%	0	0.7%	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%	ő	
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%	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	0.3%	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%	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	
Weighted base:		1042		13		100		72		130		66		62		338	
Sample:		939		71		73		64		73		68		66		82	
Q10 How do you normal Those that do top-up sh			ı top-up	shop	ping?												
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		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: Sample:		1055 958		13 74		102 74		76 66		133 76		66 68		63 68		338 82	
*																	

£91 - £95

£96 - £100

(Refused)

Weighted base:

(Don't know / varies)

£101 +

Mean:

Sample:

0.0%

0.5%

0.4%

15.2%

2.1%

0

160

22

19.90

1055

958

0.0%

0.0%

0.0%

19.3%

6.0%

0

0 2.2%

0

3 13.7%

1

13

74

17.00

0.0%

0.0%

0.0%

0

2

0 0.0%

14 24.0%

0

17.14

102

74

0.0%

0.0%

0.0%

Canterbury Household Survey for G L Hearn

Page 36 May 2019

Weighted: Total Zone 9 Zone 10 Zone 11 Zone 8 Zone 12 Zone 13 Zone 14 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% 16.1% 17 10.9% 4.2% 10.9% 21.1% 13 4.2% 14 6 £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% 14.6% 19 17.1% 11 10.5% 14.9% 50 2 £16 - £20 21.3% 224 15.0% 15.3% 17.9% 14 22.3% 30 13.5% 23.6% 15 30.3% 102 16 £21 - £25 5.4% 6.4% 4.5% 57 1 5 1.9% 14.2% 19 1.1% 1 2.0% 4.7% 16 £26 - £30 5.0% 53 0.0% 0 6.8% 0.0% 0 3.4% 5.0% 3 5.4% 3 4.7% 16 £31 - £35 2.5% 0.0% 2.2% 2 3.3% 26 0 1.1% 1 1.1% 6.3% 1.4% 11 2.3% 24 5.2% 0.0% 0 0 2 0.9% 3.0% £36 - £40 0.0% 3.8% 5 2.8% 10 1 0.7% 0 £41 - £45 1.0% 0.0% 0 0.0% 0 2.2% 3 5.4% 4 0.9% 0.0% 0 £46 - £50 3.3% 35 1.3% 0 0.9% 2.6% 3.3% 4.3% 3 2.2% 5.3% 18 0 £51 - £55 0.3% 3 1.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0.0% 0 0.7% 2 £56 - £60 1.2% 0 0.3% 3 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 £61 - £65 0.0% 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% 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 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

0

18

0

76

66

14.52

0.0%

0.9%

1.1%

16.0%

2.2%

0 0.0%

21

3

24.42

133

76

0.0%

0.0%

5.3%

0.0%

0

0

0

4

0

18.78

66

68

0.0%

1.4%

0.0%

8.6%

9.4%

0.0%

0.0%

0.7%

2.4%

0

5 13.1%

6

63

68

17.23

0

0

44

8

22.07

338

82

Total

Zone 8

Weighted:

bury Household Survey
Page 37
for G L Hearn
May 2019

Zone 13

Zone 14

Zone 12

Canterbury Household Survey for G L Hearn

Zone 10

Zone 11

Zone 9

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 0.2% 0 0 0.0% 0 0.0% 0 Aldi, St. Andrews Close, 2 2.6% 0 0.9% 0.0% 0.0% 0 0.0% Canterbury Asda, Sturry Road, 0.2% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury Iceland, 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 Sturry Road, Canterbury Iceland, Wincheap Industrial 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Estate, Maynard Road, Canterbury Lidl, Sturry Road, 0.0% 0.0% 0.3% 3 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 Canterbury Local Shops, 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% City Centre Local Shops, St Dunstans, 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 Marks & Spencer, Maybrook 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 1 0.0% 0 0.0% 0 Retail Park, Canterbury Marks & Spencer, St. 0.4% 5 1.0% 0 0.0% 0 4.3% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Georges Street. Canterbury Morrisons, Ten Perch Road, 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.1% 0.0% Canterbury 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% Dunstans Street, Canterbury 0 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Sainsbury's Local, St. 0 0 0 0 0 0 Lawrence Ground, The Drive, Old Dover Road, Canterbury 0.0% 0.0% 0 Sainsbury's Superstore, 0.1% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 1 1.6% Kingsmead Road, Canterbury 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 Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Tesco Express, New 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 Road, Canterbury Tesco Metro, Whitefriars 0.2% 2 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 0.0% 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 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 Centre, Canterbury Wincheap Retail 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 Canterbury 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 Co-op, Parkwood, 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% of Kent, Canterbury Co-op, Virginia Woolf 0.0% 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 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 Centre 0.0% 0.0% Local Shops, Chartham 0.0% 0 0 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0 Village Centre Other - Zone 2 0.1% 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Barham, Canterbury Local Shops, Barham 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 Local Shops, Bridge 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

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%

Canterbury Household Survey for G L Hearn

Page 38 May 2019

Weighted:					10)r	GLH	lea	rn								May 20
	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		
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	
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	0.1%	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	0.076	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
Co-op, Sea Street, Herne Bay Iceland, Mortimer Street,	0.1% 0.2%	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	
Herne Bay 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 Co-op, Cromwell 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	
Whitstable Co-op, Faversham Road,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Seasalter, Whitstable Co-op, Oxford 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	
Whitstable Iceland, 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	
Whitstable Local Shops, 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	
Road, Seasalter Local Shops, 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	
Road / St Johns Road / Swalecliffe	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
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 Tesco Extra Millstrand	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 Other - 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	
Zone 7 Aldi, Boundary Road,	0.1%	1 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ramsgate Aldi, Zion Place, Margate	0.2%	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	

Weighted:					fe	or	G L H	ea	rn							N	I
	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	}	Zone 13	3	Zone 14	l	
Ramsgate	0.10/		0.00/	0	0.00/	0	0.004	0	0.00/	0	0.00/	0	0.00/	0	0.007	0	
Co-op, High Street, Broadstairs Co-op, Hopeville 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	
Broadstairs Co-op, Station Road,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Birchington Co-op, Station 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	
Westgate On Sea Co-op, Summerfield 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	
Margate Iceland, High Street,	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 Lidl, Margate Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ramsgate Local Shops, 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	
Town Centre Local Shops, Margate Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre 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,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Margate 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	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
at Broadstairs) Other - Zone 7 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 Co-op, The Street, Ash	0.1% 0.0%	1	5.4% 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	
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	
Other - Zone 8 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 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	

Page 40 May 2019

Weighted:					fo	r	GLE	Iea	rn							M	
	Total		Zone 8		Zone 9		Zone 10)	Zone 11	1	Zone 12		Zone 13	3	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 Lidl, Honeywood Parkway,	0.0% 0.1%	0	1.3% 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	
Dover 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 Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.4% 0.0%	5	0.0% 2.6%	0	4.5% 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% 0.0%	0	
Other - Zone 9 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 Asda, Bouverie Place,	0.0% 0.3%	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	
Folkestone Co-op, Cheriton Road,	0.3%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	
Folkestone 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 Village Centre	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 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	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, Sittingbourne 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
Sheerness Co-op, London 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
Teynham, Sittingbourne Co-op, Queens Road,	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, Isle of Sheppey Co-op, The Parade, Northwood Drive,	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 Co-op, The Street, Upchurch,	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 Iceland, East 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
Faversham Lidl, West Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Local Shops, 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
Town Centre Local Shops, Minster 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, Isle of Sheppey Local Shops, Sheerness Town Centre, Isle of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheppey Local Shops, 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
Town Centre Morrisons, Mill Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Morrisons, Neats Court, Isle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
of Sheppey Morrisons, North Lane,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Square,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Sainsbury's Superstore, Bysing Wood 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
Faversham Sittingbourne 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
Sittingbourne Tesco Express, Chalkwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Road, Sittingbourne Tesco Superstore, Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Sheerness Tesco Superstore, Crescent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Road, Faversham Other - Zone 11	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 Asda, Kimberley Way,	0.2% 0.5%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.2% 4.6%	1 3	1.1% 4.3%	1 3	0.0% 0.0%	0
Ashford Ashford Designer Outlet,	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 Co-op, Brookfield Court,	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 Co-op, Churchfield Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wye Co-op, Faversham Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Kennington, Ashford Co-op, Hunter Avenue,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Willesborough, Ashford Farmfoods, New Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Ashford 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 Local Shops, Ashford Town	0.3% 0.3%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	4.6% 4.3%	3	0.0% 0.0%	0	0.0% 0.0%	0
Centre 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

Page 42 May 2019

Weighted:					I,	υı	GLI	lea	.1 11								May 201
	Total		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13	3	Zone 14	ļ	
Ashford																	
Tesco Express, Mace Lane, Ashford	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 Extra, Hythe Road, Willesborough, Ashford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	
Tesco Extra, Moatfield Meadow, Kingsnorth, 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	
Waitrose, Sir Bernard Paget Drive, Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	
Other - Zone 12 Zone 13	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	
Sainsbury's Superstore, Dymchurch Road, New Romney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	
Romney Tesco Superstore, Highbury Works, Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	
Waitrose, Sayer's Lane, Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
Other - Zone 13 Zone 14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	
Aldi, 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	
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	0.0%	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	
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	
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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	
Co-op, High Street, Cranbrook	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	6	
Iceland, High Street, 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	
Iceland, Rainham Shopping Centre, Rainham	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, Water Lane, Chequers Centre,	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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local Shops, Chatham Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre Local Shops, 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	
Town Centre Local Shops, Staplehurst	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 Marks & Spencer, Hempstead Valley Shopping Centre, 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	
Marks & Spencer, Week	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	
Street, Maidstone Morrisons, Sutton Road,	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.7%	9	
Maidstone Morrisons, Walderslade,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Princes Avenue, Chatham Sainsbury's Local, High Street, Headcorn	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,	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	5	
Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, 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	

Page 43 May 2019

Canterbury Household Survey for G L Hearn By Zones 8-14 Weighted:

weighten.					1	OI.	O L I	104	.1 11								May
	Total	l	Zone 8		Zone 9		Zone 10	0	Zone 11	1	Zone 12	2	Zone 13	3	Zone 1	14	
Sainsbury's Superstore,	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	12	
Romney Place, Maidstone Tesco Express (Esso), Tonbridge 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	
Maidstone 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Avenue, Gillingham Tesco Extra, Courteney	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	
Road, Gillingham Tesco Metro, Rainham Shopping Centre,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.7%	2	
Gillingham 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,	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 Waitrose, Mid Kent Shopping Centre,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2	
Maidstone 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 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%	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tunbridge Wells 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	
Otford Road, Sevenoaks 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 (Don't know / can't	0.3% 2.0%	3 21	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	4.3% 5.7%	3 4	0.0% 0.0%	0	0.0% 2.9%	0 10	
remember)	2.070	41	0.070	U	0.070	U	0.070	U	0.070	U	J.170	4	0.070	U	4.770	10	

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Canterbury Household Survey for G L Hearn

Page 44 May 2019

	Tota	al	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-fo	od sho	pping,	have	you bou	ıght a	ny of th	ese g	oods in	the la	st 10 ye	ears?	[MR/PR]			
Clothing and footwear	94.9%	1331	95.7%	17	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	

Canterbury Household Survey

for G L Hearn

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14 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% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 Canterbury Canterbury City Centre 15.0% 199 31.1% 5 18.8% 24 28.2% 30 16.8% 26 17.6% 16 8.9% 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 Kingsmead Road, 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 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 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, 0.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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 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% Chartham Village Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 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 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 Zone 5 Canterbury Garden Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Herne Common, Herne Bay Canterbury Road, Herne Bay 0.1% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.9% 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% Herne Bay 0.0% Recluver Road, Beltinge, 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Herne Bay Sainsbury's Superstore, 0.2% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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 0.7% 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 0 B&Q, Thanet Way, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chestfield Whitstable 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 Herne Bay Road / St Johns 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0 0 0.0% 0.0% 0 0.4% 6 1.2% 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 Reeves Way, Whitstable 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Whitstable 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, 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 **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 0.0% 0.3% 4 0.8% 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

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Page 45

May 2019

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Ramsgate Town Centre

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Page 46 May 2019

Weighted.				Ju		•	G L I			ui v	CJ						May 2010
Weighted:	Total		Zone 8		Zone 9		Zone 10		Zone 1	1	Zone	12	Zone 1	13	Zone 1	4	May 2019
	10.20		20.50	_	10.70	2.4	0.004		0.004		0.004		0.00/		0.404		
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	
Other - Zone 7 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	
Sandwich Town Centre	0.1% 0.0%	1 0	3.0% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0		0	0.6% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	
Wingham Village Centre 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	
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 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 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%	26	0.0%	0	0.7%	1	21.0%	22		0	1.0%	1	1.6%	1	0.0%	0	
Hythe Town Centre Park Farm Retail Park, Folkestone	0.3% 0.2%	5 3	0.0% 0.0%	0	0.0% 0.0%	0	4.4% 1.2%	5 1		0 1	0.0% 0.0%	0	0.0% 0.7%	0 1	0.0% 0.0%	0	
Sainsbury's Superstore, Bouverie Road West,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone 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	
Military Road, Hythe 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 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 Minster Village Centre, Isle	0.1% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
of Sheppey Sheerness Town Centre, Isle	0.5%	7	0.0%	0	0.0%	0	0.0%	0	4.4%	7	0.0%	0	0.0%	0	0.0%	0	
of Sheppey 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 Tesco Superstore, Crescent	0.8% 0.0%	10 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		10 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Road, Faversham Other - Zone 11 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	
Aldi, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.8%	0 1	0.0% 0.0%	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	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	
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	
John Lewis, Fougeres Way, Ashford 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	
Ashford Sainsbury's Superstore,	0.0%	3	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.7%	3	
¥ 1 111 17		-	-			-	-	-		-		-		-		•	

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	Tota	al	Zone	8	Zone	9	Zone	10	Zone	11	Zone 1	12	Zone 1	13	Zone	14	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe 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	
Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth,	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																	
Other - Zone 12 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	
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	
Tenterden Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	
Zone 14 B&Q, Barker 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	
Maidstone																	
B&Q, Will Adams Way, Gillingham Chatham Town Centre	0.0%	0 25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 5.8%	0 23	
Dockside Outlet Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.7%	0	0.0%	0	
Centre, Maritime Way, St Mary's Island, Chatham	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Gillingham Retail Park, Ambley Road, Gillingham	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	U	
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, 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	
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 Outside Survey Area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Abroad Asda, Maidstone Road, Chatham	0.3% 0.0%	4 0	0.0% 0.0%	0	0.6% 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	
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 Horsted Retail Park,	0.6% 0.0%	7 0	0.8% 0.0%	0	0.6% 0.0%	1	0.0% 0.0%	0	2.6% 0.0%	4	0.0% 0.0%	0	0.0% 0.0%	0	0.6% 0.0%	2	
Maidstone Road, Chatham																	
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 South Aylesford Retail Park, Maidstone	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.8%	0 1	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	
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 Internet Delivery	0.0% 21.0%	280	0.0% 16.3%	0	0.0% 27.6%	0 36	0.0% 23.7%	0 25	0.0% 22.0%	0	0.0% 9.8%	0 9	0.0% 16.1%	0	0.0% 20.9%	0 83	
Internet - Delivery Internet - Click & Collect	3.2%	280 43	0.0%	3	3.1%	36 4	0.0%	25 0	3.0%	34 5	9.8% 4.7%	4	0.0%	13	20.9% 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: Sample:		1331 1316		17 94		129 100		106 93		157 95		93 97		78 92		399 97	

By Zones 8-14

Weighted:

Canterbury Household Survey for G L Hearn

Page 48 May 2019

	Total	l	Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 1	4
Q14AWhere did you colle	ect your ç	goods	from?													
The store itself (PLEASE WRITE IN FULL STORE DETAILS)	67.2%	29	0.0%	0	42.5%	2	0.0%	0 1	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%			3	0.0%	0	0.070	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

Canterbury Household Survey for G L Hearn

for G L Hearn

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14 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 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 Kingsmead Road, 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 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 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, 2.1% 19 3.5% 0 6.3% 6 2.7% 2 1.7% 2 1.4% 1 0.0% 0 0.0% 0 Canterbury 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 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% Chartham Village Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 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 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 Zone 5 Canterbury Garden Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Herne Common, Herne Bay Canterbury Road, Herne Bay 0.1% 1.2% 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% Herne Bay 0.0% Recluver Road, Beltinge, 0.0% 0 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0 Herne Bay Sainsbury's Superstore, 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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 0.5% 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 0 B&Q, Thanet Way, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chestfield Whitstable 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 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0 0 0.0% 0.0% 0 0.7% 6 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 Reeves Way, Whitstable 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Whitstable 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 Asda, Westwood 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 Broadstairs **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 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

Page 49

May 2019

Canterbury Household Survey for G L Hearn

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14	
Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	
at Broadstairs)	
Official - 2011e / 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	
Zone 8	
Archers Low Nursery, 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 0.0% 0 Road, Sandwich	
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%	
Sandwich Town Centre 0.2% 2 14.2% 2 0.0% 0 0	
Wingham Village Centre 0.0% 0	
Zone 9	
B&Q, Honeywood Park 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Street, Deal	
Tesco Extra, White Cliffs 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 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	
$ \text{Hythe Town Centre } \qquad 0.6\% \qquad 6 0.0\% \qquad 0 0.0\% \qquad 0 7.2\% \qquad 5 0.0\% \qquad 0 1.1\% \qquad 1 0.0\% \qquad 0 0.0\% \qquad 0 \\ $	
Park Farm Retail Park, 0.3% 3 0.0% 0 0.0% 0 2.9% 2 0.0% 0 0.0% 0 1.4% 1 0.0% 0	
Folkestone Sainsbury's Superstore, 0.0% 0 0.	
Folkestone Sainsbury's Superstore, 0.0% 0 0.	
Military Road, Hythe Sainsbury's Superstore, 0.0% 0	
Road, Folkestone Stelling Minnis Village 0.0% 0 0.0	
Tesco Superstore, Cheriton 0.0% 0 0.0	
Other - Zone 10 0.2% 2 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 Zone 11	
Faversham Town Centre 0.4% 4 0.0% 0 0.0% 0 0.0% 0 3.4% 4 0.0% 0 0	
Sheerness Town Centre, Isle 0.6% 5 0.0% 0 0.0% 0 0.0% 0 4.3% 5 0.0% 0 0.0% 0 0.0% 0 of Sheppey	
Sittingbourne Retail Park, 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	
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 0.0% 0 0.	
Other - Zone 11 0.0% 0	
Aldi, Victoria Road, Ashford 0.0% 0 0.0%	
Ashford Designer Outlet, 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 (also known as McArthur Glen, Ashford)	
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, 0.0% 0 0.0% 0 0.0% 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, 0.0% 0	
Ashford Kennington Local Centre, 0.0% 0 0.0	
Ashford 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	

Page 50 May 2019

Weighted:						101	GL	IICa	11 11								May
	Tota	l	Zone	8	Zone	9	Zone	10	Zone	11	Zone 1	12	Zone 1	13	Zone	14	
Simone Weil Avenue,																	
Ashford	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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	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, Kingsnorth,																	
Ashford																	
Other - Zone 12 Zone 13	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	
New Romney Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	
Tenterden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	
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	
Works, Smallhythe Road,																	
Tenterden	0.10/	1	0.00/	0	0.00/	0	0.00/	0	0.00/	0	1 40/	1	0.00/	0	0.00/	0	
Other - Zone 13 Zone 14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	
B&Q, Barker 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	
Maidstone	0.070					-			0.070		0.0,0				,.		
B&Q, Will Adams Way,	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	0.00/		1.20/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		2.10/	0	
Chatham Town Centre Dockside Outlet Shopping	0.9% 0.6%	9 6	1.2% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.1% 2.1%	8 6	
Centre, Maritime Way, St	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	2.1 /0	Ü	
Mary's Island, Chatham																	
Gillingham Retail Park,	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	11	
Ambley Road, Gillingham	2.20/	21	0.00/		0.00/	0	0.00/	0	10.50/	10	0.00/	0	0.00/		2 60/	-	
Gillingham Town Centre Hempstead Valley Shopping	2.3% 1.6%	21 15	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	10.5% 0.0%	13	0.0% 0.0%	0	0.0% 0.0%	0	2.6% 5.5%	7 15	
Centre, Hempstead,	1.070	13	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	3.370	13	
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%	30	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Gillingham																	
Other - Zone 14	1.7%	16	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	4.3%	11	
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,	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																	
Bluewater Shopping Centre,	1.7%	16	0.0%	0	1.1%	1	0.9%	1	0.0%	0	1.4%	1	3.2%	2	4.2%	11	
Greenhithe Central London	0.7%	6	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	3	
Horsted Retail Park,	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	
Maidstone Road, Chatham	0.270	_	0.070	Ü	0.070	· ·	0.070	·	0.070	Ü	0.070	Ü	0.070	Ü	0.570	-	
Lakeside Retail Park &	1.8%	17	3.1%	0	0.0%	0	2.3%	2	4.3%	5	1.9%	1	2.8%	1	1.1%	3	
Shopping Centre, West																	
Thurrock, Grays Royal Tunbridge Wells	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	2	
Town Centre	0.570	3	0.070	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	1.170	1	0.970	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,	2.8%	26	0.0%	0	0.0%	0	0.9%	1	3.6%	5	0.0%	0	2.8%	1	7.3%	19	
Maidstone	0.00/		0.00/		0.00/		0.004		0.00/		0.004		0.00/		0.004		
Strood Town Centre 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Aylesford	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
White Cliffs Business Park,	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitfield																	
Other - Outside Survey Area	1.1%	10	3.7%	0	1.1%	1	0.9%	1	1.0%	1	0.0%	0	1.1%	1	1.9%	5	
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	
Internet - Delivery	19.4%	181	9.0%	1	19.2%	17	19.3%	14	17.1%	21	27.2%	18	12.6%	6	20.0%	54	
Internet - Click & Collect	0.6%	5	1.2%	0	3.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	
Catalogue / mail order	3.0%	28	0.0%	0	0.8%	1	2.7%	2	2.3%	3	0.0%	0	5.4%	3	6.7%	18	
(Don't know / can't	14.2%	133	16.9%	2	9.8%	9	9.9%	7	15.0%	19	8.7%	6	6.6%	3	18.6%	50	
remember) (Don't do this type of	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)	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	O.O 70	U	0.070	U	
Weighted base:		934		11		89		74		124		68		50		268	
Sample:		883		59		71		64		71		70		55		71	
		505		5,		, 1		0.		, 1		, 0		55		, .	

Page 52 May 2019

	Total		Zone 8	3	Zone 9		Zone 10	ı	Zone 1	.1	Zone 1	2	Zone 13	3	Zone 14	1
Q16 Where did you last u Those that said 'Books,							for books	s, sta	ationery	, CDs	, DVDs a	ınd vi	ideos?			
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 Sainsbury's Superstore, Kingsmead Road,	8.6% 0.0%	89 0	24.2% 0.0%	4	9.0% 0.0%	9	6.1% 0.0%	5	9.0% 0.0%	12 0	8.2% 0.0%	6 0	4.7% 0.0%	3	0.0% 0.0%	0
Canterbury St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park,	0.0% 0.3%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
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
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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 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 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%	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	0.7%	1	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																
Sainsbury's Superstore, Altira Business Park, The Boulevard, 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
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 Other - Zone 5	1.3% 0.0%	14 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
Zone 6 B&Q, Thanet Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chestfield, Whitstable	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Herne Bay Town Centre Sainsbury's Superstore,	0.8% 0.0%	8	0.0% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	1	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Reeves Way, Whitstable Tankerton Road, Tankerton Tesco Extra, Millstrood	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
Road, Whitstable 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,	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 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	0.3%	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

By Zones 8-14 Weighted:

Canterbury Household Survey for G L Hearn

Page 53 May 2019

Weighted:					ı	or	GL	пеа	ırıı								May 2019
	Total		Zone 8		Zone 9)	Zone 1	.0	Zone 1	11	Zone 12	2	Zone 1	3	Zone 14	l	
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park /	6.4%	66	14.8%	2	8.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
East Kent Retail Park (all at Broadstairs)																	
Other - Zone 7 Zone 8	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 Wingham Village 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	
Other - Zone 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Zone 9	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
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 Tesco Extra, White Cliffs	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, Honeywood Parkway, Dover Other - Zone 9																	
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	0.1%	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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Sainsbury's Superstore, Bouverie Road West,	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Folkestone Sainsbury's Superstore, Military Pond Hutho	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Folkestone 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	
Other - Zone 10 Zone 11	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Faversham Town Centre 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% 0.0%	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 Tesco Superstore, Crescent Road, Faversham	1.9% 0.1%	20	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	14.3% 0.0%	20	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Other - Zone 11 Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
Aldi, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	0.3% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.7% 0.0%	3	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	
John Lewis, Fougeres Way, Ashford 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	
Ashford Sainsbury's Superstore,	0.3%	3	0.0%	0		0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	

weightea:						101	G L	IICa	11 11								May
	Tota	al	Zone	8	Zone	9	Zone 1	10	Zone	11	Zone 1	12	Zone 1	.3	Zone	14	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe Road,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	
Willesborough, Ashford	0.570	3	0.070	U	0.070	U	0.070	U	0.070	U	3.370	3	0.070	U	0.070	U	
Tesco Extra, Moatfield Meadow, Kingsnorth,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	
Ashford 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	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.076	U	0.0%	U	0.0%	U	
New Romney Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	
Tenterden Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	8	0.0%	0	
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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	0.0%	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	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	13	
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	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0 2	0.0%	0	0.0%	0	3.4%	9	
Hempstead Valley Shopping Centre, Hempstead, Gillingham	2.3%	24	0.0%	0	0.0%	0	0.0%	Ü	1.8%	2	0.0%	U	0.0%	Ü	7.7%	21	
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%	38	
Sainsbury's Superstore, Hempstead Valley,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
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 Outside Survey Area	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	6	
Abroad 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% 0.0%	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, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thurrock, Grays 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 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% 0.0%	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 Internet - Click & Collect	43.4% 0.4%	448 5	38.3% 0.0%	6 0	45.8% 0.0%	47 0	41.5% 0.0%	36 0	57.9% 0.0%	80	29.2% 3.7%	23	48.0% 2.7%	30 2	45.2% 0.0%	123 0	
Catalogue / mail order	0.4%	1	0.0%	0	0.0%	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: Sample:		1032 1028		15 77		103 76		87 77		137 83		77 80		63 68		273 72	

Page 55 May 2019

Canterbury Household Survey for G L Hearn

Weighted:

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14 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 Canterbury 77 Canterbury City Centre 9.7% 19.9% 2 22.2% 17 7.6% 5 4.5% 2.5% 2.6% 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 Kingsmead Road, 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 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 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, 0.4% 3 1.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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 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% Chartham Village Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 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 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% Zone 5 Canterbury Garden Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Herne Common, Herne Canterbury Road, Herne Bay 0.1% 7.0% 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% Herne Bay 0.0% Recluver Road, Beltinge, 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Herne Bay Sainsbury's Superstore, 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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% 3 1.4% 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, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Chestfield Whitstable 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 Herne Bay Road / St Johns 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0 0.0% 0.0% 0 0.6% 5 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 Reeves Way, Whitstable 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Whitstable 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, 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 **Broadstairs Town Centre** 0.7% 5 8.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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%

Weighted:					fe	or	G L H	lea	ırn								May 2019
	Total		Zone 8		Zone 9		Zone 10		Zone 11	l	Zone 1	12	Zone	13	Zone 1	4	
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	7.3%	58	9.6%	1	9.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
at Broadstairs) Other - Zone 7 Zone 8	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 Other - Zone 8	0.0% 0.0%	0	1.8% 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	
Zone 9 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 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 Zone 10	0.1%	1	0.0%	0	1.2%	1	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	2.2%	18	0.0%	0	0.0%	0		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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Military Road, Hythe 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 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	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%		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 Zone 12	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	
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%	0	1.0%	1	7.6%	5	0.0%	0	40.4% 0.0%	24 0	49.5% 0.0%	23	0.8%	2	
B&Q, Norman Road, Ashford Gallaghar Patail 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	
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way,	0.6%	5	0.0%	0	0.0%	0	3.0%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	
Ashford 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 Sainsbury's Superstore,	0.3%	3	0.0%	0	0.0%	0		0	0.0%	0	1.3%	1	0.0%	0	0.8%	2	
Samsoury & Supersione,	0.570	3	0.070	U	0.070	U	0.070	U	0.070	U	1.570	1	0.070	U	0.070	2	

Weighted:						101	GL	116	11 11								May
	Tota	1	Zone	8	Zone	9	Zone	10	Zone	11	Zone 1	12	Zone 1	13	Zone	14	
Simone Weil Avenue,																	
Ashford	0.40/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	2.50/	1	2.00/	1	0.00/	0	
Tesco Extra, Hythe Road, Willesborough, Ashford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	3.0%	1	0.0%	0	
Tesco Extra, Moatfield	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, Kingsnorth,																	
Ashford																	
Other - Zone 12 Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	1.1%	1	0.0%	0	
Tenterden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.5%	1	0.0%	0	
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	
Works, Smallhythe Road,																	
Tenterden	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Other - Zone 13 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	
B&Q, Barker 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	
Maidstone	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ů	0.070		0.070	Ü	
B&Q, Will Adams Way,	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																	
Chatham Town Centre	1.1%	9 4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.3%	8	
Dockside Outlet Shopping Centre, Maritime Way, St	0.5%	4	0.0%	0	0.0%	0	0.0%	U	1.3%	1	0.0%	U	0.0%	U	1.2%	3	
Mary's Island, Chatham																	
Gillingham 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	
Ambley Road, Gillingham																	
Gillingham Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.2%	5	
Hempstead Valley Shopping Centre, Hempstead,	2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	22	
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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Staplehurst Village Centre Tesco Extra, Courteney	0.0% 2.3%	0 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% 7.7%	0 18	
Road, Gillingham	2.570	10	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	7.770	10	
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,	7.0%	56	0.0%	0	0.0%	0	6.2%	4	21.0%	24	3.0%	2	0.0%	0	10.8%	25	
Greenhithe	7.070	50	0.070	Ü	0.070	Ü	0.270	•	21.070		5.070	~	0.070	Ü	10.070	23	
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,	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 Road, Chatham	2.70/	22	0.00/	0	1.20/		2.70/	2	0.60/	10	0.00/	0	1.50/		2.20/	_	
Lakeside Retail Park & Shopping Centre, West	2.7%	22	0.0%	0	1.2%	1	2.7%	2	8.6%	10	0.0%	0	1.5%	1	2.2%	5	
Thurrock, Grays																	
Royal Tunbridge Wells	0.7%	6	0.0%	0	0.0%	0	1.0%	1	2.5%	3	0.0%	0	0.0%	0	1.0%	2	
Town Centre																	
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,	2.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	23	
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,	0.3%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitfield	1.10/		0.00/	0	1.00/		0.00/	0	0.00/	0	0.00/	0	2 60/		2.00/	-	
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	9.7%	77	10.8%	1	4.0%	3	8.4%	5	14.0%	16	9.8%	6	1.8%	1	10.6%	25	
remember) (Don't do this type of	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't do this type of shopping)	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
		707		10		71		(2)		115		50		47		226	
Weighted base: Sample:		797 720		10 46		76 61		63 53		115 63		59 63		47 51		236 60	
Sampie.		120		70		01		33		0.5		03		51		00	

Total

Weighted:

Canterbury Household Survey

for G L Hearn

May 2019 Zone 9 Zone 10 Zone 11 Zone 12 Zone 8 Zone 13 Zone 14

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

Q18 Where did you last u cookers and dishwa Those that said 'Bulky e	shers?	-		hold'	s shopp	ing fo	r bulky	electi	ical go	ods sı	ıch as	washir	ng macl	nines,	fridge	freezer
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 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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honey Hill, Blean 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 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% 0.0%	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
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 Recluver Road, Beltinge,	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 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
Altira Business Park, The Boulevard, Herne Bay	0.0%	0	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Sea Street, Herne Bay 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%	0 0
Other - Zone 5 Zone 6	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	0.0%	Ö	0.0%		0.0%	0	0.0%	Ö
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 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
Herne Bay Town Centre Sainsbury's Superstore, Reeves Way, Whitstable	0.6% 0.0%	6 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Tankerton Road, Tankerton Tesco Extra, Millstrood	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Road, Whitstable 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
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 Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Page 58

Canterbury Household Survey for G L Hearn Page 59 May 2019

By Zones 8-14 Weighted:

Weighted:					j	IUI	GL	1160	11 11								May 20
	Total		Zone 8		Zone 9	9	Zone 1	.0	Zone 1	1	Zone 1	.2	Zone 1	3	Zone 1	4	
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 /	6.5%	66	25.1%	3	8.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
East Kent Retail Park (all at Broadstairs)																	
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 Archers Low Nursery, 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	
Road, Sandwich	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Littlebourne Village Centre Sandwich Town Centre	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	
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%	U	
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 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%	U	
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,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Folkestone 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 Tesco Superstore, Cheriton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
High Street, Folkestone 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	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Faversham Other - Zone 11 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	
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 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	
Ashford (also known as McArthur Glen, Ashford)																	
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 B&Q, Norman Road, Ashford	4.4% 0.0%	44	0.0% 0.0%	0	0.7% 0.0%	1	1.9% 0.0%	1	0.9% 0.0%	1	29.4% 0.0%	21 0	29.7% 0.0%	20 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,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	
Ashford																	

Page 60 May 2019

Weighted:	Total Tone 9 Tone 0 Tone 10 Tone 11 Tone 12 Tone 12 Tone 14															May 2	
	Tota	ıl	Zone	8	Zone	9	Zone 1	10	Zone	11	Zone 1	.2	Zone 1	13	Zone	14	
Sainsbury's Superstore, Simone Weil Avenue,	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 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	
Other - Zone 12 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	
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 Tesco Superstore, Highbury	0.2% 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	3.2% 0.8%	2	0.0% 0.0%	0	
Works, Smallhythe Road, Tenterden	0.1%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.8%	1	0.0%	U	
Other - Zone 13 Zone 14	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 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 Horsted Retail Park,	0.0% 3.6%	0 36	1.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.0%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 9.9%	0 32	
Maidstone Road, Chatham Lakeside Retail Park & Shopping Centre, West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thurrock, Grays Royal Tunbridge Wells	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	
Town Centre Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.0% 1.7%	0 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% 5.3%	0 17	
Strood Town Centre 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	0.0% 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, 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 Internet - Click & Collect	36.3% 0.3%	368 3	28.4% 0.0%	4	32.3% 0.0%	32 0	39.8% 0.0%	27 0	24.2% 0.0%	26 0	22.6% 0.0%	16 0	29.8% 2.3%	20 2	47.1% 0.0%	152 0	
Catalogue / mail order (Don't know / can't	2.0% 7.5%	20 76	1.0% 6.9%	0	2.3% 3.7%	2 4	3.0% 4.8%	2 3	3.8% 8.3%	4	0.0% 0.0% 5.1%	0 4	0.0% 6.4%	0 4	2.8% 8.6%	9 28	
remember) (Don't do this type of	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) Weighted base: Sample:		1014 977		13 68		100 78		68 63		108 67		71 76		67 73		323 77	
Sample.		211		00		10		03		07		70		13		//	

Canterbury Household Survey

for G L Hearn

Page 61 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14 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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury Canterbury City Centre 3.2% 31 17.3% 2 4.6% 4 0.8% 2.7% 3 4.0% 3 0.0% 0 0.0% 0 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 Kingsmead Road, 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, 5.9% 58 9.1% 1 14.9% 14 1.7% 1 1.7% 2 2.0% 1 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% 0.1% 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0 0 0 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 Wincheap Retail Area, 0.6% 6 0.0% 0 0.8% 1 0.0% 0 0.0% 0 1.1% 1 0.8% 1 0.0% 0 Canterbury 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 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% Chartham Village Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Meadow Grange Nursery, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Honey Hill, Blean Wyevale Garden Centre, 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 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% Zone 5 Canterbury Garden Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Herne Common, Herne Bay Canterbury Road, Herne Bay 0.1% 2 9% 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% Herne Bay 0.0% Recluver Road, Beltinge, 0.0% 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Herne Bay Sainsbury's Superstore, 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 Altira Business Park, The Boulevard, Herne Bay 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 0 B&Q, Thanet Way, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Chestfield Whitstable 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% Herne Bay Road / St Johns 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Road / Swalecliffe Herne Bay Town Centre 0 0 0 0.0% 0.0% 0 0.5% 5 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 Reeves Way, Whitstable 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Whitstable 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, 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 **Broadstairs Town Centre** 0.5% 5 5.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 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 Ramsgate Town Centre 0.8% 8 1.3% 0 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0 0.0% 0 1

Page 62 May 2019

for G L Hearn														Page 62		
				fo	r	GLH	lea	arn								May 2019
Total		Zone 8		Zone 9		Zone 10		Zone 1	1	Zone	12	Zone	13	Zone 1	4	
5.8%	57	23.7%	2	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.1%	1	1.3%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.8%	8	0.0%	0	8.1%	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%	Ü	0.0%	0	0.0%	0	0.0%	0	0.0%	O	
0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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%	18	1.3%	0	0.0%	0	20.5%	16	0.0%	0	0.0%	0	3.6%	3	0.0%	0	
0.4% 2.4%	4 23	0.0% 0.0%	0	0.0% 8.3%	0 8	4.9% 17.9%	4 14	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 2.5%	1 2	0.0% 0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0%	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	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.7% 0.0%	7 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	5.4% 0.0%	7 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	0.7%	1	0.0%	0	0.0%	0	0.0%	0	
2.7%	27	0.0%	0	0.0%	0	0.0%	0	21.7%	27	0.0%	0	0.0%	0	0.0%	0	
2.1% 0.0%	21 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	15.0% 0.0%	18 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.8% 0.0%	2	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	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	4.7%	3	1.0%	1	0.0%	0	
3.4%	34	0.0%	0	0.8%	1	2.2%	2	0.0%	0	25.0%			11	1.4%	4	
3.7% 0.0%	37 0	0.0% 0.0%	0	0.0% 0.0%	0	3.3% 0.0%	3	1.7% 0.0%	2	18.2% 0.0%	12 0	27.5% 0.0%	19 0	0.0% 0.0%	0	
0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	
0.5%	5	0.0%	0	0.8%	1	2.2%	2	0.0%	0	1.1%	1	2.4%	2	0.0%	0	
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	
	5.8% 0.0%	5.8% 57 0.0% 0 0.0% 5 3.4% 34 3.7% 0 0.0% 0 0.2% 2 0.5% 5	Total Zone 8 5.8% 57 23.7% 0.0% 0 0.0%	Total Zone 8 5.8% 57 23.7% 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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 5.8% 57 23.7% 2 9.9% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 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 5.8% 57 23.7% 2 9.9% 9 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 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		Total	Total						

weighteu.	TOT G E HEUIT													May			
	Tota	ıl	Zone 8		Zone 9		Zone 10		Zone	11	Zone 1	12	Zone 1	13	Zone	14	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	
Willesborough, Ashford	0.170	1	0.070	U	0.070	U	0.070	U	0.070	U	1.170	1	1.070	1	0.070	U	
Tesco Extra, Moatfield	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, Kingsnorth,																	
Ashford Other - Zone 12	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	
Zone 13	0.0%	U	0.0%	U	0.0%	U	0.0%	0	0.0%	U	0.0%	0	0.0%	U	0.0%	U	
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	
Tenterden Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	
Tesco Superstore, Highbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	
Works, Smallhythe Road, Tenterden																	
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																	
B&Q, Barker 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	
Maidstone B&Q, Will Adams Way,	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	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Chatham Town Centre	2.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	19	
Dockside Outlet 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, Maritime Way, St																	
Mary's Island, Chatham Gillingham 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	
Ambley Road, Gillingham	0.070	Ü	0.070	O	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	O	
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	2.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	20	
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%	35	
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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Staplehurst Village Centre Tesco Extra, Courteney	0.0% 0.5%	0 5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.6%	0 5	
Road, Gillingham	0.570	3	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	1.070	3	
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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/		0.00/		
Abroad Asda, Maidstone 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Chatham	0.070	Ü	0.070	O	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
Bluewater Shopping Centre,	2.5%	25	2.1%	0	1.8%	2	0.8%	1	3.4%	4	1.7%	1	3.8%	3	4.2%	13	
Greenhithe																	
Central London Horsted Retail Park,	0.0% 4.5%	0 44	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.5%	0 6	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 13.0%	0 39	
Maidstone Road, Chatham	4.370	44	0.0%	U	0.0%	U	0.0%	U	4.5%	O	0.0%	U	0.0%	U	13.0%	39	
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	0.20/	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	
Royal Tunbridge Wells Town Centre	0.2%	2	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.8%	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,	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	5.5%	16	
Maidstone	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/		0.00/		
Strood Town Centre Tesco Extra, Lunsford Park,	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.0%	0	0.0% 0.0%	0	
Aylesford	0.170	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	1.070	1	0.070	Ü	
White Cliffs Business Park,	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Whitfield																	
Other - Outside Survey Area Others	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	3	
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	
Internet - Delivery	30.4%	298	21.5%	2	40.5%	38	33.7%	26	25.0%	31	23.4%	15	25.0%	18	31.1%	92	
Internet - Click & Collect	2.9%	28	0.0%	0	3.2%	3	2.6%	2	1.0%	1	5.2%	3	2.0%	1	4.9%	15	
Catalogue / mail order	0.8%	8	1.3%	0	2.4%	2	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	8.4%	82	9.8%	1	2.0%	2	8.5%	7	8.4%	10	5.5%	4	7.8%	6	9.5%	28	
(Don't do this type of	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)		-		-		-		-		-		-		-		-	
Weighted base:		982		10		95		77		123		65		71		297	
Sample:		928		56		74		66		77		69		79		76	

Page 64 May 2019

Weighted:

	Total	Į	Zone 8	8	Zone 9)	Zone 1	0	Zone	11	Zone 1	2	Zone 1	3	Zone 14	1
Q20 Where did you last u				hold':	s shoppi	ing f	or toys /	sport	ts good:	s?						
Zone 1	poris goo	us ui	Q15													
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 Sainsbury's Superstore, Kingsmead Road,	7.3% 0.0%	61 0	11.7% 0.0%	1	3.0% 0.0%	2 0	12.2% 0.0%	8	10.7% 0.0%	12 0	4.7% 0.0%	3	8.2% 0.0%	4	0.0% 0.0%	0
Canterbury St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.0% 1.6%	0 14	0.0% 0.0%	0 0	0.0% 5.5%	0 4	0.0% 0.0%	0	0.0% 2.5%	0 3	0.0% 1.4%	0	0.0% 0.0%	0	0.0% 0.0%	0
Sturry Village Centre 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% 0.0%	0	0.0% 0.0%	0
Wincheap Retail Area, Canterbury	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 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 Meadow Grange Nursery,	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Honey Hill, Blean 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 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% 0.0%	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 Eddington Business Park, Herne Bay	0.1% 0.0%	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
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	0.1%	1	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 Other - Zone 5	0.3% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 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 Sainsbury's Superstore, Reeves Way, Whitstable	0.6% 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Tankerton Road, Tankerton Tesco Extra, Millstrood Road, Whitstable	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
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

Canterbury Household Survey for G L Hearn

Page 65 May 2019

Weighted:					1	for	GL.	Hea	rn								May 2019
	Total		Zone 8		Zone	9	Zone 1	10	Zone 1	1	Zone 1	2	Zone 1	.3	Zone 14		
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	7.0%	58	22.7%	2	20.7%	16	1.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	
at Broadstairs) 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	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
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 Wingham Village Centre	0.1% 0.0%	1	7.2% 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	
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 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 Sainsbury's Superstore, West Street, Deal	1.6% 0.3%	13 2	1.8% 0.0%	0		13 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	
Tesco Extra, White Cliffs 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 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	1.0%	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 Sainsbury's Superstore,	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bouverie Road West, Folkestone Sainsbury's Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	
Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Folkestone 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 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 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 Minster Village Centre, Isle of Sheppey	0.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Sheerness Town Centre, Isle of Sheppey	0.6%	5	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 Tesco Superstore, Crescent Road, Faversham	1.0% 0.0%	8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	7.0% 0.0%	8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Other - Zone 11 Zone 12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
Aldi, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	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% 1.1%	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	1.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	
Ashford Town Centre	3.6%	30	0.0%	0	0.0%	0	3.8%	3	0.0%	0	11.3%	7 34	18.1%	10	2.0%	5	
Ashford Town Centre B&Q, Norman Road,	7.2% 0.0%	60 0	0.0% 0.0%	0	0.0% 0.0%	0	11.5% 0.0%	8	0.0% 0.0%	0	51.2% 0.0%	34	28.8% 0.0%	16 0	1.1% 0.0%	3 0	
Ashford 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	
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	
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	

weighten.	IVI O LI IIVIII																
	Tota	ıl	Zone	8	Zone 9		Zone	10	Zone	11	Zone 1	12	Zone 1	13	Zone	14	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	
Willesborough, Ashford																	
Tesco Extra, Moatfield Meadow, Kingsnorth,	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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	
Other - Zone 12 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	
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	
Tenterden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	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									010,0						0.070		
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	0.0%	0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mary's Island, Chatham 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,	3.6%	30	0.0%	0	0.0%	0	0.0%	0	6.0%	7	0.0%	0	1.0%	1	8.7%	23	
Gillingham	5.00/	40	0.00/	0	0.00/	0	0.00/	0	£ 00/	7	0.00/	0	2.10/	2	15.50/	41	
Maidstone Town Centre Sainsbury's Superstore, Hempstead Valley,	5.9% 0.3%	49 3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	5.9% 0.0%	7 0	0.0% 0.0%	0	3.1% 0.0%	0	15.5% 1.1%	41	
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 Outside Survey Area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	2	
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, 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	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	
Thurrock, Grays	0.20/	2	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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 Catalogue / mail order	1.0% 0.2%	8 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	4.1% 0.0%	5	4.3% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0 0	
(Don't know / can't remember)	11.3%	94		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: Sample:		831 724		10 48		77 55		67 57		113 63		66 64		54 58		262 66	

Page 67
May 2019

Weighted:

	Total	l	Zone 8	3	Zone 9		Zone 10)	Zone 1	1	Zone 1	2	Zone 13	3	Zone 1	4
Q21 Where did you last υ Those that said 'DIY and					s shoppi	ng fo	or DIY an	d gaı	rden pro	ducts	s?					
Zone 1		,	2													
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 Sainsbury's Superstore, Kingsmead Road,	3.4% 0.0%	36 0	5.9% 0.0%	1 0	2.4% 0.0%	2	0.8% 0.0%	1 0	3.7% 0.0%	5 0	6.1% 0.0%	5 0	0.0% 0.0%	0	0.8% 0.0%	2 0
Canterbury St Dunstans, Canterbury Sturry Road Retail Parks,	0.0% 4.3%	0 46	0.0% 4.3%	0 1	0.0% 4.7%	0 5	0.0% 0.0%	0	0.0% 5.4%	0 7	0.0% 5.6%	0 4	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	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Walk, Canterbury Wincheap Retail Area,	2.0%	21	1.0%	0	1.7%	2	1.0%	1	0.0%	0	1.9%	1	0.0%	0	2.9%	9
Canterbury Other - Zone 1 Zone 2	0.1%	1	0.0%	0	0.7%	1	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 Meadow Grange Nursery,	0.4% 0.2%	4 2	0.0% 0.0%	0	3.1% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Honey Hill, Blean Wyevale Garden Centre, Stour Business Park,	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
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%	0
Barham Village Centre Bridge Village Centre Zone 4	0.1% 0.0%	1 0	0.0% 0.0%	0	0.7% 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
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	0.3%	3	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Road, Herne Bay Eddington Business Park, Herne Bay	0.1% 0.3%	1 3	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 Other - Zone 5	2.2% 0.1%	23 1	1.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	2.8% 0.0%	4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
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 Sainsbury's Superstore,	1.8% 0.0%	19 0	1.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Reeves Way, Whitstable 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 Anda, Westwood Road	0.2%	3	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
Broadstairs Town Centre Margate Town Centre	0.9% 0.5%	10 5	4.1% 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% 0.0%	0	0.0% 0.0%	0
Minster-in-Thanet Village Centre	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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

Page 68 May 2019

Canterbury Household Survey for G L Hearn

Weighted:					f	for	G L I	Tea	arn								May 2019
	Total		Zone 8		Zone 9)	Zone 1	0	Zone 1	1	Zone	12	Zone 1	13	Zone 1	4	
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	8.2%	86	18.0%	2	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
at Broadstairs) Other - Zone 7 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	0.1%	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	
Wingham Village Centre Other - Zone 8	0.0% 0.2%	0 2	1.6% 7.1%	0	0.0% 0.0%	0	0.0% 0.8%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Zone 9	0.270	2	7.170	1	0.070	U	0.670	1	0.070	U	0.070	U	0.070	U	0.070	U	
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	
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 Zone 10	0.3%	3	1.0%	0	3.1%	3	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	0.8%	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	
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	
Other - Zone 10 Zone 11	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		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		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	
Other - Zone 11 Zone 12	0.3%	3	0.0%	0	0.0%	0	0.0%	0		3	0.0%	0	0.0%	0	0.0%	0	
Aldi, Victoria Road, Ashford 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% 0.0%	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	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	8.8%	7	0.0%	0	0.6%	2	
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Ashford Kennington Local Centre,	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Ashford Sainsbury's Superstore,	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	
Josephiotore,	5.070	0	2.070	9	/0		2.070	0	3.570	v	3.070	Ü	2.070	Ü	2.070	,	

Weighten.						101	G L	ııcu	1 11								way
	Tota	al	Zone	8	Zone	9	Zone 1	10	Zone	11	Zone 1	12	Zone 1	3	Zone	14	
Simone Weil Avenue,																	
Ashford Tesco Extra, Hythe 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	
Willesborough, Ashford					0.0,0												
Tesco Extra, Moatfield Meadow, Kingsnorth,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	
Ashford Other - Zone 12	0.7%	7	0.00/	0	0.00/	0	0.80/	1	0.00/	0	7.20/	6	1 60/	1	0.00/	0	
Zone 13	0.7%	7	0.0%	0	0.0%	U	0.8%	1	0.0%	0	7.2%	6	1.6%	1	0.0%	U	
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	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7	0.0%	0	
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	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	0.3%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 14					0.0,0										0.070		
B&Q, Barker Road, Maidstone	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	7	
B&Q, Will Adams Way, Gillingham	5.9%	62	0.0%	0	0.0%	0	0.0%	0	5.5%	7	0.0%	0	0.0%	0	17.7%	55	
Chatham Town Centre	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	10	
Dockside Outlet Shopping Centre, Maritime Way, 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	
Mary's Island, Chatham Gillingham Retail Park, Ambley Road, Gillingham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	3	
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	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	19	
Centre, Hempstead, Gillingham	1.60/	40	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		15.50/	40	
Maidstone Town Centre	4.6% 0.0%	48 0	0.0% 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% 0.0%	1	15.5% 0.0%	48 0	
Sainsbury's Superstore, Hempstead Valley, Gillingham	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	
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 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 Outside Survey Area	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.1%	16	
Abroad 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% 0.0%	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	
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, Maidstone Road, Chatham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	2	
Lakeside Retail Park & Shopping Centre, West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Thurrock, Grays 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	0.8%	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	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	7.9%	24	
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	2.9%	31	1.0%	0	31.0%	31	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	0.7%	1	0.0%	0	4.2%	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 Internet - Click & Collect	8.4% 0.7%	88 7	8.4% 0.0%	1 0	6.9% 0.0%	7	6.3% 0.0%	5 0	8.7% 3.5%	11 5	6.9% 3.7%	5 3	7.1% 0.0%	5	10.1% 0.0%	31 0	
Catalogue / mail order	0.7%	9	3.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	9	
(Don't know / can't remember)	10.4%	110	8.7%	1	3.5%	3	17.3%	15	5.3%	7	0.0%	0	4.5%	3	16.3%	50	
(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: Sample:		1053 1062		13 76		99 81		85 79		131 78		77 80		68 81		309 79	

Canterbury Household Survey for G L Hearn

Page 70 May 2019

	Tota	al	Zone	8	Zone	9	Zone	10	Zone	11	Zone 1	12	Zone	13	Zone	14
Q22 How does your hou Not those that said '(Ho			•				•	_		ood g	oods?					
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 follow	ing acti	vities	do you d	or me	mbers c	of you	r house	hold ı	normally	y und	ertake?	[MR/F	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

Page 71 May 2019

Weighted:

	Total		Zone 8	3	Zone 9		Zone 10		Zone 1	1	Zone 1	2	Zone 1	3	Zone 1	4
Q24 Where do you or me Those that said 'Visit he		-			most freq	uen	tly go to v	/isit	health a	nd fi	tness cli	ubs?				
Zone 1	,		2													
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%	0
Canterbury Sport and Fitness	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, New Dover Road,																
Canterbury DW Sports Fitness,	1.3%	4	4.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybrook Retail Park,	1.570	•	1.170	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü
Vauxhall Road,																
Canterbury		_														
Kingsmead Leisure Centre,	2.1%	7	0.0%	0	0.0%	0	0.0%	0	2.5%	1	4.3%	1	0.0%	0	0.0%	0
Kingsmead Road, Canterbury																
Lifestyle Fitness Canterbury,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Canterbury Campus,																
Canterbury																
PureGym Canterbury,	0.5%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshwood Close Retail Park, 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,	0.1%	0	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,	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																
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 Zone 4	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	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,	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 Herons Leisure 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
William Street, Herne Bay	01170	•	0.070	Ü	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	
Recluver Road, Beltinge,	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																
Sea Street, Herne Bay Whitstable Town Centre	0.0% 0.7%	0 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Zone 6	0.770	2	0.0%	U	0.070	U	0.070	U	0.070	U	0.0%	U	0.076	U	0.0%	U
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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road / Swalecliffe	2.20/		10.50		0.004		0.004		0.00/		0.00/		0.00/		0.004	
Herne Bay Town Centre Tankerton Road, Tankerton	3.2% 0.8%	11	10.5% 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% 2.6%	0 2
Other - Zone 6	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	0.170	O	0.070	Ü	0.070	Ü	0.070	Ů	0.070	Ü	0.070	Ü	0.070	Ü	0.070	· ·
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 Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all	5.4%	18	3.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
at Broadstairs) Other - Zone 7 Zone 8	0.7%	2	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	0.7%	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
Zone 9																

Canterbury Household Survey for G L Hearn Page 72 May 2019

Weighted:

Weighteu.						101	G L	1100	** **								141ay 20
	Tota	ıl	Zone 8	8	Zone	9	Zone 1	.0	Zone 1	11	Zone 1	12	Zone 1	3	Zone 1	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		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 5	0.0%	0	0.0%	0		15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hythe Town Centre Park Farm Retail Park,	1.5% 0.3%	1	0.0% 0.0%	0	0.0% 0.0%	0	12.1% 2.0%	5 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Folkestone 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	
Centre Other - Zone 10	2.1%	7	0.0%	0	3.0%	1	14.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Zone 11	0.40/		0.00/	0	0.00/	0	0.00/	0	2.20/		0.00/	0	0.00/		0.00/	0	
Faversham Town Centre Minster Village Centre, Isle	0.4% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	3.3% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
of Sheppey Sheerness Town Centre, Isle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey Sittingbourne Retail Park,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
Sittingbourne																	
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 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 Zone 13	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	
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 Zone 14	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0	
Chatham Town Centre	2.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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 Outside Survey Area	6.7%	22	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	3.6%	1	20.7%	19	
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	
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 White Cliffs Business Park,	1.7% 0.0%	6 0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	6.2% 0.0%	6 0	
Whitfield Other - Outside Survey Area	3.1%	10	0.0%	0	0.0%	0	7.7%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	7	
Others	0.00/		0.004	0	0.00/	0	0.007		0.007		0.004	^	0.007	0	0.00/	0	
Other (Don't know / varies)	0.0% 8.8%	0 29	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 4.8%	0 2	0.0% 7.8%	0	0.0% 0.0%	0	0.0% 11.2%	0	0.0% 15.8%	0 14	
Weighted base: Sample:		329 280		4 17		31 18		42 33		37 21		21 21		15 15		90 20	

Canterbury Household Survey By Zones 8-14 Page 73 for G L Hearn May 2019 Weighted: Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14

	Tota	l	Zone 8	5	Zone	,	Zone 1	U	Zone	11	Zone	12	Zone	13	Zone	14
Q25 Where do you or me Those that said 'Visit th		-		nold	most fre	quen	ntly go to	visit	the cin	ema?						
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 Zone 2	2.8%	22	0.0%	0	5.0%	4	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2
Gulbenkian Cinema, University of Kent at Canterbury, Canterbury Zone 5	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kavanagh Cinema, William Street, Herne Bay Zone 7	1.9%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Carlton Cinema, St. Mildreds 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 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
Empire Cinema Sandwich, Delf Street, Sandwich Zone 9	0.9%	7	18.8%	1	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 Lane, Market Square, Dover	0.9%	7	0.0%	0	10.1%	7	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	31.3%	21	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Zone 11 New Century, High Street,	1.3%	10	0.0%	0	0.0%	0	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.0%	0
Sittingbourne Royal Cinema, Market Place,	2.4%	19	0.0%	0	0.0%	0	0.0%	0	16.4%	18	0.0%	0	1.1%	1	0.0%	0
Faversham The New Century Cinema,	0.5%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0
High Street, Sittingbourne Zone 12 Ashford Picturehouse,	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.4%	2	0.0%	0
Elwick Road, Ashford																
Cineworld, Eureka Entertainment Centre, Rutherford Road, Ashford Zone 14	19.2%	153	0.0%	0	0.0%	0	46.6%	31	1.1%	1	91.4%	46	68.4%	33	14.8%	38
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 Outside Survey Area	6.8%	54	0.0%	0	0.0%	0	0.0%	0	13.2%	14	0.0%	0	0.0%	0	15.5%	40
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		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

Page 74

Canterbury Household Survey for G L Hearn

Weighted:					1	for	$\mathbf{G}\mathbf{L}$	Hea	ırn								May 2019
	Tota	l	Zone	8	Zone	9	Zone 1	10	Zone	11	Zone	12	Zone	13	Zone	14	
Others																	
Other (Don't know / varies)	0.0% 3.4%	0 27	0.0% 0.0%	0 0	0.0% 3.1%	0 2	0.0% 0.0%	0	0.0% 1.4%	0 1	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 7.9%	0 20	
Weighted base: Sample:		795 663		7 38		74 52		67 53		108 61		50 46		48 50		257 57	
Q26 Where do you or mo				hold	most fre	equer	itly go p	lay te	n pin bo	owling	j?						
Zone 6																	
MFA Bowl Whitstable, Tower Parade, Whitstable Zone 7	9.9%	26	0.0%	0	0.0%	0	0.0%	0	25.1%	13	0.0%	0	0.0%	0	0.0%	0	
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 Zone 12	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hollywood Bowl Ashford, Station Road, Ashford Zone 14	27.7%	72	44.2%	0	91.3%	10	94.7%	19	2.4%	1	100.0%	19	97.2%	19	0.0%	0	
Hollywood Bowl Maidstone, Lockmeadow 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,	2.2%	6	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0	0.0%	0	
Newton Close, Chatham MFA Bowl Chatham, Pentagon Shopping Centre, Chatham Outside Survey Area	8.0%	21	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	17.9%	18	
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	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	

Others Other

Sample:

(Don't know / varies)

Weighted base:

0.0%

1.1%

0

3 16.9%

260

148

0.0%

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1 5 0.0%

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Canterbury Household Survey for G L Hearn Weighted:

Page 75 May 2019

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Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 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 Canterbury City Centre 13.9% 141 26.7% 2 14.8% 15 16.3% 15 21.2% 24 16.9% 12 7.7% 5 0.8% 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 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% Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Wincheap Retail Area, 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Canterbury 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% 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% Chartham Village Centre 0.3% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 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% 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 Bridge Village Centre 0.1% 0.0% 0 0.7% 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 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 Hersden Village Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 0.0% Sturry Village Centre 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 Other - Zone 4 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 Zone 5 Canterbury Road, Herne Bay 0.2% 2 0.0% 0 0.0% 0 0.0% 0 1.1% 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% Herne Bay Herne Bay Town Centre 2.1% 22 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Recluver Road, Beltinge, 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% Sea Street, Herne Bay 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% Zone 6 Faversham Road, Seasalter 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 1.1% 0 1 1 Herne Bay Road / St Johns 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Road / Swalecliffe Tankerton Road, Tankerton 0.2% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.4% 0.0% 0 2.5% 0.0% 0.0% Whitstable Town Centre 3.1% 31 0.0% 0 0.0% 0 0.0% 0.0% 0 0 3 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% Zone 7 **Broadstairs Town Centre** 2.7% 27 4.8% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0.0% Margate Town Centre 1.6% 17 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 Minster-in-Thanet Village 1.0% 10 1.9% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% Centre Ramsgate Town Centre 2.9% 0 0.0% 0 0.0% 0 0.0% 0.0% 29 1.9% 0 0.0% 0.0% 0 0 Westwood Cross Shopping 3.9% 40 18.0% 2 8.3% 8 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) 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 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 Sandwich Town Centre 33.0% 3 1.9% 0.0% 0 0.0% 0 0.0% 0.0% 0.6% 6 2 0.0% 0 0 Wingham Village Centre 0.1% 3.8% 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 Zone 9 Deal Town Centre 0.0% 0.0% 0.0% 0.0% 2.2% 3.3% 21.8% 22 0.0% Dover Town Centre 3.4% 35 0.0% 0 27.5% 28 3.6% 3 2.1% 2 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% Other - Zone 9 0.1% 1 0.0% 0 0.7% 1 0.7% 1 0 0.0% 0 0.0% Zone 10 2 0 Folkstone Town Centre 4.4% 44 0.0% 0 2.3% 43.0% 39 0.0% 2.5% 2 2.7% 2 0.0% 0 2.1% 2 Hythe Town Centre 1.5% 15 0.0% 0 0.0% 12.8% 11 0.0% 0 3.6% 0.0% Park Farm 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% Folkestone Sandgate Village Centre 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% Centre Other - Zone 10 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0%

Zone 11

Page 76 May 2019

Weighteu.						101	GL	1100	*1 11								Way 201
	Tota	al	Zone	8	Zone	9	Zone 1	.0	Zone	11	Zone	12	Zone 1	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	
Other - Zone 11 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 Zone 13	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	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	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 Zone 14	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	
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,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	
Gillingham	8.7%	88	0.00/	0	0.00/	0	0.0%	0	0.20/	0	1.3%	1	2.7%	2	26.2%	76	
Maidstone Town Centre Rainham Town Centre	0.2%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	8.3% 0.0%	9	0.0%	1 0	0.0%	2	0.6%	76 2	
Staplehurst Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	0.570	3	0.070	0	0.070	U	0.070	Ü	1.570	1	0.070	Ü	0.070	Ü	0.070	_	
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	
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 (Don't know / varies)	0.0% 21.6%	0 219	0.0% 6.7%	0 1	0.0% 18.0%	0 18	0.0% 19.7%	0 18	0.0% 13.8%	0 16	0.0% 9.2%	0 7	0.0% 11.5%	0 7	0.0% 40.2%	0 117	
Weighted base: Sample:		1013 979		9 50		101 74		90 78		113 70		71 76		59 62		292 72	
1																	

Page 77 May 2019

Canterbury Household Survey for G L Hearn Weighted:

	Total		Zone 8	8	Zone	9	Zone 1	.0	Zone 1	1	Zone 12	2	Zone 13	3	Zone 1	4
Q28 Where do you or me Those that said 'Visit ca			ır house	hold	most fre	quen	tly go to	visit	a cafe?							
Zone 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,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maybrook Retail Park & Stour Retail Park)																
Wincheap Retail Area,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury 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 7	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% 1.8%	0
Chartham Village Centre Other - Zone 2	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%	4
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 Other - Zone 3	0.1% 0.1%	0	1.8% 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
Zone 4	0.170	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
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 Other - Zone 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Zone 5	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	O
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,	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 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,	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	0.10/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	
Sea Street, Herne Bay Other - Zone 5	0.1% 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
Zone 6	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	O
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	0.7% 0.1%	5 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	6.1% 0.0%	5 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 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	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 /	1.4%	11	8.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Kent Retail Park (all																
at Broadstairs) 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	0.070		0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070		0.070		0.070	Ü
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 Wingham Village Centre	0.7% 0.1%	6 1	44.4% 3.6%	3	3.2% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Other - Zone 8	0.1%	1	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9																
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 Other - Zone 9	2.4% 0.1%	18 1	0.0% 0.0%	0	25.5% 1.0%	18 1	0.0% 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	0.170	1	0.070	U	1.070	1	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
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	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 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		•	/0	v	/0	~		v		•		-		,		,

Page 78
May 2019

	Tota	ıl	Zone	8	Zone 9)	Zone 1	0	Zone 1	11	Zone 1	12	Zone 1	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	
Other - Zone 11	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	
Zone 12																	
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 Zone 13	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	
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%	Ö	0.0%	Ö	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	1.0%	1	0.0%	0	2.0%	5	
Other (Don't know / varies)	0.0% 17.3%	0 133	0.0% 13.9%	0 1	0.0% 16.8%	0 12	0.0% 13.5%	0 8	0.0% 12.7%	0 10	0.0% 13.3%	0 7	0.0% 9.3%	0 5	0.0% 27.2%	0 63	
Weighted base: Sample:		768 725		7 36		72 50		56 53		77 48		56 61		49 50		234 57	

Canterbury Household Survey for G L Hearn

Page 79 May 2019

	Total		Zone 8	3	Zone 9		Zone 10	0	Zone 1	1	Zone 12	,	Zone 13	3	Zone 1	4
Q29 Where do you or me Those that said 'Visit pu				nold	most freq	juen	ıtly go to	visit	a pub oı	barî	,					
Zone 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%	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 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	0.1%	1	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 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
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	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3 Zone 4	0.1%	1	3.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 Other - Zone 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Zone 5																
Canterbury Road, Herne Bay Eddington Business Park, 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Herne Bay Town Centre	2.3%	15	3.7%	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 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 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%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitstable Town Centre Other - Zone 6	2.3% 0.0%	15 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0
Zone 7													0.0%			
Broadstairs Town Centre Margate Town Centre	4.4% 1.3%	30 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
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	0.0%	0
Ramsgate Town Centre	3.5%	24	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 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
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%	4	44.1%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wingham Village Centre	0.3%	2	26.5%	2	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
Deal Town Centre	2.8%	19	0.0%	0	25.8%	13	6.2%	4	0.0%	0	3.5%	2	0.0%	0	0.0%	0
Dover Town Centre Other - Zone 9 Zone 10	2.6% 0.8%	18 6	0.0% 0.0%	0	34.3% 10.8%	18 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
Folkstone Town Centre	4.9%	33	0.0%	0	0.0%	0	50.5%	32	0.0%	0	0.0%	0	4.5%	2	0.0%	0
Hythe Town Centre Park Farm Retail Park, Follogtone	1.9% 0.0%	13 0	0.0% 0.0%	0	0.0% 0.0%	0	19.4% 0.0%	12 0	0.0% 0.0%	0	0.0% 0.0%	0	1.4% 0.0%	1	0.0% 0.0%	0
Folkestone Sandgate Village Centre	0.5%	3	0.0%	0	0.0%	0	5.3%	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 Zone 11	0.3%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Canterbury Household Survey for G L Hearn

Page 80 May 2019

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	Tota	ıl	Zone	8	Zone	9	Zone 10)	Zone	11	Zone 1	12	Zone 1	3	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	0.9%	6	0.0%	0	0.0%	0	0.0%	0	7.0%	6	0.0%	0	1.4%	1	0.0%	0	
Zone 12																	
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 Zone 13	0.8%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	8.3%	4	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	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 Zone 14	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	6.2%	2	0.0%	0	
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		1	6.0%	2	5.7%	13	
Other (Don't know / varies)	0.0% 15.1%	0 103	0.0% 10.5%	0	0.0% 12.7%	0 7	0.0% 6.2%	0 4		0 9	0.0% 17.8%	0 9	0.0% 13.4%	0 5	0.0% 20.8%	0 47	
Weighted base: Sample:		680 606		6 28		52 40		62 52		80 51		50 52		37 42		224 52	

Canterbury Household Survey for G L Hearn

Page 81 May 2019

	Tota	l	Zone 8	3	Zone 9	1	Zone 1	0	Zone 1	1	Zone 12	2	Zone 1.	3	Zone 1	14
Q30 Where do you or me Those that said 'Play bi			ır house	hold	most fred	quen	tly go to	play	bingo?							
Cone 1																
Other - Zone 1 Zone 4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 4	0.3%	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 Cone 7	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beacon Bingo, Marine	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Terrace, Margate Mecca Bingo, Westwood Cross, Broadstairs Jone 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
Other - Zone 8 one 9	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	2.6%	3	0.0%	0	35.3%	2	36.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 10	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
Other - Zone 11 one 12	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, Ashford one 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
Street, Maidstone Outside Survey Area	11.9%	14	0.0%	0	0.0%	0	0.0%	0	16.6%	3	0.0%	0	0.0%	0	20.3%	11
Suzz 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
io 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	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 Don't know / varies)	0.0% 3.8%	0 5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 6.9%	0 1	0.0% 0.0%	0	0.0% 29.2%	0 1	0.0% 3.2%	0 2
Veighted base:	5.070	120	0.070	0	0.070	6	0.070	2	0.5 70	17	0.070	0	27.270	3	3.270	56
ample:		69		3		4		3		9		0		4		11
Where do you or me Those that said 'Visit co			ir nouse	noia	most fred	quen	itiy go to	VISI	a casino	0?						
one 7 Genting Casino Margate,	10.3%	5	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zion Place, Margate rosvenor Casino, Westwood Cross, Broadstairs	67.1%	33	0.0%	0	100.0%	1	0.0%	0	69.1%	3	100.0%	1	100.0%	3	50.0%	9
utside Survey Area broad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
entral London thers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
other Don't know / varies)	0.0% 22.6%	0 11	0.0% 99.9%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 30.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 50.0%	0 9
Veighted base:		49		0		1		1		4		1		3		18
ample:		30		1		1		1		3		1		1		2

Canterbury Household Survey for G L Hearn

Page 82 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14 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% 0.100.0% 5 79.4% 3 79.4% 5 0.0% 0 44.3% 3 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 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 Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Wincheap Retail Area, 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Canterbury 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% 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 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% 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 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 Herne Bay 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, 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 Sea Street, Herne Bay 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road / Swalecliffe 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% Whitstable Town Centre 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 **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 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 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 Centre Ramsgate Town Centre 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 1.5% 0.0% 0 0.0% 0 0 1 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) 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 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% 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% 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 Zone 10 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% 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. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Folkestone Sandgate Village Centre 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 Other - Zone 10 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 Zone 11

Page 83 May 2019

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	Total		Zone 8	3	Zone 9		Zone 10)	Zone 1	1	Zone 12	2	Zone 13	3	Zone 1	4	
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 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	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	
Other - Zone 12 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	
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,	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 Maidstone Town Centre	45 10/	21	0.00/	0	0.00/	0	0.00/	0	20.60/	1	0.00/	0	44.20/	2	75.00/	27	
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 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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Staplehurst Village Centre 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	
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	
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 (Don't know / varies)	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0 0	0.0% 0.0%	0	0.0% 0.0%	0	
Weighted base: Sample:		68 25		0		5 2		4 2		6 2		6		6		36 4	
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Canterbury Household Survey for G L Hearn

Page 84 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 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, 0.2% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Cotton Road, Canterbury 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 2.1% 5 15.5% 0 0.0% 0 17.4% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Canterbury Zone 2 Big Fun House, Ashford 4.8% 11 0.0% 0 16.1% 0.0% 0 0.0% 0 23.1% 3 0.0% 0 0.0% 0 Road, Chartham, Canterbury Other - Zone 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 Zone 5 Bay Sports Arena, 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0 0 Bullockstone Road, Herne Herons Leisure Centre, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 William Street, Herne Bay Playzone, Eddington 3.5% 8 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Business Park, Herne Bay The Hippodrome, King's 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Road, Herne Bay Zone 6 Active Life, Amphenol 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Complex, Thanet Way, Whitstable Snappy's, Millstrood Road, 0.2% 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 Whistable Sports Centre. 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 Bellevue Road, Whitstable Zone 7 Other - Zone 7 4.8% 11 15.5% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 10 Folkestone Town Centre 1.1% 2 0.0% 0 4.2% 8.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Kidz Planet, Centurion Park, 20.0% 2.8% 6 0.0% 0 5 9.0% 2 0.0% 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% 0 Zone 12 0 1.8% 0.0% 5.2% 0.0% 0 0.0% 0 5.0% 16.9% 2 0.0% 0 Ashford Town Centre Flip Out, Henwood Industrial 21.3% 47 68.9% 38.4% 9 58.7% 11 3.7% 55.0% 76.1% 9.2% 8 Estate, St. James Business Park, Ashford Zone 13 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 0 0 0 0.0% 0 Chatham Maritime 3.4% 8 0.0% 0.0% 0 0.0% 23.3% 8 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 7.5% 0.0% 15.4% 34 0.0% 0 0.0% 0.0% 0.0% 0 36.7% 31 Centre, Maidstone 6.5% 0 8.9% 0.0% Sour Trampoline Park, 4.2% 9 0.0% 0.0% 0 0.0% 0 3 0.0% 0 0 6 Courteney Road, Gillingham 0.0% Other - Zone 14 2.3% 5 0.0% 0 0.0% 0 0.0% 0 8.9% 3 0.0% 0 0 2.1% 2 **Outside Survey Area** Gravity Trampoline 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 Bluewater, Greenhithe Other - Outside Survey Area 1.3% 3 0.0% 0 0.0% 0 3.5% 1 0.0% 0 0.0% 0 0.0% 0 2.1% 2 Others 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% 12.6% 4 0.0% 0 7.1% 40.7% 35 1 1 Weighted base: 220 1 23 19 32 15 10 85 Sample: 129 4 11 13 14 13 10 16

Canterbury Household Survey for G L Hearn

Page 85 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14 Q34 Where do you or members of your household most frequently go to visit theatres? Those that said 'Visit theatres' at Q23 Zone 1 0.0% 3.5% Canterbury City Centre 3.2% 19 0.0% 0 0 1.8% 1 3.2% 2 8.1% 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 St Dunstans, Canterbury 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 45.0% 269 64.7% 4 62.4% 40 42.6% 30 37.4% 28 49.2% 25 58.5% 21 18.1% 23 Zone 2 Blean Village Centre 0.0% 0 0.0% 0 0.0% 0 0.0% O 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, 1.0% 6 6.5% 0 0.0% 0 0.0% 0 1.6% 1 0.0% 0 0.0% 0 0.0% 0 Canterbury 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 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 Zone 5 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Canterbury Road, Herne Bay 1 0 0 Herne Bay Little Theatre 0.1% 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% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Recluver Road, Beltinge, 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 Sea Street, Herne Bay 0.0% 0 0.0% 0 0.0% 0.0% 0 0 The Kings Hall, Herne Bay 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 Faversham Road, Seasalter 0.0% 0 0.0% 0.0% 0 Herne Bay Road / St Johns 0.0% 0 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0 Road / Swalecliffe 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 Playhouse Theatre. 0.4% 2 0.0% 0 0 0 Whitstable 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 0.0% 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 0.0% Margate Town Centre 2.1% 13 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 Centre Ramsgate Town Centre 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 0.4% 2 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 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 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% 0.0% 0 1.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 10 0.5% 3 0.0% 0 0.0% 0 4.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Folkstone Town Centre Hythe Town Centre 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 0.2% 0.0% 0.0% 0.0% 2.0% 0.0% 0.0% 0.0% Faversham Town Centre 0 Minster Village Centre, Isle 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 of Sheppey 0.2% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 Sheerness Town Centre, Isle 0 1.6% of Sheppey 0.0% 0 0.0% 0 Sittingbourne Town Centre 0.2% 1 0.0% 0.0% 0 0.0% 0 1.6% 1 0.0% 0 0 Zone 12 Ashford Town Centre 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 0.0% Chatham Town Centre 0.8% 5 0.0% 0 0.0% 0 0.0% 0 3.8% 3 0.0% 0 0 1.4% 0.5% 3 0 0.0% 0 0 0.0% 0 0.0% 2.3% 3 Maidstone Town Centre 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% 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** 0 0 0 0 0 0.0% 0.0% 0 Abroad 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0 1 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 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 8-14

Weighted:

Canterbury Household Survey for G L Hearn

Page 86 May 2019

	Tota	l	Zone 8	3	Zone 9)	Zone 1	0	Zone 1	1	Zone 12	2	Zone 1	3	Zone 1	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

Page 87
May 2019

Weighted: for G L Hearn

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14

	Total		Zone	,	Zone 9		Zone 10		Zone 1	1	Zone 12	•	Zone 13		Zone 14	•
Q35 Where do you or me	ambers of	VOL	r housel	hold	most from	uan	tly go to y	/ieit	art nalle	rios l	musaun	ne?				
Those that said 'Visit ar					most neq	uen	ily go to t	71311	art gane	1163 /	museum	13:				
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%	0
The Beany House of Art and Knowledge, Canterbury Zone 2	3.0%	11	5.8%	0	0.0%	0	1.5%	1	0.0%	0	3.3%	1	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 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,	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Herne Bay Recluver Road, Beltinge,	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 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
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	0.4%	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 Zone 8	0.4%	1	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 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 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 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	0.0%	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, 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

Page 88 May 2019

Canterbury Household Survey for G L Hearn

	Tota	l	Zone 8	8	Zone	9	Zone 1	.0	Zone 1	1	Zone 1	2	Zone 1	13	Zone 1	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 Outside Survey Area	1.4%	5	2.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.6%	5
Abroad	2.5%		12.7%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Central London Sevenoaks Town Centre	61.3% 0.0%	230	28.5% 0.0%	2	59.3% 0.0%	23	68.1% 0.0%	29 0	54.9% 0.0%	24 0	55.4% 0.0%	15 0	87.5% 0.0%	24 0	76.3% 0.0%	54 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 Others	2.6%	10	2.5%	0	0.0%	0	9.1%	4	6.2%	3	0.0%	0	0.0%	0	3.3%	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)	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:		420		26		28		40		27		30		32		23
Q36 Where do you or mo Those that said 'Visit e. Zone 1				hold	most fre	quen	tly go to	visit	escape	room	is?					
Escape In The Towers,	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	2
Pound Lane, Canterbury 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	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9 Get Lost Escape Rooms,	2.1%	2	0.0%	0	9.8%	1	0.0%	0	0.0%	0	0.0%	0	15.1%	1	0.0%	0
Snargate Street, Dover Other - Zone 9 Zone 11	2.9%	2	0.0%	0	23.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clever Dilemma Escape Rooms, Preston Street, Faversham Zone 12	0.070	O	0.070	v												
Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents,	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	3	0.0%	0	0.0%	0
Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape					0.0%	0			0.0%	0	33.7% 8.0%	3	0.0%	0	0.0%	0
Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12	3.9%	3	0.0%	0			0.0%	0								
Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Other - Zone 14 Outside Survey Area Central London	3.9% 0.9% 8.5% 5.6%	3 1 7 5	0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0	0.0% 0.0% 0.0% 17.4%	0 0 0 1	0.0% 7.2% 0.0%	0 1 0	8.0% 0.0% 8.0%	1 0 1	0.0% 0.0% 58.3%	0 0 3	0.0% 39.8% 0.0%	0 5 0
Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Other - Zone 14 Outside Survey Area Central London Other - Outside Survey Area Others	3.9% 0.9% 8.5% 5.6% 25.4%	3 1 7 5 20	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 23.5%	0 0 2	0.0% 0.0% 0.0% 17.4% 0.0%	0 0 1 0	0.0% 7.2% 0.0% 53.9%	0 1 0 9	8.0% 0.0% 8.0% 19.7%	1 0 1 2	0.0% 0.0% 58.3% 0.0%	0 0 3 0	0.0% 39.8% 0.0% 42.5%	0 5 0 6
Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Other - Zone 14 Outside Survey Area Central London Other - Outside Survey Area Others Others	3.9% 0.9% 8.5% 5.6% 25.4% 0.0%	3 1 7 5 20 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 23.5% 0.0%	0 0 0 2 0	0.0% 0.0% 0.0% 17.4% 0.0%	0 0 0 1 0	0.0% 7.2% 0.0% 53.9% 0.0%	0 1 0 9	8.0% 0.0% 8.0% 19.7% 0.0%	1 0 1 2	0.0% 0.0% 58.3% 0.0% 0.0%	0 0 3 0	0.0% 39.8% 0.0% 42.5% 0.0%	0 5 0 6
Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Other - Zone 14 Outside Survey Area Central London Other - Outside Survey Area Others	3.9% 0.9% 8.5% 5.6% 25.4%	3 1 7 5 20	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 23.5%	0 0 2	0.0% 0.0% 0.0% 17.4% 0.0%	0 0 1 0	0.0% 7.2% 0.0% 53.9%	0 1 0 9	8.0% 0.0% 8.0% 19.7%	1 0 1 2	0.0% 0.0% 58.3% 0.0%	0 0 3 0	0.0% 39.8% 0.0% 42.5%	0 5 0 6
Rooms, Preston Street, Faversham Zone 12 Pressure Point Escape Rooms, New Rents, Ashford Other - Zone 12 Zone 14 Other - Zone 14 Outside Survey Area Central London Other - Outside Survey Area Others Others	3.9% 0.9% 8.5% 5.6% 25.4% 0.0%	3 1 7 5 20 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 23.5% 0.0%	0 0 0 2 0	0.0% 0.0% 0.0% 17.4% 0.0%	0 0 0 1 0	0.0% 7.2% 0.0% 53.9% 0.0%	0 1 0 9	8.0% 0.0% 8.0% 19.7% 0.0%	1 0 1 2	0.0% 0.0% 58.3% 0.0% 0.0%	0 0 3 0	0.0% 39.8% 0.0% 42.5% 0.0%	0 5 0 6

Canterbury Household Survey for G L Hearn Weighted:

Page 89 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14

	Total		Zone 8	3	Zone 9		Zone 10		Zone 1	1	Zone 12		Zone 13	3	Zone 1	14
Q37 Where do you or me	embers o	f you	ır housel	hold	most freq	uen	ıtly go to v	/isit	events a	nd f	estivals?					
Those that said 'Visit et	vents and f	estiva	ls' 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 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
Zone 5	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Canterbury Road, Herne Bay Herne Bay Town Centre	0.0% 1.2%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Recluver Road, Beltinge,	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 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
Zone 6																
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 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	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 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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
of Sheppey Sheerness Town Centre, Isle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
of Sheppey																
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 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	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,	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 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 Staplehurst Village Centre	3.5% 0.0%	12	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	9.6% 0.0%	11 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

By Zones 8-14

Weighted:

Canterbury Household Survey for G L Hearn

Page 90 May 2019

	Tota	l	Zone 8		Zone 9		Zone 10)	Zone 1	1	Zone 1	2	Zone 13	3	Zone 1	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 (Don't know / varies)	0.0% 29.0%	0 97	0.0% 35.5%	0 2	0.0% 8.8%	0	0.0% 43.3%	0	0.0% 31.0%	0 11	0.0% 57.0%	0 10	0.0% 43.3%	0 10	0.0% 33.9%	0 40
Weighted base: Sample:	25.070	335 304	33.370	5 23	0.070	19 14	13.370	31 26	31.070	36 24	27.370	17 15	13.370	23 23	33.770	118 24

Canterbury Household Survey for G L Hearn

Page 91 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14 Q38 Which town and city centres do you visit most often for shopping and leisure activities? [MR] Zone 1 Canterbury City Centre 39.4% 553 62.3% 11 62.6% 81 56.4% 63 37.8% 65 48.1% 46 38.9% 34 9.4% 39 Zone 4 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 Zone 5 Herne Bay Town Centre 2.8% 39 1.9% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Zone 6 Whitstable Town Centre 2.9% 0.0% 0.0% 0.7% 3 41 1.7% 0 0 0.6% 1 0.5% 1 0.0% 0 0 Zone 7 Birchington-on-Sea Village 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Centre 70 0 0.0% 0.0% 0 **Broadstairs Town Centre** 5.0% 6.8% 1 1.8% 2 0.0% 0 1.7% 3 0.0% 0 0.0% Margate Town Centre 4.7% 66 0.0% 0 4.3% 6 0.0% 0 2.7% 0.8% 1 0 2.2% Ramsgate Town Centre 4.9% 69 3.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 0.0% 0 0 Westwood Cross Shopping 1.2% 17 0 2.7% 3 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% Centre & Retail Parks 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% Westgate-on-Sea Town 0.2% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Centre 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 Aylesham Village Centre 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 Deal Town Centre 4.5% 63 15.2% 26.2% 34 2.9% 1.7% 0.0% 0.0% 2.2% Dover Town Centre 3.5% 49 1.5% 0 32.0% 41 0.0% 0 0.0% 0 1.0% 0.0% 0 0.0% 0 1 Zone 10 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 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0 0.6% 0 0 1 Zone 11 Faversham Town Centre 2.1% 29 0.0% 0 1.7% 0.0% 13.1% 1.0% 0.0% 0 0.0% 0 Sheerness Town Centre, Isle 0.9% 13 0.0% 0 0.0% 0 0.0% 0 7.4% 13 0.0% 0 0.0% 0 0.0% 0 of Sheppey Sittingbourne Town Centre 3.0% 42 0.0% 0 0.0% 0 0.0% 0 22.0% 38 0.0% 0 0.0% 0 0.6% 2 Zone 12 Ashford Town Centre 12.7% 16.2% 67.2% 64.2% 3.3% 14 178 0.9% 0 6.7% 9 18 1.7% 3 64 56 Zone 13 New Romney Town Centre 0.1% 0.0% 0 0.0% 0.0% 0 0.0% 0.6% 0.6% 0.0% 0 Tenterden Town Centre 2 2 1.1% 15 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.1% 12.6% 11 0.4% Zone 14 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 22 0 0.0% 0 0 1.7% 3 0 0.0% 4.5% 19 Gillingham Town Centre 1.5% 0.0% 0.0% 0.0% 0 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 0.8% 11 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 2.6% 11 **Outside Survey Area** 0.0% Barnstaple Town Centre 0.1% 0.0% 0.0% 0.0% 0.0% 1.0% 0.0% 0 Bluewater Shopping Centre, 0.0% 0 0.0% 0.0% 0.6% 0.5% 7 0.0% 0 0.0% 0 1.7% 3 0 0 2 Dartford, Greenhithe 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 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 1.8% 6.0% 3.8% Central London City Centre 4.8% 67 5.5% 1 5.5% 7 5.3% 6 7.1% 12 2 5 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 0 0 0.3% 4 0.0% 2.9% 4 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 1.3% Hastings Town Centre 0.4% 6 0.0% 0.0% 0 0.0% 0 0 0.6% 5 1 0.0% 0.0% Lincoln City Centre 0.0% 0.0% 0 0.2% 2 0 1.8% 2 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 0 0 0.0% 0 Plymouth City Centre 0.2% 3 0.0% 0.0% 0 2.9% 3 0.0% 0 0.0% 0.0% 0 0 Rochester Town Centre 1.0% 14 0.0% 0 0.0% 0 0.0% 1.7% 3 0.0% 0 0.0% 0 2.6% 11 Royal Tunbridge Wells 0.4% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.6% 1.1% 5 Town Centre 0 0.0% 0.0% 0 0.8% 0.0% 0 0.1% 2 0.0% 0 0.9% 0.0% 0 Rve Town Centre 1 1 Sevenoaks Town Centre 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.2% Strood Town Centre 0.8% 11 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 2.7% 11 Others 0.0% 0.0% 0.0% 0 0 Λ 0 0 0 0 0.0% 0 Other 0.0% 0.0% 0.0% 0.0% 0.4% 0.0% 0 0.0% 0 0.0% 0 2.7% 5 0.0% 0 0.0% 0.0% 0 (Don't know) 0 (Don't visit any town centres 8.2% 115 13.3% 2 2.4% 3 1.7% 2 6.3% 0.6% 6.8% 13.4% 56 11 6 1 for shopping and leisure activities) 1403 Weighted base: 18 129 112 173 96 87 416 Sample: 1403 100 100 100 100 100 100 100

Canterbury Household Survey for G L Hearn

Page 92 May 2019

	Tota	1	Zone 8	8	Zone 9)	Zone 10)	Zone 1	11	Zone 12		Zone 13		Zone 1	4
Q38AWhy don't you visit Those that said '(Don't										[M R]	I					
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	100.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0
centres	0.070		0.070		0.070	Ü	0.070	Ü	0.070		0.070	•	0.070	Ů	0.070	Ü
Don't like busy centres /	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 /	2.8%	3	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0	4.2%	2
TV shopping																
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%	2	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
Sampre.		100		13		r		5		,		•		0		1,

Canterbury Household Survey for G L Hearn

Page 93 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 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 28.7% 369 55.4% 9 39.2% 49 28.8% 32 30.8% 48 33.1% 31 21.0% 17 4.4% 16 Zone 4 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 Zone 5 Herne Bay Town Centre 1.9% 25 1.4% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 Zone 6 Whitstable Town Centre 1.4% 19 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 Zone 7 0.0% 0.0% 0.0% 0.0% 0 Birchington-on-Sea Village 0.1% 0.0% 0 0 0.0% 0 0.0% 0 0 0 1 Centre **Broadstairs Town Centre** 4.4% 0.0% 0.0% 0 0.0% 0.0% 0 3.9% 50 1.8% 2 0.0% 0 0 0 Margate Town Centre 1.5% 19 0.0% 0 1.5% 2 0 0 0.8% 0.0% 0 0.0% 0 0.0% 0.0% 1 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 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% 0 Centre & Retail Parks Zone 8 Sandwich Town Centre 1.0% 13 26.9% 0.0% 0.0% 0.0% 0.0% 0 0.0% 2.5% Westgate-on-Sea Town 0 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0 Centre 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 Zone 9 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 Deal Town Centre 2.7% 34 6.1% 25.9% 33 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1 2.3% 28 1.0% 0.0% 30 0 22.5% 0.0% Dover Town Centre 1.7% 0.0% 0 0.0% 0 1 0 0 Zone 10 Folkstone Town Centre 4.6% 0.0% 0 2.6% 3 41.7% 46 2.9% 0.0% 0 6.7% 5 0.0% 0 1.7% 0.0% 0 0.0% 0 18.3% 20 0.0% 0 0.6% 0.0% 0 Hythe Town Centre 21 1.1% 1 Sellindge Village Centre 0.1% 0.0% 0 0.0% 0 0.6% 1 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 11.8% 19 0.0% 0 0.0% 0.0% 0 0 0 0 11 0.0% 0 0.0% 0.0% 0 Sheerness Town Centre, Isle 0.9% 11 0.0% 0.0% 0.0% 7.2% 0 of Sheppey Sittingbourne Town Centre 0.0% 0.0% 16.0% 0.0% 0.0% 2 2.3% 30 0.0% 25 0.6% Zone 12 Ashford Town Centre 108 0 0.0% 0.0% 57.0% 49.5% 8 8.4% 0.0% 0 4.1% 5 0 54 40 2.2% 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 0.0% Tenterden Town Centre 0.9% 0.0% 0.0% 2.1% 12.2% 0.0% 0 12 0 0 0.0% 0 0 2 10 Zone 14 Chatham Town Centre 5.7% 74 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 20.2% 73 0.6% Gillingham Town Centre 1.7% 22 0.0% 0 0.0% 0 0.0% 0 1.9% 3 0.0% 0 0.0% 0 5.2% 19 19.5% 250 0.0% 0 0 4.9% 57.7% Maidstone Town Centre 0.6% 1 0.0% 22.3% 35 5 2.4% 2 208 Rainham Town Centre 0.8% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.0% 11 **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 Barnstaple Town Centre 0 Bluewater Shopping Centre, 0.5% 6 0.0% 0 0.0% 0 0.0% 0 1.8% 3 0.0% 0 0.0% 0 0.6% 2 Dartford, Greenhithe 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% 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 Central London City Centre 1.8% 23 0.8% 0 4.1% 5 3.5% 4 3.3% 5 0.6% 1 5.6% 5 0.0% 0 Greenhithe Village Centre 0 0 1 0 0.0% 0 0.1% 0.0% 0.0% 0 0.0% 0.8% 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% 0.0% Hastings Town Centre 0.2% 3 0 0.0% 0 0.0% 0 0.0% 0 0 0 0.8% 3 Lincoln City Centre 0.2% 2 0.0% 0 1.8% 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 0.0% 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 Plymouth City Centre 0.3% 3 0.0% 0 0.0% 0 3.0% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Rochester Town Centre 0.4% 0.0% 1.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Royal Tunbridge Wells 0.4% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.7% 1.3% Town Centre Rye Town Centre 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.9% 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% Strood Town Centre 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0 Others 0 Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 (Don't know) 0 0 0 0 0 (Don't visit any 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 for shopping and leisure activities) Weighted base: 1283 16 126 110 158 95 81 360

Canterbury Household Survey for G L Hearn

Page 94 May 2019

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	Tota	al	Zone	8	Zone 9	9	Zone	10	Zone	11	Zone	12	Zone	13	Zone	14	
Sample:		1294		85		96		97		92		99		94		83	
Meanscore: [Numb	per of vis	its per	r week]														
Q39 How frequently do Not those that said '(I	-	•					•	rities)'	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		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		19	22.3%	35	9.9%	9	22.2%	18	13.0%	47	
Once every 3 weeks Once a month	3.0%	38 226	1.9%	0	0.0%	33	3.8% 14.9%	4 16	3.9% 21.1%	6 33	3.6% 21.4%	3 20	1.3% 27.8%	1 22	5.0% 14.2%	18 51	
	17.6% 7.2%	92	21.1% 5.8%	3	25.8% 3.7%	33 5	7.3%	8	11.3%	18	1.6%	20	8.2%	7	9.5%	34	
Once every three months Once every six months	2.9%	37	4.0%	1	0.6%	1	0.0%	0	0.6%	10	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 vi								ities)'	or '(Don'	't know) at Q 38						
Yes	15.0%	193	6.7%	1	9.1%	11	11.7%	13	22.8%	36	14.3%	14	2.8%	2	18.8%	68	
No	75.8%	973	88.9%	14	84.5%	106	84.2%	92	70.4%	111	73.2%	70	91.4%	74	69.7%	251	
(Don't work)	9.2%	118	4.4%	1	6.4%	8	4.1%	5	6.8%	11	12.4%	12	5.8%	5	11.5%	42	
Weighted base:		1283		16		126		110		158		95		81		360	
Sample:		1294		85		96		97		92		99		94		83	
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Page 95 May 2019

Canterbury Household Survey for G L Hearn

Zone 9 Zone 10 Zone 11 Total Zone 8 Zone 12 Zone 13 Zone 14

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	0.8%	11	0.0%	0	0.9%	1	0.8%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0
environment 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 Good restaurants / places to eat out	0.4% 0.3%	5 4	0.0% 0.0%	0	0.0% 0.0%	0	1.8% 0.0%	2 0	0.0% 0.0%	0	3.0% 0.8%	3	0.0% 0.0%	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%	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
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

	Tota	al	Zone	8	Zone	9	Zone	10	Zone	11	Zone 1	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 4	0.5%	2 8
Compact centre Competitive prices	1.9% 0.2%	24	4.3% 0.0%	1 0	0.8% 1.8%	1 2	0.0% 0.0%	0	2.5% 0.0%	4	1.6% 0.6%	1 1	5.0% 0.0%	0	2.2% 0.0%	0
Easy parking	0.2%	10	0.8%	0	3.7%	5	0.6%	1	1.8%	3	0.8%	1	0.0%	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	2
Market	0.1%	1 26	1.9% 5.1%	0 1	0.0%	0 1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0% 2.7%	0 10
Near to home / convenient Nice environment	2.1% 4.0%	52	5.8%	1	0.8% 10.7%	14	0.0% 1.8%	2	0.6% 2.9%	1 5	0.6% 1.7%	1 2	4.2% 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 Good amenities	0.1% 0.0%	1 0	0.0% 0.0%	0	0.6% 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
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 Nice cathedral	0.5% 0.0%	7 0	0.0% 0.0%	0	1.8% 0.0%	2	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.8% 0.0%	3 0
Nice cathedral 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	0.0%	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
(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: Sample:		1283 1294		16 85		126 96		110 97		158 92		95 99		81 94		360 83
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Page 97 May 2019

Canterbury Household Survey for G L Hearn

	Total		al Zone 8		8 Zone 9		Zone 10 Zone 11			one 11 Zone 1		ne 12 Zo		Zone 13		Zone 14		
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 Close to friends / relatives	0.1%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.0% 0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0		
Compact centre	0.0% 0.6%	7	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	3		
Competitive prices	0.0%	ó	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	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% 0.0%	0	0.0% 0.0%	0	0.6% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0		
Good public transport links Market	0.0% 0.4%	0 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	0.4%	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%	Ó		
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 Can get everything I need	0.0% 0.1%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		
there 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 Good restaurants / places to eat out	0.6% 0.6%	7 8	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.8%	0	1.9% 1.9%	2	0.7% 0.9%	1 1	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	0.0%	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% 0.0%	0		
Offers undercover shopping 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% 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%	ő	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		

Page 98 May 2019

weighted:						101	G L	1102	*1 11								May 2
	Tota	ıl	Zone	8	Zone	9	Zone	10	Zone	11	Zone 1	12	Zone 1	13	Zone	14	
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%	9 250	2.8%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	160	
Near to home / convenient	27.9%	358	19.4%	3	18.1%	23	18.4% 10.7%	20	17.2%	27	20.9%	20	20.1%	16	47.0%	169	
Nice environment	12.2%	157	19.9%	3	23.7%	30		12	6.5%	10	15.1%	14	11.7%	9	7.9%	28 0	
Particular foodstore Pedestrian friendly	0.1%	2 22	0.0%	0	0.6% 0.9%	1 1	0.0%	0 5	0.0% 1.9%	0	0.0% 0.0%	0	0.0%	0 2	0.0%	3	
environment Selection / choice multiple	1.7% 29.0%	373	1.7% 25.1%	4	32.8%	41	4.5% 33.0%	36	38.1%	60	23.4%	22	3.1%	17	0.8% 28.1%	101	
shops Selection / choice of	9.9%	127	7.2%	1	23.9%	30	7.7%	8	10.0%	16	13.7%	13	11.5%	9	6.2%	22	
independent shops 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 Near to work	0.1%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.8%	0	0.0% 0.0%	0	1.6% 0.6%	1	0.0%	0	0.0% 0.0%	0	
	0.3%	4				0		2		0		1	0.0%			0	
New shopping centre Nice atmosphere	0.1% 2.1%	2 27	0.0% 0.0%	0	1.3% 4.7%	2	0.0% 3.5%	0 4	0.0% 2.9%	0 5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.3%	0 8	
Nice cathedral	0.1%	1		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Nice cathedral Nice seafront / harbour	1.6%	20	2.2% 2.2%	0	0.0% 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	0.5%	6	2.2%	0	1.8%	2	0.8%	1	0.0%	1	0.0%	0	0.0%	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	

Canterbury Household Survey for G L Hearn

Page 99 May 2019

Total Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 8 Zone 14

Q42 What do you and your household dislike about (CENTRE MENTIONED AT Q38B)?

Not those that said '(Do	on't visit d	any tow	n centres	s for sh	opping a	nd leis	ure activ	ities)' (or '(Don'	t know) at Q38					
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 /	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
convenience store 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	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
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 Poor quality / uneven	0.3% 0.3%	3	0.0% 1.7%	0	0.0% 0.0%	0	3.0% 0.9%	3 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	0 1	0.0% 0.0%	0
pavements 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	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) (Nothing / Nothing else)	3.0% 33.7%	39 433	4.2% 44.3%	1 7	3.2% 33.0%	4 42	2.1% 33.6%	2 37	1.5% 42.3%	2 67	3.0% 32.1%	3 30	2.0% 35.5%	2 29	5.0% 26.7%	18 96
Weighted base:		1283		16		126		110		158		95		81		360
Sample:		1294		85		96		97		92		99		94		83

Page 100 May 2019

Weighted:	for G L Hearn Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14															
	Total		Zone 8		Zone	9	Zone	10	Zone	11	Zone 12		Zone 1	13	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 Do not live in or near a town	2.3% 0.0%	29 0	0.8% 0.0%	0	2.3% 0.0%	3	6.6% 0.0%	7 0	2.9% 0.0%	5 0	1.9% 0.0%	2 0	3.0% 0.0%	2 0	1.8% 0.0%	6 0
/ district / local centre Facilities needed are not	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
available there 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 Poor range of independent	0.1% 1.8%	1 23	0.8% 0.0%	0	0.0% 0.6%	0	0.0% 0.8%	0 1	0.0% 2.4%	0 4	0.6% 4.9%	1 5	0.0% 3.7%	0	0.0% 1.4%	0 5
shops	1.070	23	0.0%	U	0.070	1	0.670	1	2.470	4	4.970	3	3.770	3	1.470	3
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 Doesn't have a Debenhams store	0.1% 0.3%	1 3	0.0% 0.0%	0	0.9% 0.0%	1	0.0% 1.8%	0 2	0.0% 0.8%	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	0.8%	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 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% 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%	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%	Ö	0.0%	0	0.0%	0	0.0%	Ö
Poor mobile phone signal Poor quality / uneven	0.0% 0.3%	0 4	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.8%	0
pavements Poor quality road surfaces /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
potholes 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 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% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Traffic congestion	0.8%	10	0.0%	0	0.0%	1	0.6%	1	2.3%	4	1.9%	2	0.0%	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) (Nothing / Nothing else)	2.3% 76.1%	29 976	9.4% 83.7%	1 13	2.5% 73.4%	3 92	3.1% 69.2%	3 76	5.5% 82.1%	9 129	0.8% 73.2%	1 70	3.3% 79.5%	3 64	0.0% 75.7%	0 272
Weighted base: Sample:		1283 1294		16 85		126 96		110 97		158 92		95 99		81 94		360 83

Page 101 May 2019

weightea:						101	GL	110	11 11								
	Total		l 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
/ district / local centre																	
Facilities needed are not	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
available there																	
It does not cater for the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
disabled		_														_	
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 Poor choice of bars /	0.0% 0.3%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.8%	3	0.0% 0.6%	1	0.0% 0.0%	0	0.0% 0.0%	0	
restaurants	0.370	3	0.0%	U	0.070	U	0.0%	U	1.070	3	0.070	1	0.0%	U	0.0%	U	
Poor choice of food /	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	
convenience store	0.170	~	0.070	Ů	0.070	Ü	0.070	Ü	0.070	Ů	1.770	~	0.070	Ü	0.070	Ü	
Poor choice of leisure	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																	
Poor choice of multiple	0.6%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	1.3%	5	
shops																	
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	0.8%	10	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	3	
shops																	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
houses	0.10/	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	
Business rates are too high Doesn't have a Co-op store	0.1% 0.0%	0	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 Debenhams	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
store	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	
Doesn't have a Marks &	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Spencer store																	
Don't like the 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																	
Don't like where 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	
is located																	
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%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	
Poor air quality 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
pavements	0.070		0.070	Ü	0.070	Ü	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
Poor quality road surfaces /	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
potholes																	
Public transport is 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	
to get there																	
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	
unpleasant																	
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	1.0%	13	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	9	
litter	1.50/	20	0.004	^	1.70	_	1.00/	_	0.007	^	4.007		0.007		0.004	0	
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) (Nothing / Nothing else)	2.6% 90.8%	34 1166	9.4% 89.2%	1 14	2.6% 90.1%	3 113	3.8% 91.0%	100	6.2% 92.0%	10 145	1.4% 89.7%	1 85	4.2% 94.5%	3 77	0.0% 92.7%	0 334	
	JU.070		GJ.470		JU.170		J1.U70		J2.U70		07.170		ノサ.シ70		12.170		
Weighted base:		1283		16		126		110		158		95		81		360	
Sample:		1294		85		96		97		92		99		94		83	

Page 102 May 2019

Weighted:						for	G L	Hea	ırn								May
	Total		Zone 8	3	Zone	9	Zone	10	Zone	11	Zone 1	12 Zone 13		Zone 14		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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
/ district / local centre	0.40/		0.007		0.00/		0.50/		0.004		0.00/		0.004		0.00/		
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: Sample:		1283 1294		16 85		126 96		110 97		158 92		95 99		81 94		360 83	
				0.0		70								- '		00	

Canterbury Household Survey for G L Hearn

Page 103 May 2019

Zone 10 Total Zone 8 Zone 9 Zone 11 Zone 12 Zone 13 Zone 14 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 4 2% 54 1.7% 1.8% 2 1.9% 1.2% 3.0% 3 0.0% 6.5% 23 3 7.5% 27 CDs / DVDs / Computer 3.8% 0.8% 1.8% 2 1.8% 0.0% 0 3.0% 2.1% 2 game shops 7 Children's clothing shops 2 29 7.7% 98 3.4% 1 11.9% 15 6.4% 7.2% 11 8.6% 8 3.0% 8.0% Children's shoe shops 4.1% 53 0.0% 0 5.4% 5.5% 6 5.5% 2.8% 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% 0 3 5.0% 18 54 1.1% 5.1% 6 1.2% 1 2.6% 3.0% 2.1% 2 2 Electrical retailer shops 5.0% 64 0.0% 0 1.3% 2 0.0% 0 0.0% 0 2.8% 3 2.8% 12.5% 45 10.4% Foodstore 6.2% 9.8% 2 6.2% 1.8% 0.8% 7.4% 7.8% 6 37 109 12.1% 2 12.2% 9 21 12 9.5% 5.4% 19 Gents clothing shops 8.5% 15 8.6% 13.6% 13.1% 8 2.9% Gents shoe shops 3.4% 44 4.0% 1 2.9% 3.7% 4 3.2% 3.0% 3 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% 25.2% 11 91 Ladies shoe shops 8.6% 111 3.4% 1 3.7% 5 8.4% 6.2% 10 10.0% 10 3.7% 11.1% 40 3 0.0% Major household appliance 0.0% 0 2 0.0% 0 4.1% 52 1.8% 0.6% 1 0 6.8% 6 10.0% 36 shops Sports shops 3.3% 43 0.0% 0 1.8% 2 1.4% 1 1.8% 3 1.9% 2 5.7% 6.5% 23 Youth fashion shops 3.0% 39 2.4% 8 2.4% 3.5% 6.0% 6 0.0% 0 2.5% 0 6.4% 3 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 0.8% 0 0.6% 1.4% 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 0 0 0.0% 0 0.0% 0.0% 0.8% 0.0% 0.0% 0.0% 0 0.0% 0 Bakers 0 0 0 Bank 0.2% 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% 1.0% 0.0% 3.1% 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 0.5% 0 0 0.7% 0.8% 6 1.4% 0.0% 0.0% 0 0.0% 0.8% Butchers 0 1 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% 0.0% 0 0.9% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 0.0% 0.0% 0.0% 0 0.0% 1.5% 0.6% 8 0 0 6 Discount stores 1 0 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% 1.4% 0 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Garden Centre 0.1% 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 0.8% 0.0% 0.0% 0 Gift shops 0.2% 2 0.0% 0 0.0% 0.0% 0 1 Greengrocers 0.4% 0.0% 0 0.0% 0 0.6% 0.0% 0 0.0% 0 0.0% 0 0.8% 3 Homewares / household 6.0% 1.4% 0.9% 0.6% 1.3% 17 0.0% 0.8% 0.0% goods store 3.5% 45 9.6% 2 1.2% 4.5% 5 2.5% 4 3.8% 4 1.7% 1 2.1% 8 Independent shops 1 Kitchen shop 0.1% 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% 1.4% 0 0.0% 0 0.0% 0 0.0% 0 0.8% 1 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.7% Pet shon 0.2% 2 0 0 0 2 Post Office 0.1% 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 0 0.0% 0 0.8% 0.0% 0 0.0% 0.0% 0 Record store 0.2% 0.6% 0 Specialist food stores / 0.3% 0.0% 0 1.8% 2 0.8% 0.0% 0 0.8% 0.0% 0 0.0% 0 1 1 delicatesen 0 Specialist market 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.6% 0.0% 0 0.0% Toy shops 1.7% 21 3.7% 1 4.7% 6 0.8%2.4% 4 0.0% 0 0.7% 1.5% 6 1 0.5% 0.0% 0 0.0% 0.0% Unisex clothing shops 0.6% 0.0% 0 0.6% 3.1% 3 0 0 1 1 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 (None) 42.3% 543 53.7% 9 34.0% 43 44.8% 49 96 28.1% 27 56.8% 46 35.2% 127 61.1% (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

85

96

99

94

Sample:

Canterbury Household Survey for G L Hearn

Page 104 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14

Q44 What general impro you to visit it more of Not those that said '(Do	often? [l	MR]								-		MENT	IONED	AT Q	38B) wo	uld persuad
Enhanced range of health	3.8%	<i>49</i>	1.4%	0	0.0%	0	0.6%	1	0.0%	0	5.8%	6	2.0%	2	7.5%	27
and fitness centres / gyms					,.								_,,,,	_		_,
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	1.9%	24	0.8%	0	0.0%	0	4.1%	5	0.0%	0	1.9%	2	3.4%	3	2.5%	9
night clubs Improved youth / young	4.4%	56	1.1%	0	0.0%	0	4.5%	5	2.9%	5	3.1%	3	2.6%	2	7.5%	27
adult facilities 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	3.1%	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%	Ö
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%	1	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

Canterbury Household Survey

for G L Hearn

Page 105 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 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]

Q45 What general impro often? [MR]	vement	s to th	e qualit	y of t	he envir	ronme	ent in (C	ENTR	E MEN	IONE	D AT Q	38B) v	vould pe	ersua	de you	to visit
Not those that said '(De	on't visit	any tow	n centres	for sh	opping a	ınd leis	sure activ	ities)' (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 Make sure any redevelopment suits the current architecture	0.5% 0.1%	6 2	0.0% 0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.3% 0.0%	1 0	0.8% 0.5%	3 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%	ő
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) (Don't know)	57.6% 4.9%	739 62	69.9% 6.5%	11 1	63.5% 6.4%	80 8	59.7% 8.1%	65 9	74.9% 6.3%	118 10	64.9% 0.0%	62 0	79.0% 4.2%	64 3	42.2% 3.0%	152 11
Weighted base: Sample:		1283 1294		16 85		126 96		110 97		158 92		95 99		81 94		360 83
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Canterbury Household Survey for G L Hearn

Page 106 May 2019

Total Zone 8 Zone 9 Zone 10 Zone 11 Zone 12 Zone 13 Zone 14

	100	••	Zone	0	Zone	,	Zone		Zone		Zone	-	Zone i		Zone	1.7
Q46 What general impro [MR] Not those that said '(Do												RE M	ENTION	ED A	T Q38B) more often?
Enhance shopmobility	2.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	5.0%	18
service 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		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 A Park & Ride	0.3% 0.1%	3	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.9% 0.0%	1 0	0.0% 1.0%	0 1	0.0% 0.0%	0	0.5% 0.0%	2
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 Improve the condition of the	0.7% 0.3%	9 4	0.0% 1.4%	0	2.3% 0.0%	3 0	1.5% 0.0%	2 0	0.0% 0.9%	0 1	1.9% 0.0%	2 0	0.9% 0.7%	1	0.0% 0.0%	0
roads	0.20/	2	0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.60/	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	0.6%	2
Improve the pavements Improve the traffic light system	0.0% 0.4%	0 5	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.6%	0 1	0.0% 0.8%	0	0.0% 0.0%	0	0.0% 0.8%	0 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: Sample:		1283 1294		16 85		126 96		110 97		158 92		95 99		81 94		360 83

Canterbury Household Survey for G L Hearn

Page 107 May 2019

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	Tota	al	Zone	8	Zone	9	Zone	10	Zone	11	Zone	12	Zone	13	Zone	14	
Q47 Which of these mark	kets or	boot f	airs do y	you e	er 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	13.2%	185	9.5%	2	19.0%	25	23.9%	27	8.8%	15	9.8%	9	8.6%	7	4.6%	19	
Market The Goods Shed Farmers Market Contamburg	6.3%	89	8.9%	2	5.1%	7	9.4%	10	7.1%	12	10.3%	10	2.9%	2	2.2%	9	
Market, Canterbury 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: Sample:		1403 1403		18 100		129 100		112 100		173 100		96 100		87 100		416 100	
Q48 Which of those marl							ost ofte	n?									
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		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		40	5.7%	0	3.6%	1	0.0%	0	5.6%	2	2.8%	1	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%		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% 5.7%	0	0.0%	0 16	
Whitstable Fish Market, Whitstable Harbour Whitstable Market, Gorrell	11.4% 6.7%	41 24	4.6% 3.5%	0	3.6% 0.0%	0	2.1% 0.0%	0	34.4% 4.6%	11	2.8%	3	0.0%		19.3%	17	
Tank Car Park (Don't know)	0.7%	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 m Those that stated a man				MARK	(ET/BO	OT FA	IR MEN	ITION	ED AT (248)?							
Monday	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	
Tuesday	0.6%	2	0.0%	0	2.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wednesday	9.0%	32	24.8%	1	14.4%	5	4.1%	1	6.5%	2	26.6%	7	0.0%	0	0.0%	0	
Γhursday	7.5%	27	3.5%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0		18	
Friday	5.5%	20	11.0%	0	12.6%	4	2.1%	1	7.4%	2	7.8%	2	15.0%	1	0.0%	0	
Saturday Sunday	34.8% 13.9%	124 49	17.3% 19.1%	1 1	31.4% 3.6%	10 1	44.8% 0.0%	14 0	43.0% 0.0%	14 0	26.1% 12.9%	7	33.0% 0.0%		22.1% 35.0%	19 30	
Don't know / varies)	28.4%		24.3%	1	35.7%	12		14	40.3%	13		3 7	52.0%	0	22.2%	30 19	
	_0.170	357	2570		22.170	33	270	31	.0.570	33	20.070		22.070	9	/3	87	
Weighted base: Sample:		463		4 18		25		28		21		26 25		10		17	

By Zones 8-14 Weighted:

Canterbury Household Survey for G L Hearn

Page 108 May 2019

,, eighteu.					_	-	-										11111 Z01
	Tota	1	Zone 8	3	Zone 9		Zone 10)	Zone 11		Zone 1	12	Zone 13		Zone 1	4	
Q50 Why do you visit (M Those that stated a man				ENT	ONED A	Γ Q4	8)? [MR]										
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.	1.4%	5	0.0%	0	7.0%	2	0.0%	0	3.7%	1	0.0%	0	5.7%	1	0.0%	0	
Farmers Market)																	
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	
r ····																	

Canterbury Household Survey

Page 109 for G L Hearn May 2019

Weighted:

						9	Zone 1	-	Zone 1		Zone :		Zone 1			14
	8) more	often	? [MR]	nge o	f the ma	arket v	would po	ersua	de you	or you	ır hous	ehold	to visit	the	(MARKI	ET/BOOT FA
ialist market od fairs /	10.8%	38	3.5%	0	0.0%	0	2.1%	1	0.0%	0	21.6%	6	0.0%	0	27.1%	23
sements licity of	6.4%	23	0.0%	0	14.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	18
tion RITE IN ΓΙΟΝ AND	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
/ appearance ls / 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
of goods of goods /	6.4% 16.8%	23 60	4.6% 7.0%	0	3.6% 15.1%	1 5	0.0% 2.1%	0	0.0% 3.7%	0	10.8% 23.8%	3 6	0.0% 0.0%	0	10.4% 31.1%	9 27
g 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
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
pace for the	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
tion to: Dane	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
tion to: 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
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
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
																0
hours																0
sell goods																0
																0
y iess inter																2
over	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	66.9% 5.0%	239 18	73.9% 11.0%	3	54.8% 11.3%	18 4	92.5% 2.1%	29 1	89.8% 6.5%	29 2	58.5% 0.0%	15 0		9	50.1% 10.4%	43
		357 463		4 18		33 25		31 28		33 21		26 25		9 10		87 17
of responde	ent:															
	31.6% 68.4%	443 960	27.2% 72.8%		33.6% 66.4%	43 86	27.3% 72.7%	30 81	25.5% 74.5%	44 129	38.8% 61.2%			31 55	31.6% 68.4%	131 284
	00.170	1403	72.070	18	00.170	129	72.770	112	7 1.570	173	01.270	96	03.070	87	00.170	416 100
ask, how old	d are vo			100		100		100		100		100		100		100
,	•					_								_		
				1												54
																116
																94 70
											22.4%					55
	16.9%	238	45.6%	8	14.1%	18	25.4%	28	10.1%	17	17.7%			24	6.4%	27
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
		1403 1403		18 100		129 100		112 100		173 100		96 100		87 100		416 100
of the self of the	NED AT Q4 t stated a man alist market od fairs / bets) seements icity of) tion RITE IN FION AND ETAILS) / appearance is / venue of goods f goods / g spaces bace for the access tion to: Dane the Canterbury tion to: Canterbury often the market hours sell goods / less litter y ver	NED AT Q48) more t stated a market / boo alist market 10.8% od fairs / tets) seements 6.4% icity of 0.0% RITE IN FION AND ETAILS) 4 appearance 1.4% is / venue 16.8% og spaces 1.7% coace for the 0.3% cace for the 0.3% cacess 0.6% tion to: Dane 0.5% canterbury 0.1% canterbury often 0.4% the market 0.2% olion to: 0.1% hours 0.1% sell goods 0.4% / less litter 0.1% y 0.5% sell goods 0.4% fees litter 0.1% olion to: 0.0% ask, how old are yo 8.6% 8.0% 20.1% 10.3% 17.0% 16.9%	NED AT Q48) more often t stated a market / boot fair a alist market 10.8% 38 od fairs / bets 50 seements 6.4% 23 icity of 10 per point 10 per	NED AT Q48) more often? [MR] t stated a market / boot fair at Q48 alist market 10.8% 38 3.5% od fairs / ots) seements 6.4% 23 0.0% icity of	NED AT Q48) more often? [MR] t stated a market / boot fair at Q48 alist market 10.8% 38 3.5% 0 od fairs / ets) sements 6.4% 23 0.0% 0 icity of 0 ition 0.0% 0 0.0% 0 RITE IN FION AND ETAILS) / appearance 1.4% 5 0.0% 0 is / venue 0 0 0 0 0 of goods 6.4% 23 4.6% 0 of goods 16.8% 60 7.0% 0 g spaces 1.7% 6 0.0% 0 obace for the 0.3% 1 0.0% 0 obace for the 0.3% 1 0.0% 0 obace for the 0.5% 2 0.0% 0 obace for the 0.4% 1 0.0% 0 tion to: Dane 0.5% 2 0.0% 0 canterbury 0 0 0.0% 0 obace for the 0.4% 1 0.0% 0 the market 0.2% 1 0.0% 0 obace for the 0.4% 1 0.0% 0 obace for the 0.5% 2 0.0% 0 obace for the 0.3% 1 0.0% 0 obace for the 0.3% 1 0.0% 0 obace for the 0.3% 1 0.0% 0 obace for the 0.5% 2 0.	NED AT Q48) more often? [MR] t stated a market / boot fair at Q48 alist market	NED AT Q48) more often? [MR] t stated a market / boot fair at Q48 alist market 10.8% 38 3.5% 0 0.0% 0 od fairs / tsts) sements 6.4% 23 0.0% 0 14.0% 5 icity of tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion tion	NED AT Q48) more often? [MR] stated a market / boor fair at Q48 alist market 10.8% 38 3.5% 0 0.0% 0 2.1% of fairs / sts) sements 6.4% 23 0.0% 0 14.0% 5 0.0% icity of	NEDAT Q48 more often? [MR] stated a market / boot fair at Q48 alist market 10.8% 38 3.5% 0 0.0% 0 2.1% 1 1 1 1 1 1 1 1 1	NEDAT Q48 more often? [MR] Tatated a market / boost fair at Q48 alist market a market / boost fair at Q48 alist market a market / boost fair at Q48 alist market a market / boost fair at Q48 alist market a market / boost fair at Q48 alist market a market / boost fair at Q48 alist market a Q48 alist market	NEDA T Q48) more often? [MR] **stated a market** / boort fair at Q48** alist market** / boort fair at Q48*	NED AT Q48) more often? [MR] alist market 10.8% 38 3.5% 0 0.0% 0 2.1% 1 0.0% 0 21.6% of fairs / 185) stements 6.4% 23 0.0% 0 14.0% 5 0.0% 0 0.0% 0 0.0% 0 0.0% icity of 1 1 1 1 1 1 1 1 1	NED AT Q48) more often? [MR] alist market 10.8% 38 3.5% 0 0.0% 0 2.1% 1 0.0% 0 21.6% 6 od fairs / ets) sements 6.4% 2.3 0.0% 0 14.0% 5 0.0% 0 0.0% 0 0.0% 0 cicity of nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nion nace nace nace nace nace nace nace nace nace nace nace nace nace nace	NED AT Q48) more often? [MR] at stated a market / boot fair at Q48 stated a market / book fair at Q48 stated a market / b	NED AT 048) more often? [MR] alist market 10.8% 38 3.5% 0 0.0% 0 2.1% 1 0.0% 0 21.6% 6 0.0% 0 alist market 10.8% 38 3.5% 0 0.0% 0 2.1% 1 0.0% 0 0.1.6% 6 0.0% 0 because 0.6% 23 0.0% 0 14.0% 5 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 citiqs of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.	NED AT 0449) more often? [MR] stated a market / box fair at Q48 stated a m

By Zones 8-14

Weighted:

Canterbury Household Survey for G L Hearn

Page 110 May 2019

	Tota	1	Zone	8	Zone	9	Zone	10	Zone	11	Zone	12	Zone 1	13	Zone	14
QUOTA Zone																
Zone 1	3.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	3.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	3.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	13.1%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	1.3%	18	100.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	9.2%	129	0.0%	0	100.0%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	7.9%	112	0.0%	0	0.0%	0	100.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	12.3%	173	0.0%	0	0.0%	0	0.0%	0 :	100.0%	173	0.0%	0	0.0%	0	0.0%	0
Zone 12	6.8%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0 1	100.0%	96	0.0%	0	0.0%	0
Zone 13	6.2%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0
Zone 14	29.6%	416	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	416
Weighted base:		1403		18		129		112		173		96		87		416
Sample:		1403		100		100		100		100		100		100		100

Canterbury Household Survey for G L Hearn

Weighted:

	Tota	ıl	Canterl City Ce		Herne I Town Ce				Ashford Cent		Maidst Town Co		Folksto Town Ce		Broadst Town Co		Deal To	
Meanscore: [Num	ber of vis	its pe	week]															
Q39 How frequently do								vities)'	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 v Not those that said '(1)				-				vities)'	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

Canterbury Household Survey for G L Hearn

Weighted:

	Tota	ıl	Canterb City Cer		Herne Ba Town Cent				Ashford ' Centi		Maidst Town Co		Folksto Town Ce		Broadst Town Co		Deal To Centi	
Q41 What do you and you not those that said '(Do										t know) at Q 38							
1st Mention																		
Cheap parking	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	0		0	0.0%	0	2.0%	1		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% 3.1%	5 39	0.2% 4.9%	1 18	0.3% 1.3%	0	4.2%	1 2	0.0% 1.5%	0 2	0.1% 1.1%	0	0.0% 0.0%	0	2.0% 4.1%	1 2	0.4% 4.9%	0 2
Compact centre	0.4%	39 6	0.0%	0	0.0%	0	9.6% 0.0%	0	0.0%	0		6	0.0%	0	0.0%	0	0.0%	0
Competitive prices Easy parking	2.7%	34	0.0%	3	0.0%	0	0.0%	0	4.0%	4		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
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
Financial services, banks /	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
building societies, etc.																		
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	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		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
Near to home / convenient	25.5%	327	10.6%	39	22.7%	6	3.7%	1	26.0%	28		119	27.3%	16		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
Pedestrian friendly environment	0.8%	11	1.8%	7	0.0%	U	1.6%	U	0.0%	0	0.6%	1	0.0%	0	0.0%	U	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%	Ö
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
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
Easy to get to	1.1%	14	1.1%	4	0.0%	0	5.0%	1	4.8%	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
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
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
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
Good leisure facilities	0.6%	8	0.1%	0	0.0%	0	2.1%	0	0.0%	0		3	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars Good restaurants / places to	0.4%	5 4	0.1% 0.3%	0	0.0% 1.7%	0	0.0% 0.0%	0	2.6% 0.7%	3 1	0.0% 0.0%	0	3.4% 0.0%	2	0.0% 0.0%	0	0.0% 0.0%	0
eat out	0.3%	4	0.5%	1	1./70	U	0.0%	U	0.7%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U
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%	Ö
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
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
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	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
Nice seafront / harbour	1.0%	13	0.0%	0	2.3%	1	4.2%	1	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
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
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	6.7%	2
The regeneration has been good	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	3.4%	2		0	0.0%	0
Other (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0		0	0.0%	0	0.0% 0.0%	0	0.0%	0
(Don't know) (Nothing / Nothing else)	1.7% 18.1%	22 232	1.9% 10.4%	7 38	1.3% 14.6%	0 4	2.6% 18.1%	0	0.0% 34.3%	0 37		0 45	0.0% 34.8%	0 21	0.0% 10.5%	0 5	1.5% 8.8%	1 3
	10.170		10.470		17.070		10.170		J+.J70		1 / . 270		J+.070		10.570		0.070	
Weighted base: Sample:		1283 1294		369 632		25 61		19 38		108 114		250 74		59 49		50 33		34 33

Page 3 May 2019

Canterbury Household Survey for G L Hearn

	Tota	ıl	Canterl City Ce		Herne B Town Cer				Ashford ' Centi		Maidsto Town Ce		Folkstone Town Centr	Broad e Town		Deal To Centr	
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
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
Close to friends / relatives	0.3%	4	0.1%	0		0	0.0%	0	0.0%	0	0.7%	2		0 0.0%		0.0%	0
Compact centre Competitive prices	1.9% 0.2%	24	1.6% 0.6%	6 2	0.0% 0.0%	0	0.0% 0.0%	0	1.9% 0.5%	2	2.2% 0.0%	6 0		2 0.0% 0 0.0%		0.0% 0.0%	0
Easy parking	0.2%	10	0.3%	1	2.1%	1	0.0%	0	0.7%	1	1.1%	3		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
Familiarity	0.5%	7	0.6%	2		0	0.0%	0	1.2%	1	0.0%	0		1 0.0%		0.4%	0
Feels safe	0.3%	3	0.3%	1	2.6%	1	0.0%	0	0.8%	1	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	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
Market	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0 0.3%		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%		2.8%	1
Nice environment	4.0%	52	4.1%	15	1.3%	0	12.0%	2	0.8%	1	4.1%	10		1 6.6%		13.5%	5
Particular foodstore	0.0%	1	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%	5 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%	5 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
Can get everything I need	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0 0.0%		0.0%	0
there																	
Debenhams store	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
Easy to get to	1.2%	15	0.0%	0		2	0.0%	0	2.6%	3	3.6%	9		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
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% 0.0%	0		0 0.0%		2.1% 0.0%	1 0
Good amenities Good cafes	0.0% 0.4%	5	0.0%	1	0.0%	0	0.0% 0.0%	0	1.6%	2	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		5 0.0%		0.0%	0
Good pubs / bars	0.2%	3	0.0%	0		0	0.0%	0	0.7%	1	0.0%	0		0 2.7%		0.0%	0
Good restaurants / places to	1.0%	13	0.9%	3	0.0%	0	1.6%	0	2.6%	3	0.0%	0		0 2.7%		0.0%	0
eat out																	
Good theatre	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	6 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
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
Marks & Spencer store	0.0%	1	0.2%	1	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		2 0.0%		0.0%	0
New shopping centre Nice atmosphere	0.0% 0.5%	0 7	0.0% 0.4%	0 2		0	0.0% 0.0%	0	0.0% 2.7%	0	0.0% 0.0%	0		0 0.0%		0.0% 6.7%	0 2
Nice atmosphere Nice cathedral	0.5%	0	0.4%	0		0	0.0%	0	0.0%	0	0.0%	0		0 0.0%		0.7%	0
Nice seafront / harbour	0.5%	7	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0 10.3%		0.0%	0
Offers undercover shopping	0.0%	Ó	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
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
The regeneration has been	0.0%	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																	
Other	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0.0%		0.0%	0
(Don't know)	2.9%	37	6.5%	24		1	17.1%	3	1.2%	1	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%	6 62.5%	31	28.7%	10
Weighted base: Sample:		1283 1294		369 632		25 61		19 38		108 114		250 74		9 .9	50 33		34 33

Canterbury Household Survey for G L Hearn

Weighted:					fo	r	G L H	ea	arn							May	2019
	Tota	al	Canterbu City Cen	•	Herne Bay Town Centr		Whitstable Town Centr		Ashford T Centre				Folkstone Town Centr	e '	Broadstairs Town Centre	Deal T Cen	
3rd Mention																	
Cheap parking	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0% 0		
Cleanliness of streets Close to friends / relatives	0.1% 0.0%	1 0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.8% 0.0%	1 0	0.0% 0.0%	0		0	0.0% 0 0.0% 0		
Compact centre	0.6%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0% 0	0.0%	
Competitive prices	0.0%	ó	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0% 0	0.0%	
Easy parking	0.1%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%		
Evening entertainment	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	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%	0.0%	
Feels safe	0.1%	1	0.1%	0		0	1.6%	0	0.5%	1	0.0%	0		0	0.0%		
Financial services, banks / building societies, etc.	0.3%	4	0.3%	1	0.0%	0	0.8%	0	2.7%	3	0.0%	0		0	0.0% 0		
Free parking	0.0%	1	0.0%	0		1	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%	0		0	0.0% 0 0.0% 0	0.0%	
Good public transport links Market	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		
Near to home / convenient	0.4%	5 7	0.0%	2		0	0.0%	0	0.0%	0	0.0%	0		0	0.0% 0		
Nice environment	1.5%	19	1.6%	6		1	2.1%	0	0.7%	1	3.6%	9		0	0.0%		
Particular foodstore	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0	0.0%		
Pedestrian friendly environment	0.2%	2	0.2%	1	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%		
Selection / choice multiple shops	1.3%	17	1.9%	7		0	0.0%	0		0		3		0	4.6% 2		
Selection / choice of independent shops	0.9%	11	0.8%	3		1	0.0%	0		0		2		2	2.1% 1		2
Supporting local traders	0.2% 0.0%	2	0.1% 0.0%	0		0	1.6% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	3.3% 2 0.0% 0	0.0% 0.0%	(
Big Can get everything I need there	0.1%	1	0.0%	0		0	0.0%	0	0.0%	0	0.4%	1		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%	(
Easy access	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	0.0%	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%	0.0%	(
Flat	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%		
Good amenities	1.8%	23	1.4%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	9		0	0.0% 0	0.0%	
Good cafes	0.4%	5	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0.0%	
Good leisure facilities	0.3%	4 7	0.0%	0		0	0.0%	0	0.0%	0	0.5%	1	3.4%	2	0.0% 0		
Good pubs / bars	0.6% 0.6%	8	0.0% 1.7%	0 6		0	0.0% 0.0%	0	1.6% 0.0%	2	0.0% 0.5%	0		0	10.3% 5 0.0% 0	0.0% 0.0%	
Good restaurants / places to eat out Good theatre	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		
Historic / traditional	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	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%	
Near to work	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	0.0%	(
Nice atmosphere	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%	(
Nice cathedral	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	2.6%	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%	
Primark store	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		
The regeneration has been good Other	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0	0.0% 0		
(Don't know)	3.6%	47	7.5%	28		1	25.8%	5	1.6%	2	0.0%	0		0	0.0% 0		
(Nothing / Nothing else)	86.0%	1103	80.8%	298		21		12		100		224		55	79.8% 40		
	00.070		50.070						/2.1/0		07.070						
Weighted base: Sample:		1283 1294		369 632		25 51		19 38		108 114		250 74		59 19	50 33		34 33

Page 5 May 2019

Canterbury Household Survey for G L Hearn

Weighted:

						_		_	<u></u>								., <u>-</u> 0>
	Tota	1	Canterl City Ce		Herne Bay Town Centre		Whitstable Town Centr		Ashford To Centre				Folkstone Town Centre		adstairs n Centre		Town ntre
Any mention																	
Cheap parking	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0 2.0	0% 1	10.89	% 4
Cleanliness of streets	0.6%	7	0.9%	3	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0.0	0% 0	3.59	%
Close to friends / relatives	0.8%	10	0.3%	1	1.6%	0	4.2%	1	0.0%	0	0.8%	2	0.0%	0 2.0	0% 1	0.49	% (
Compact centre	5.2%	66	8.6%	32	1.3%	0	9.6%	2	2.4%	3	3.4%	8	2.9%	2 4.	1% 2	4.99	% 2
Competitive prices	0.7%	8	0.6%	2	0.0%	0	0.0%	0	0.5%	1	2.2%	6	0.0%	0.0	0% 0	0.09	% (
Easy parking	3.6%	46	1.4%	5	2.1%	1	0.0%	0	4.6%	5	9.1%	23	1.6%	1 2.0	0% 1	10.89	% 4
Evening entertainment	1.1%	14	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0.0	0% 0	0.09	% (
Familiarity	4.4%	56	3.4%	13	4.6%	1	2.1%	0	3.5%	4	5.7%	14	2.3%	1 0.0	0% 0	3.89	%
Feels safe	0.5%	7	0.4%	2	2.6%	1	1.6%	0	3.5%	4	0.0%	0	0.0%	0.0	0% 0	0.09	% (
Financial services, banks / building societies, etc.	0.9%	12	1.0%	4	1.3%	0	0.8%	0	2.7%	3	0.0%	0	0.0%	0.0	0% 0	0.09	% (
Free parking	0.6%	7	0.0%	0	3.4%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0 4.3	8% 2	0.09	% (
Friendly people	2.1%	27	1.7%	6	10.8%	3	1.6%	0	2.8%	3	0.6%	1			0% 1	14.09	
Good public transport links	0.6%	8	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0.0	0% 0	0.09	% (
Market	0.7%	9	0.3%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0	3% 0	0.09	% (
Near to home / convenient	27.9%	358	12.5%	46	28.0%	7	7.3%	1	28.2%	30	51.9%	130	27.3% 1	6 37.	9% 19	8.89	% :
Nice environment	12.2%	157	16.8%	62	24.7%	6	26.9%	5	6.0%	6	8.4%	21	1.1%	1 23.	3% 12	30.39	% 10
Particular foodstore	0.1%	2	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0	0% 0	0.09	% (
Pedestrian friendly environment	1.7%	22	3.4%	13	0.0%	0	1.6%	0	0.0%	0	1.7%	4	0.0%	0 0.2	2% 0	3.59	%
Selection / choice multiple shops	29.0%	373	49.4%	182	12.2%	3	12.1%	2	10.6%	11	28.3%	71	20.7% 1	2 18.	6% 9	10.89	% 4
Selection / choice of independent shops	9.9%	127	14.5%	53	11.4%	3	31.5%	6	4.8%	5	3.6%	9	8.1%	5 17.	5% 9	48.49	% 1′
Supporting local traders	0.8%	10	0.2%	1	0.0%	0	1.6%	0	0.0%	0	0.5%	1	0.0%	0 3.	3% 2	2.89	
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	0.09	% (
Can get everything I need there	0.7%	9	0.3%	1	1.7%	0	7.0%	1	0.5%	1	0.4%	1			0% 0		
Debenhams store	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0% 0	0.09	
Easy access	0.2%	2	0.1%	0	0.4%	0	0.0%	0	1.6%	2	0.0%	0			0% 0	0.09	
Easy to get to	2.3%	29	1.2%	4	6.5%	2	5.0%	1	7.4%	8	4.1%	10			0% 0	2.19	
Fenwick store	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0% 0	0.09	
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	2.19	
Good amenities	1.8%	23	1.4%	5	0.0%	0	0.0%	0	0.0%	0	3.6%	9			0% 0	0.09	
Good cafes	1.4%	17	0.6%	2	0.6%	0	0.0%	0	1.6%	2	0.0%	0			0% 0	0.09	
Good leisure facilities	2.1%	27	2.7%	10	1.3%	0	2.1%	0	0.0%	0	1.6%	4			0% 0	0.09	
Good pubs / bars	1.2%	15	0.1%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	3.4%	2 13.0	0% 6	0.09	
Good restaurants / places to eat out	2.0%	26	2.9%	11	1.7%	0	1.6%	0	3.3%	4	0.5%	1			7% 1	0.09	
Good theatre	0.1%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0% 0	0.09	
Has a Park & Ride	0.5%	6	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0% 0	0.09	
Historic / traditional	1.6%	21	4.3%	16	0.0%	0	1.6%	0	2.7%	3	0.0%	0			0% 0	0.09	
Marks & Spencer store	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0% 0	0.09	
Near to work	0.3%	4	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0			0% 0	0.09	
New shopping centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0% 0	0.09	% (
Nice atmosphere	2.1%	27	1.7%	6	1.7%	0	0.0%	0	2.7%	3	0.0%	0			0% 0	6.79	
Nice cathedral	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0% 0		
Nice seafront / harbour	1.6%	20	0.0%	0	2.3%	1	6.7%	1	0.0%	0	0.0%	0		0 10.		0.09	
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	0.09	
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	0.09	% (
Quiet / not too busy	0.5%	6	0.2%	1	0.9%	0	2.6%	0	0.0%	0	0.0%	0	0.0%	0.0	0% 0	6.79	% 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	0.09	% (
Weighted base:		1283		369	2	25	1	19		108		250	5	9	50		34
Sample:		1294		632		51		38		114		74			33		3.
Sumpre.		12/4		052	C	, 1	-	,0		117		, 4	-	_	33		٥.

Canterbury Household Survey for G L Hearn

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Weighted: May 2019 Total Canterbury **Herne Bay** Whitstable Ashford Town Maidstone Folkstone **Broadstairs Deal Town** Town Centre Town Centre Town Centre City Centre Town Centre 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 0.7% 1.5% 6 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 4.6% 0.0% 0 accessible / too far away 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 12.1% 72 1.7% 3.2% 12 0.0% 10.2% Car parking cost 5.6% 45 0 3.5% 4.6% 0 5.6% 2 Do not live in or near a town 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 / district / local centre Facilities needed are not 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 available there It does not cater for the 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 disabled 6.2% Lack of car parking 5.1% 23 4.2% 24.0% 4 0.5% 9 4% 23 0.0% 0 10.3% 4.9% 2 65 6.5% Lack of choice of facilities 0.3% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 3.3% 2.8% 0 0 0.0% 0 0.0% 0 Lack of public toilets 0.1% 2 0.3% 1.3% 0.0% 0 0.0% 0 0.0% 0 1 1.6% Perception of safety 1.7% 22 0.5% 2 6.0% 1.6% 0 0.7% 3.6% 9 1.1% 0.0% 0 0.0% 0 0.4% 0.0% 0.0% 0.0% Poor choice of bars / 0.1% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 restaurants 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Poor choice of food / 0.1% 1 0.1% 0 0 3.5% 1 convenience store Poor choice of leisure 0.1% 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 2.8% facilities Poor choice of multiple 8.9% 114 3.1% 11 8.1% 2 0.0% 0 23.2% 2.5 4.7% 12 11.0% 7 17.0% 8 17.0% 6 Poor public transport links 0.1% 0.0% 0 0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 2 14 Poor range of independent 1.1% 1.2% 4 0.0% 0 0.0% 0 0.0% 0 0.9% 0.0% 0.0% 0 0.0% 0 shops 4.7% 10.9% 40 4 1.2% 1.2% 3 1.4% 0.0% 0 Too busy 1.7% 0 22.0% 0 0.0% 14 0.1% 0 0.0% 0 0 0.0% 0 0.3% 1 0.0% 0 0.0% 0 0.0% Too expensive 1.1% 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 10.3% 7.0% 7.6% 3.7% 32.6% 35 11.6% 29 24.2% 0.0% 0.0% Vacant shops 133 26 14 Building too many new 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 houses 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 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% Doesn't have a Debenhams 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0.0% 0 0 0 0 0 0 store Doesn't have a Marks & 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 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 Don't like the shopping 0 0 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 Don't like where the market 0.1% 0 0 0 0 0 0 is located 0.7% 3 0.0% 0 0.0% 0 0.0% 0 4.5% 11 0.0% 0.0% 0 0.0% 0 1.1% 14 0 Hard to access 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 0 0 0 0.0% 0 2 0 Not cycle friendly 0.1% 0.0% 0.0% 0.0% 0.7% 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 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% Not undercover 0.0% 0 0.1% 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% 0.0% 0 0.0% 0 0.0% 0 0.5% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0.9% 0 0 0 2.7% 10 0.0% 0 0.0% 0.5% 0.0% 0.0% 0 0.0% 0.0% 0 Poor layout 11 1 Poor mobile phone signal 0.3% 0.9% 3 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.3% 3 0.3% 1 0 0.0% 1.8% 0.0% Poor quality / uneven 0.0% 0 0.0% 0.8% 0 0.0% 0 pavements Poor quality road surfaces / 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 potholes Public transport is 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 to get there Short opening hours 0.0% 0.3% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0 6.7% 2 Some of the people there are 37 0.2% 0 10.7% 0 0 2.9% 0.0% 0 0.0% 0.0% 0 27 3.4% 2 0.0% 0.0% unpleasant 0 0 0.7% 0 0.0% 0.0% 0 0 The redevelopment 0.2% 3 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 1 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 1.7% 22 3.5% 0.0% 5.0% 2.2% 0.0% 0.0% 0.0% Traffic congestion 13 0 0.7% Unclean streets / too much 1.8% 23 1.6% 1.7% 0 1.6% 0 0.0% 0 2.2% 6 0.0% 0 0.0% 0 0.0% 0 6 litter 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 0 (Don't know) 3.0% 39 1.5% 6 4.3% 0.0% 3.3% 4 3.6% 9 1.4% 2.3% 0.0% 0 88 (Nothing / Nothing else) 33.7% 433 37.6% 138 40.6% 10 27.4% 5 21.2% 23 35.1% 29.7% 18 48.2% 24 26.8% 9 Weighted base: 1283 369 25 19 108 250 59 50 34

33

33

49

74

38

114

61

Sample:

1294

632

Canterbury Household Survey for G L Hearn

Weighted:

Weighted:					1	Or	GL	пег	ırıı							May	2019
	Tota	al	Canterb City Cer	•	Herne B Town Cer	•			Ashford Z Centr		Maidsto Town Ce		Folkstone Town Cent		Broadstairs Town Centre	Deal T Cent	
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%	(
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%	(
Car parking cost	2.3%	29	4.4%	16	0.0%	0	7.0%	1	3.2%	3	1.3%	3		2	0.0%		Č
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			(
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%	C
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	O
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
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%	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%	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%	(
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%	C
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
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
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		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		2	0.0% 0		C
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%	C
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
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
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		C
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
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		C
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
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
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
Poor layout	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0			0
Poor mobile phone signal Poor quality / uneven	0.0% 0.3%	4	0.0% 0.2%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	3	0.0% 0.0%	0			0
pavements Poor quality road surfaces /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%	C
potholes Public transport is 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
to get there Short opening hours	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
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
Traffic congestion Unclean streets / too much	0.8% 0.4%	10 5	0.6% 0.3%	2 1	0.0% 0.3%	0	0.0% 0.0%	0	1.5% 0.0%	2 0	0.0% 0.0%	0		0	0.0% 0 6.4% 3		0
litter 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%	C
(Don't know)	2.3%	29	3.4%	14	1.3%	0		2	2.6%	3	0.0%	0		1	2.0% 1		1
(Nothing / Nothing else)	76.1%	976	79.3%	292		22		13	67.7%	73		220		39	73.3% 36		30
	, 0.1 /0		/0		0070		, 1.0/0		J/0		55.070						
Weighted base:		1283		369		25		19		108		250		59	50		34
Sample:		1294		632		61		38		114		74		49	33		33

Canterbury Household Survey for G L Hearn

3rd Mention Alternative facilities more accessible / too far away Better facilities elsewhere Car parking cost Do not live in or near a town / district / local centre	Tota 0.0%	ıl	Canterb City Cer	•	Herne I Town Ce	•	Whitsta Town Ce		Ashford Z Centi				Folkstor Town Cer		Broadsta Town Ce		Deal To	
Alternative facilities more accessible / too far away Better facilities elsewhere Car parking cost Do not live in or near a town	0.0%																	
accessible / too far away Better facilities elsewhere Car parking cost Do not live in or near a town	0.0%																	
Better facilities elsewhere Car parking cost Do not live in or near a town		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Car parking cost Do not live in or near a town																		
Do not live in or near a town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	C
	0.8%	10	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		7	0.0%	(
/ 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%	(
Facilities needed are not	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
available there It does not cater for the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
disabled	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%	(
Lack of car parking Lack of choice of facilities	0.7%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	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%	(
Lack of public toilets	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	(
Perception of safety Poor choice of bars /	0.0%	3	0.0%	1	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	(
restaurants	0.5%	3	0.270	1	0.0%	U	0.070	U	0.070	U	0.0%	U	0.070	U	0.070	U	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%	(
Poor choice of leisure	0.0%	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 Poor choice of multiple	0.6%	7	0.2%	1	0.0%	0		0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
shops																		
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%	(
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%	O
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	0.00	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	C
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%	C
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	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
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
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
Poor quality / uneven pavements Poor quality road surfaces /	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
potholes Public transport is expensive	0.2%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	(
to get there 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	0.7%	1	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%	(
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%	(
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%	(
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%	(
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%	(
(Don't know)	2.6%	34	4.5%	17	1.3%	0	11.2%	2	3.2%	3	0.0%	0	2.8%	2		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

Page 9 May 2019

Canterbury Household Survey for G L Hearn

	Total	1	Canterb City Cer	•	Herne l Town Co		Whitsta Town Ce		Ashford 7 Centr				Folksto Town Ce		Broadst Town Ce		Deal To Centr	
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%	(
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%	(
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%	
Oo not live in or near a town	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%	
/ district / local centre							,.				,.			-				
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%	
t 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%	
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%	
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%	
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%	
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%	
Poor choice of bars /	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%	
restaurants Poor choice of food /	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%	
convenience store Poor choice of leisure	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%	
facilities Poor choice of multiple	12.5%	161	4.3%	16	8.1%	2	0.0%	0		32	8.3%		15.0%		17.0%		19.8%	
shops Poor public transport links	0.2%	3	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.0%	
Poor range of independent	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%	
shops Γοο 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%	
•	1.3%		0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	
Too expensive		16								4				7				
Jnattractive environment	5.1%	66	1.6%	6	4.7%	1 2	0.0%	0	3.3%		3.7%	9	11.5%		2.1%	1	0.0%	
Vacant shops	12.6%	162	8.5%	31	9.3%		3.7%	1	33.8%	37	12.5%	31	28.5%	17	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%	
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%	
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%	
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%	
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%		29.3%	1
Oon'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		
Oon'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%	
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%	
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%	
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%	
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%	
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%	
oor 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%	
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%	
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%	
Poor mobile phone signal Poor quality / uneven	0.3% 0.5%	3 7	0.9% 0.5%	3 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.8%	0 1	0.0% 1.1%	0	0.0% 1.8%	0 1	0.0% 0.0%	0	0.0% 0.0%	
pavements Poor quality road surfaces /	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%	
potholes Public transport is 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%	
to get there 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%	
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%	
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%	
oo 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%	
raffic 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%	
Jnclean 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%	
Veighted base: ample:		1283 1294		369 632		25 61		19 38		108 114		250 74		59 49		50 33		3

Canterbury Household Survey for G L Hearn

Weighted:

	Tota	ıl	Canterl City Ce	•	Herne E Town Ce	•			Ashford ' Centi				Folksto Town Ce		Broadst Town Ce		Deal To Centr	
Q43 What type of retail) more	often?	[MR]				
Not those that said '(D	on't visit c	ıny tow	n centres	s for sh	opping a	nd leis	ure activ	ities)' (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%	(
CDs / DVDs / Computer	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
game shops																		
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
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%	(
(None)	42.3%	543		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%		11.8%		10.3%	5	22.0%	7
Weighted base:		1283		369		25		10		108		250		59		50		21
Sample:		1283		632		61		19 38		114		74		59 49		33		34 33

Canterbury Household Survey for G L Hearn

Weighted:

	Tota	ıl	Canterl City Ce	•	Herne Ba Town Cen	•	Whitsta Town Ce		Ashford ' Centi				Folkstone Town Centr		Broadstairs own Centr		Deal To Centr	
Q44 What general impro			e qualit	y of t	he leisure	e an	d enterta	inme	nt offer	in (Cl	ENTRE	MENT	IONED AT	Q38	BB) would	pe	rsuade	
you to visit it more on Not those that said '(Do	-	-	n centres	s for sh	nopping an	d lei:	sure activi	ties)'	or '(Don'	t know) at Q38							
Enhanced range of health	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
and fitness centres / gyms Improved music / theatre	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
provision Improved play areas for	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
children Improved public transport facilities during the	5.8%	75	0.7%	2	0.0%	0	0.0%	0	4.3%	5	16.6%	41	11.7%	7 1	10.3%	5	0.0%	C
evenings 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 1	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%	C
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%	C
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%	(
Laser tag Later opening hours at leisure / entertainment facilities	0.2% 0.2%	3 2	0.7% 0.0%	3 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 3.4%	0 2	0.0% 0.0%	0	0.0% 0.0%	C
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%	O
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%	C
More museums More parking available at leisure / entertainment	0.1% 0.9%	1 12	0.4% 0.4%	1 2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 3.6%	0 9	0.0% 0.0%	0	0.0% 2.0%	0	0.0% 0.0%	0
facilities																		
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%	C
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%	(
Sea life centre	0.1% 0.2%	1 2	0.0% 0.2%	0 1	0.0% 1.7%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.4%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
Skate park Speedway	0.2%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	(
Tennis / squash court	0.0%	2	0.0%	1	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				39	44.5%	15
(Noulling in particular) (Don't know)	7.5%	96	3.7%	14	8.6%	2	11.2%	2	37.8%	4	8.7%	22	43.2% 2 8.3%	20 <i>1</i> 5	6.4%	3	15.7%	5
•	7.570		5.770		0.070		11.2/0		5.570		5.770						10.770	
Weighted base: Sample:		1283 1294		369 632		25 61		19 38		108 114		250 74		59 19		50 33		34 33

Canterbury Household Survey for G L Hearn

Weighted:

Weighteu.					-	. •	U L .										May	2017
	Tota	al	Canterb City Ce	•	Herne Ba Town Cen	•	Whitsta Town Ce		Ashford Z Centi				Folksto Town Ce		Broadst Town Ce		Deal To	
Q45 What general impro	vement	s to th	e qualit	y of t	he enviro	nme	ent in (CE	ENTR	E MENT	TIONE	D AT Q	38B) v	would pe	ersua	ıde you t	o vis	it it mor	е
often? [MR] Not those that said '(Do	on't visit o	any tow	n centres	s for sl	hopping an	d leis	sure activi	ities)' o	or '(Don'i	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	0.1%	6	0.0%	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	4.4%	56	1.2%	4	0.0%	0	6.6%	1	0.7%	1	14.3%	36	0.0%	0		0	0.0%	Ö
over-crowding																		
Attract more people / make	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
more lively																		
Clean shopping streets	15.5%	199	7.6%	28	9.1%	2	2.1%	0	8.5%	9	15.0%	37	23.6%	14		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	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
attractiveness of meeting places																		
Improve play areas for	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
children	,,	,,,	2.270	Ü	0.070	Ü	2.070	•	.1270		7.270	10	111,70	•	10.070		0.070	
Improve policing / other	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
security measures																		
Improve street furniture /	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
floral displays																_		
Improve the condition of the	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
roads	2.50/	22	1.00/	4	1.20/	0	0.00/	0	2.7%	2	2.20/	6	0.00/	0	15 00/	7	2.1%	1
Increase soft / hard landscaping	2.5%	32	1.0%	4	1.3%	0	0.0%	U	2.1%	3	2.2%	6	0.0%	U	15.0%	7	2.1%	1
Pedestrianisation of main shopping streets in the	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
town centre																		
Remove street clutter /	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
advertisements																		
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% 0.1%	7 2	0.0% 0.5%	0 2	1.7% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	1 0	0.0%	0	4.1% 0.0%	2	0.0% 0.0%	0	2.1% 0.0%	1
Bins emptied more often Cheaper parking	0.1%	0	0.5%	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 /	0.2%	2	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	C
improve sea water quality	0.270	_	0.070	Ü	11770	Ü	0.070	Ü	0.070		0.070	Ů	0.070	Ü	0.070	Ü	0.070	
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	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%	C
centre																		
Improve the mobile phone	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
signal	0.50/		0.00/	2	0.00/	0	0.00/	0	1.50/	2	0.00/	0	0.00/	0	2.00/	1	0.00/	0
Trampolining Introduce smoke-free areas	0.5% 0.1%	6 1	0.9% 0.0%	3	0.0% 0.0%	0	0.0% 0.0%	0	1.5% 0.7%	2	0.0% 0.0%	0	0.0% 0.0%	0	2.0% 0.0%	0	0.0% 0.0%	0
Longer opening hours	0.1%	1	0.0%	1	0.0%	0	0.0%	0	0.7%	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	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%	C
redevelopment suits the current architecture																		
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%	(
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%	C
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%	(
More undercover shopping Plant more trees / don't cut	0.1%	1 3	0.3%	1 2	0.0%	0	0.0%	0 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0
down current trees	0.2%	3	0.5%	2	0.0%	U	4.2%	1	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	C
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%	C
Stop building new homes	0.1%	7	0.5%	2	0.0%	0	0.0%	0	3.1%	3	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		138	25.7%	15		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
p				002		51		50				, ,		.,		55		55

Canterbury Household Survey for G L Hearn

Weighted:

	Tota	ıl	Canterl City Ce		Herne Ba Town Cen	•	Whitstal Town Cer		Ashford Z Centi				Folkstone Town Centr		Broadstairs own Centro		Deal Tov Centre	
Q46 What general impro			-			-	-		-			RE M	ENTIONED	АТ	Q38B) mo	ore	often?	
Not those that said '(Do	on't visit a	any tow	n centre:	s for sh	opping and	l lei:	sure activi	ties)'	or '(Don'i	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 1	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 1	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 1	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 1	19.4% 1	0	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 2	25.1% 1	2	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		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
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
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
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
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
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
Free parking	0.7%	9	0.6%	2	4.2%	1	3.2%	1	2.3%	2	0.0%	0	2.8%	2		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
Improve the traffic light	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
system	0.20/	2	0.20/	1	0.00/	0	0.00/	0	0.70/	1	0.70/	2	0.00/	0	0.00/	0	0.00/	0
More / better cycle routes	0.2%	3	0.2% 0.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.7% 0.0%	1	0.7% 0.0%	2	0.0%			0	0.0%	0
More / better places to lock bicycles	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	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			50.6% 2	5 6	51.1%	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 1	11.2%	4
Weighted base:		1283		369		25		19		108		250	4	59	5	0		34

Saturday

(Don't know / varies)

Weighted base:

Sunday

Sample:

34.8%

13.9%

28.4%

124 21.7%

101 9.6%

357

463

49 68.6%

4 35.0%

12 50.8%

2 2.9%

17

20

5 29.0%

7 4.6%

0 37.8%

15

29

Canterbury Household Survey for G L Hearn

37

0 7.9%

2 0.0%

40

66

7.5%

1 48.6%

1 41.3%

0

11

6

1.2%

3 35.5%

2 27.5%

0 37.0%

5

9

4 28.0%

3 24.8%

4 33.9%

12

15

12 6.7%

10 22.9%

14 50.0%

41

31

2

6

12

24

16

	Total		Bridge		Canterbury	C	Canterbur	v	The Go	ods	Herne Ba	av	Herne Ba	v	Lions Boo	t	Whitstabl	e	Whitstab	le	Whitstab	ole
			Farmers Market		Boot Fair	H	High Stree Market	et S	Shed Far Marke Canterb	et,	Market Mortime Street	,	Produce & Craft Mark Wimereu	et,	Fair, Hern Bay		Farmers Market, S Mary's Ha	t	Fish Mark Whitstab Harbou	le	Market Gorrell Ta Car Par	nk
									Cantern	ui y	Street		Square	•			waiy s iie	111	TIAI DOG		Carran	K
Q49 Which day do you Those that stated a m	-			ARK	(ET/BOOT F	AIF	R MENTIC	ONE	ED AT G	(48)?												
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 1	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

16 92.3%

1 0.0%

12 4.6%

48

73

42 33.5%

7 3.1%

54 26.0%

144

198

Canterbury Household Survey for G L Hearn

	Total	I	Bridge Farmer Marke	s	Canterbur Boot Fair		Canterbur High Stree Market	•	The Goods Shed Farmer Market, Canterbury	s	Herne Ba Market Mortime Street	,	Herne Bay Produce & Craft Marke Wimereux Square		Lions Boot Fair, Herno Bay	e	Whitstable Farmers Market, S Mary's Ha	t	Whitstable Fish Market Whitstable Harbour	t,	Whitstabl Market, Gorrell Ta Car Parl	, ank
Q50 Why do you visit	•			ENT	IONED AT	Q4	8)? [MR]															
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

			111111				17III II	•	Canter	/	Street	t	Wimere Squar		Duj		Mary's I	Iall	Harbou	r	Car Park	:
Q50 Why do you visit (M Those that stated a man				/ENTI	ONED A	AT Q4	8)? [MR]															
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. 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

Canterbury Household Survey for G L Hearn

Weighted:

										-0- 0			_									
Total	I	Farme	rs			High Str	eet !	Shed Farr Marke	ners t,	Market,		Produce Craft Mar Wimere	& ket, ux			Farmers Market,	s St	Fish Mar Whitstal	ket, ole	Marke Gorrell T	t, ank	
			nge c	of the mar	ket	would pe	rsua	ide you c	r yo	ur househ	old	to visit t	he	(MARKET/	ВО	OT FAIR	MEI	NTIONED	AT	Q48) mo	re often?	[MR]
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	
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	
0.0%	0	0.0%	0	0.0%	0	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%	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	
6.4%							5									0.0%						
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	
1.7%	6	0.0%	0	0.0%				5.4%	3	0.3%	0	0.0%			2	0.0%	0		2	0.0%	0	
0.0%		0.0%	0	0.0%					0	0.0%		0.0%				0.0%			-		-	
0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	
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	
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	
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	
0.4%	1	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	
0.2%	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	
0.1%	0	0.0%	0	1.4%				0.0%	0	0.0%	0	0.0%			0	0.0%	0		0		0	
0.1%	_		0								-		-						-		-	
0.6%	2	0.4%	0	0.0%	-	0.0.0		4.0%	2	0.0%	0	0.0%	-		0	2.6%	0	0.0%	0	0.0%	0	
0.4%			0												1				-		-	
	_		_		-								-								-	
			-		-	0.12.70	-						-						-		-	
5.0%	18	0.0%	0	4.5%	1	3.6%	5	21.6%	10	2.1%	1	0.0%	0	0.0%	U	0.0%	U	2.2%	1	0.6%	U	
	357 463		17 20		15 29		144 198		48 73		40 66		11 6		5 9		12 15		41 31		24 16	
	to the celebrate to the	6.4% 23 0.0% 0 1.4% 5 6.4% 23 16.8% 60 1.7% 6 0.0% 0 0.3% 1 0.6% 2 0.5% 2 0.0% 0 0.4% 1 0.2% 1 0.1% 0 0.1% 1 0.6% 2 0.4% 1 0.1% 1 0.6% 2 0.4% 1 0.1% 1 0.5% 2 0.4% 1 0.1% 1 0.5% 2 0.4% 1 0.1% 1 0.5% 2 0.4% 1 0.5% 2 0.4% 1 0.1% 1 0.5% 2 0.4% 1 0.5% 2 0.0% 0 66.9% 239 5.0% 18	Farme Market to the quality and rate let / boot fair at Q48 10.8% 38 84.1% 6.4% 23 51.5% 0.0% 0 0.0% 1.4% 5 0.8% 6.4% 23 16.3% 16.8% 60 69.9% 1.7% 6 0.0% 0.0% 0 0.0% 0.3% 1 0.0% 0.5% 2 0.0% 0.5% 2 0.0% 0.0% 0 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.1% 0 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.4% 1 0.0% 0.1% 1 0.0% 0.1% 1 0.0% 0.5% 2 0.4% 0.1% 1 0.0% 0.5% 2 0.0% 0.0% 0 0.0% 66.9% 239 12.9% 5.0% 18 0.0%	Farmers Market to the quality and range of the theoretical fair at Q48 10.8% 38 84.1% 15 6.4% 23 51.5% 9 0.0% 0 0.0% 0 1.4% 5 0.8% 0 6.4% 23 16.3% 3 16.8% 60 69.9% 12 1.7% 6 0.0% 0 0.0% 0 0.0% 0 0.3% 1 0.0% 0 0.3% 1 0.0% 0 0.5% 2 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.4% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.4% 1 0.0% 0 0.1% 1 0.0% 0 0.1% 1 0.0% 0 0.5% 2 0.0% 0 0.1% 1 0.0% 0 0.5% 2 0.0% 0 0.1% 1 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0% 0 0.0% 0 0.5% 2 0.0% 0 0.0	Farmers Market **To the quality and range of the market / boot fair at Q48 10.8% 38 84.1% 15 35.9% 6.4% 23 51.5% 9 0.0% 0.0% 0 0.0% 0 0.0% 1.4% 5 0.8% 0 8.1% 6.4% 23 16.3% 3 36.2% 16.8% 60 69.9% 12 3.6% 1.7% 6 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.3% 1 0.0% 0 0.0% 0.3% 1 0.0% 0 0.0% 0.5% 2 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 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Market Market, Canterbury Market, Mortimer Street	Farmers Market Market Market Market Market Canterbury Street Canter Canterbury Street Canter Canterbury Can	Farmers Market Market Shed Farmers Market Canterbury Street Canterbury Canterb	Farmers Market Market Market Market Canterbury Street Craft Market Canterbury Street Craft Market Bay Canterbury Square Craft Market Canterbury Content Canterbury Content Canterbury Content Canterbury Ca	Farmers Market Market Market Market Market Market Market Market Canterbury Street Canterbury Street Canterbury Street Canterbury Canterbury	Farmers Market Mary's H	Farmers Market Market Market Market Market Market Market Mortimer Street Market Mortimer Street Market Marke	Farmers Market Market	Farmers Market Market Market Market Canterbury Market Canterbury Street Canterbury Street Canterbury Canterbury Street Canterbury Street Canterbury Can	Farmers Farmers Farmers Farmers Market Market Market Canterbury Market, Canterbury Market, Canterbury Market, Wignare Car Pau Car Pa	Farmiers Farmiers

3. In Centre Surveys

GL Hearn Page 148 of 154



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Canterbury In Centre Survey for G L Hearn

May 2019

Job Ref: 020419

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Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Statistical Accuracy	4
Data Tables	5

Appendices:

Data Tabulations -

By Demographics 7 - 47
By Canterbury 49 - 89
By Whitstable 91 - 129
By Herne Bay 131 - 170

Sample Questionnaire

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 18th May and Saturday 25th 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%	±4.2%.
20%	±5.5%
30%	±6.3%
40%	±6.8%
50%	±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

												_											1.1243
	Tota	l	Male	e	Fema	le	18 - 34	4	35 - 5	4	55 +	-	ABC	1	C2DI	Ξ	Canterl	oury	Whitsta	ble	Herne l	Bay	
Q01 What is the main pu	rpose of	f your	visit to	Canto	erbury /	Whits	stable / I	Herne	Bay to	day?													
Shopping for food only	11.5%	23	4.4%		15.2%	20	7.4%	4	8.9%		15.6%	14	11.9%		11.2%	13	6.0%	6		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	
o 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	
Vindow 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	
o 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	
o 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	
o 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	
o 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	
ocial / 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	
Courism, 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	

	Total	1	Male	e	Femal	le	18 - 3	34	35 - 5	4	55 +	-	ABC	:1	C2D	E	Canterl	oury	Whitsta	ble	Herne l	Bay	
Q02 And for what other i	reasons	have	you cor	ne Ca	nterbur	y / Wł	nitstable	e / Hei	ne Bay	today	/? [MR]												
Shopping for food only	1.5%	3	0.0%	0		3	1.9%	1	0.0%	0		2	1.2%	1	1.7%	2	0.0%	0	4.0%	2		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	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	
around																							
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,	1.0%	2		0		2	0.0%	0	3.6%	2		0		1	0.9%	1	1.0%	1	2.0%	1	0.0%	0	
dentist, optician																							
Social / leisure reason e.g. meeting friends, going to	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	
gym																_							
Гourism, 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		22	20.7%	24		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	

											101 0												viay 201.
	Tota	ıl	Male	e	Femal	le	18 - 34	1	35 - 54	l	55 +		ABC	1	C2DI	E	Canterl	oury	Whitsta	ble	Herne l	Bay	
Q01X Any mention at Q01	& Q02	[MR]																					
Shopping for food only Shopping for non-food goods only	13.0% 17.0%	26 34	4.4% 13.2%		17.4% 18.9%	23 25	9.3% 14.8%	5 8	8.9% 21.4%		17.8% 15.6%	16 14			12.9% 17.2%	15 20	6.0% 24.0%		28.0% 14.0%	14 7	12.0% 6.0%	6	
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	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 Those who did not men	•		_		•			e Bay	/ today ?														
Yes	25.9%	20	15.9%	7	32.4%	22	11.1%	1	32.1%	O	33.3%	16	26.1%	12	25.8%	17	27.1%	16	45.5%	10	9.7%	3	
No	47.3%		56.8%		41.2%	28			57.1%		33.3%		43.5%		50.0%		42.4%		40.9%		61.3%	19	
(Don't know)	26.8%		27.3%		26.5%		30.6%		10.7%		33.3%		30.4%		24.2%		30.5%		13.6%		29.0%	9	
· ·	20.070				20.570		30.070		10.770		33.370		JU.+70						13.070		49.070		
Base:		112		44		68		36		28		48		46		66		59		22		31	

											for G	L	Hear	n									М	1ay 2019
	Tota	l	Mal	e	Fema	le	18 - 3	34	35 - 5	4	55 +		ABC	1	C2DE		Canterb	ury	Whitsta	ble	Herne l	Bay		
Q04 What do you intend Those who intend to she	•		-				•	oday	? [MR]															
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		

	Total		Male		Female	e	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbury		Whitstabl	le	Herne B	ay
05 Which STORE do y	ou visit m	ost fi	requently	y for	food sho	oppii	ng ? [MR]															
ldi, 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
di, 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
di, 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
, 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	0.0%		14.0%	7
Prospect Retail Park,	6.5%	13	4.4%	3	7.6%	10		0	16.1%	9	4.4%	4	7.1%	6	6.0%	7			20.0%	10		1
	0.5%	13	4.4%	3	7.0%	10	0.0%	U	10.1%	9	4.4%	4	7.1%	O	0.0%	/	2.0%	2	20.0%	10	2.0%	,
Whitstable li, St Mary's Road,	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%	(
Swanley li, St. Andrews Close,	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%	(
Canterbury																						
sda, 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
da, 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
la, 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
da, 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
-op, Church Road,	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
Sittingbourne o-op, Forbes Road,	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
Faversham																						
-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
op, Mortimer Street, Ierne 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
-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
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
land, 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
eland, Mortimer Street,	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
Herne Bay Eland, Stour 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
Sturry Road, Canterbury																						
Shellons Street, kestone	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
Sturry Road,	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%	(
unterbury		•	1.50/	1	0.90/	1	1.9%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1	1.0%	1	2.0%	1	0.0%	(
Canterbury arks & Spencer, Prospect Retail Park, Whitstable	1.0%	2	1.5%	1	0.8%	1	1.570	1	0.070	Ü	111/0	•		_								

	Total		Male		Female	e	18 - 34		35 - 54		55 +		ABC1		C2DE	2	Canter	bury	Whitstab	ole	Herne B	Bay	
Canterbury 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%		0.0%	0		0	1.8%		0.0%	0		1	0.070		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%		0.8%	1		1	0.0%	0		0		0	0.5,70		1.0%	1		0		0	
Morrisons, Parsons Green, Saint Ives	0.5%	1	0.0%		0.8%	1		0	0.0%		1.1%	1	0.0%	0			1.0%	1		0		0	
Morrisons, Sutton Road, Maidstone	0.5%	1	0.0%		0.8%	1	0.0%	0			1.1%	1	0.0%	0			1.0%	1		0		0	
Morrisons, Ten Perch Road, Canterbury Morrisons, Welling High	2.0% 0.5%	4	0.0%		2.3% 0.8%	3	0.0%	0	1.8% 0.0%		3.3%	3	2.4% 1.2%	2			4.0% 1.0%	4		0		0	
Street, Welling Sainsbury's Local, High	2.5%	5	2.9%		2.3%	3	0.0%	0	3.6%		3.3%	3	4.8%	4			0.0%		10.0%	5		0	
Street, Whitstable Sainsbury's Local, St.	0.5%	1			0.0%	0	1.9%	1	0.0%		0.0%	0	1.2%	1	0.0%		0.0%	0	0.0%	0	2.0%	1	
Lawrence Ground, The Drive, Old Dover Road,																							
Canterbury 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	

																							111ay 2017
	Total		Male		Female	:	18 - 34		35 - 54		55 +		ABC1	-	C2DE		Canterbu	ry	Whitstal	ble	Herne F	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,	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	
Aylesford Tesco Extra, Margate Road,	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	
Westwood, Broadstairs Tesco Extra, Millstrood	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	
Road, Whitstable 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	

by demographics

Canterbury In Centre Surveys for G L Hearn

Page 14
May 2019

	Total	ı	Male	•	Fema	le	18 - 3	4	35 - 5	4	55 +		ABC	1	C2I	ÞΕ	Cante	rbury	Whitst	table	Herne	Bay
SPECIFIC SHOP & ADDRESS) Internet / delivered (Don't know / can't remember)	4.5% 6.0%	9 12	0.070	6 4	2.3% 6.1%	3 8	11.1% 1.9%	6 1	3.6% 5.4%	2 3	1.1% 8.9%	1 8	3.6% 3.6%	3 3	5.2% 7.8%	6 9			0.0% 6.0%		8.0% 2.0%	4
Base:		200		68		132		54		56		90		84		116		100		50		50

	Total		Male		Female	9	18 - 34	ı	35 - 54		55 +		ABC1		C2DE		Canterbury		Whitstabl	e	Herne B	ay
06 And which other ST	ORE do y	ou a	lso visit	frequ	uently fo	r foo	d shopp	ing?	[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
di, Prospect Retail Park, Whitstable	2.0%	4	0.0%	0		4	0.0%	0	7.1%	4	0.0%	0	2.4%	2		2		0	8.0%		0.0%	0
ldi, 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
di, 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
, 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
a, Sturry Road, anterbury	3.0%	6	4.4%	3	2.3%	3	5.6%	3	5.4%	3		0	3.6%	3	2.6%	3		4	4.0%	2		0
o-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
o-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
-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
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
and, Bellgrove Road, Velling	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
nd, College Square, argate	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
d, East Street, ersham	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
and, High Street, /hitstable	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
ind, Market Place,	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
nd, Mortimer Street, erne 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
nd, Stour Retail Park, arry 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%	C
and, Wincheap Industrial state, Maynard Road, anterbury	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%	(
ll, 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%	C
, Sturry Road, anterbury	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%	C
nna, Thomas Street,	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
rks & 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%	(

											101 0	ш.	11Cai	11										May 2013
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1	1	C2DE	}	Can	terbury	,	Whitstable		Herne B	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	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	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	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	0% 1	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	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	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	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	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	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	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	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)% ()	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	0% 1	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	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	0% 2	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	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	1	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)% ()	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	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	0% 1	1	0.0%	0	0.0%	0	

	Total		Male		Femal	e	18 - 34		35 - 54		55 +		ABC	1	C2D	E	Canterb	oury	Whitsta	ble	Herne l	Bay	
Road, Sittingbourne																							
Tesco Express, New Dover Road, Canterbury	1.0%	2	2.9%	2	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	4.0%	2	
Tesco Express, Tankerton Road, Whitstable	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	2.0%	1	0.0%	0	
Tesco Extra, Gallions Reach Shopping Park, Armada Way, 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	
Tesco Extra, Margate Road, Westwood, Broadstairs	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	
Tesco Extra, Millstrood Road, Whitstable	3.0%	6	2.9%	2	3.0%	4	1.9%	1	5.4%	3	2.2%	2	2.4%	2	3.4%	4	0.0%	0	12.0%	6	0.0%	0	
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	1.0%	2	1.5%	1	0.8%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.7%	2	1.0%	1	0.0%	0	2.0%	1	
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, 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	0.0%	0	0.0%	0	2.0%	1	
Tesco Superstore, Bridge Road, Sheerness	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	2.0%	1	0.0%	0	
Tesco Superstore, High Road, South 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	
Waitrose, Hauxton Road, Cambridge	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, Sir Bernard Paget Drive, 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	
Waitrose, St. Georges Centre, Canterbury	4.0%	8		0	6.1%	8	0.0%	0		0	8.9%	8	3.6%	3		5	6.0%	6	4.0%	2	0.0%	0	
Other (PLEASE WRITE IN SPECIFIC SHOP & ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Internet / delivered	5.5%	11	4.4%	3	6.1%	8	9.3%	5	5.4%	3	3.3%	3	6.0%	5		6		8		0		3	
(Don't know / can't remember)	7.0%	14	8.8%	6			5.6%	3	5.4%	3		8	4.8%	4			13.0%	13		0		1	
(Nowhere else)	15.5%	31	16.2%	11	15.2%	20	20.4%	11	12.5%	7	14.4%	13	15.5%	13	15.5%	18	11.0%	11	20.0%	10	20.0%	10	
Base:		200		68		132		54		56		90		84		116		100		50		50	

	Tota	1	Male	e	Fema	le	18 - 3	34	35 - 54	ļ	55 +		ABC	C1	C2D	E	Canterl	oury	Whitsta	able	Herne	e Bay
Q07 Why do you visit (S' Those who mentioned a			ONED A	T Q.5) for foo	d sho	pping?	[MR]														
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%	5 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%	5 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		3	4.3%	2	6.7%	
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%	5 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%	5 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%	5 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%	5 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%	5 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%	5 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%	6 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%	5 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%	5 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

	Tota	ıl	Male	e	Fema	ile	18 - 3	4	35 - 5	4	55 +		ABC	1	C2DI	E	Canter	bury	Whitsta	able	Herne	Bay
Q08 Which town centre	or retail	park	do you v	visit m	nost fre	quent	ly for no	n-foo	d shop _l	ping?	[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
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
Broadstairs Town Centre	0.5%	1	0.0%	0		1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1	1.0%	1	0.0%	0		
Central London	0.5%	1	0.0%	0		1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1	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
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		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
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
Faversham Town Centre	1.5%	3		0		3	0.0%	0	3.6%	2	1.1%	1	2.4%	2	0.9%	1	1.0%	1	4.0%	2		-
olkstone 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	0.0%	0		
Iersden Village Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		-
ythe Town Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
ennington Local Centre,	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0		0
Ashford	0.0%	U	0.070	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.070	U	0.0%	U
ittlebourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iaidstone Town Centre	3.0%	6		2		4	3.7%	2	1.8%	1	3.3%	3	2.4%	2	3.4%	4		5	0.0%	0		-
		1		1						1				0		1		1				
rgate Town Centre	0.5%	-	1.5%	_	0.0%	0	0.0%	0	1.8%	_	0.0%	0	0.0%	0	0.9%	_	1.0%	0	0.0%	0		0
nster Village Centre, Isle of Sheppey	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	U
inster-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	0.0%	0	0.0%	0	0.0%	0
Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
amsgate 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
ndwich Town Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
venoaks Town Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		
eerness Town Centre, Isle	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0
of Sheppey	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
ttinbourne 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
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		-
aplehurst Village Centre	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
elling Minnis Village	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0		0
Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
rood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
urry Village Centre	0.5%	1		1		0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	1	1.0%	1	0.0%	0		0
ankerton Road, Tankerton	0.5%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0		0	0.0%	0		0
,		0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0
Vingham Village Centre shford Designer Outlet	0.0% 1.0%	2		1	0.0%	1	1.9%	1	0.0%	0	0.0% 1.1%	1	1.2%	1	0.0%	1	2.0%	2	0.0%	0		0
U				_		1		0		1		0		0		_		1				0
hford Retail Park	0.5%	1	0.0%	0		-	0.0%		1.8%	_	0.0%		0.0%		0.9%	1	1.0%	_	0.0%	0		0
luewater 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%	U
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
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

	Tota	l	Male		Fema	le	18 - 34	1	35 - 5	4	55 +		ABC	:1	C2D	E	Canter	bury	Whitsta	ble	Herne l	Bay
Herne Bay																						
Hempstead Valley Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre, Hempstead, Gillingham																						
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	0.0%	0	0.0%	0	0.0%	0
Shopping Centre, West Thurrock, Grays																						
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,	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
Sittingbourne																						
South Aylesford 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
Maidstone	1.00/	2	2.00/	2	0.00/	0	1.00/		0.00/	0	1 10/		0.00/	0	1.70/	2	1.00/		0.00/	0	2.00/	
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%	13
White Cliffs 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
Whitfield						U								U						U		
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%	1	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

	Tota	1	Male		Femal	le	18 - 34		35 - 5	4	55 +		ABC	1	C2DE		Canterb	oury	Whitsta	ble	Herne	Bay
Q09 And which other to	own centr	e or r	etail park	do y	you visi	t freq	uently fo	r nor	ı-food s	hopp	ing? [MI	R]										
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		8	5.6%	3	3.6%	2		5	3.6%	3	6.0%	7	1.0%	1	10.0%	5		4
Whitstable Town Centre	5.0%	10	1.5%	1	6.8%	9	3.7%	2	8.9%	5		3	7.1%	6		4	0.0%		18.0%	9		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	0.0%	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
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
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
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
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	0.0%	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
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	0.0%	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
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
Faversham Town Centre	1.0%	2	0.0%	0		2	0.0%	0	3.6%	2	0.0%	0	1.2%	1	0.9%	1	0.0%	0	4.0%	2		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
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
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
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
Ashford	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
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		2	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.7%	2		2	0.0%	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	0.0%	0		0
Minster Village Centre, Isle	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0		0
of Sheppey	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
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	0.0%	0	0.0%	0	0.0%	0
Centre	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
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
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
Sheerness Town Centre, Isle		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0
of Sheppey	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
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
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
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
Centre	0.070	Ů	0.070	Ü	0.070	Ů	0.070		0.070	Ů	0.070	Ü	0.070	Ü	0.070	·	0.070	Ů	0.070	Ü	0.070	Ü
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
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
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
Ashford Designer Outlet	8.0%	16	5.9%	4	9.1%	12	11.1%	6	5.4%	3	7.8%	7	2.4%	2		14	9.0%	9	2.0%		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
		19	7.4%		10.6%		13.0%		10.7%	6		6	8.3%		10.3%		10.0%	10			10.0%	5
Bluewater Shopping Centre	1.5/0	1)	7.70	9	10.070	1-4	13.070	,	10.770	J	0.770	J	0.570	,	10.570	12	10.070	10	0.070		10.070	5
Bluewater Shopping Centre, Greenhithe	0.5%		1.5%		0.0%	0	0.0%	0	0.0%	0	1.1%		0.0%	0	0.9%		0.0%	0	0.0%	0	2.0%	

	Total		Male		Femal	le	18 - 34	4	35 - 54	1	55 +		ABC	1	C2D	E	Canterb	oury	Whitsta	ıble	Herne I	Bay
Herne Bay																						
Hempstead Valley Shopping	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
Centre, Hempstead, Gillingham																						
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	0.0%	0	0.0%	0	0.0%	0
Shopping Centre, West																						
Thurrock, Grays Park Farm 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
Folkestone	0.070	U	0.076	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U
Sittingbourne 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
Sittingbourne	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	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,	1.0%	2	0.0%	0	1.5%	2	1.9%	1	0.0%	0	1.1%	1	1.2%	1	0.9%	1	2.0%	2	0.0%	0	0.0%	0
Canterbury																						
Westwood Cross Shopping	12.5%	25	14.7%	10	11.4%	15	14.8%	8	17.9%	10	7.8%	7	11.9%	10	12.9%	15	13.0%	13	16.0%	8	8.0%	4
Centre & Retail Parks White Cliffs 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
Whitfield	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü
Wincheap Retail Area,	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
Canterbury Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.00/	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	0.5%	1	0.0%	0	0.0%	1	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
Romford 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
Wandsworth Town Centre	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
Internet	8.5%	17	10.3%	7	7.6%	10	7.4%	4	7.1%		10.0%	9	10.7%	9	6.9%	8	10.0%	10	0.0%	0	14.0%	7
(Don't know / varies)	12.5%	25	17.6%	12	9.8%	13	11.1%	6	5.4%		17.8%	16	15.5%	13	10.3%	12		14	2.0%	1	20.0%	10
(Nowhere else)	11.0%	22	16.2%	11	8.3%	11	5.6%	3	7.1%	4	16.7%	15	8.3%	7	12.9%	15	10.0%	10	16.0%	8	8.0%	4
Base:		200		68		132		54		56		90		84		116		100		50		50

											for G	L	Hear	'n									M	Iay 2019
	Tota	l	Male)	Femal	le	18 - 3	4	35 - 54	4	55 +		ABC	1	C2DE		Canterb	ury	Whitsta	ble	Herne I	Bay		
Q10 Why do you visit (N If any location mention			ENTLY V	ISITE	D CENT	RE O	R PARK	AT G	2.8) for n	on-fo	ood sho	ping)? [MR]											
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) (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		

Page 24 May 2019

Canterbury In Centre Surveys for G L Hearn

Total Male Female 18 - 34 35 - 54 55 + ABC1 C2DE 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%	1	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%	1	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

											_												
	Tota	al	Mal	le	Fema	ale	18 - 3	34	35 - 5	54	55 -	+	ABO	C1	C2D	ЭE	Canter	bury	Whitst	able	Herne	Bay	
Eating & Drinkin	g 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	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			
£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	
More than £150.00	0.0%	0		0	0.00	0	0.0%	0	0.0,0	0	0.0%	0	0.0,0	0	0.0,0	0		0	0.0%	0		0	
(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	е																						
Nothing	83.8%	98	83.9%	26	83.7%	72	77.3%	17	86.5%	32	84.5%	49	84.0%	42	83.6%	56	82.5%	47	94.7%	36	68.2%	15	
ess 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%		
£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	0.9%	1	3.2%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.6%	1	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	
£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	
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	
(Don't know)	15.4%	18	12.9%	4	16.3%	14	18.2%	4	13.5%	5	15.5%	9	16.0%	8	14.9%	10	17.5%	10	2.6%	1	31.8%	7	
Mean:		0.25		0.93		0.00		1.39		0.00		0.00		0.00		0.44		0.00		0.68		0.00	
Base:		117		31		86		22		37		58		50		67		57		38		22	

	Tota	al	Mal	le	Fem	ale	18 -	34	35 -	54	55	+	AB	C1	C2I	ЭE	Canter	bury	Whitst	able	Herne	Bay
Q12 How did you travel	to Canto	erbury	/ / Whits	stable	/ Herne	Bay t	oday ?															
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%	9	36.0%	18
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%	16
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%	1
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	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		5	0.0%	0	3.6%	2		3	0.0%			5		5		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 [minute	es]																					
Q13 How long did your j	ourney	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%				25.8%	34			26.8%		28.9%		28.6%		25.9%		28.0%		26.0%	13	26.0%	
21 - 30 minutes	13.0%	26			15.9%	21	5.6%		19.6%		13.3%		11.9%		13.8%		22.0%	22		3	2.0%	
31 - 45 minutes	12.0%		13.2%		11.4%		11.1%	6	5.4%		16.7%		10.7%		12.9%		20.0%	20		0		
46+ minutes	2.0%				1.5%	2		2	0.0%	0		2						4	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
M P.			4								\/		ı, 61									
Mean score [Very e	asy=2, (Juite (easy=1,	Neite	rn easy	nor a	micuit=	=U, Qui	te aim	cuit=-1	, very	aitticu	It=-2]									
Q14 How easy was it to Those who mentioned of		•	king pla	ace to	day ?																	
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%	9
Quite easy	33.3%	29	47.8%		28.1%	18	33.3%		24.2%		42.4%	14	31.6%	12	34.7%		45.7%		22.2%	4	26.5%	9
Neither easy nor difficult	23.0%	20	30.4%	7	20.3%	13		7	27.3%	9	12.1%	4	21.1%		24.5%		25.7%		27.8%	5	17.6%	
Quite difficult	6.9%	6		1		5		1	9.1%	3		2		2		4	5.7%	2	11.1%	2		
Very difficult	1.1%	1		1		0	4.8%	1	0.0%	0		0		0		1		0		1	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

											ioi G	ш.	ııcaıı	_								May 201
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbui	ry	Whitstable	•	Herne Bay	7
Q15 Where did you park Those who mentioned c	, -	/IR]																				
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
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
Whitefriars car park, Canterbury	8.0%		4.3%	1			14.3%		3.0%	1			7.9%		8.2%		20.0%	7		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
Gorrell Tank car park, Whitstable	2.3%	2	0.0%	0		2		0	6.1%	2	0.0%	0		1	2.0%	1	0.0%		11.1%	2	0.0%	0
Harbour, Whitstable Middle Wall car park,	1.1% 2.3%	1 2	0.0% 0.0%	0		1 2	,	1	0.0% 3.0%	0 1	0.0% 3.0%	0		1 0	0.0% 4.1%	0	0.0% 0.0%		5.6% 11.1%	1 2	0.0% 0.0%	0
Whitstable 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
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
Beach Street car park, Herne Bay	5.7%	5	4.3%	1	6.3%	4	0.0%	0	6.1%	2	9.1%	3			6.1%	3	0.0%	0	0.0%		14.7%	5
Hampton Pier, Herne Bay 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% 0.0%	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) Abode Canterbury	0.0% 1.1%	0 1	0.0% 0.0%	0	0.0% 1.6%	0 1	0.0% 0.0%	0	0.0% 3.0%	0 1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 2.0%	0 1	0.0% 2.9%	0 1	0.0% 0.0%	0	0.0% 0.0%	0

	Total	l	Ma	le	Fem	ale	18 -	34	35 - :	54	55	+	AB	C1	C2I	ÞΕ	Can	terbury	W	hitstabl	le	Herne l	Bay
Ald: Hama Day	1 10/	1	4.3%	1	0.0%	0	4.90/	1	0.0%	0	0.00/	0	2.6%	, 1	0.0%	0	0.0	00/	0 0	0.0%	0	2.9%	1
Aldi, Herne Bay	1.1% 1.1%	1	0.0%				4.8% 0.0%	0		0	0.0%	0			0.0%	0).0%).0%	0	2.9% 0.0%	0
Asda, Canterbury	1.1%	1	4.3%		1.6% 0.0%			1	0.0%	0	0.0%	0				1).0%).0%	0	2.9%	1
Co-op, Herne Bay		1						1		0						1					-		1
Friends house, Herne Bay	1.1%	1	0.0% 0.0%				0.0% 0.0%	0	3.0% 0.0%	0	0.0% 3.0%	0	0.0% 2.6%		2.0% 0.0%	0	0.0).0%).0%	0	2.9% 0.0%	0
On Street, Canterbury	1.1%	1						-				1				0					0		-
On street, Herne Bay	2.3%	2	0.0%				0.0%	0		0	6.1%	2			2.0%	1	0.0			0.0%	0	5.9%	2
On Street, Whitstable	8.0%	7			6.3%		9.5%		12.1%	4	3.0%		7.9%		8.2%	4				3.9%	/	0.0%	0
Sea Front, Herne Bay	3.4%	3	8.7%				0.0%	0		0	9.1%		2.6%		4.1%	2				0.0%	0	8.8%	3
Station Car Park, Canterbury	1.1%	1	4.3%		0.0%			1	0.0%	0	0.0%	0				1				0.0%	0	0.0%	0
Sturry Road Park & Ride, Canterbury	2.3%	2	0.0%	0	3.1%	2	0.0%	0	3.0%	1	3.0%	1	5.3%	6 2	0.0%	0	5.7	/%	2 0	0.0%	0	0.0%	0
The Marlowe Theatre,	2.3%	2	0.0%	0	3.1%	2	0.0%	0	3.0%	1	3.0%	1	0.0%	6 0	4.1%	2	5.7	7%	2 0	0.0%	0	0.0%	0
Canterbury																							
Wincheap Park & Ride	2.3%	2	8.7%	2	0.0%	0	0.0%	0	6.1%	2	0.0%	0	5.3%	6 2	0.0%	0	5.7	7%	2 0	0.0%	0	0.0%	0
Work, Herne Bay	3.4%	3	0.0%	0	4.7%	3	14.3%	3	0.0%	0	0.0%	0	2.6%	ó 1	4.1%	2	0.0)%	0 0	0.0%	0	8.8%	3
(Don't know)	9.2%	8	13.0%	3	7.8%	5	9.5%	2	12.1%	4	6.1%	2	13.2%	6 5	6.1%	3	11.4	1%	4 0	0.0%	0	11.8%	4
(Dropped off)	18.4%	16	26.1%	6	15.6%	10	19.0%	4	15.2%	5	21.2%	7	13.2%	6 5	22.4%	11	11.4	1%	4 11	1.1%	2	29.4%	10
Base:		87		23		64		21		33		33		38		49		3:	5		18		34
Mean score [minute	s]																						
Q16 Approximately how	much tir	me w	ill you	spend	in the	shoppi	ing are	a in Ca	anterbu	ry / W	hitstab	le / He	rne Ba	y toda	y?								
0-15 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6 0	0.0%	0	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%		5.2%	6	7.0)%	7 6	5.0%	3	4.0%	2
31 minutes – 1 hour	23.5%	47			27.3%	36			21.4%	12		22			26.7%	31	19.0		9 48		24	8.0%	4
More than 1 hour, but less	16.5%	33	14.7%		17.4%				17.9%	10	17.8%	16	20.2%		13.8%		12.0		2 24	1.0%	12	18.0%	9
than 1½ hours																							
More than 1½ 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%	ó 11	15.5%	18	14.0	0% 14	4 8	3.0%	4	22.0%	11
More than 2 hours, but less	17.0%	34	23.5%	16	13.6%	18	16.7%	9	14.3%	8	18.9%	17	19.0%	6 16	15.5%	18	18.0)% 1	8 12	2.0%	6	20.0%	10
than 3 hours																							
3 hours or more	18.0%	36	16.2%	11	18.9%	25	25.9%	14	23.2%	13	10.0%	9	15.5%	6 13	19.8%	23	24.0)% 2	4 2	2.0%	1	22.0%	11
(Don't know)	4.5%	9					5.6%	3		1	5.6%					4				0.0%	0	6.0%	3
Mean:		07.73		114.35		104.48		115.96		111.89		100.11		106.59		108.54		118.4		71.	61	1	24.83
meun.	10	07.73		114.33		104.40		115.70		111.09		100.11		100.39		100.54		110.4	U	/1.	.01	1	24.03

Base:

											for (G L	Hea	rn									May 2019
	Total	l	Mal	e	Femal	le	18 - 3	34	35 - 5	4	55 -	ŀ	ABO	C1	C21	ЭE	Canter	bury	Whits	table	Herne	Bay	
Mean score [times	s per year,	thos	e who d	lo visi	t]																		
Q17 How often do you	come to t	he ce	ntre?																				
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%	4	
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%	17	
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:	1.	29.33	Ì	137.51	12	25.24	İ	53.36	1.	31.64	İ	113.23		146.29		117.53		111.88		175.00)	117.02	
Base:		200		68		132		54		56		90		84		116		100		50)	50	

	Tota	ıl	Mal	e	Fema	le	18 - 3	4	35 - 5	4	55 +		AB(1	C2D	E	Canter	bury	Whitsta	able	Herne	Bay
Q18 What do you like al	oout sho	pping	j in Can	terbur	y / Whit	stable	e / Herne	Вау	? [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	0.0.0	0		0	0.0%		1.1%	1	0.0%	0		1		0		0		1
Feels safe	11.0%	22			12.1%	16		3			14.4%	13			11.2%		11.0%	11	12.0%		10.0%	5
Financial services (banks / building societies, etc.)	3.0%	6			3.8%	5	0.0%	0		3	3.3%	3		2		4			10.0%	5		0
Free parking	0.5%	1	0.0%	0		1	0.0%	0	1.8%	1	0.0%	0	1.2%	1	0.0,0	0		0	2.0%	1		0
Good public transport links	6.5%	13		5		8		6	5.4%	3		4	3.6%	3			11.0%	11	4.0%	2		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%	U
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	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
environment																						
Selection / choice multiple	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
shops																						
Selection / choice of	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
independent shops	2.00/	4	1.50/	1	2.20/	2	2.70/	2	1.00/		1 10/		2.40/	2	1.70/	2	2.00/	2	0.00/	0	4.00/	2
Market	2.0%	4		1	2.3%	3	3.7%	2	1.8%	1	1.1%	1	2.4%	2		2		2	0.0%	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
Bingo	1.0%	2		1	0.8%	1	1.9%	1	1.8%	1	0.0%	0		0		2		0	2.0%	1	2.0%	0
Bowling	0.5% 0.5%	1	1.5% 0.0%	0	0.0% 0.8%	0	1.9% 1.9%	1	0.0% 0.0%	0	0.0%	0		0		1 1	0.0% 1.0%	0	2.0% 0.0%	1	0.0%	0
Gym It's friendly	1.0%	2		0		2	0.0%	0	0.0%	0	2.2%	2		1		1	0.0%	0		2		0
It's quiet	0.5%	1	0.0%	0		1	0.0%	0	0.0%	0	2.2% 1.1%	1	1.2%	1	0.9%	0		0	0.0%	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		1	1.0%	1	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	0.9%	0		1	0.0%	0		0
Morrisons	1.0%	2		0		2	0.0%	0	1.8%	1	1.1%	1	1.2%	1	0.0%	1	1.0%	1	0.0%	0		1
Pier Café	0.5%	1	0.0%	0		1	1.9%	1	0.0%	0		0		0		1	0.0%	0	0.0%	0		1
Pleasant	0.5%	1	0.0%	0		1	0.0%	0	0.0%	0	1.1%	1	0.0%	0		1	0.0%	0	2.0%	1	0.0%	0
Pubs	1.5%	3		3	0.0%	0	3.7%	2	0.0%		1.1%	1	1.2%	1		2		2		1		0
Quaint & quirky	0.5%	1		1	0.0%	0	0.0%	0	0.0%	0		1	1.2%	1	0.0%	0		0	0.0%	0		1
The history	1.0%	2		0		2	0.0%	0	1.8%	1	1.1%	1	2.4%	2		0		2	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		1	0.0%	0	0.0%	0		1
(Nothing at all)	10.5%	21		9	9.1%	12		10	7.1%	4	7.8%	7			11.2%	13		7	4.0%		24.0%	12
(Don't know)	3.5%	7		4	2.3%	3	0.0%	0	5.4%	3	4.4%	4		2		5		5	0.0%	0		2
Base:		200		68		132		54		56		90		84		116		100		50		50
Dasc.		200		00		132		34		50		90		04		110		100		50		50

											for G	L	Hear	n									May	2019
	Total	l	Male	;	Fema	le	18 - 3	4	35 - 54	4	55 +		ABC	1	C2DE	E	Canterbu	ıry	Whitstal	ole	Herne B	Bay		
Q19 What do you dislike	about s	hoppi	ing in C	anterl	oury / W	/hitsta	able / He	rne E	ay ? [Mi	R]														
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		
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%	1	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	0.0%	0	1.9%	1		0		0		0		1		1		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	1.7%	2		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		5	2.6%	3			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	0.0%	0		0	0.0%	0		1		
Tourists	0.5%	1	0.0%	0		1	0.0%	0	1.8%	1	0.0%	0		1	0.0%	0		1	0.0%	0		0		
(Don't know)	29.5%	59	36.8%		25.8%	34	27.8%	15	19.6%	11	36.7%		27.4%	23			33.0%	33	2.0%	1		25		
Base:		200		68		132		54		56		90		84		116		100		50		50		

Genes 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 6 6 6 6 6 5 6 6 6 5 6 5 1.0% 1 10.0% 5 4 0.0% 2 12.0% 6 10.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 6 1.0% 1 1.0% 5 1.0% 5 1.0% 1 1.0% 5 1.0% 5 1.0% 1 1.0% 5 1.0% 1 1.0% 5 1.0% 1 1.0% 5 1.0% 1 1.0% 5 1.0% 5 1.0% 5 1.0% 1 1.0% 5 1.0		То	tal		Mal	le	Fen	nale	18 -	34	35 -	54	55	+	ABO	C1	C2I	ЭE	Canter	bury	Whits	table	Herne	Bay
Ladies shothing shops 19.5% 39 5.9% 4 26.5% 35 14.8% 8 21.20% 15 20.0% 18 21.4% 18 18.1% 21 12.0% 12 22.0% 11 32.0% 16 12.0% 12.0% 16 12.0% 12	Q20 What type of retail	or serv	ice p	rov	ision v	would	persu	ade yo	ı to sh	op in tl	ne Tow	n cent	re mor	e often	? [MR]									
Ladies clothing shops	P. 1.	0.00	, •	10	7.40/	-		, 10	12.00/		5 40/	2	0.00/	0	0.20/	-	0.50/		15.00/		4.00/	2	2.00/	
Ladies shoe shops 11.5% 23 4.4% 3 15.2% 20 16.7% 9 14.3% 8 8 6.7% 6 13.1% 11 10.3% 12 6.0% 6 22.0% 11 12.0% 6 Gents clothing shops 4.0% 8 2.9% 2 4.5% 6 3.7% 2 8.9% 5 11.1% 1 3.6% 3 4.3% 5 1.0% 1 10.0% 5 6.0% 6 1.0.0% 5 6.0% 5 1.0% 5 1.0% 6 1.0.0% 5 6.0% 5 1.0% 5 1.0% 6 1.0.0% 5 6.0% 5 1.0% 5 1.0% 6 1.0.0% 5 6.0% 5 1.0% 6 1.0.0% 5 6.0% 5 1.0% 6 1.0.0% 5 6.0% 5 1.0% 6 1.0.0% 5 6.0% 5 1.0% 6 1.0.0% 5 6.0% 5 1.0% 6 1.0.0% 5 6.0% 5 1.0% 6 1.0.0% 5 1.0% 6 1.0.0% 5 1.0% 6 1.0.0% 5 1.0% 6 1.0.0% 5 1.0.0% 6 1.0.0% 5 1.0.0% 6 1																								
Gents shops 8,0% 16 17,6% 12 3,0% 4 9,3% 2 8,0% 5 12.5% 7 4,4% 4 9,5% 8 8,6,9% 8 5,0% 5 12.0% 6 10.0% 5 6 6 6 6 6 6 6 6 6 6 6 10.0% 5 6 6 1 1.0% 5 6 1 1.0% 5 6 1 1.0% 5 6 1 1.0% 5 1 1	ũ I																							
Gents shoe shops 4.0% 8 2.9% 2 4.5% 6 3.7% 2 8.9% 5 1.1% 1 3.0% 3 4.3% 5 1.0% 1 10.0% 5 4.0% 2 12.0% 6 Children's shoe shops 3.0% 6 1.5% 1 6.8% 9 7.4% 4 10.7% 6 6.0% 0 8.3% 7 2.6% 5 2.0% 0 6.0% 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 6.0% 7 2.6% 0 6.0% 3 6.0%	1																							6
Children's clothing shops 5,0% 10 1,5% 1 6,8% 9 74,4% 4 10,7% 6 0,0% 0 8,3% 7 2,6% 3 2,0% 2 4,0% 2 12,0% 6 4,00% 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 2,0% 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 1,0% 6 1,0% 1 14,0% 7 4,0% 2 1,0% 1 1,0% 7 4,0% 2 1,0% 1 1,0% 7 4,0% 2 1,0% 1 1,0% 7 4,0% 2 1,0% 1 1,0% 7 4,0% 2 1,0% 1 1,0% 7 4,0% 2 1,0% 1 1,0% 7 1,0% 1 1,0% 7 1,0% 1 1,0% 7 1,0% 1 1,0% 1 1,0% 7 1,0% 1 1,0%	\mathcal{E} 1																							5
Children's shops shops 3,0% 6 1,5% 1 3,8% 5 5,6% 3 3,6% 2 1,1% 1 6,0% 5 6,0% 1 0,0% 0 6,0% 3 6,0% 3 6,0% 3 5,0% 1 0,0% 6 6,0% 1 2,5% 4 6,1% 8 13,0% 7 5,5% 3 2,2% 2 6,0% 5 6,0% 7 0,0% 0 18,0% 9 6,0% 3 5,0% 1 14,0% 7 4,0% 2 2,0% 1 14,0% 7 4,0% 1 4,0% 4 4,0%																				-				
Youth fashion shops	ũ I																							6
Electrical retailer shops 5,0% 10	•																	_		-				
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% 0 2.0% 1 game shops																						-		
CDS DVDS Computer 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 1.0% 1																-								_
Major household appliance 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 shops 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 80 80 8 80 8 80 8 80 8 80 8 80 8																								2
Shops 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 80 80 80 80 80 80 80 80 80 80 80 80 8	*	4.0%	ó	8	4.4%	3	3.8%	ó 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
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	3 11	4.5%	ó	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
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 10.0% 5 2.0% 10.0% 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 10.0% 5 2.0% 0 Services 7.0% 1 1.5% 1 1.5% 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 Services 7.0% 1 1.5% 1 1.5% 1 0.0% 0	1	6.0%	ó .	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
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 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 Services Council offices 0.5% 1 1.5% 1 0.0% 0 0.0																		8				5		1
Professional and Financial 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 0.0% Services Council offices 0.5% 1 1.5% 1 0.0% 0												5				4								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% 1 Imministry of 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 0.0% 0 0.0% 1 0 0.	Professional and Financial											2				0		4						0
Other (PLEASE WRITE IN) 0.0% 0		0.5%	ń	1	1.5%	1	0.0%	ó 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
Chain stores						_												_						0
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	,															1								
More police (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 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								_
None	1 2													-						-				
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																-								23
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	,	40.07			54.470				40.770		33.170		33.070		44.070		T7.T70		50.070		30.070		40.070	
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 0.8% 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% 0 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% 1 18.5% 10 8.9% 5 13.3% 12 <								132		51		50		70		01		110		100		50		50
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.	Mean score [times	per yea	ar, the	ose	who d	do visi	t]																	
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 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 quarter 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	Q21 How frequently do	you vis	it the	e ma	arket i	n the	Town (Centre ²	>															
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 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 quarter 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	Several times a week																							0
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 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 quarter 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																								5
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 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 quarter 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	2																					2		6
Less often than once a 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 quarter 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	Monthly															11						6		2
quarter 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						_										-								0
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		12.5%	ó 2	25	5.9%	4	15.9%	6 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
	*	2.0%	ó	4	1.5%	1	2.3%	6 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										23.2%				32.1%	27	33.6%	39		31	48.0%	24	22.0%	11
	(Varies)	18.0%	ó 3	36	14.7%	10	19.7%	6 26	13.0%	7		13	17.8%	16	17.9%		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	Mean:		21.0	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	Base:		20	00		68		132		54		56		90		84		116		100		50		50

											for G	L	Hear	n									May 20
	Total	l	Mal	e	Femal	e	18 - 3	4	35 - 5	4	55 +		ABC	L	C2DE	1	Canterb	ury	Whitstab	le	Herne F	Bay	
Q22 Which market do yo Those who mentioned a		-	sit? [MF	₹]																			
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%		11.9%		5.4%	5			11.6%		8.1%	5			11.7%	9		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	0.0%	0	0.0%	0	1.6%	1	0.0%	0	- 10 , 0	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	n of the	qualit	ty of the	mark	et in the	Tow	n Centre	€?															
Good quality	16.5%	33	16.2%	11	16.7%	22	14.8%	Q	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%		41.2%		37.1%		37.0%		48.2%		33.3%		46.4%		32.8%		40.0%		28.0%		46.0%	23	
Poor quality (Don't know)	10.5% 34.5%	21 69	7.4% 35.3%		12.1% 34.1%	16 45			12.5% 26.8%		12.2% 34.4%	11 31	9.5% 31.0%		11.2% 37.1%	13 43	7.0% 32.0%		18.0% 48.0%	9 24	10.0% 26.0%	5 13	
Base:		200		68		132		54		56		90		84		116		100		50		50	

	Tota																						
	2000	I	Male		Femal	le	18 - 34	1	35 - 54	ļ	55 +		ABO	C1	C2D	E	Canterb	ury	Whitsta	ble	Herne l	Bay	
Q24 What improvements	to the c	quality	y and raı	nge o	f the ma	arket v	would pe	ersua	de you c	r you	ur house	ehold	to visi	t the T	Town Ce	ntre N	/larket m	ore o	ften? [M	R]			
Improve location (relocation) Improve advertisements (increase publicity of market events)	2.0% 0.5%	4	2.9% 0.0%	2 0	1.5% 0.8%	2	0.0% 0.0%	0	1.8% 1.8%	1	3.3% 0.0%	3 0	1.2% 0.0%	10	2.6% 0.9%	3	1.0% 1.0%	1	6.0% 0.0%	3 0	0.0% 0.0%	0	
Improve range of goods Improve quality of goods	22.0% 9.5%	44 19		3	24.2% 12.1%	16	16.7% 7.4%	4	28.6% 14.3%	8	21.1% 7.8%	7	23.8%	9		10		4	26.0% 16.0%	8	26.0% 14.0%	13 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%	/	10.7%	9	10.3%	12	5.0%	3	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	
Evening market	0.5%	1	0.0%	0	0.00	1	0.0%	0	1.8%	1	0.0%	0		0	0.00	1	1.0%	1	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		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		1	0.0%	0	2.0%	1	0.0%	0	
(Don't know)	31.5%	63	38.2%		28.0%		38.9%				34.4%	31		29		34		40	8.0%		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	o Canter	bury	/ Whitsta	able /	Herne E	Bay fo	r leisure	purp	oses?														
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%		21.2%		24.1%		17.9%		24.4%	22			26.7%		17.0%		38.0%		18.0%	9	
Base:		200		68		132		54		56		90		84		116		100		50		50	

	Tota	ıl	Male	e	Fema	le	18 - 3	4	35 - 5	4	55 +		ABC	1	C2DI	E	Canter	oury	Whitsta	ble	Herne	Bay
Q26 What do you do in	Canterbu	ıry / V	Vhitstab	le / H	erne Ba	y for l	leisure p	urpo	ses ? [M	R]												
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 Cante	rbury	/ Whitst	able /	Herne	Bay fo	or leisur	e pur	poses in	the	evenings	s ?										
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%		50.0%		42.6%	23	42.9%		62.2%	56	46.4%		55.2%	64			66.0%	33	50.0%	25
Base:		200		68		132		54		56		90		84		116		100		50		50

	Tota	1	Male)	Femal	le	18 - 3	4	35 - 54		55 +		ABC	1	C2D	E	Canterl	bury	Whitsta	ble	Herne	Bay
Q28 What do you like at	oout leisi	ure / p	ubs and	d bars	s / restau	ırant <i>i</i>	cafe &	cultu	al facilit	ies ir	n Canter	bury	/ Whitst	able /	Herne	Bay ?	? [MR]					
Nothing in particular	6.5%	13	10.3%	7		6	7.4%	4	8.9%	5		4		7		6			14.0%	7		
Close to home / easy to get	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
to																						
lood cinema	7.0%	14	4.4%	3		11	7.4%		10.7%	6		4	3.6%	3	9.5%	11		7		4		
ood choice of cafes	21.0%		25.0%		18.9%		18.5%		14.3%		26.7%				19.0%		19.0%	19			22.0%	
ood quality of cafes	10.0%		10.3%	7		13	7.4%	4			12.2%		15.5%	13	6.0%	7		7		8		
ood choice of restaurants	23.5%		17.6%		26.5%		22.2%		30.4%		20.0%				22.4%		21.0%	21		22		
od quality of restaurants	8.0%	16		5			11.1%	6	8.9%	5		5	8.3%	7	7.8%		10.0%	10		4		
ood quality of pubs / bars / nightclubs			23.5%		12.1%		33.3%		16.1%	9			15.5%		16.4%		18.0%		10.0%		18.0%	
od choice of pubs / bars / ightclubs	12.5%		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%		16.0%	
d health / fitness	1.5%	3	4.4%	3	0.0%	0	3.7%	2	1.8%	1	0.0%	0	2.4%	2	0.9%		3.0%	3	0.0%	0	0.0%	0
ood bingo hall(s)	1.0%	2	0.0%	0		2	0.0%	0	1.8%	1	1.1%	1	0.0%	0	1.7%	2		1	0.0%	0		
ood casino(s)	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		
od museums	2.0%	4	0.0%	0		4	0.0%	0	3.6%	2	2.2%	2	2.4%	2	1.7%	2		1	6.0%	3	0.0%	
ood art galleries	1.5%	3	0.0%	0		3	0.0%	0	1.8%	1	2.2%	2	3.6%	3	0.0%	0		0		3	0.0%	
ood events / festivals	12.0%	24	7.4%		14.4%	19	5.6%	3	8.9%		17.8%	16	10.7%		12.9%		12.0%	12		10		
er (PLEASE WRITE IN)	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0		0		
rlowe Theatre	6.5%	13	4.4%	3		10	1.9%	1	5.4%		10.0%	9	6.0%	5	6.9%		13.0%	13	0.0%	0		
e historical aspects	0.5%	1	0.0%	0		1	0.0%	0	0.0%		1.1%	1	1.2%	1	0.0%	0		1	0.0%	0		
stgate Gardens	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%		1.1%	1	0.0%	0	0.9%	1		1	0.0%	0		
n'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
		200		68		132		54		56		90		84		116		100		50		50
29 What do you dislike	e about le	eisure	/ pubs a	and b	ars / res	staura	nt / cafe	facil	ties in C	ante	rbury / \	Whits	table / F	lerne	Bay ? [l	MR]						
thing 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	84.0%	42	36.0%	18
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	2.0%		10.0%	5
xpensive	7.0%	14		9			20.4%	11	0.0%	0	3.3%	3	2.4%		10.3%		11.0%	11	4.0%	2		
ousy	4.5%	9	2.9%	2		7	3.7%	2	5.4%	3		4	4.8%	4	4.3%	5		5		4	0.0%	
uiet	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		
fe / poor security / agerous	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
er (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
k 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
ing 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
ples 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
	0.50/	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
ality of cooking	0.5%	1	1.570	1	0.070	0	0.070															
lity of cooking n't know)	20.5%	41	23.5%	16	18.9%	25	14.8%		21.4%		23.3%	21	17.9%	15	22.4%	26		22	2.0%	1	36.0%	18

Page 37 May 2019

Canterbury In Centre Surveys for G L Hearn

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 often? Please name up to THREE improvements. [MR] Enhanced range of health 2.5% 5 1.5% 3.0% 4 7.4% 1.8% 1 0.0% 4.8% 0.9% 1 3.0% 4.0% 2 0.0% 0 and fitness centres / gvms Improved music / theatre 4.0% 2 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% provision Improved / new play areas 6.0% 12 5.9% 8 3.7% 2 10.7% 6 4.4% 8.3% 7 4.3% 5 4.0% 4 12.0% 2 4 6.1% 4 6 4.0% for children Improved / new facilities for 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 young adults Improved policing / enhance 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 security / CCTV Improved public transport 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 facilities during the evenings Improved range of places to 5.5% 0 8.3% 11 3.7% 2 12.5% 7 2.2% 2 5.2% 0.0% 0 20.0% 10 11 0.0% 6.0% 5 6 1.0% Improved range of pubs and 5.0% 10 4.4% 3 5.3% 7 9.3% 5 7.1% 4 1.1% 4.8% 5.2% 6 2.0% 2 2.0% 1 14.0% 7 4 night clubs 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 New / improved bingo 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 facility New / improved cinema 11.5% 23 10.3% 7 12.1% 16 20.4% 11 14.3% 4.4% 4 11.9% 10 11.2% 13 14.0% 14 16.0% 8 2.0% 1 New / improved museum or 3.0% 6 4.4% 3 2.3% 3 1.9% 5.4% 3 2.2% 2 4.8% 4 1.7% 2 3.0% 3 4.0% 2 2.0% 1 art gallery New / improved other leisure 2 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% facilities 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 New / improved ten pin 1.5% 3 1.5% 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 1 bowling centre 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 PROBE FULLY) 7 (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% 73 39.7% 36.5% 27 34.8% 46 29.6% 16 28.6% 16 45.6% 41 38.1% 32 35.3% 41.0% 41 36.0% 18 28.0% 14 (Nothing in particular) 41

11 6.0%

90

5 10.3%

84

12 9.0%

116

9 2.0%

100

1 14.0%

50

7

50

(Don't know)

Base:

8.5%

17

200

8.8%

6 8.3%

68

11

132

7.4%

4 3.6%

54

2 12.2%

56

																									.,
	Tota	ıl	Male		Femal	le	18 - 3	4	35 - 5	4	55 +		ABC	C1	C2D	E	Canterl	oury	Whitsta	ble	Herne l	Bay			
Q31 What general impro	vements	s to th	e quality	of th	he envir	onme	nt in Ca	nterb	ury / Wi	nitstal	ole / Her	ne Ba	ay Towi	n Cen	tre woul	ld per	suade y	ou to	visit it n	nore (often? P	lease n	ame up to THREE ir	mproveme	nts.
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		7	7.4%	4		3		3	4.8%	4		6		7	6.0%	3		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		5	5.6%	3	1.8%	1	3.3%	3		1	5.2%		1.0%		12.0%		0.0%	0			
New / improved rang of events	8.0%	16	7.4%	5	8.3%	11	9.3%	5		3	8.9%	8		8		8	9.0%	9	12.0%	6	2.0%	1			
Other (PLEASE WRITE IN)	2.0%	4	0.0%	0		4	0.0%	0	3.6%	2		2		2		2		4	0.0%	0		0			
Less traffic	1.0%	2		1	0.8%	1	0.0%	0			2.2%	2		1	0.5 70	1	0.0%	0		2		0			
(No opinion)	12.5%		17.6%	12			14.8%		12.5%		11.1%	10			10.3%		10.0%	10			16.0%	8			
(Nothing in particular) (Don't know)	23.0% 9.0%		26.5% 10.3%	18 7	21.2% 8.3%			12 7	14.3% 7.1%		28.9% 7.8%	26 7	21.4% 6.0%		24.1% 11.2%		27.0% 10.0%	27 10	8.0% 0.0%		30.0% 16.0%	15 8			
Base:		200		68		132		54		56		90		84		116		100		50		50			

	Total	l	Male		Femal	e	18 - 34	1	35 - 54		55 +		ABC	1	C2DE	E	Canterb	ury	Whitstab	le	Herne B	ay	
Q32 What general impro	vements	s to tra	ansport	and a	ccessib	ility v	vould pe	ersua	de you to	visi	t Canter	bury	/ Whitst	able /	Herne E	Зау Т	own Ce	ntre n	nore ofte	1? P	lease na	me up to THREE improvements [[MR]
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
stops / bus station																							
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	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	
centre																							
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%		20.5%	27	16.7%		28.6%	_	16.7%	-	27.4%		14.7%		25.0%	25	20.0%	10	10.0%	5	
Reduce road congestion	14.0%	28	10.3%		15.9%		11.1%		19.6%		12.2%		11.9%		15.5%		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	
(No opinion)	12.5%		10.3%		13.6%		13.0%		16.1%		10.0%		11.9%		12.9%	15			14.0%			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	

Page 40 May 2019

Canterbury In Centre Surveys for G L Hearn

Total Male Female 18 - 34 35 - 54 55 + ABC1 C2DE Canterbury Whitstable Herne Bay

Q33 Excluding the improvements to transport and accessibility already mentioned, what else would encourage you to visit Canterbury / Whitstable / Herne	e Bay Town Centre more often?
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1st mention																						
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	0.0%	0	0.0%	0	0.0%	0	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	14.50/	20	12.20/	0	15 20/	20	11 10/	_	1.4.20/	0	1 6 70/	1.5	10.00/	1.0	11.20/	12	12.00/	12	26.00/	12	C 00/	2
Provide more parking	14.5%	29	13.2%	9	15.2%	20	11.1%	6 7		8 7	16.7%	15	19.0%	16	11.2%	13	13.0%	13	26.0%	13 2	6.0%	3
More shops	9.5% 7.0%	19 14	10.3% 2.9%	7	9.1% 9.1%	12 12	13.0% 9.3%	5	12.5% 7.1%	4	5.6%	5 5	13.1% 4.8%	11 4	6.9% 8.6%	8	8.0% 8.0%	8	4.0%	3	18.0% 6.0%	9
Provide better range of shops Provide specific shop (PLEASE WRITE IN)	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%	10 0	0.0%	0	6.0% 0.0%	0	0.0%	3 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
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 - 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	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 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	0.0%	0	0.0%	0	0.0%	0	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

											101 0											
	Tota	ıl	Male		Fema	le	18 - 34	4	35 - 5	4	55 +		ABC	1	C2D1	E	Canterl	bury	Whitst	able	Herne I	Say
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 (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 - 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		10	9.8%	13	9.3%	5	8.9%	5	14.4%	13	13.1%	11	10.3%	12		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

											101 0		iicai	**									I .	via
	Tota	l	Male		Fema	le	18 - 34		35 - 54	4	55 +		ABC	1	C2DI	E	Canterb	ury	Whitstabl	e	Herne B	Bay		
3rd mention																								
Nothing Make the centre easier to get	5.5% 0.5%	11 1	4.4% 0.0%	3	6.1% 0.8%	8 1	5.6% 0.0%	3	7.1% 1.8%	4	4.4% 0.0%	4 0	8.3% 0.0%	7 0	3.4% 0.9%	4 1	1.0% 1.0%	1 1	16.0% 0.0%	8	4.0% 0.0%	2		
to	2.50/	_	0.00/	0	2.00/	_	1.00/		2.60/	2	2.20/	2	2.40/	2	2.60/	2	5.00/	_	0.00/	0	0.00/	0		
Provide more parking More shops	2.5% 2.5%	5 5		0	3.8% 3.8%	5 5	1.9% 1.9%	1	3.6% 1.8%	2	2.2% 3.3%	2 3	2.4% 3.6%	2 3	2.6% 1.7%	3 2	5.0% 5.0%	5 5	0.0% 0.0%	0	0.0% 0.0%	0		
Provide better range of shops	2.5%	5		1	3.0%	4		2	1.8%	1	2.2%	2		2	2.6%	3	1.0%	1	4.0%	2	4.0%	2		
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		
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		4	2.3%	3		4		2		1	3.6%	3	3.4%	4	6.0%	6		0	2.0%	1		
Other (PLEASE WRITE IN)	0.5%	1	0.0,0	0	0.8%	1	0.0%	0	1.8%	1	0.0%	0		1	0.0%	0	0.0%	0		0	2.0%	1		
Fill the empty shops	0.5%	1		0	0.8%	1	0.0%	0	0.0%	0		1		1	0.0%	0	0.0%	0		1	0.0%	0		
Pedestrianise particular street - High Street	1.5%	3		0	2.3%	3		0		1	2.2%	2		0	2.6%	3	0.0%	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		
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		
Provide specific shop - Bon Marche	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		
Provide specific shop - TK Maxx	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		
(Don't know)	8.5%		10.3%	7	7.6%		11.1%	6		5		6		6	9.5%		12.0%	12		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%	35		
Base:		200		68		132		54		56		90		84		116		100		50		50		

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	Tota	l	Male	;	Femal	le	18 - 3	4	35 - 5	4	55 +	-	ABO	C1	C2DI	Ξ	Canterl	bury	Whitsta	ble	Herne I	Bay	
Q33X Any mention at Q3	3 [MR]																						
Nothing	43.5%	87	48.5%		40.9%	54		22	42.9%		45.6%	41	44.0%	37			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 (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	
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	9.5%	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 - 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	

											101 0	_											1716
	Tota	ı	Male		Femal	le	18 - 3	4	35 - 5	4	55 +		ABC1		C2D	E	Canterl	oury	Whitstab	ole	Herne	Bay	
GEN																							
Male Female	34.0% 66.0%	68 132	100.0% 0.0%		0.0% 100.0%		53.7% 46.3%		21.4% 78.6%		30.0% 70.0%		32.1% 67.9%		35.3% 64.7%		38.0% 62.0%		20.0% 80.0%		40.0% 60.0%	20 30	
Base:		200		68		132		54		56		90		84		116		100		50		50	
AGE																							
18 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years 55 - 64 years	16.0% 11.0% 12.5% 15.5% 19.5%	22 25 31 39	25.0% 17.6% 11.8% 5.9% 17.6%	12 8 4 12	11.4% 7.6% 12.9% 20.5% 20.5%	10 17 27 27	0.0% 0.0%	0	0.0% 0.0% 44.6% 55.4% 0.0%		0.0% 0.0% 0.0% 0.0% 43.3%	0 0 0 39	11.9% 15.5% 14.3%	8 10 13 12	12.9% 12.1% 12.9% 15.5% 23.3%	14 15 18 27	21.0% 15.0% 13.0% 11.0% 14.0%	15 13 11 14	10.0% 26.0% 24.0%	2 5 13 12	10.0% 10.0% 14.0% 14.0% 26.0%	5 7 7 13	
65+ years Base:	25.5%	51 200	22.1%	15 68	27.3%	36 132		0 54	0.0%	0 56	56.7%	51 90	28.6%	24 84	23.3%	27 116	26.0%	26 100	24.0%	12 50	26.0%	13 50	
SEG																							
AB C1 C2 DE Base:	7.0% 35.0% 28.5% 29.5%	57	7.4% 32.4% 29.4% 30.9%	20	6.8% 36.4% 28.0% 28.8%	37	42.6% 22.2% 31.5%	12	1.8% 39.3% 26.8% 32.1%	22 15	12.2% 27.8% 33.3% 26.7%		16.7% 83.3% 0.0% 0.0%			0 57	6.0% 34.0% 26.0% 34.0%	6 34 26 34 100	34.0% 22.0%	11	8.0% 38.0% 40.0% 14.0%	4 19 20 7 50	
ADU .		200		00		132		5.		50		,,		01		110		100		50		50	
1 adult in hhold 2 adults in hhold 3 adults in hhold 4 or more adults in hhold Base:	31.0% 41.5% 13.0% 14.5%	83 26	30.9% 42.6% 11.8% 14.7%	29 8	31.1% 40.9% 13.6% 14.4%	54 18	14.8% 31.5% 24.1% 29.6%	17 13	16.1% 57.1% 8.9% 17.9%	32	50.0% 37.8% 8.9% 3.3%	34 8	32.1% 40.5% 8.3% 19.0%	34 7	30.2% 42.2% 16.4% 11.2%	49 19	22.0% 49.0% 13.0% 16.0%	49 13	54.0% 22.0% 14.0% 10.0%	11 7	26.0% 46.0% 12.0% 16.0%	6	
СНІ																							
No children in hhold 1 child in hhold 2 children in hhold 3 children in hhold 4 or more children in hhold Base:	74.5% 12.5% 7.5% 3.5% 2.0%	149 25 15 7 4 200	5.9%		74.2% 11.4% 8.3% 4.5% 1.5%		22.2% 7.4% 0.0%	12 4	48.2% 16.1% 19.6% 12.5% 3.6%	27 9 11 7 2 56	95.6% 4.4% 0.0% 0.0% 0.0%	86 4 0 0 0 90	75.0% 10.7% 9.5% 3.6% 1.2%		74.1% 13.8% 6.0% 3.4% 2.6%		2.0%	73 15 5 5 2	4.0% 10.0% 2.0%	2		8 5	

Page 45 May 2019

	Tota	ıl	Male		Fema	le	18 - 34	1	35 - 54	1	55 +		ABC	1	C2D	E	Canterl	bury	Whitsta	ble	Herne	Bay
CARS																						
No cars in hhold	27.5%	55	35.3%	24	23.5%	31	38.9%	21	10.7%	6	31.1%	28	23.8%	20	30.2%	35	32.0%	32	28.0%	14	18.0%	9
1 car in hhold	46.0%	92	39.7%	27	49.2%	65	27.8%	15	48.2%	27	55.6%	50	45.2%	38	46.6%	54	40.0%	40	56.0%	28	48.0%	24
2 cars in hhold	14.0%	28	13.2%	9	14.4%	19	13.0%	7	28.6%	16	5.6%	5	16.7%	14	12.1%	14	15.0%	15	14.0%	7	12.0%	6
3 cars in hhold	9.5%	19	8.8%	6	9.8%	13	13.0%	7	12.5%	7	5.6%	5	10.7%	9	8.6%	10	9.0%	9	2.0%	1	18.0%	9
4 or more cars in hhold	3.0%	6	2.9%	2	3.0%	4	7.4%	4	0.0%	0	2.2%	2	3.6%	3	2.6%	3	4.0%	4	0.0%	0	4.0%	2
Base:		200		68		132		54		56		90		84		116		100		50		50
DAY																						
Monday	12.5%	25	10.3%	7	13.6%	18	20.4%	11	8.9%	5	10.0%	9	7.1%	6	16.4%	19	25.0%	25	0.0%	0	0.0%	0
Tuesday	12.5%	25	19.1%	13	9.1%	12	13.0%	7	5.4%	3	16.7%	15	16.7%	14	9.5%	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	37.5%	75	29.4%	20	41.7%	55	38.9%	21	39.3%	22	35.6%	32	36.9%	31	37.9%	44	25.0%	25	50.0%	25	50.0%	25
Saturday	37.5%	75	41.2%	28	35.6%	47	27.8%	15	46.4%	26	37.8%	34	39.3%	33	36.2%	42	25.0%	25	50.0%	25	50.0%	25
Base:		200		68		132		54		56		90		84		116		100		50		50
LOC																						
Canterbury	50.0%	100	55.9%	38	47.0%	62	66.7%	36	42.9%	24	44.4%	40	47.6%	40	51.7%	60	100.0%	100	0.0%	0	0.0%	0
Whitstable	25.0%	50	14.7%	10	30.3%	40	14.8%	8	32.1%	18	26.7%	24	25.0%	21	25.0%	29	0.0%	0	100.0%	50	0.0%	0
Herne Bay	25.0%	50	29.4%	20	22.7%	30	18.5%	10	25.0%	14	28.9%	26	27.4%	23	23.3%	27	0.0%	0	0.0%	0	100.0%	50
Base:		200		68		132		54		56		90		84		116		100		50		50

																							1114
	Total		Male		Femal	le	18 - 34	ļ	35 - 54	ļ	55 +		ABC1	Ĺ	C2DI	E	Canterb	ury	Whitsta	ble	Herne l	Bay	
PC																							
PC																							
CT1	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	
CT1 1	6.5%	13	5.9%	4	6.8%	9	13.0%	7	5.4%	3	3.3%	3	7.1%	6	6.0%	7	13.0%	13	0.0%	0	0.0%	0	
CT1 2	2.0%	4	2.9%	2	1.5%	2	1.9%	1	1.8%	1	2.2%	2	2.4%	2	1.7%	2	4.0%	4	0.0%	0	0.0%	0	
CT1 3	2.0%	4	4.4%	3	0.8%	1	3.7%	2	0.0%	0	2.2%	2	2.4%	2	1.7%	2	4.0%	4	0.0%	0	0.0%	0	
CT1 4	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	
CT1 8	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	
CT10	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	
CT10 2	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	
CT10 3	1.0%	2	2.9%	2	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0	1.7%	2	2.0%	2	0.0%	0	0.0%	0	
CT12 6	1.0%	2	2.9%	2	0.0%	0	1.9%	1	0.0%	0	1.1%	1	2.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	
CT13 9	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	
CT17 0	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	
CT18 7	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	
CT18 8	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	
CT19 4	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	
CT19 5	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	
CT2	1.0%	2	1.5%	1	0.8%	1	1.9%	1	0.0%	0	1.1%	1	0.0%	0	1.7%	2	2.0%	2	0.0%	0	0.0%	0	
CT2 2	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	
CT2 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	0.0%	0	2.0%	1	0.0%	0	
CT2 7	3.5%	7	5.9%	4	2.3%	3	7.4%	4	1.8%	1	2.2%	2	3.6%	3	3.4%	4	7.0%	7	0.0%	0	0.0%	0	
CT2 8	2.5%	5	4.4%	3	1.5%	2	3.7%	2	5.4%	3	0.0%	0	1.2%	1	3.4%	4	5.0%	5	0.0%	0	0.0%	0	
CT2 9	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	
CT3 3	1.0%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.7%	2	2.0%	2	0.0%	0	0.0%	0	
CT3 4	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	
CT4 6	1.0%	2	0.0%	0	1.5%	2	1.9%	1	1.8%	1	0.0%	0	1.2%	1	0.9%	1	2.0%	2	0.0%	0	0.0%	0	
CT5	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	
CT5 1	7.0%	14	5.9%	4	7.6%	10	5.6%	3	7.1%	4	7.8%	7	6.0%	5	7.8%	9	2.0%	2	22.0%	11	2.0%	1	
CT5 2	7.5%	15	4.4%	3	9.1%	12	5.6%	3	7.1%	4	8.9%	8	6.0%	5	8.6%	10	1.0%	1	24.0%	12	4.0%	2	
CT5 3	1.5%	3	0.0%	0	2.3%	3	0.0%	0	1.8%	1	2.2%	2	2.4%	2	0.9%	1	1.0%	1	2.0%	1	2.0%	1	
CT5 4	9.0%	18	8.8%	6	9.1%	12	3.7%	2	12.5%	7	10.0%	9	10.7%	9	7.8%	9	2.0%	2	32.0%	16	0.0%	0	
CT5 4	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	
CT6	1.0%	2	0.0%	0	1.5%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	1.7%	2	2.0%	2	0.0%	0	0.0%	0	
CT6 2	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	
CT6 3	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	
CT6 4	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	2.0%	1	0.0%	0	
CT6 5	3.5%	7	4.4%	3	3.0%	4	1.9%	1	5.4%	3	3.3%	3	7.1%	6	0.9%	1	0.0%	0	2.0%	1	12.0%	6	
CT6 6	4.0%	8	2.9%	2	4.5%	6		0	7.1%	4	4.4%	4	2.4%	2		6		0	0.0%		16.0%	8	
CT6 7	6.0%	12	5.9%	4	6.1%	8		7	3.6%	2	3.3%	3	7.1%	6	5.2%	6	0.0%	0	0.0%		24.0%	12	
CT6 8	3.0%	6		2	3.0%	4	0.0%	0	1.8%	1	5.6%	5	3.6%	3	2.6%	3		1	0.0%		10.0%	5	
CT7 0	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	
CT7 6	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	
CT7 9	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	
CT9 1	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	
CT9 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	
CT9 5	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	

	Total	l	Male	2	Femal	le	18 - 34	4	35 - 54	ı	55 +		ABC	1	C2DI	E	Cante	rbury	Whitsta	able	Herne l	Bay
DA15 0	0.50/	1	0.00/	0	0.80/	1	0.00/	0	0.00/	0	1 10/	1	1.20/	1	0.00/	0	1.00	1	0.00/	0	0.00/	0
DA15 9	0.5%	1	0.0%	0		1	0.0%	0	0.0%	0		1	1.2%	1	0.0%	0			0.0%	0		0
DA16 1	1.0%	2		0		2	0.0%	0	0.0%	0	2.2%	2	2.4%	2	0.0%	0	1.0%		0.0%	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%		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%			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	2.3%	3	1.9%	1	1.8%	1	1.1%	1	0.0%	0	2.6%	3	2.0%		0.0%	0	2.0%	1
ME13 9	1.0%	2		0		2	0.0%	0	1.8%	1	1.1%	1	1.2%	1	0.9%	1	1.0%		0.0%	0	2.0%	1
ME14 2	1.0%	2	-10 / 0	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%		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%		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%		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%		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%		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	2.0%	1
Xref	5.5%	11		4	5.3%	7	0.0%	0	5.4%	3	8.9%	8	7.1%	6	4.3%	5	6.0%			3	4.0%	2
Base:		200		68		132		54		56		90		84		116		100		50		50

Appendix 2:

Data Tabulations

By Canterbury

											for G	L	Hear	n									Ma	ay 201
	Tota	l	Male	;	Femal	le	18 - 3	4	35 - 54	1	55 +		ABC1		C2DE		Canterb	ury	Whitstab	le	Herne F	Bay		
Q01 What is the main pu	rpose o	f your	visit to	Cant	erbury /	Whits	stable /	Herne	Bay too	lay?														
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	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%	1	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		2	5.6%	2	0.0%	0		0		0		2		2	0.0%	0	0.0%	0		
Base:		100		38		62		36		24		40		40		60		100		0		0		

	Total	l	Male		Female	e	18 - 34	ŀ	35 - 54	1	55 +		ABC	C1	(C2DE		Canterb	oury	Whitsta	ble	Herne	Bay
Q02 And for what other r	easons	have ;	you con	ne Ca	nterbury	/ Wh	nitstable	/ Her	ne Bay t	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%	(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%	C	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%	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%	(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	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%	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
Fourism, 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%	C	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%	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%	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	0%	6	10.0%	10	0.0%	0	0.0%	0
Base:		100		38		62		36		24		40		40)		60		100		0		0

																							5
	Tota	1	Male)	Femal	e	18 - 34	4	35 - 54		55 +		ABC1	l	C2DI	E	Canter	bury	Whitstab	ole	Herne I	Bay	
Q01X Any mention at Q01	& Q02 [[MR]																					
Shopping for food only Shopping for non-food goods only	6.0% 24.0%	6 24	5.3% 18.4%	2 7	6.5% 27.4%	4 17	11.1% 19.4%	4 7	0.0% 33.3%	0 8	5.0% 22.5%	2 9		3 7	5.0% 28.3%	3 17	6.0% 24.0%	6 24	0.0% 0.0%	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	
Γo 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%	9	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 Those who did not men.	•		_		•			e Bay	/ today ?														
Yes	27.1%	16	15.4%	1	36.4%	12	9.1%	2	30.8%	1	41.7%	10	30.8%	Q	24.2%	Q	27.1%	16	0.0%	0	0.0%	0	
No.	42.4%		65.4%		24.2%				53.8%		25.0%	6			45.5%		42.4%			0		0	
(Don't know)	30.5%		19.2%		24.2% 39.4%		34.5% 36.4%		55.8% 15.4%		23.0% 33.3%	8			45.5% 30.3%		42.4% 30.5%			0		0	
(DOII (KIIOW)	30.3%		19.2%		37.4%		30.4%		13.4%		33.3%		30.8%				30.3%		0.0%	U	0.0%	U	
Base:		59		26		33		22		13		24		26		33		59		0		0	

											for G	L	Heari	1									May 2019
	Total	[Male	e	Femal	le	18 - 3	4	35 - 54		55 +		ABC1		C2DE		Canterb	ury	Whitstab	le	Herne B	ay	
Q04 What do you intend Those who intend to she	•		•				•	oday	? [MR]														
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		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%		12.5%		22.0%		25.0%	4		1	23.1%	6	13.6%	3			19.3%	11	0.0%	0	0.0%	0	
Gifts / Jewellery / China and Glass	10.5%	6	12.5%	2		4	12.5%	2		0	15.4%	4	0.0%	0	17.1%	6	10.5%	6		0	0.0%	0	
Books / CD's / Videos / Toys / 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	

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	Total		Male		Female	e	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbury	y	Whitstable	,	Herne Bay	у	
Q05 Which STORE do yo	ou visit me	ost f	requently	y for	food sho	oppi	ng ? [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	2.5%	1		1		0	1.0%	1	0.0%	0	0.0%	0	
Aldi, Prospect Retail Park,	2.0%	2	5.3%	2	0.0%	0		0	8.3%	2	0.0%	0		2		0	2.0%	2	0.0%	0	0.0%	0	
Whitstable	_,,,,	_		_		-		-		_	,	-		_		-	,	_				•	
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,	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	
Canterbury	11070	•	2.070	•	0.070		2.070	•	0.070	•	0.070		0.070		11,70	•	1.070	-	0.070	Ü	0.070		
Asda, Crook Log,	0.0%	0	0.0%	0	0.0%	0	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	0.070		0.070		0.070		0.070	Ü	0.070		0.070		0.070	Ü	0.070	Ü	0.070	Ů	0.070	•	0.070		
Asda, Maidstone 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	0.0%	0	0.0%	0	0.0%	0	
Chatham	0.070	Ü	0.070	Ü	0.070	Ü	0.070	0	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	0	0.070	ŭ	
Asda, Sturry Road,	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	
Canterbury	0.070	O	10.570	7	0.570	7	13.770	5	0.570	_	2.570		7.570	5	0.570	5	0.070	O	0.070	Ü	0.070	O .	
Asda, Tollgate Road,	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	
Beckton	1.0/0	1	2.070	1	0.070	U	0.070	U	0.070	U	2.5/0	1	0.070	U	1.7/0	1	1.070	1	0.070	U	0.070	ŭ	
Co-op, Church Road,	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	
Sittingbourne	1.070	1	0.070	U	1.070	1	2.070	1	0.0%	U	0.0%	U	0.070	U	1.770	1	1.070	1	0.0%	U	0.076	U	
Co-op, Forbes Road,	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	
Faversham		•						-		_													
Co-op, Moatsole, Sandwich	1.0%	1	0.0%	0	1.6%	1		0	0.0%	0	2.5%	1	0.0%		1.7%	1	1.0%	1	0.0%	0	0.0%	0	
Co-op, Mortimer Street,	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	
Herne Bay																							
Co-op, Oxford 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	
Whitstable																							
Co-op, Station Road,	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	
Birchington	0.00/		0.00/	0	0.00/		0.00/		0.00/	0	0.00/		0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/		
Iceland, 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	
Whitstable	1.00/		0.00/		4 -01		2.00/		0.004		0.00/		0.007		4.50		1.00/		0.00/		0.00/		
Iceland, Mortimer Street,	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	
Herne Bay	1.00/		0.00/		4 -01		0.007		4.004		0.00/		0.007		4.50		1.00/		0.00/		0.00/		
Iceland, Stour 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	
Sturry Road, Canterbury	1.00/		2		0.00/		2.00/		0.004		0.00/		0.007		4.50		1.00/		0.00/		0.00/		
Lidl, Shellons Street,	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	
Folkestone	2.00/		= 00/		0.004		2.00/		0.004	_	0.00/		2 50/		2.204	_	2.00/	_	0.007		0.00/		
Lidl, Sturry Road,	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	
Canterbury	4.0		0.0	_			• 0		0.0	_	0.0	_		_	0.0	_	1.04:		0.00:		0.06:		
Marks & Spencer, Prospect	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	
Retail Park, Whitstable	4.0		~ a	_	2.2	_	• 0		0.0	_		_	- 0	_		_	4.04:	,	0.00:		0.06:		
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	
Georges Street,																							

																							,
	Total		Male		Female	!	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbu	ry	Whitstabl	le	Herne Ba	ay	
0 1																							
Canterbury 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%		1.6%	1	0.0%	0	0.0%		2.5%	1	0.0%		1.7%	1	1.0%	1		0	0.0%	0	
Morrisons, Sutton Road, Maidstone	1.0%	1	0.0%		1.6%	1	0.0%	0			2.5%	1	0.0%		1.7%	1		1	0.0%	0		0	
Morrisons, Ten Perch Road, Canterbury	4.0%	4	2.6%		4.8%	3	0.0%	0			7.5%	3	5.0%		3.3%		4.0%	4	0.0%	0		0	
Morrisons, Welling High Street, Welling	1.0%	1	0.0%		1.6%	1	0.0%	0			2.5%	1	2.5%	1			1.0%	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	
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O	
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	

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	Total		Male		Female	:	18 - 34		35 - 54		55 +		ABC1	1	C2DE	2	Canterb	ury	Whitstabl	le	Herne B	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%	12	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	

Page 56 May 2019

	Total		Male		Female	•	18 - 34		35 - 54	1	55 +		ABC	1	C21	DE	(Canterbu	ury	Whitstab	le	Herne l	Bay
SPECIFIC SHOP & ADDRESS) Internet / delivered (Don't know / can't	5.0% 8.0%	5	10.5% 5.3%	4 2	1.6% 9.7%	1	11.1% 2.8%	4	4.2% 8.3%	1	0.0% 12.5%	0	2.5% 2.5%	1	6.7%		4 7	5.0% 8.0%	5 8	0.0% 0.0%	0	0.0% 0.0%	0
remember)	8.0%	0	3.3%	2	9.7%	0	2.8%	1	8.3%	2	12.5%	3	2.5%		11./%)	,	8.0%	0	0.0%	U	0.0%	0
Base:		100		38		62		36		24		40		40)	6	50		100		0		0

	Total		Male		Female	:	18 - 34		35 - 54		55 +		ABC	1	C2DE	E	Canterb	oury	Whitstal	ole	Herne I	Bay	
Q06 And which other ST	ORE do y	ou a	lso visit f	requ	uently for	foo	d shoppii	ng?	[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%		1.6%	1	0.0%	0	4.2%	1	0.0%	0	2.5%	1			1.0%	1	0.0%	0		0	
Asda, Pier Road, Gillingham	1.0%	1	0.0%	0		1	2.8%	1	0.0%	0	0.0%	0		1		0		1		0		0	
Asda, Sturry Road, Canterbury	4.0%	4	7.9%		1.6%	1	5.6%	2		2		0		2		2		4		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	
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	
Co-op, Oxford Street, Whitstable	2.0%	2	5.3%	2		0	0.0%	0	8.3%	2		0	5.0%	2			2.0%	2		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		1	0.0%	0		1	1.0%	1	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	

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	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbu	ıry	Whitstab	le	Herne B	Bay	
Changing Control																							
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	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	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	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	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	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	
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	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	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	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	
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	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	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	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	
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	e	18 - 34	ı	35 - 54	ļ	55 +		ABC	1	C2DE	2	Canterb	oury	Whitstabl	le	Herne Ba	ay	
Road, Sittingbourne																							
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 Express, Tankerton Road, Whitstable	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	
Fesco Extra, Gallions Reach Shopping Park, Armada Way, 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	
Tesco Extra, Margate Road, Westwood, Broadstairs	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	
esco 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	0.0%	0	0.0%	0	0.0%	0	
Park, Honeywood Parkway, Dover	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	
esco 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	
Sesco Superstore, Bridge Road, Sheerness	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	
Pesco Superstore, Crescent 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	
esco Superstore, High Road, South 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	
Vaitrose, Hauxton Road, Cambridge	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	
Vaitrose, Sir Bernard Paget Drive, Ashford	1.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0		1	1.0%	1	0.0%	0	0.0%	0	
Vaitrose, St. Georges Centre, Canterbury	6.0%	6	0.0%	0		6		0		0	15.0%	6	5.0%	2		4	0.070	6	0.0%	0		0	
ther (PLEASE WRITE IN SPECIFIC SHOP & ADDRESS)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
nternet / delivered	8.0%	8	7.9%	3	8.1%	5	13.9%	5	4.2%	1	5.0%	2	10.0%	4	6.7%	4	8.0%	8	0.0%	0	0.0%	0	
Don't know / can't remember)	13.0%		13.2%		12.9%		8.3%		12.5%	3	17.5%		10.0%		15.0%		13.0%	13		0		0	
Nowhere else)	11.0%	11	7.9%	3	12.9%	8	13.9%	5	12.5%	3	7.5%	3	5.0%	2	15.0%	9	11.0%	11	0.0%	0	0.0%	0	
Base:		100		38		62		36		24		40		40		60		100		0		0	

											for G	·L	Hear	n									May 20
	Total	1	Male	,	Femal	le	18 - 3	4	35 - 54	ı	55 +		ABC	1	C2DE		Canterb	ury	Whitstab	le	Herne B	ay	
Q07 Why do you visit (S Those who mentioned of			ONED A	T Q.5) for foo	d sho	pping?	[MR]															
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	
ufficient 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	
easonably 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	
o 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	
isit 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	
afe shopping environment	0.0%	0		0		0	0.0%	0	0.070	0	0.0%	0	0.0,0	0	0.070	0	0.0,0	0		0	0.0%	0	
ther (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	
as a car wash	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0,0	0	0.0%	0	0.0%	0	
Iarks & Spencer	1.1%	1	0.0%	0	1.8%	1	3.2%	1	0.0%	0	0.0%	0		1	0.0%	0		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	
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	

	Tota	ıl	Mal	e	Fema	le	18 - 3	4	35 - 5	4	55 +		ABC	1	C2DE	E	Canterl	bury	Whitsta	ble	Herne	Bay
Q08 Which town centre	or retail	park	do you '	visit m	nost fre	quentl	ly for no	n-foo	d shopp	ing?	[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
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
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
Faversham Town Centre	1.0%	1	0.0%	0		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
Tolkstone 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
Iersden Village Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
lythe Town Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
ennington 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
ittlebourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
aidstone Town Centre	5.0%	5		1	6.5%	4	5.6%	2	4.2%	1	5.0%	2	5.0%	2	5.0%	3		5	0.0%	0		0
argate 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
nster 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
inster-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
andwich Town Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
venoaks Town Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
eerness 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
ittinbourne 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
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
aplehurst Village Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
elling 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
rood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
irry Village Centre	1.0%	1		1		0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	1.7%	1		1	0.0%	0		0
nkerton 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
ingham Village Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0
shford Designer Outlet	2.0%	2		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
shford Retail Park	1.0%	1		0		1	0.0%	0	4.2%	1	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0		0
luewater Shopping Centre, Greenhithe	4.0%	4		2		2	5.6%	2	4.2%	1	2.5%	1	7.5%	3	1.7%	1	4.0%	4	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		Femal	e	18 - 34	l	35 - 54	ı	55 +		ABC	1	C2DI	E	Canterb	oury	Whitstab	le	Herne B	ay	
Herne Bay																							
Hempstead Valley Shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Centre, Hempstead,	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	U	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070	O	
Gillingham																							
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	0.0%	0	0.0%	0	0.0%	0	
Shopping Centre, West																							
Thurrock, Grays																							
Park Farm 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	
Folkestone																							
Sittingbourne Retail Park,	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	
Sittingbourne	0.00/		0.007		0.004		0.007		0.00/	_	0.00/		0.00/		0.004		0.004		0.007	_	0.00/		
South Aylesford 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	
Maidstone	1.0%	1	2.60/	1	0.00/	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.00/	0	0.00/	0	
Sturry Road Retail Parks, Canterbury	1.0%	1	2.6%	1	0.0%	U	2.8%	1	0.0%	U	0.0%	U	0.0%	0	1.7%	1	1.0%	1	0.0%	0	0.0%	0	
Westwood Cross Shopping	13.0%	13	7.9%	3	16.1%	10	11.1%	4	20.8%	5	10.0%	4	12.5%	5	13.3%	Q	13.0%	13	0.0%	0	0.0%	0	
Centre & Retail Parks	13.070	13	1.570	3	10.170	10	11.1/0	_	20.070	5	10.070	7	12.570	J	13.370	0	13.070	13	0.070	U	0.070	O	
White Cliffs 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	
Whitfield	0.070		0.070		0.070		0.070	Ü	0.070		0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	0.070		0.070	· ·	
Wincheap Retail Area,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Canterbury																							
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	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	
Hastings 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	
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	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	
St Ives 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	
Stratford District Centre	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	
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	
Internet	10.0% 9.0%	10 9	10.5% 7.9%	4	9.7% 9.7%	6 6	8.3% 0.0%	3	8.3% 8.3%		12.5% 17.5%	5 7	12.5% 12.5%	5 5	8.3% 6.7%	5 4	10.0% 9.0%	10 9	0.0% 0.0%	0	0.0% 0.0%	0	
(Don't know / varies)	9.0%		7.9%	-	9./%	-	0.0%	0	0.5%		17.3%	•	12.5%	-	0.7%	-	9.0%		0.0%	-	0.0%		
Base:		100		38		62		36		24		40		40		60		100		0		0	

											-01												
	Total	l	Male	!	Femal	e	18 - 34		35 - 54	ı	55 +		ABC1	1	C2DE	2	Canterb	ury	Whitstab	ole	Herne E	Bay	
Q09 And which other to	wn centr	e or r	otail narl	k do	vou visit	fron	uently fo	r noi	n-food sl	onn	ina? [MI	R1											
QUO ANG WINCH OTHER TO	wii ceilii	C OI 1	ctan pan	K GO	you visit	псч	dentity to		1-100u 3i	ЮРР	iiig: [ivii	· ·]											
Canterbury City Centre	9.0%	9	5.3%		11.3%	7	8.3%		20.8%	5	2.5%	1	12.5%	5		4		9		0		0	
Herne Bay Town Centre	1.0%	1	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	
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	
Ashford Town Centre	1.0%	1	2.6%	1	0.0%	0		1	0.0%	0	0.0%	0	2.5%	1	0.0%	0		1	0.0%	0	0.00	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	
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	
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	
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	
Central London	1.0%	1	0.0%	0		1	0.0%	0	0.0%	0	2.5%	1	2.5%	1	0.0%	0		1	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	
Chatham Town Centre	1.0%	1	0.0%	0		1	2.8%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0		1	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	
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	
Folkstone Town Centre	4.0%	4	5.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of Sheppey																							
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	
andwich Town Centre	0.0%	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		Ő	
Sheerness Town Centre, Isle	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0		0		0		0	
of Sheppey	2.070	~	2.370	,	2.070	~	2.370	~	2.370	~		9	2.070	J	2.370	,	2.070	3	/-	9	2.070	-	
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	
t 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	
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	
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	
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	
		0				0						0						0		0		0	
turry Village Centre	0.0%		0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0	
Cankerton Road, Tankerton	0.0%	0	0.0%	0				-	0.0%	0	0.0%	-	0.0%	-	0.0%	0		-	0.0%	-	0.00		
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	0.00	0	
Ashford Designer Outlet	9.0%	9		4	8.1%	5		4	4.2%	1	10.0%	4	2.5%	1	13.3%	8		9	0.0%	0	0.0%	0	
Ashford Retail Park	3.0%	3	5.3%	2		1	2.8%	1	4.2%	1	2.5%	1	2.5%	1	3.3%	2		3	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 +		ABC	1	C2D	E	Canterl	bury	Whitsta	able	Herne I	Bay
Herne Bay																						
Hempstead Valley Shopping Centre, Hempstead, Gillingham	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
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	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	0.0%	0	0.0%	0
Westwood Cross Shopping Centre & Retail Parks	13.0%	13	21.1%	8		5	13.9%		16.7%		10.0%		12.5%	5	13.3%	8	13.0%	13		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	0.070	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
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.00	0	0.0%	0	0.0%	0	0.070	0	0.0%	0		0	0.070	0	0.070	0		0
Charlton Town Centre	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
Romford District Centre	1.0%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0		1	1.0%	1	0.0%	0	0.0%	0
Wandsworth Town Centre Internet	1.0% 10.0%	10	0.0% 7.9%	0	1.6% 11.3%	1 7	0.0% 8.3%	0	4.2% 8.3%	1	0.0% 12.5%	0 5	2.5% 17.5%	1 7	0.0% 5.0%	3	1.0% 10.0%	10	0.0%	0	0.0% 0.0%	0
(Don't know / varies)	14.0%		18.4%		11.3%	,	8.3% 11.1%	3 1	4.2%		22.5%	9	10.0%	,	16.7%	10		14		0	0.0%	0
(Nowhere else)	10.0%		10.5%	4		6	2.8%	1	8.3%		17.5%	7	7.5%		11.7%		10.0%	10		0		0
Base:		100		38		62		36		24		40		40		60		100		0		0

											-0- (17244
	Total	l	Male	e	Femal	e	18 - 3	4	35 - 5	4	55 +	=	ABC	C1	C2D	E	Canterb	ury	Whitstal	ole	Herne I	Bay	
Q10 Why do you visit (N If any location mention			NTLY V	'ISITE	D CENT	RE O	R PARK	AT C	Q.8) for r	non-fo	ood sho	pping	j? [MR]										
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%		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%	0	
Free car parking	12.3%	10			12.0%	6	3.0%	1	20.0%		17.9%	5		5		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		5		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	
easonably 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	
o 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)	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	
isit 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	
afe shopping environment	2.5%	2	0.0%	0	4.0%	2	0.0%	0	10.0%	2	0.0%	0	6.7%	2		0	2.5%	2	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	
akeland	1.2%	1	0.0%	0	2.070	1	0.0%	0	0.0%	0		1	3.3%	1	0.0%	0	1.270	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	

Page 66 May 2019

Canterbury In Centre Surveys for G L Hearn

Total Male Female 18 - 34 35 - 54 55 + ABC1 C2DE 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	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

											\											
	Tota	ıl	Mal	le	Fema	ale	18 - 3	34	35 - 5	54	55 -	-	ABC	C1	C2D	E	Canter	bury	Whitst	able	Herne	Bay
Eating & Drink	ing out																					
Nothing	33.3%	10	43.8%	7	29.3%	12	37.5%	6	33.3%	5	30.8%	8	36.4%	Q	31.4%	11	33.3%	19	0.0%	0	0.0%	0
ess than £5.00	12.3%		12.5%		12.2%	5			13.3%	2		1	13.6%		11.4%		12.3%	7	0.0%	0	0.0%	0
5.01-£10.00	8.8%	5			12.2%	5			13.3%		11.5%	3	4.5%		11.4%	4	8.8%	5	0.0%	0	0.0%	0
10.01-£20.00	7.0%	4		2		2		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		1	2.4%	1	0.0%	0		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
fore 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
on'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
ean:		5.26		5.00		5.38		2.27		5.45		7.19		3.93		6.04		5.26		0.00		0.00
e:		57		16		41		16		15		26		22		35		57		0		0
Leisure & cult	ure																					
thing	82.5%	47	93.8%	15	78.0%	32	81.3%	13	80.0%	12	84.6%	22	81.8%	18	82.9%	29	82.5%	47	0.0%	0	0.0%	0
s 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
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
.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
0.01-£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
0.01-£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
.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
.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%	0
.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
0.01-£150.00	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0
re 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
n't know)	17.5%	10	6.3%	1	22.0%	9		3	20.0%		15.4%	4	18.2%	4	17.1%	6	17.5%	10	0.0%	0	0.0%	
n:		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
		57		16		41		16		15		26		22		35		57		0		0

	Tota	al	Mal	le	Fem	ale	18 -	34	35 -	54	55	+	AB	C1	C2D	ÞΕ	Canter	bury	Whitst	able	Herne	Bay
Q12 How did you travel	to Canto	erbury	/ Whits	stable	/ Herne	Bay t	oday ?															
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%			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	5.6%	2	0.0%	0		1	0.0%	0	5.0%	3	3.0%	3	0.0%	0	0.0%	0
Park & Ride	5.0%	5		0		5	0.0%	0	8.3%	2		3	0.0%	0		5		5		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 [minute	es]																					
Q13 How long did your j	ourney	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%		36.8%		22.6%	14			16.7%		32.5%		35.0%		23.3%	14		28		0		0
21 - 30 minutes	22.0%		13.2%		27.4%	17	8.3%		37.5%		25.0%		20.0%		23.3%	14	22.0%	22		0		0
31 - 45 minutes	20.0%		13.2%		24.2%				12.5%		27.5%		20.0%		20.0%		20.0%	20	0.0%	0	0.0%	0
46+ minutes	4.0%			2			5.6%	2	0.0%	0		2		1	5.0%	3		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 e	201-2	Quito.	2004-1	Noito	rh oos	, nor d	iffi ou lt_		to diffi	l4_ 1	Voru	difficu	14_ 21									
Mean Score [very e	asy=z, (zuite (zasy=1,	Neite	iii c asy	noi u	iiiicuit=	-0, Qui	te uiiii	Juit=-i	, very	umicu	it=- Z j									
Q14 How easy was it to Those who mentioned of			king pla	ace too	day ?																	
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%		42.3%	11	44.4%	4	41.7%		50.0%		41.2%		50.0%		45.7%	16	0.0%	0	0.0%	0
Neither easy nor difficult	25.7%	9	44.4%		19.2%	5		3	33.3%	4	14.3%	2	29.4%		22.2%		25.7%	9		0		0
Quite difficult	5.7%			0	7.7%		11.1%	1	0.0%	0		1	0.0%	0	11.1%	2		2		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
(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

											-01 0			_									111dy 2017
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbu	ry	Whitstabl	le	Herne Ba	ay	
Q15 Where did you park Those who mentioned of		IR]																					
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	
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	
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	
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	
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	
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	
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	
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	
Other (PLEASE WRITE IN) Abode Canterbury	0.0% 2.9%	0 1	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 8.3%	0	0.0% 0.0%	0	0.0% 0.0%	0		0		0	0.0% 0.0%	0		0	

-	Total	l	Ma	ale	Fem	ale	18 -	34	35 - 5	54	55	+	AB	C1	C21	DE	C	Canterb	ury	Whitst	able	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%	5 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%	5 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,	5.7%	2	0.0%	0	7.7%	2	0.0%	0	8.3%	1	7.1%	1	0.0%	0	11.1%	5 2	2	5.7%	2	0.0%	0	0.0%	0
Canterbury																							
Wincheap Park & Ride	5.7%	2	22.2%	2	0.0%	0	0.0%	0	16.7%	2	0.0%	0	11.8%	5 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%	5 4	0.0%	, (0 1	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%	5 1	16.7%		3 1	11.4%	4	0.0%	0	0.0%	0
Base:		35		9		26		9		12		14		17		13	8		35		0		0
Mean score [minute	es]																						
Q16 Approximately how	much tir	ne w	ill you	spend	in the	shoppi	ing are	a in Ca	nterbu	ry / W	nitstab	le / He	rne Ba	y toda	y?								
0-15 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5 0	0.0%	5 (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%	5 4	5.0%	,		7.0%	7	0.0%	0	0.0%	0
31 minutes – 1 hour	19.0%	19	13.2%			14	27.8%		12.5%	3	15.0%		12.5%		23.3%			19.0%	19	0.0%	0		0
More than 1 hour, but less	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
than 1½ hours																							
More than 1½ 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%	5 4	16.7%) 10	0 1	14.0%	14	0.0%	0	0.0%	0
More than 2 hours, but less	18.0%	18	23.7%	9	14.5%	9	22.2%	8	0.0%	0	25.0%	10	17.5%	5 7	18.3%	1	1 1	18.0%	18	0.0%	0	0.0%	0
than 3 hours																							
3 hours or more	24.0%	24	23.7%	9	24.2%	15	19.4%	7	33.3%	8	22.5%	9	25.0%	5 10	23.3%	14	4 2	24.0%	24	0.0%	0	0.0%	0
(Don't know)	6.0%	6				3	8.3%	3	4.2%	1	5.0%		10.0%					6.0%	6	0.0%	0		0
Mean:	1.	18.40		125.44		114.22		112.33	i	16.54		124.79		120.53		117.0	8	11	18.40		0.00		0.00

40

40

60

100

0

0

36

24

62

Base:

100

38

											for (G L	Hea	rn									May 2019
	Tota	1	Mal	le	Fema	ale	18 - 3	34	35 - 5	34	55 -	+	ABO	C1	C21	DE	Cante	rbury	Whitst	able	Herne	Bay	
Mean score [time	s per year,	thos	e who c	lo visi	t]																		
Q17 How often do you	come to t	he ce	ntre?																				
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	11.88		154.78		85.42	1	165.58	1	17.65		57.50		128.19		101.82		111.88		0.00		0.00	
Base:		100		38		62		36		24		40		40		60		100		0		0	

											101 (, 1	iica	1 11										r	Way 201
	Tota	ıl	Male	e	Fema	ale	18 - 3	34	35 - 5	4	55 +	-	AB	C1		C2DE		Canterl	oury	Whitstal	ble	Herne	Bay		
Q18 What do you like at	oout sho	pping	յ in Cant	terbur	y / Whi	tstabl	e / Hern	e 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		
Cleanliness of streets	4.0%	4		2		2		1	0.0%	0		3				5.0%	3		4	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	4 5	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%	4	5 11	1.7%	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	3.3%	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		
Feels safe	11.0%	11	10.5%	4	11.3%	7	8.3%	3	12.5%	3	12.5%	5	12.5%		5 10	0.0%	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	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		
Good public transport links	11.0%	11		5		6		6	8.3%	2		3	7.5%		3 13			11.0%	11	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	8 26	6.7%		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	26.0%	26	23.7%	9	27.4%	17	16.7%	6	41.7%	10	25.0%	10	25.0%	10	2ϵ	6.7%	16	26.0%	26	0.0%	0	0.0%	0		
environment																							-		
Selection / choice multiple	44.0%	44	26.3%	10	54.8%	34	41.7%	15	54.2%	13	40.0%	16	50.0%	20) 40	0.0%	24	44.0%	44	0.0%	0	0.0%	0		
shops																									
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	0 25	5.0%	15	25.0%	25	0.0%	0	0.0%	0		
Market	2.0%	2		1	1.6%	1	5.6%	2	0.0%	0	0.0%	0	2.5%		1 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		
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		
Bowling	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	2.8%	1	0.0%	0	0.0%	0				1.7%	1	1.0%	1	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		
It's quiet	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	0.0%	0	0.0%	0	2.5%	1	0.0%			1.7%	1	1.0%	1	0.0%	0		0		
Marlowe Theatre	1.0%	1	0.0%	0		1	0.0%	0	0.0%	0	2.5%	1	2.5%			0.0%	0		1	0.0%	0		0		
Morrisons	1.0%	1		0	1.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%			1.7%	1		1	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		
Pleasant	0.0%	0		0		0		0	0.0%	0	0.0%	0				0.0%	0		0	0.0%	0		0		
Pubs	2.0%	2		2		0		1	0.0%	0		1	2.5%			1.7%	1	2.0%	2	0.0%	0		0		
Quaint & quirky	0.0%	0 2		0		0		0	0.0%	0	0.0%	0				0.0%	0		0	0.0%	0		0		
The history	2.0% 0.0%	0	0.0.0	0		2 0		0	4.2% 0.0%	0	2.5% 0.0%	0	5.0% 0.0%	_	_	0.0% 0.0%	0		2	0.0% 0.0%	0		0		
The Pier		7															0		7				0		
(Nothing at all) (Don't know)	7.0% 5.0%	5		4 3	4.8% 3.2%	3 2		4 0	0.0% 8.3%	0 2	7.5% 7.5%	3				6.7% 5.0%	4		5	0.0% 0.0%	0		0		
Base:		100		38		62		36		24		40		40	C		60		100		0		0		

											for G	L	Hear	n									May	2019
	Tota	l	Male)	Femal	le	18 - 3	4	35 - 54	4	55 +		ABC1	Ĺ	C2DE	,	Canterbu	ry	Whitstable	;	Herne B	Bay		
Q19 What do you dislike	about s	hoppi	ing in C	anter	bury / W	hitsta	able / He	rne E	ay ? [Mi	٦]														
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		
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		
Lack of car parking	8.0%		10.5%	4		4	5.6%		12.5%	3			12.5%	5		3		8	0.0%	0	0.0%	0		
Lack of choice of facilities	1.0%	1	0.0%	0		1	0.0%	0		0	2.5%	1	2.5%	1	0.0%	0		1	0.0%	0	0.0%	0		
Paying for parking	7.0%	7		3	6.5%	4	2.8%		12.5%	3	7.5%		10.0%	4	5.0%	3		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		
Poor choice of food / convenience store	1.0%	1		1	0.0%	0	2.8%	1	0.0%	0	0.0%	0		0	1.7%	1		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		
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		
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		
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%		23.7%	9	11.3%	7	27.8%	10	8.3%		10.0%		15.0%	6	16.7%		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		
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		
No particular reason - I just do not like it	3.0%	3		2		1	0.0%	0		1		2		0	-10,0	3		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		
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		
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	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		

	To	otal		Mal	le	Fen	ale	18 -	34	35 - 5	54	55	+	ABC	:1	C2D	ЭE	Canter	rbury	Whitst	table	Herne	Bay
Q20 What type of retail	or serv	/ice	prov	ision v	would	persu	ade you	ı to she	op in tl	ne Towr	n cent	re mor	e 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	12.09		12	2.6%		17.7%		8.3%		12.5%		15.0%		10.0%		13.3%		12.0%			0	0.0%	0
Ladies shoe shops	6.0%		6	2.6%	1			8.3%		4.2%	1	5.0%	2	7.5%	3		3				0		0
Gents clothing shops	5.09		5	10.5%	4	1.6%	1	5.6%		12.5%	3	0.0%	0	2.5%	1	6.7%	4			0.0%	0	0.0%	0
Gents shoe shops	1.09		1	0.0%	0	1.6%		0.0%		4.2%	1	0.0%	0	0.0%	0		1	1.0%		0.0%	0	0.0%	0
Children's clothing shops	2.09		2	0.0%	0	3.2%		2.8%		4.2%	1	0.0%	0	5.0%	2	0.0%	0				0	0.0%	0
Children's shoe shops	0.09		0	0.0%	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	0.09		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	1.09		1	0.0%	0	1.6%		0.0%		0.0%	0	2.5%	1	0.0%	0	1.7%	1	1.0%		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		3	2.5%	1	5.0%	3			0.0%	0	0.0%	0
CDs / DVDs / computer	7.09		7	7.9%	3					8.3%	2		0		2			7.0%			0		0
game shops Major household appliance	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
shops		. ,		10.00	_	4.00		12.00/	_	40.50		0.00/		10.00		- -		0.00/		0.00/		0.00/	
Sports shops	8.09			13.2%	5	4.8%				12.5%	3	0.0%	0	10.0%	4		4				0	0.0%	0
Book shops	6.09		6	5.3%	2			8.3%		4.2%	1	5.0%	2	2.5%	1	8.3%	5				0		0
Post office	6.09		6	5.3%	2					4.2%	1	2.5%	1	5.0%	2		4				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	1.09	%	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)	0.09	%	0	0.0%	0	0.0%	0	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	0.09	%	0	0.0%	0			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	1.09	%	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	0.09	%	0	0.0%	0	0.0%	0	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 yea	ar,	those	who o	do visi	t]																	
Q21 How frequently do	you vis	sit 1	the m	arket i	n the 1	Town (Centre?	•															
Several times a week	2.0%		2	0.0%	0			0.0%				2.5%	1	0.0%		3.3%	2				0		0
Once a week	8.09		8	5.3%	2					4.2%		10.0%	4	5.0%		10.0%	6				0		0
Once every 2 to 3 weeks	10.09	%		13.2%	5			11.1%		16.7%		5.0%	2		4	10.0%		10.0%			0	0.0%	0
Monthly	19.0%	%	19	21.1%	8	17.7%		19.4%		16.7%	4	20.0%		17.5%	7	20.0%		19.0%		0.0%	0	0.0%	0
Once a quarter	4.0%	%	4	2.6%	1	4.8%	3	2.8%		4.2%	1	5.0%	2	2.5%	1	5.0%	3	4.0%			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	31.09			36.8%		27.4%				16.7%	4		12	27.5%	11	33.3%	20			0.0%	0		0
(Varies)	12.09			13.2%		11.3%		13.9%		12.5%		10.0%		15.0%		10.0%		12.0%			0		0
Mean:	12.07		22.84	10.270	16.32	11.5/	26.11	15.770	20.38		23.65	10.070	23.92	15.070	12.52	10.070	29.82		22.84	0.070	0.00	0.070	0.00
													40		40				100				
Base:			100		38		62		36		24		40		40		60		100		0		0

											101 0		11041										may 2	01)
	Total	l	Male		Female		18 - 34	ļ	35 - 54		55 +		ABC	1	C2DE		Canterb	oury	Whitstable	e	Herne Ba	ıy		
Q22 Which market do yo Those who mentioned a			sit? [MR]]																				
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		
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		
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	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		
Romford Market	1.4%	1	0.0%	0	2.2%	1	0.0%	0		0	3.6%	1	0.0%	0		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 o	qualit	y of the	mark	et in the	Tow	n 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%		42.1%		38.7%	24	33.3%		58.3%		35.0%		52.5%		31.7%		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			16.7%		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		

											101 (Way 20
	Total	1	Male	2	Femal	le	18 - 3	4	35 - 54	4	55 +	-	AI	BC1		C2DE	2	Canterb	ury	Whitstab	le	Herne B	Bay	
Q24 What improvements	s to the c	qualit	y and ra	nge o	of the ma	arket	would p	ersua	ide you d	or yo	ur hous	ehold	to vis	sit the	• То	wn Cen	tre M	larket m	ore o	ften? [MF	₹]			
Improve location (relocation) Improve advertisements (increase publicity of market events)	1.0% 1.0%	1	2.6% 0.0%	1 0	0.0% 1.6%	0	0.0% 0.0%	0	4.2% 4.2%	1 1	0.0% 0.0%	0	0.09		0	1.7% 1.7%	1	1.0% 1.0%	1	0.0% 0.0%	0	0.0% 0.0%	0	
Improve range of goods Improve quality of goods Improve quality / appearance of market stalls / market hall	18.0% 4.0% 5.0%	18 4 5		7 1 2	17.7% 4.8% 4.8%	11 3 3	13.9% 2.8% 8.3%	5 1 3	37.5% 8.3% 8.3%	9 2 2		4 1 0	7.59 5.09	%	3	21.7% 1.7% 5.0%	13 1 3	18.0% 4.0% 5.0%	18 4 5	0.0% 0.0% 0.0%	0 0 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	30.09	% 1	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	20.09	%	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	0.09	%	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	0.09	%	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	0.09		0	0.0%	0		0	0.0%	0		0	
Evening market	1.0%	1	0.0%	0		1	0.0%	0		1	0.0%	0	0.09				1	1.0%	1	0.0%	0		0	
Local stalls	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.09		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	0.09		0	0.0%	0		0	0.0%	0		0	
(Don't know)	40.0%	40			40.3%	25			20.8%		50.0%	20				36.7%		40.0%	40	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	7.59	%	3	10.0%	6	9.0%	9	0.0%	0	0.0%	0	
Base:		100		38		62		36		24		40		4	40		60		100		0		0	
Q25 Do you ever come t	o Canter	bury	/ Whitst	able /	Herne E	Bay fo	or leisur	e pur	poses?															
Yes	83.0%	83	76.3%	29	87.1%	54	77.8%	28	87.5%	21	85.0%	34	90.09	% 3	36	78.3%	47	83.0%	83	0.0%	0	0.0%	0	
No	17.0%	17			12.9%	8			12.5%		15.0%		10.09			21.7%		17.0%	17	0.0%	0		0	
Base:		100		38		62		36		24		40		2	40		60		100		0		0	

	Total Male Female 18 - 34 35 - 54 55 + ABC1 C2																			May 201
	Total	Mal	e	Female	18 - 34	4	35 - 54		55 +	I	ABC1	C2DE	,	Canterb	ury	Whitstabl	e	Herne B	Bay	
Q26 What do you do in C Those who said Yes at Q		ry / Whitstak	ole / Her	ne Bay f	or leisure p	urpos	ses ? [MR	R]												
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 2	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 3	33.3%	18 17.9%	5	38.1%	8 2	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 3	33.3%	18 25.0%	7	28.6%	6 4	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 1	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 4	42.6%	23 42.9%		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%		9.3%	5 14.3%		23.8%		5.9%	2 11.		4 14.9%	7	13.3%	11	0.0%	0	0.0%	0	
Theatre	32.5%	27 31.0%			18 21.4%		42.9%		35.3%	12 38.		14 27.7%		32.5%	27	0.0%	0	0.0%	0	
Nightclubs	6.0%	5 10.3%		3.7%	2 17.9%	5	0.0%		0.0%		.6%	2 6.4%	3		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	
Bingo	2.4%	2 0.0%		3.7%	2 0.0%	0	9.5%	2	0.0%		.0%	0 4.3%	2		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	
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	
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	
Events / festivals	12.0%	10 13.8%		11.1%	6 14.3%	4	9.5%		11.8%	4 11.		4 12.8%		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	
Cathedral, Canterbury Tales	2.4%	2 0.0%		3.7%	2 0.0%	0	0.0%	0	5.9%		.0%	0 4.3%	2		2	0.0%	0	0.0%	0	
(Don't know)	1.2%	1 3.4%	1	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	o Canter	bury / Whits	table / H	lerne Ba	y for leisure	purp	oses in 1	the ev	enings	?										
Yes	55.0%	55 52.6%	20 5	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 4	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 18 - 34 35 - 54 55 + ABC1 C2DE Canterbury Whitstable Herne Bay Retardo you like about leisure / pubs and bars / restaurant / cafe & cultural facilities in Canterbury / Whitstable / Herne Bay ? [MR] 1 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 0.0% 0 0.0% 0 0.0% 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.
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at do you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? [MR]
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
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	Tota	ıl	Male	•	Female	e	18 - 3	4	35 - 54	4	55 +		ABC	C1	•	C2DE		Canterb	ury	Whitstal	ole	Herne B	ay		
Q30 What general impro improvements. [MR		s to th	e quality	y of t	he leisur	e and	d enterta	inme	nt offer	in Ca	nterbur	y / Wł	nitstable	e / He	erne l	Bay to	own (centre w	ould	persuad	e yo	u to visit	it moı	re often? Please name up to TH	REE
Enhanced range of health and fitness centres / gyms	3.0%	3	2.6%	1	3.2%	2		3	0.0%	0	0.0%	0	7.5%	3	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	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	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	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	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%	C) 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	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	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%	C	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	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	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	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		
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	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%	C	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	5 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	5 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	9.0%	9	0.0%	0	0.0%	0		
Base:		100		38		62		36		24		40		40)		60		100		0		0		

													IIVMI.									171dy 201
	Tota	ıl	Male		Femal	e	18 - 34	ı	35 - 54		55 +		ABC1	l	C2DE	2	Canterb	ury	Whitstable	!	Herne Ba	y
Q31 What general impro [MR]	vements	s to th	e quality	of th	ne enviro	onme	nt in Car	nterb	ury / Wh	itstal	ole / Herr	ne Ba	ıy Town	Cent	re would	d pers	suade yo	ou to	visit it mor	e o	ften? Ple	ase name up to THREE improvements.
Attract less people / relieve over-crowding	3.0%	3	2.6%	1	3.2%	2	2.8%	1	4.2%	1	2.5%	1	0.0%	0	5.0%	3	3.0%	3	0.0%	0	0.0%	0
Attract more people / make more lively	2.0%	2	5.3%	2	0.0%	0	5.6%	2		0	0.0%	0	2.5%	1	1.7%	1	2.0%	2	0.0%	0	0.0%	0
Clean shopping streets	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
Create more open spaces	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
Improve number and attractiveness of meeting places	7.0%	7	7.9%	3	6.5%	4	2.8%	1	12.5%	3	7.5%	3	5.0%	2	8.3%	5	7.0%	7	0.0%	0	0.0%	0
Improve play areas for children	4.0%	4	5.3%	2	3.2%	2	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 / new facilities for young adults	10.0%	10	15.8%	6	6.5%	4	11.1%	4	25.0%	6	0.0%	0	15.0%	6	6.7%	4	10.0%	10	0.0%	0	0.0%	0
Improve policing / other security measures	6.0%	6		2			5.6%		8.3%	2	5.0%	2	2.5%	1	8.3%	5	6.0%	6			0.0%	0
More/improved outside entertainment spaces	12.0%	12	7.9%		14.5%		16.7%	6	12.5%	3	7.5%	3			16.7%		12.0%	12	0.0%		0.0%	0
New artwork/art installations		7	7.9%	3			11.1%	4	4.2%	1	5.0%	2	5.0%		8.3%	5	7.0%	7	0.0%	0	0.0%	0
Increase soft landscaping/ planting/ trees/ floral displays	8.0%	8			11.3%	7			12.5%		12.5%	5	5.0%		10.0%	6	8.0%	8	0.0%		0.0%	0
Hard landscaping/wider pavements/ street furniture	10.0%	10	2.6%	1	14.5%	9		1	12.5%	3	15.0%	6	15.0%	6	6.7%	4	10.0%	10	0.0%		0.0%	0
Historic building fascia restauration and upgrade	3.0%	3		2		1	2.8%	1	0.0%	0		2		3	0.0%	0		3	0.0%			0
Pedestrianise main shopping streets in the town centre	1.0%	1		0		1	0.0%	0	0.0%	0		1	0.0%	0		1	1.0%	1	0.0%		0.0%	0
New / improved rang of events	9.0%	9	13.2%	5		4	13.9%	5	8.3%	2		2	10.0%	4	8.3%	5	9.0%	9	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	4.0%	4	0.0%	0		4	0.0%	0	8.3%	2	5.0%	2	5.0%	2		2	4.0%	4	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
(No opinion)	10.0%		13.2%	5			13.9%		12.5%	3			12.5%		8.3%		10.0%	10	0.0%	0	0.0%	0
(Nothing in particular)	27.0%		26.3%		27.4%		25.0%		12.5%		37.5%		27.5%		26.7%		27.0%	27	0.0%	0	0.0%	0
(Don't know)	10.0%	10	10.5%	4	9.7%	6	11.1%	4	4.2%	1	12.5%	5	5.0%	2	13.3%	8	10.0%	10	0.0%	0	0.0%	0
Base:		100		38		62		36		24		40		40		60		100		0		0

											101 (ıv ı ay	, 2017
	Tota	ıl	Male	e	Femal	e	18 - 3	4	35 - 54	4	55 +		ABC	C1	C2I	ЭE	Canter	bury	Whitstal	ble	Herne B	ay				
Q32 What general impro	ovements	s to tr	ansport	and a	accessib	ility	would pe	ersua	de you t	o vis	it Cante	rbury	/ Whits	table	/ Herne	Bay	Town C	entre n	nore ofte	n? P	lease na	me up	o THREE i	mproveme	ents [MR]	
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%	C	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%	C	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%	C	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	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				
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		1	6.5%	4	8.3%	3	4.2%	1	2.5%	1	2.5%	1	6.7%		5.0%	5	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		3		5	5.6%	2	16.7%	4		2	5.0%	2	2 10.0%		8.0%	8	0.0%	0		0				
More parking spaces - short stay	3.0%	3		1	3.2%	2	0.0%	0		2	2.5%	1	5.0%	2	2 1.7%		3.0%	3	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%	C	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%	C	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				

Page 82 May 2019

Canterbury I	n C	ent	tre	Surveys
for G	L	Hea	ırn	

Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Canterbury	Whitstable	Herne Bay	
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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	0.0%	0	0.0%	0	0.0%	0	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																						
Provide more parking	13.0%	13	13.2%	5	12.9%	8	11.1%	4		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	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
the streets												_						10				
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	0.0%	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		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 - 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

		-0- 0 2 10 11																				
	Total	l	Male		Femal	le	18 - 34	1	35 - 54	4	55 +		ABC1	1	C2DE	2	Canterb	ury	Whitstab	le	Herne B	Bay
2nd mention																						
Nothing	15.0%	15	15.8%	6	14.5%	Q	13.9%	5	16.7%	1	15.0%	6	15.0%	6	15.0%	Q	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
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		1	3.2%	2	2.8%	1	4.2%	1	2.5%	1	2.5%	1	3.3%	2		3	0.0%	0		0
ovide 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
rovide specific shop (PLEASE WRITE IN)	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
fore 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
etter 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
prove the cleanliness of he streets	5.0%	5	5.3%	2			5.6%	2	4.2%	1		2		1	6.7%	4	5.0%	5	0.0%	0		0
ore 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
destrianise particular street (PLEASE WRITE IN)	0.0%	0		0		0		0	0.0%	0		0		0	0.0%	0		0	0.0%	0		0
onger 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
nvironmental improvements	7.0%	7		2		5		1	16.7%	4	5.0%	2		2	8.3%	5		7		0		0
ther (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
ll 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
destrianise 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
ovide 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
rovide 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
rovide 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
rovide 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
ovide 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
ovide 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
Oon'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
ase:		100		38		62		36		24		40		40		60		100		0		0

											101 0		IICUI										Way 201
	Total	l	Male		Female	e	18 - 34		35 - 54		55 +		ABC	1	C2DE	,	Canterb	ury	Whitstabl	e	Herne Ba	ny	
3rd mention																							
Nothing	1.0%	1	0.0%	0		1	2.8%	1	0.0%	0	0.0%	0	0.0%	0		1		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		5	2.8%	1	4.2%	1	7.5%	3	7.5%	3		2	5.0%	5		0	0.0%	0	
Provide better range of shops	1.0%	1		0		1	2.8%	1	0.0%	0	0.0%	0		1	0.0%	0	1.0%	1	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	
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	
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	
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	
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	
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	
Provide specific shop - Primark	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	
Provide specific shop - Waterstones	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%		14.5%		13.9%		16.7%	4		3	7.5%	3			12.0%	12		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	

											101 (, 1	110	u 111										Way 2019
	Tota	1	Male	;	Femal	e	18 - 3	4	35 - 54	ļ	55 +	-	Al	BC1		C2DE		Canterb	oury	Whitstabl	le	Herne Ba	ay	
Q33X Any mention at Q3	3 [MR]																							
Nothing	31.0%	31	42.1%	16	24.2%	15	27.8%	10	25.0%	6	37.5%	15	35.0	1%	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	1%	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	1%	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 (PLEASE WRITE IN)	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	
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	1%	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	1%	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	1%	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	1%	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	1%	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°	1%	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 - High Street	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	
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	1%	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	1%	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	1%	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	1%	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	1%	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	1%	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	

									101		IICUI.										141
	Tota	l M	ale	Female	18 - 3	34	35 - 54	4	55 +		ABC1		C2DE		Canterl	bury	Whitstable		Herne Bay	y	
GEN																					
Male	38.0% 62.0%	38 100.0% 62 0.0%			0 55.6% 52 44.4%		29.2% 70.8%		27.5% 72.5%		37.5% 62.5%		38.3% 61.7%		38.0% 62.0%	38 62	0.0% 0.0%	0		0	
emale ase:	02.0%	100	38		12 44.4%	36	70.8%	24	12.5%	40	02.5%	40	01.7%	60		100	0.0%	0	0.0%	0	
IGE																					
3 - 24 years	21.0%	21 28.9%			0 58.3%	21	0.0%	0	0.0%		30.0%		15.0%		21.0%	21	0.0%	0		0	
6 - 34 years	15.0%	15 23.7%			6 41.7%	15	0.0%	0	0.0%		12.5%		16.7%		15.0%	15		0	0.0%	0	
6 - 44 years	13.0%	13 15.89			7 0.0%		54.2%	13	0.0%	0			15.0%		13.0%	13		0	0.0%	0	
5 - 54 years	11.0%	11 2.69			0.0%		45.8%		0.0%	0			8.3%		11.0%	11	0.0%	0	0.0%	0	
5 - 64 years	14.0%	14 13.29			9 0.0%	0			35.0%	14			16.7%		14.0%	14	0.0%	0	0.0%	0	
5+ years	26.0%	26 15.8%	6 3	2.3% 2	0.0%	0	0.0%	0	65.0%	26	22.5%	9	28.3%	17	26.0%	26	0.0%	0	0.0%	0	
ase:		100	38	6	52	36		24		40		40		60		100		0		0	
EG																					
В	6.0%	6 5.3%			4 2.8%	1	4.2%		10.0%	4		6			6.0%	6	0.0%	0		0	
1	34.0%	34 34.29			1 44.4%		37.5%		22.5%			34	0.0%		34.0%	34		0	0.0%	0	
2	26.0%	26 26.3%			6 19.4%		29.2%		30.0%	12			43.3%		26.0%	26	0.0%	0	0.0%	0	
E	34.0%	34 34.2%	5 13 3	3.9% 2	1 33.3%	12	29.2%	7	37.5%	15	0.0%	0	56.7%	34	34.0%	34	0.0%	0	0.0%	0	
ase:		100	38	6	52	36		24		40		40		60		100		0		0	
DU																					
adult in hhold	22.0%	22 23.7%	5 9 2	21.0% 1	3 16.7%	6	4.2%	1	37.5%	15	17.5%	7	25.0%	15	22.0%	22	0.0%	0	0.0%	0	
adults in hhold	49.0%	49 47.49	18 5	50.0% 3	1 33.3%	12	70.8%	17	50.0%	20	45.0%		51.7%	31	49.0%	49	0.0%	0	0.0%	0	
adults in hhold	13.0%	13 10.5%	4 1	4.5%	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	
or more adults in hhold	16.0%	16 18.49	5 7 1	4.5%	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	
ase:		100	38	ϵ	52	36		24		40		40		60		100		0		0	
ні																					
o children in hhold	73.0%	73 65.89	5 25 7	7.4% 4	8 66.7%	24	45.8%	11	95.0%	38	70.0%	28	75.0%	45	73.0%	73	0.0%	0	0.0%	0	
child in hhold	15.0%	15 18.49			8 27.8%		12.5%	3		2			11.7%		15.0%	15	0.0%	0	0.0%	0	
children in hhold	5.0%	5 7.9%			2 2.8%		16.7%	4		0		3		2		5	0.0%	0	0.0%	0	
children in hhold	5.0%	5 2.6%			4 0.0%		20.8%	5	0.0%	0		1	6.7%	4		5	0.0%	0	0.0%	0	
or more children in hhold	2.0%	2 5.3%		0.0%	0 2.8%	1	4.2%	1	0.0%	0	0.0%	0		2		2		0	0.0%	0	
ase:		100	38	6	2	36		24		40		40		60		100		0		0	
asc.		100	30	C		50		24		40		40		00		100		U		U	

	Total	l	Male		Female		18 - 34		35 - 54	ļ	55 +		ABC	C1		C2DE		Canterl	oury	Whitstal	ble	Herne	Bay
CARS																							
No cars in hhold	32.0%	32 3	39.5%	15	27.4%	17 5	50.0%	18	8.3%	2	30.0%	12	30.0%	12	2 33	3%	20	32.0%	32	0.0%	0	0.0%	0
1 car in hhold	40.0%	40 3			45.2%		22.2%		41.7%		55.0%		37.5%		41			40.0%	40	0.0%	0		0
2 cars in hhold	15.0%		18.4%		12.9%		11.1%		37.5%	9					13			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%	4	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	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 1	18.4%	7	29.0%	18 3	30.6%	11	20.8%	5	22.5%	9	15.0%	6	5 31	.7%	19	25.0%	25	0.0%	0	0.0%	0
Tuesday	25.0%		34.2%		19.4%		19.4%		12.5%		37.5%	15	35.0%		18			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
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 2	26.3%	10	24.2%	15 3	33.3%	12	20.8%	5	20.0%	8	25.0%	10	25	5.0%	15	25.0%	25	0.0%	0	0.0%	0
Saturday	25.0%	25 2	21.1%	8	27.4%	17 1	16.7%	6	45.8%	11	20.0%	8	25.0%	10	25	5.0%	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 10	00.0%	38 1	00.0%	62 10	00.0%	36 1	00.0%	24	100.0%	40	100.0%	40	100	0.0%	60	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
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

											101 0		11Ca											10	viay 2019
	Total	l	Male		Femal	e	18 - 34		35 - 54		55 +		ABO	C1		C2DE		Canter	bury	Whit	stable	Her	ne Bay		
PC																									
																								_	
CT1	1.0%	1			0.0%	0		1	0.0%	0	0.0%	0				0.0%						0.0		0	
CT1 1	13.0%		10.5%		14.5%	9			12.5%	3	7.5%	3				11.7%		13.0%				0.0		0	
CT1 2	4.0%	4		2	3.2%	2		1	4.2%	1	5.0%	2			2	3.3%	2					0.0		0	
CT1 3	4.0%	4		3	1.6%	1	5.6%	2	0.0%	0	5.0%	2			2	3.3%	2			0.09		0.0		0	
CT1 4	1.0%	1		1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	(0	1.7%	1	1.0%		0.09		0.0		0	
CT1 8	1.0%	1		1	0.0%	0	2.8%	1	0.0%	0	0.0%	0			1	0.0%	0			0.09		0.0		0	
CT10	1.0%	1		0	1.6%	1	0.0%	0	0.0%	0	2.5%	1	0.0%			1.7%	1	1.0%		0.09		0.0		0	
CT10 2	1.0%	1		0		1	0.0%	0	0.0%	0	2.5%	1	0.0%		0	1.7%	1	1.0%		0.09		0.0		0	
CT10 3	2.0%	2		2	0.0%	0	0.0%	0	4.2%	1	2.5%	1	0.0%		0	3.3%	2					0.0		0	
CT12 6	2.0%	2		2	0.0%	0	2.8%	1	0.0%	0	2.5% 2.5%	1 1	5.0%	-	2	0.0%	0					0.0		0	
CT13 9 CT18 7	1.0%	1 1		0	1.6%	1	0.0% 2.8%	1	0.0% 0.0%	0	0.0%	0	0.0% 0.0%		0 0	1.7% 1.7%	1	1.0%		0.09		0.0		0	
CT18 7 CT18 8	1.0% 1.0%	1			1.6% 1.6%	1	2.8%	1	0.0%	0	0.0%	0		,	1	0.0%	0	1.0% 1.0%		0.09		0.0		0	
CT19 4	1.0%	1		1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%		0	1.7%	1			0.09		0.0		0	
CT194 CT195	1.0%	1		1	0.0%	0		1	0.0%	0	0.0%	0				1.7%	1					0.0		0	
CT2	2.0%	2		1	1.6%	1	2.8%	1	0.0%	0	2.5%	1	0.0%		0	3.3%	2					0.0		0	
CT2 2	1.0%	1		1	0.0%	0		1	0.0%	0	0.0%	0				1.7%	1	1.0%		0.09		0.0		0	
CT2 7	7.0%		10.5%	4	4.8%		11.1%	4	4.2%	1	5.0%	2			3	6.7%	4					0.0		0	
CT2 8	5.0%	5		3	3.2%	2	5.6%		12.5%	3	0.0%	0	2.5%	•	1	6.7%	4			0.09		0.0		0	
CT2 9	2.0%	2		0		2	0.0%	0	0.0%	0	5.0%	2		(0	3.3%	2		-			0.0		0	
CT3 3	2.0%	2		2	0.0%	0	0.0%	0	0.0%	0	5.0%	2			0	3.3%	2					0.0		0	
CT3 4	1.0%	1		1	0.0%	0		1	0.0%	0	0.0%	0				1.7%	1	1.0%				0.0		0	
CT4 6	2.0%	2		0	3.2%	2	2.8%	1	4.2%	1	0.0%	0	2.5%		1	1.7%	1	2.0%						0	
CT5 1	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	0.09	6 (0.0	% (0	
CT5 2	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	0.09	6 (0.0	% (0	
CT5 3	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	0.09	6 (0.0	% (0	
CT5 4	2.0%	2	5.3%	2	0.0%	0	0.0%	0	8.3%	2	0.0%	0	5.0%	2	2	0.0%	0	2.0%	2	0.09	6 (0.0	% (0	
CT6	2.0%	2	0.0%	0	3.2%	2	0.0%	0	8.3%	2	0.0%	0	0.0%	(0	3.3%	2	2.0%	2	0.09	6 (0.0	% (0	
CT6 8	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	0.09	6 (0.0	% (0	
CT7 0	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	0.09	6 (0.0	% (0	
CT7 6	1.0%	1		0	1.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	(0	1.7%	1	1.0%		0.09		0.0		0	
CT7 9	1.0%	1		0		1	0.0%	0	4.2%	1	0.0%	0	2.5%		1	0.0%	0		1	0.09		0.0		0	
CT9 3	1.0%	1		0		1	0.0%	0	0.0%	0	2.5%	1	0.0%	(0	1.7%	1	1.0%	1	0.09		0.0		0	
DA15 9	1.0%	1			1.6%	1	0.0%	0	0.0%	0	2.5%	1	2.5%		1	0.0%	0			0.09		0.0		0	
DA16 1	1.0%	1		0		1	0.0%	0	0.0%	0	2.5%	1	2.5%		1	0.0%	0			0.09		0.0		0	
ME10	1.0%	1			1.6%	1	2.8%	1	0.0%	0	0.0%	0	,.		1	0.0%	0					0.0		0	
ME10 3	1.0%	1		0	1.6%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	(0	1.7%	1	1.0%		0.09		0.0		0	
ME13 7	1.0%	1		0	1.6%	1	0.0%	0	0.0%	0	2.5%	1	2.5%		1	0.0%	0			0.09		0.0		0	
ME13 8	2.0%	2		0	3.2%	2		1	0.0%	0	2.5%	1	0.0%	(0	3.3%	2					0.0		0	
ME13 9	1.0%	1		0		1	0.0%	0	0.0%	0	2.5%	1	2.5%		I 1	0.0%	0		1	0.09		0.0		0	
ME14 2	1.0%	1			1.6%	1	0.0%	0	4.2%	1	0.0%	0			1	0.0%	0			0.09		0.0		0	
ME17 3	1.0%	1		0		1	0.0%	0	0.0%	0	2.5%	1	0.0%		0	1.7%	1	1.0%		0.09		0.0		0	
ME2 6	1.0%	1		1	0.0%	0		1	0.0%	0	0.0%	0			0 0	1.7%	1	1.0%		0.09		0.0 0.0 0.0		0	
ME20 6	1.0% 1.0%	1		0	1.6%	1	0.0%	0	0.0%	0	2.5%	0	0.0%		-	1.7%	1	1.0%		0.09		0.0 0.0 0.0		0	
ME5 1	1.0%	1	0.0%	U	1.6%	1	2.8%	1	0.0%	U	0.0%	0	0.0%	,	U	1.7%	1	1.0%	1	0.09	о (<i>)</i> 0.0	70 (U	

Page 89 May 2019

	Total		Male		Female	:	18 - 34	Į.	35 - 54		55 +		ABC1		C2DE	2	Canterl	oury	Whitstal	ble	Herne l	Bay
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

											for G	L	Hear	n									May 2019
	Total		Male		Femal	le	18 - 3	4	35 - 54	1	55 +		ABC1		C2DE		Canterbu	ry	Whitsta	ble	Herne B	Bay	
Q01 What is the main pu	rpose of	your	visit to	Cant	erbury /	Whits	stable / I	Herne	Bay too	lay?													
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%	1	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	
Base:		50		10		40		8		18		24		21		29		0		50		0	

	Total		Mal	le	Fem	ale	18 - 3	4	35 - 54	1	55 +		ABC	1	(C2DE	•	Canterbu	ıry	Whitsta	ble	Herne	Bay
Q02 And for what other	reasons l	have	you co	me Ca	nterbu	ry / WI	nitstable	e / Her	ne Bay	oday	? [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%	(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
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
indow shopping	18.0%	9	10.0%	1	20.0%	8	25.0%	2	16.7%	3	16.7%	4	14.3%	3	3 20.	7%	6	0.0%	0	18.0%	9	0.0%	0
o visit a restaurant	2.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	(3.	4%	1	0.0%	0	2.0%	1	0.0%	0
visit a café	18.0%	9	20.0%	2	17.5%	7	12.5%	1	33.3%	6	8.3%	2	19.0%	4	1 17.	2%	5	0.0%	0	18.0%	9	0.0%	0
o 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
o 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
o 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	4 6.	9%	2	0.0%	0	12.0%	6	0.0%	0
ork / business purposes	2.0%	1	0.0%	0	2.5%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	() 3.	4%	1	0.0%	0	2.0%	1	0.0%	0
ealthcare 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%	() 3.	4%	1	0.0%	0	2.0%	1	0.0%	0
ocial / 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%	() 13.	8%	4	0.0%	0	8.0%	4	0.0%	0
ourism, 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
ther (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
llege / 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
(one)	18.0%	9	30.0%	3	15.0%	6	25.0%	2	16.7%	3	16.7%	4	23.8%	4	5 13.	8%	4	0.0%	0	18.0%	9	0.0%	0
Base:		50		10		40		8		18		24		2	l		29		0		50		0

												_											
	Total		Male	:	Female	e	18 - 34		35 - 54		55 +		ABC1		C2DF	E	Canter	bury	Whitst	table	Herne 1	Bay	
Q01X Any mention at Q01	& Q02 [I	MR]																					
Shopping for food only Shopping for non-food goods only	28.0% 14.0%	14 7	0.0% 10.0%		35.0% 15.0%	14 6	0.0% 0.0%		22.2% 16.7%		41.7% 16.7%	10 4			31.0% 6.9%	9		0	28.0% 14.0%	14 7	0.0% 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	
o 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	
Vindow 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	
o 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	
Γο 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	
Γο 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	
o 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	
Vork / 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	
lealthcare 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	
ocial / 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	
ourism, 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	
ollege / 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	
ase:		50		10		40		8		18		24		21		29		0		50		0	
Q03 Do you intend to do Those who did not men	•	• • •	_		•			Ba	y today ?														
l'es	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%		57.1%		33.3%				16.7%	1	44.4%	4			38.5%	5			40.9%	9		0	
Don't know)	13.6%		14.3%		13.3%		14.3%	1		0	22.2%		22.2%		7.7%	1	0.0%		13.6%	3		0	
,	13.070		14.570		13.370		14.370	_	0.070				44.470			-					0.070		
Base:		22		7		15		7		6		9		9		13		0		22		0	

											for G	L	Hear	n									May 20
	Total	l	Male	e	Femal	le	18 - 34	4	35 - 54		55 +		ABC1		C2DE	;	Canterbu	ry	Whitsta	ble	Herne B	Say	
Q04 What do you intend Those who intend to she								oday	? [MR]														
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		2		0	10.5%	4	0.0%	0	
Base:		38		5		33		3		17		18		15		23		0		38		0	

	Total	I	Male		Female	:	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbur	y	Whitstab	le	Herne Ba	y
Q05 Which STORE do yo	ou visit n	nost f	requentl	y for	food sho	ppii	ng ? [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
Aldi, Prospect Retail Park,	20.0%	10	10.0%		22.5%	9	0.0%		33.3%	6	16.7%		19.0%	4	20.7%	6		0		10		0
Whitstable	20.070	10	10.070	•	22.570		0.070	Ü	33.370	Ü	10.770	•	17.070	•	20.770	Ü	0.070	Ü	20.070	10	0.070	O .
Aldi, St Mary's 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	0.0%	0	0.0%	0	0.0%	0
Swanley Aldi, St. Andrews Close,	0.0%	0	0.0%	0	0.0%	0	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 Asda, Crook Log,	0.0%	0	0.0%	0	0.0%	0	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 Asda, Maidstone 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	0.0%	0	0.0%	0	0.0%	0
Chatham																						
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
	0.0%	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.00/	0	0.00/	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		
Co-op, Mortimer 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
Herne Bay Co-op, Oxford Street,	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
Whitstable Co-op, Station 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	0.0%	0	0.0%	0	0.0%	0
Birchington Iceland, High Street,	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
Whitstable (celand, Mortimer 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
Herne Bay Iceland, 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%	0	0.0%	0		0
Sturry Road, Canterbury																						
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
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. Georges 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

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbur	y	Whitstable	!	Herne Ba	ay
Canterbury Morrisons, Beach Street, Herne Bay	6.0%	3	0.0%	0	7.5%	3	12.5%	1	11.1%	2	0.0%	0	9.5%	2	3.4%	1	0.0%	0	6.0%	3	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	0.0%	0	0.0%	0	0.0%	0	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, 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
Morrisons, Ten Perch Road, Canterbury	0.0%	0			0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	21272		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
Sainsbury's Local, High Street, Whitstable	10.0%		20.0%		7.5%	3	0.0%		11.1%		12.5%		19.0%	4			0.0%	0		5	0.0%	0
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	0.0%	0	0.0%	0	0.0%	U	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	0.0%	0	0.0%	0	0.0%	0	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	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
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

	for G L Hearn Total Male Female 18, 34 35, 54 55 + ARC1 C2DE Canterbury Whitstable Herne Ray														May 2							
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbury		Whitstable		Herne Ba	у
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% 1	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	0.0%	0	0.0%	0	0.0%	0	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
Fesco 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
For 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

Canterbury In Centre by Whitstable

Canterbury In Centre Surveys for G L Hearn

Page 98 May 2019

	Total		Male		Femal	e	18 - 34	١	35 - 54		55 +		ABC	1	C2D	Е	Canter	bury	Whitsta	ıble	Herne l	Bay
SPECIFIC SHOP & ADDRESS)																						
Internet / delivered	0.0%	0 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.0%	3 10	0.0%	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
Base:		50		10		40		8		18		24		21		29		0		50		0

Total Male Female 18 - 34 35 - 54 55 + ABC1 C2DE Canter	bury Whitstah	tstable	Herne B
Q06 And which other STORE do you also visit frequently for food shopping? [MR]			
, , , , , , , , , , , , , , , , , , , ,	0 0.0%	% 0	0.0%
Sittingbourne			
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
ldi, Prospect Retail Park, 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% Whitstable	0 8.0%	% 4	0.0%
Aldi, St. Andrews Close, 0.0% 0 0.0% 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 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%
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%		
sda, Sturry Road, 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%		
Canterbury	0 4.070	70 2	
Co-op, Cromwell Road, 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% Whitstable	0 2.0%	% 1	0.0%
Co-op, Mortimer 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%
Herne Bay	0 2.00/	.0/ 1	0.00/
o-op, Oxford Street, 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% Whitstable	0 2.0%	9% 1	0.0%
Co-op, Virginia Woolf 0.0% 0 0.0% 0 0.0% 0 0.0% 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			
celand, Bellgrove 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 0.0%	0 0.0%	% 0	0.0%
Welling			
celand, College 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 0.0% 0 0.0% 0 0.0% 0 0.0%	0 0.0%	% 0	0.0%
reland, East 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%
Faversham			
reland, High Street, 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%
Whitstable reland, Market Place, 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0 0.0%	% 0	0.0%
Didcot	0.070	70 0	0.070
seland, Mortimer 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%
Herne Bay celand, 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 0.0%	0 0.0%	% 0	0.0%
Sturry Road, Canterbury	0 0.070	70 0	0.070
celand, Wincheap Industrial 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	0 0.0%	% 0	0.0%
Estate, Maynard Road,			
Canterbury .idl, Margate 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 0.0%	0 0.0%	% 0	0.0%
Ramsgate	0 0.070	,,,	0.070
idl, 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 0.0%	0 0.0%	% 0	0.0%
Canterbury Manna, Thomas 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%	10/	0.0%
Manna, Thomas 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% Woolwich,	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%
Hempstead Valley			

Shopping Centre, Gillingham Male Female 18 - 34 35 - 54 55 + ABC1 C2DE Canterbury Whitstable Herne Bay	
Gillingham Marks & Spencer, Prospect 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 0.0%	
Gillingham Marks & Spencer, Prospect 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 Retail Park, Whitstable Marks & Spencer, St. 0.0% 0 0.	
Retail Park, Whitstable Marks & Spencer, St. Georges Street, Canterbury Marks & Spencer, Week Street, Maidstone Marks & Spencer, Morrisons, Brauch Street, Morrisons, Lenner Close, Morrisons, Council C	
Georges Street, Canterbury Marks & Spencer, Week	
Marks & Spencer, Week Maidstone Marks & Spencer, Week Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Marks & Spencer, Maidstone Morrisons, Beach Street, O.0% O 0.0% O 0.	
Marks & Spencer, 0.0% 0	
Morrisons, Beach Street, 0.0% 0 0.0%	
Folkestone Morrisons, Hawley Street, 0.0% 0	
Margate Morrisons, Jenner Close, 0.0% 0 0.0%	
Morrisons, Jenner Close, 0.0% 0 0.0%	
Morrisons, Knight Road, 0.0% 0	
Morrisons, North Lane, 0.0% 0 0.0% 0 0.0% 0 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 W T VA JAMMA	
Morrisons, Ten Perch Road, 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 Canterbury	
Sainsbury's Local, High 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 Street, Whitstable	
Sainsbury's Local, St. 0.0% 0	
Sainsbury's Local, Station 0.0% 0 0.0	
Sainsbury's Superstore, 0.0% 0	
Sainsbury's Superstore, 0.0% 0	
Sainsbury's Superstore, 0.0% 0	
Sainsbury's Superstore, 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 Reeves Way, Whitstable	
Tesco Express, 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 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 0.0% 0	

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbu	ry	Whitstab	le	Herne B	ay
Road, Sittingbourne																						
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 Express, Tankerton Road, Whitstable	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
Tesco Extra, Gallions Reach Shopping Park, Armada Way, 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
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	12.0%	6	20.0%	2	10.0%	4	12.5%	1	16.7%	3	8.3%	2	9.5%	2	13.8%	4	0.0%	0	12.0%	6	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	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, 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	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Crescent Road, Faversham	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
Tesco Superstore, High Road, South 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
Waitrose, Hauxton Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sir Bernard Paget Drive, 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
Waitrose, St. Georges Centre, Canterbury	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
Other (PLEASE WRITE IN SPECIFIC SHOP & ADDRESS)	0.0%	0		0	0.070	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0	0.0%	0
(Nowhere else)	20.0%		30.0%		17.5%		25.0%		16.7%		20.8%		23.8%		17.2%	5	0.0%		20.0%	10	0.0%	0
Base:		50		10		40		8		18		24		21		29		0		50		0

	for G L Hearn														N	May 20								
	Tota	l	Male		Femal	le	18 - 34	4	35 - 54		55 +		ABC1	1	C2DE	;	Canterbu	ıry	Whitsta	ble	Herne B	ay		
Q07 Why do you visit (S Those who mentioned of			ONED AT	ΓQ.5)) for foo	d sho	pping?	[MR]																
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		1	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		
o 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)	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		
isit the market	2.1%	1	0.0%	0		1	0.0%	0		0	4.5%	1	0.0%	0		1	0.0%	0		1	0.0%	0		
afe 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		
Ias 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%	0		
Marks & Spencer	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.070	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		

	Tota	al	Male		Fema	le	18 - 34	ļ	35 - 5	4	55 +		ABC	1	C2DI	E	Canter	bury	Whitsta	able	Herne	Bay
Q08 Which town centre	or rotail	nark	do vou v	icit ~	noet fro	anon+	ly for no	n_foo	d charr	vina?	[MD1											
Quo Willen town centre	or retain	park	uo you v	1511 11	iost ire	quent	ly loi lio	11-100	a snopp	ning :	[INIK]											
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,	0.0%	0	0.0%	0	0.0%	0	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	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0
Littlebourne Village Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0		0	0.00	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		
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		
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	0.0%	0	0.0%	0	0.0%	0	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																						
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
Sheerness Town Centre, Isla		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0
of Sheppey																						
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	0.0%	0	0.0%	0	0.0%	0	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																						
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		
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
Bluewater Shopping Centre,		0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0
Greenhithe 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
gron 2 domeso 1 dik,	3.570	Ü	0.070	3	0.070	3	0.070	3	0.070	,	0.075	3	0.070	Ü	0.073	·	0.070	Ü	0.070	Ü	0.070	Ü

	Total		Male		Female	;	18 - 34		35 - 54		55 +		ABC	1		C2DE		Canterbu	ıry	Whitstal	ble	Herne l	Bay	
Herne Bay																								
Hempstead Valley Shopping Centre, Hempstead,	0.0%	0	0.0%	0	0.0%	0	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 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	0.0%	0	0.0%	0	0.0%	0	
Shopping Centre, West Thurrock, Grays	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	0.0%	U	(J.U%	U	0.0%	U	0.0%	U	0.0%	U	
Park Farm 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	
Folkestone																								
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	3.8%	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	6.9%	2	0.0%	0	4.0%	2	0.0%	0	
Base:		50		10		40		8		18		24		21			29		0		50		0	

	Tota	ıl	Male		Female	!	18 - 34		35 - 5	1	55 +		ABC	1	C2DE	;	Canter	bury	Whitsta	able	Herne	Bay
Q09 And which other to	own centr	e or r	etail park	do ;	you visit	freq	uently fo	r nor	-food s	hopp	ing? [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%		20.0%		7.5%		12.5%	1	5.6%		12.5%	3	9.5%		10.3%	3	0.0%	0		5		
Whitstable Town Centre	18.0%		10.0%		20.0%		25.0%		22.2%		12.5%	3	23.8%		13.8%	4	0.0%	0		9		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
Barham Village Centre	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
Bridge Village Centre	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		
Central London	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
Chatham Town Centre	0.0%	0		0		0	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	0.070	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
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
Faversham Town Centre	4.0%	2	0.0%	0		2	0.0%	0	11.1%	2	0.0%	0	4.8%	1	3.4%	1	0.0%	0		2		0
Folkstone Town Centre	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
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
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
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	0.070	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		
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
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	0.070	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		
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
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		-
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
Stelling Minnis Village Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	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	0.070	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
Wingham Village Centre	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		1	0.0%	0	0.0%	0	4.2%	1	0.0%	0		1	0.0%	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
Bluewater Shopping Centre, Greenhithe	8.0%		10.0%	1		3	0.0%	0	5.6%		12.5%	3	14.3%	3		1	0.0%	0		4		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 +		ABC	C1		C2DE		Canterb	ury	Whitst	able	Hern	e 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%	5 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%	5 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%	5 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%	5 0
Westwood Cross Shopping Centre & Retail Parks	16.0%	8	10.0%	1	17.5%	7	25.0%	2	22.2%	4	8.3%	2	14.3%	;	3	17.2%	5	0.0%	0	16.0%	8	0.0%	5 0
White Cliffs Business Park, Whitfield	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0%	0	0.070	0	0.0%	(0.0%	0	0.070	0	,.	0		
Wincheap Retail Area, 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%	5 0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.00	0	0.0%	0	0.0%	0	0.070	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%	
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%	
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%	
(Don't know / varies)	2.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	4.2%	1	4.8%		-	0.0%	0	0.0%	0	2.0%	1	0.0%	
(Nowhere else)	16.0%	8	30.0%	3	12.5%	5	25.0%	2	11.1%	2	16.7%	4	9.5%		2 2	20.7%	6	0.0%	0	16.0%	8	0.0%	6 0
Base:		50		10		40		8		18		24		2	1		29		0		50		0

	Total	l	Male	e	Femal	e	18 - 34	ļ	35 - 5	34	55 +	ŀ	AB	C1		C2DE		Canterbu	ury	Whitsta	ble	Herne	Bay
Q10 Why do you visit (N If any location mention			NTLY V	ISITE	D CENT	RE O	R PARK	AT C).8) for	non-fo	ood sho	pping	? [MR]									
Close to home	41.7%	20	77.8%	7	33.3%	13	50.0%	4	41.2%	7	39.1%	9	52.4%	5 1	1 3	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%	ó	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%	ó	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%	ó	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%	ó	1 1	1.1%	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%	ó	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%	ó	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%	ó	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%	ó	8 5	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 1	8.5%	5	0.0%	0	18.8%	9	0.0%	0
o 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%	ó	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%	ó	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%	Ó	0	3.7%	1	0.0%	0	2.1%	1	0.0%	0
isit the market	2.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	4.3%	1	4.8%	Ď	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
afe 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		
ther (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
akeland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.070	0	0.0%			0.0%	0	0.0%	0	0.0%	0	0.00,0	
apporting 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		
No particular reason)	2.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	Ó	0	3.7%	1	0.0%	0	2.1%	1	0.0%	0
Base:		48		9		39		8		17		23		2	1		27		0		48		0

Page 108 May 2019

Canterbury 1	(n (Centre	Surveys
for G	L	Hearn	

Canterbury Whitstable Herne Bay Total Male Female 18 - 34 35 - 54 55 + ABC1 C2DE

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	$\Omega \Omega \Omega \alpha				0.0%	0
Less than £5.00		_														12	0.0%	0	42.1%	16		
	5.3%	2		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%	1 11	66.7%	1 2	5.9% 29.4%	1 5	0.0% 38.9%	0 7	40.0%	1 6	34.8%	1 8	0.0% 0.0%	0	5.3% 36.8%	2 14	0.0% 0.0%	0
£5.01-£10.00 £10.01-£20.00	36.8% 5.3%	14 2	60.0% 0.0%	3 0	33.3% 6.1%	2	66.7% 0.0%	0	5.9% 29.4% 5.9%	1 5 1	0.0% 38.9% 5.6%	7 1	40.0% 13.3%	2	34.8% 0.0%	1 8 0	0.0% 0.0% 0.0%	0 0 0	5.3% 36.8% 5.3%	2 14 2	0.0% 0.0% 0.0%	0 0 0
£5.01-£10.00 £10.01-£20.00 £20.01-£30.00	36.8% 5.3% 0.0%	14 2 0	60.0% 0.0% 0.0%	3 0 0	33.3% 6.1% 0.0%	2 0	66.7% 0.0% 0.0%	0	5.9% 29.4% 5.9% 0.0%	1 5 1 0	0.0% 38.9% 5.6% 0.0%	7 1 0	40.0% 13.3% 0.0%	2 0	34.8% 0.0% 0.0%	1 8 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0	5.3% 36.8% 5.3% 0.0%	2 14 2 0	0.0% 0.0% 0.0% 0.0%	0 0 0 0
£5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00	36.8% 5.3% 0.0% 0.0%	14 2	60.0% 0.0% 0.0% 0.0%	3 0 0 0	33.3% 6.1% 0.0% 0.0%	2	66.7% 0.0% 0.0% 0.0%	0 0 0	5.9% 29.4% 5.9% 0.0% 0.0%	1 5 1 0	0.0% 38.9% 5.6% 0.0% 0.0%	7 1 0 0	40.0% 13.3% 0.0% 0.0%	2 0 0	34.8% 0.0% 0.0% 0.0%	1 8 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	5.3% 36.8% 5.3% 0.0% 0.0%	2 14 2	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0
£5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £40.01-£50.00	36.8% 5.3% 0.0% 0.0% 2.6%	14 2 0	60.0% 0.0% 0.0% 0.0% 0.0%	3 0 0 0 0	33.3% 6.1% 0.0% 0.0% 3.0%	2 0	66.7% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	5.9% 29.4% 5.9% 0.0% 0.0% 5.9%	1 5 1 0 0	0.0% 38.9% 5.6% 0.0% 0.0% 0.0%	7 1 0	40.0% 13.3% 0.0% 0.0% 0.0%	2 0	34.8% 0.0% 0.0% 0.0% 4.3%	1 8 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	5.3% 36.8% 5.3% 0.0% 0.0% 2.6%	2 14 2 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0
£5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £40.01-£50.00 £50.01-£75.00	36.8% 5.3% 0.0% 0.0% 2.6% 2.6%	14 2 0	60.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 0 0 0 0	33.3% 6.1% 0.0% 0.0% 3.0% 3.0%	2 0	66.7% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	5.9% 29.4% 5.9% 0.0% 0.0% 5.9% 0.0%	1 5 1 0 0 1	0.0% 38.9% 5.6% 0.0% 0.0% 0.0% 5.6%	7 1 0 0 0	40.0% 13.3% 0.0% 0.0% 0.0% 6.7%	2 0 0	34.8% 0.0% 0.0% 0.0% 4.3% 0.0%	1 8 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	5.3% 36.8% 5.3% 0.0% 0.0% 2.6% 2.6%	2 14 2 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 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £40.01-£50.00 £50.01-£75.00 £75.01-£100.00	36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 2.6%	14 2 0 0 1 1 1	60.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 0 0 0 0 0	33.3% 6.1% 0.0% 0.0% 3.0% 3.0% 3.0%	2 0 0 1 1 1	66.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	5.9% 29.4% 5.9% 0.0% 0.0% 5.9% 0.0% 5.9%	1 5 1 0 0 1 0	0.0% 38.9% 5.6% 0.0% 0.0% 5.6% 0.0%	7 1 0 0 0 1 0	40.0% 13.3% 0.0% 0.0% 0.0% 6.7% 6.7%	2 0 0 0 1 1	34.8% 0.0% 0.0% 0.0% 4.3% 0.0% 0.0%	1 8 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	5.3% 36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 2.6%	2 14 2 0 0 1 1 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0
£5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £40.01-£50.00 £50.01-£75.00 £75.01-£100.00 £100.01-£150.00	36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 2.6% 0.0%	14 2 0 0 1 1 1 0	60.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 0 0 0 0 0	33.3% 6.1% 0.0% 0.0% 3.0% 3.0% 3.0% 0.0%	2 0 0 1 1 1 0	66.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	5.9% 29.4% 5.9% 0.0% 0.0% 5.9% 0.0% 5.9% 0.0%	1 5 1 0 0 1 0 1 0	0.0% 38.9% 5.6% 0.0% 0.0% 5.6% 0.0% 0.0%	7 1 0 0 0 1 0 0	40.0% 13.3% 0.0% 0.0% 0.0% 6.7% 6.7% 0.0%	2 0 0 0 1 1 0	34.8% 0.0% 0.0% 0.0% 4.3% 0.0% 0.0%	1 8 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	5.3% 36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 0.0%	2 14 2 0 0 1 1 1 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0
£5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £40.01-£50.00 £50.01-£75.00 £75.01-£100.00 £100.01-£150.00 More than £150.00	36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 2.6% 0.0%	14 2 0 0 1 1 1	60.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 0 0 0 0 0 0 0	33.3% 6.1% 0.0% 0.0% 3.0% 3.0% 3.0% 0.0% 0.0%	2 0 0 1 1 1	66.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	5.9% 29.4% 5.9% 0.0% 0.0% 5.9% 0.0% 5.9% 0.0%	1 5 1 0 0 1 0 1 0 0	0.0% 38.9% 5.6% 0.0% 0.0% 5.6% 0.0% 0.0% 0.0%	7 1 0 0 0 1 0	40.0% 13.3% 0.0% 0.0% 0.0% 6.7% 6.7% 0.0% 0.0%	2 0 0 0 1 1 0 0	34.8% 0.0% 0.0% 0.0% 4.3% 0.0% 0.0% 0.0%	1 8 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	5.3% 36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 0.0% 0.0%	2 14 2 0 0 1 1 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0
£5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £40.01-£50.00 £50.01-£75.00 £75.01-£100.00 £100.01-£150.00 More than £150.00 (Don't know)	36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 2.6% 0.0%	14 2 0 0 1 1 1 0 0 0	60.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 0 0 0 0 0 0 0 0	33.3% 6.1% 0.0% 0.0% 3.0% 3.0% 3.0% 0.0%	2 0 0 1 1 1 0 0	66.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	5.9% 29.4% 5.9% 0.0% 0.0% 5.9% 0.0% 5.9% 0.0%	1 5 1 0 0 1 0 1 0 1 0 0 0	0.0% 38.9% 5.6% 0.0% 0.0% 5.6% 0.0% 0.0%	7 1 0 0 0 1 0 0 0	40.0% 13.3% 0.0% 0.0% 0.0% 6.7% 6.7% 0.0% 0.0%	2 0 0 0 1 1 0 0 0	34.8% 0.0% 0.0% 0.0% 4.3% 0.0% 0.0%	1 8 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	5.3% 36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 0.0%	2 14 2 0 0 1 1 1 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
£5.01-£10.00 £10.01-£20.00 £20.01-£30.00 £30.01-£40.00 £40.01-£50.00 £50.01-£75.00 £75.01-£100.00 £100.01-£150.00 More than £150.00	36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 2.6% 0.0%	14 2 0 0 1 1 1 0	60.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 0 0 0 0 0 0 0	33.3% 6.1% 0.0% 0.0% 3.0% 3.0% 3.0% 0.0% 0.0%	2 0 0 1 1 1 0	66.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	5.9% 29.4% 5.9% 0.0% 0.0% 5.9% 0.0% 5.9% 0.0%	1 5 1 0 0 1 0 1 0 0	0.0% 38.9% 5.6% 0.0% 0.0% 5.6% 0.0% 0.0% 0.0%	7 1 0 0 0 1 0 0	40.0% 13.3% 0.0% 0.0% 0.0% 6.7% 6.7% 0.0% 0.0%	2 0 0 0 1 1 0 0	34.8% 0.0% 0.0% 0.0% 4.3% 0.0% 0.0% 0.0%	1 8 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	5.3% 36.8% 5.3% 0.0% 0.0% 2.6% 2.6% 0.0% 0.0%	2 14 2 0 0 1 1 1 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0

											`											
	Tota	al	Mal	le	Fema	ale	18 - 3	34	35 - 5	54	55 -	ŀ	ABC	C1	C2D	E	Canter	bury	Whitst	able	Herne	Bay
Eating & Drinki	ing out																					
Nothing	52.6%	20	60.0%	2	51.5%	17	33.3%	1	35.3%	6	72.2%	13	60.0%	0	47.8%	11	0.0%	0	52.6%	20	0.0%	0
Less than £5.00	18.4%	20 7			21.2%	7	0.0%		29.4%		11.1%	2	20.0%		17.4%	4	0.0%		18.4%	7	0.0%	0
5.01-£10.00	23.7%		20.0%	1	24.2%	8			29.4%		11.1%	2	20.0%		26.1%	6	0.0%	0		9	0.0%	0
10.01-£20.00	2.6%	í	20.0%	1	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0		1	0.0%	0		í	0.0%	0
20.01-£30.00	0.0%	0		0		ő	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
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
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
Iore 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
on'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
ean:		2.70		4.50		2.42		5.00		3.82		1.18		2.00		3.18		0.00		2.70		0.00
se:		38		5		33		3		17		18		15		23		0		38		0
Leisure & cultu	ıre																					
othing	94.7%	36	80.0%	4	97.0%	32	66.7%	2	100.0%	17	94.4%	17	100.0%	15	91.3%	21	0.0%	0	94.7%	36	0.0%	0
s 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
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
.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
.01-£30.00	2.6%	1	20.0%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	2.6%	1	0.0%	0
0.01-£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
0.01-£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
0.01-£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
5.01-£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
00.01-£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
ore 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
on't know)	2.6%	1	0.0%	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
an:		0.68		5.00		0.00		8.33		0.00		0.00		0.00		1.14		0.00		0.68		0.00
e:		38		5		33		3		17		18		15		23		0		38		0

												_											
	Tota	al	Mal	le	Fema	ale	18 - 3	34	35 -	54	55	+	ABO	C1	C2D	E	Canter	bury	Whitst	able	Herne	Bay	
Q12 How did you travel t	to Cante	erbury	/ Whits	stable	/ Herne	Bay t	oday ?																
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 [minute	es]																						
Q13 How long did your j	ourney	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%		10.0%		30.0%	12			33.3%		20.8%		19.0%		31.0%	9			26.0%	13		0	
21 - 30 minutes	6.0%	3		0		3	0.0%		11.1%	2		1		1		2		0		3		0	
31 - 45 minutes	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 ea	asy=2, C	Quite 6	easy=1,	Neitei	rh easy	nor d	ifficult=	:0, Qui	te diffi	cult=-1	l, Very	difficu	It=-2]										
Q14 How easy was it to the Those who mentioned of			king pla	ice too	day ?																		
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%		26.7%	4	40.0%		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%		20.0%	3			20.0%	2	33.3%	1	25.0%		30.0%	3		0	27.8%	5	0.0%	0	
Quite difficult	11.1%	2		0	13.3%	2		0	20.0%	2		0	12.5%		10.0%	1	0.0.0	0	11.1%	2	0.0%	0	
Very difficult	5.6%	1	33.3%	1	0.0.0	0		1	0.0%	0		0			10.0%	1		0		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		0	

											101 0											muj 2
	Total		Male		Female	!	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbury	y	Whitstable	•	Herne Bay	y
Q15 Where did you park Those who mentioned of		IR]																				
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%		13.3%	2		0	10.0%		33.3%	1			20.0%	2	0.0%		11.1%	2		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
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
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
Other (PLEASE WRITE IN) 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	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0

Canterbury In Centre Surveys for G L Hearn

	Tota	ıl	Ma	ıle	Fe	male	18 -	34	35 - 5	54	55	+	AI	3C1		C2DE	E	Canter	bury	Whits	table	Herne	Bay
Ald: Hama Day	0.00/	0	0.00/	0	0.0	0/ 0	0.00/	0	0.00/	0	0.00/	0	0.00	v .	0 0	00/	0	0.00/	0	0.00/	0	0.00/	0
Aldi, Herne Bay	0.0%	0						0		0	0.0%					0.0%	0	0.0%	0				0
Asda, Canterbury	0.0%	0						0			0.0%					0.0%	0	0.0%	0	,.		0.070	0
Co-op, Herne Bay	0.0%	0	0.0%		0.0			0	0.0%	0	0.0%					0.0%	0	0.0%	0			0.070	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
On Street, Canterbury	0.0%	-						0			0.0%						0	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	0.070		0.0%	0
On Street, Whitstable	38.9%		100.0%		26.7		40.0%	2	40.0%	4	33.3%		37.59			0.0%	4	0.0%		38.9%		0.0%	0
Sea Front, Herne Bay	0.0%	0						0		0	0.0%					0.0%	0	0.0%	0			0.0%	0
Station Car Park, Canterbury	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	0.09	% (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%	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%	0
Work, Herne Bay	0.0%	0						0		0						0.0%	0	0.0%	0				0
(Dropped off)	11.1%	2			13.3			1	0.0%		33.3%				1 10		1	0.0%	-	11.1%			0
	11.170				15.5		20.070		0.070		33.370					7.0 70	•	0.070					
Base:		18		3		15		5		10		3			8		10		0		18		0
Mean score [minute	es]																						
Q16 Approximately how	much ti	ime w	ill you	spend	in th	e shopp	ing are	a in Ca	anterbu	y / W	hitstab	le / He	rne B	ay toda	ay?								
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%	0
16-30 minutes	6.0%	3	0.0%	0	7.5	% 3	12.5%	1	5.6%	1	4.2%	1	9.59	% 2	2 3	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	47.69	% 10	0 48	3.3%	14	0.0%	0	48.0%	24	0.0%	0
More than 1 hour, but less than 1½ hours	24.0%	12	30.0%	3	22.5	% 9	12.5%	1	22.2%	4	29.2%	7	19.09	% 4	4 27	7.6%	8	0.0%	0	24.0%	12	0.0%	0
More than 1½ hours, but less than 2 hours	8.0%	4	0.0%	0	10.0	% 4	12.5%	1	0.0%	0	12.5%	3	9.59	% 2	2 6	5.9%	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	14.39	% :	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	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		69.3	8	2	73.22		0.00		71.61		0.00

Base:

											for (J L	Hear	'n									May 201
	Total	l	Mal	e	Femal	le	18 - 3	34	35 - 5	4	55 +	-	ABC	1	C2D	E	Canter	oury	Whitst	able	Herne	Bay	
Mean score [time	s per year,	those	e who d	o visi	t]																		
Q17 How often do you	come to t	he ce	ntre?																				
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:	1	75.00	1	41.70	1	83.33		62.50	1	63.28	2	21.29	2	10.38	1	49.38		0.00		175.00		0.00	
Base:		50		10		40		8		18		24		21		29		0		50		0	

											-01 0												10 20
	Total		Male		Femal	e	18 - 34		35 - 54	ļ	55 +		ABC	1	C2DE		Canterbury	у	Whitstabl	le	Herne Bay	у	
Q18 What do you like ak	oout shop	ping	in Cante	rbur	y / Whits	stable	e / Herne	Вау	? [MR]														
Cheap parking	2.0%	1	0.0%	0		1	0.0%	0	5.6%	1		0		1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	
Cleanliness of streets	2.0%	1	0.0%	0		1	0.0%	0	0.0%	0		1	0.0%	0		1	0.0%	0	2.0%	1	0.0%	0	
Close to friends / relatives	24.0%	12			22.5%	9	20.070	4	22.2%		16.7%	4	28.6%	6		6			24.0%	12	0.0%	0	
Competitive prices	4.0%	2		1	2.5%	1	0.0%	0	0.0%	0		2		0		2		0	4.0%	2	0.0%	0	
Easy parking	2.0%	1	0.0%	0		1	0.0%	0	5.6%	1		0		0		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	
Feels safe	12.0%	6			12.5%	5	0.0%	0	5.6%	1		5			13.8%	4	0.0%		12.0%	6		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		1	0.0%	0		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	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	
environment	0.070		10.070	•	2.070	_	0.070		21070	•	0.070	_		•	0.5 70	_	0.070	Ü	0.070		0.070		
Selection / choice multiple	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	
shops	38.0%	10	20.00/	2	42.5%	17	25.00/	2	44.40/	0	27.50/	0	42.9%	0	24.50/	10	0.0%	Λ	29.00/	19	0.00/	0	
Selection / choice of independent shops			20.0%				25.0%		44.4%		37.5%				34.5%				38.0%				
Market	0.0%	0	0.0%	0		0		0	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	
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	
Bingo	2.0%	1	10.0%	1	0.0%		12.5%	1	0.0%	0		0	0.0,0	0		1	0.0%	0	2.0%	1	0.0%	0	
Bowling	2.0%	1	10.0%	1	0.0%	0		1	0.0%	0		0		0		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	
It's friendly	4.0%	2	0.0%	0	5.0%	2	0.0%	0	0.0%	0		2		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	
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	
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	
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	
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	
Pleasant	2.0%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0		1	0.0%	0		1	0.0%	0	2.0%	1	0.0%	0	
Pubs	2.0%	1	10.0%	1	0.0%	0		1	0.0%	0		0		0		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	
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	
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	
(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	

											101 0		Hear	••									1414
	Total		Male		Female	!	18 - 34		35 - 54		55 +		ABC1	-	C2DE		Canterbury	,	Whitstab	le	Herne Ba	ıy	
Q19 What do you dislike	about sh	noppi	ing in Ca	nterl	bury / Wh	itstal	ble / Herr	ne B	ay ? [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%	2	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	
No particular reason - I just do not like it	32.0%	16	50.0%	5			25.0%		16.7%	3	45.8%		14.3%	3		13		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	3.4%	1		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	3.4%	1		0	2.0%	1	0.0%	0	
Too much traffic	16.0%	8	10.0%	1	17.5%	7	0.0%	0		3	20.8%	5		5		3		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	
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	
(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	2.0%	1	0.0%	0	
Base:		50		10		40		8		18		24		21		29		0		50		0	

	То	tal		Mal	le	Fen	ale	18 - 3	34	35 -	54	55	+	ABC	:1	C2D	Ε	Canter	bury	Whits	table	Herne	Bay
Q20 What type of retail of	or serv	rice	prov	ision v	would	persu	ade you	ı to sho	p in th	ne Tow	n cent	re more	e often	? [MR]									
Foodstore	4.0%	6	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%			10.0%		25.0%		37.5%		27.8%		12.5%		23.8%		20.7%	6			22.0%		0.0%	0
Ladies shoe shops	22.0%			10.0%	1	25.0%		37.5%		27.8%		12.5%		23.8%		20.7%	6			22.0%		0.0%	0
Gents clothing shops	12.0%		6	30.0%	3	7.5%	3	12.5%		16.7%	3	8.3%		19.0%	4	6.9%	2			12.0%	6	0.0%	0
Gents shoe shops	10.0%			10.0%		10.0%		12.5%	1	22.2%	4	0.0%	0	9.5%	2		3			10.0%			0
Children's clothing shops	4.0%		2	0.0%	0			12.5%	1	5.6%	1	0.0%	0		2		0						0
Children's shoe shops	6.0%		3	0.0%	0			12.5%	1	11.1%	2	0.0%	0	14.3%	3	0.0%	0		0	6.0%			0
Youth fashion shops	18.0%			30.0%	3	15.0%				16.7%	3	4.2%	1	14.3%	3	20.7%	6			18.0%			0
Electrical retailer shops	14.0%			20.0%		12.5%		25.0%		16.7%	3	8.3%	-	14.3%		13.8%	4	0.0%		14.0%		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
CDs / DVDs / computer	0.0%		0	0.0%		0.0%			0		0	0.0%	0		0		0						0
game shops																							
Major household appliance shops	4.0%	6	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%	6	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%			10.0%	1	10.0%		0.0%		16.7%	3	8.3%	2	9.5%		10.3%	3			10.0%			0
Post office	16.0%			20.0%	-	15.0%				22.2%		12.5%	3	9.5%		20.7%	6			16.0%		0.0%	0
Professional and Financial	6.0%			10.0%	1					11.1%		4.2%	1	0.0%		10.3%	3		0				0
Services																							
Council offices	0.0%	6	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Chain stores	0.0%	6	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%	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
More police	0.0%	6	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	38.0%	6	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
					.0		.0		3		-0		- '		-1				Ü		20		Ü
Mean score [times	per yea	ar, t	those	who c	do visi	t]																	
Q21 How frequently do	you vis	sit t	he m	arket i	n the 1	Fown (Centre?	•															
Several times a week	0.0%	6	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0
Once a week	8.0%		4	0.0%		10.0%		0.0%		16.7%	3	4.2%	1	4.8%		10.3%	3					0.0%	0
Once every 2 to 3 weeks	4.0%	6		20.0%	2			0.0%	0	5.6%	1	4.2%	1	0.0%	0		2					0.0%	0
Monthly	12.0%			10.0%	1	12.5%		25.0%	2	5.6%	1	12.5%		14.3%		10.3%	3			12.0%		0.0%	0
Once a quarter	2.0%		1	0.0%	0			0.0%	0	0.0%	0	4.2%	1	0.0%	0		1	0.0%	0			0.0%	0
Less often than once a	24.0%	6	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
quarter																							
First time today	0.0%		0	0.0%		0.0%		0.0%	0			0.0%	0	0.0%	0		0						0
Never	48.0%			60.0%		45.0%		62.5%		44.4%		45.8%	11	52.4%	11	44.8%	13						0
(Varies)	2.0%	6	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:		1.	3.92		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

Care												for G	L	Hearı	1									May 2019
Those who mentioned water at Vertice 1 1 2 1 3 6 %		Total		Male	,	Femal	e	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbury	7	Whitstable		Herne B	Bay	
Market M	-		•	sit? [MR]																			
The Goods Shed Fammers 0,0%	, ,	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	
Herme Bay Marker, Morithmer 1.5	The Goods Shed Farmers	0.0%	0	0.0%	0	0.0%	0	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, Wimereux Square Lions Boot Fair, Herme Bay 3.8% 1 2.50% 1 0.0% 0	Herne Bay Market, Mortimer	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	
Nhistable Farmers Market S-48 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 0.0%		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	
Starty's Hall Whitstable Fish Market, 42.3% 11 0.0% 0 50.0% 11 0.0% 0 40.0% 4 53.8% 7 80.0% 3 50.0% 8 0.0% 0 42.3% 11 0.0% 0 40.0% 0 40.0% Mistable Harbour Whitstable Market, Gorrell 38.5% 10 25.0% 1 40.9% 9 66.7% 2 40.0% 0 40.0% 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 Harbour Whitstable Market, Gorell 98.5% 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 0.0% 0 0.0% 0 0.0% 0 0.0% 1 Tank Carp Park Other (PLEASE WRITE IN) 0.0% 0 0.0%		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	
Tank Car Park Other (PLEASE WRITE IN) 0.0% 0		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%	1	0.0%	0	
CDon't know / varies 3.8%		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%	0	0.0%	0	
Faversham Market 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	
Gillingham Market 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	
Ramsgate Market 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	
Romford Market 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	
Woolwich Market 0.0% 0 0.0%			0		0		0		0		0		_	0.070	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 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) 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 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0					0				0		0				0				0					
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 4 0.0% 0 4 0.0% 0 4 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 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	
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) 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:		26		4		22		3		10		13		10		16		0	2	26		0	
Average (neither good nor poor) Poor quality 18.0% 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 20.0% 14 0.0% 0 poor) 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 18.0% 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	Q23 What is your opinion	n of the o	qualit	ty of the	mark	et in the	Tow	n Centre	?															
Average (neither good nor 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) 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	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	
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	Average (neither good nor	28.0%	14	30.0%	3	27.5%	11	37.5%	3	27.8%	5	25.0%	6	33.3%			7		0	28.0%			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	1 ,	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	
			24														13							
	Base:		50		10		40				18		24		21		29		0	5	50		0	

															_									
	Total		Male		Femal	e	18 - 34	ļ	35 - 54	ļ	55 +			ABC1		C2DI	E	Canterl	oury	Whitsta	ble	Herne B	Say	
Q24 What improvements	s to the q	ualit	y and rar	nge o	f the ma	rket	would pe	rsua	de you c	r yo	ur house	ehold	l to	o visit t	ne T	own Cer	ntre N	larket n	nore c	ften? [N	IR]			
Improve location (relocation) Improve advertisements (increase publicity of market events)	6.0% 0.0%	3		1 0	5.0% 0.0%	2 0	0.0% 0.0%	0	0.0% 0.0%	0	12.5% 0.0%	3 0		4.8% 0.0%	1 0	6.9% 0.0%	2 0	0.0% 0.0%	0	6.0% 0.0%	3 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	2	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	1	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	1	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	1	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	3	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%		12.5%	1	11.1%	2	4.2%	1	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 t	o Canter	bury	/ Whitsta	able /	Herne B	Bay fo	or leisure	pur	ooses ?															
Yes	62.0%	31	60.0%	6	62.5%	25	75.0%	6	77.8%	14	45.8%	11	6	56.7%	14	58.6%	17	0.0%	0	62.0%	31	0.0%	0	
No	38.0%	19			37.5%	15			22.2%		54.2%			33.3%		41.4%	12	0.0%		38.0%	19		0	
Base:		50		10		40		8		18		24			21		29		0		50		0	

												11249 202
	Total	Male	Fema	le 18 - 34	35 - 54	55 +	ABC1	C2DE	Canterbury	Whitstable	Herne Bay	
Q26 What do you do in the Control of		ry / Whitstab	e / Herne Ba	y for leisure pu	ırposes ? [MR	!]						
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% 1	2 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% 2	1 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% 1	3 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%	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 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
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
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
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
Base:		31	6	25	6	14	11	14	17	0 3	1	0
Q27 Do you ever come t	o Canterl	bury / Whitst	able / Herne	Bay for leisure	purposes in t	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% 1	7 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
Base:		50	10	40	8	18	24	21	29	0 5	0	0

											101 (J L	iicai	. 11									May 2019
	Tota	ıl	Male	e	Femal	e	18 - 34	ı	35 - 5	4	55 +	+	ABC	:1	C2DE	C	Canterbur	·y	Whitsta	ble	Herne B	Bay	
Q28 What do you like at	oout leis	ure / p	pubs and	d bar	s / restau	ırant .	/ cafe & d	cultu	ral facili	ties i	n Cante	rbury	/ Whits	table	/ Herne E	Bay ?	MR]						
Nothing in particular	14.0%	7			10.0%		25.0%		11.1%		12.5%		14.3%		13.8%	4			14.0%	7		0	
Close to home / easy to get	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	
to																							
Good cinema	8.0%		10.0%		7.5%		12.5%		11.1%		4.2%	1	4.8%		10.3%	3		0	8.0%	4	0.0%	0	
Good choice of cafes	24.0%		30.0%		22.5%	9	25.0%		16.7%		29.2%	7			17.2%	5		0	24.0%	12		0	
Good quality of cafes	16.0%		20.0%		15.0%		25.0%		16.7%		12.5%		28.6%		6.9%	2		0		8		0	
Good choice of restaurants	44.0%		40.0%		45.0%		50.0%	4	55.6%		33.3%	8	38.1%		48.3%	14		0	44.0%	22		0	
Good quality of restaurants	8.0%	4			10.0%		12.5%	1	5.6%	1	8.3%	2			10.3%	3		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%	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	e about l	eisure	e / pubs	and b	oars / res	taura	nt / cafe	facil	ities in (Cante	erbury /	Whits	table / F	Herne	Bay ? [N	/IR]							
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			12.5%	1	0.0%	0		0	4.8%	1		0		0	2.0%	1	0.0%	0	
Too expensive	4.0%		10.0%	1		1	25.0%	2	0.0%	0		0	4.8%	1		1	0.0%	0	4.0%	2		0	
Too busy	8.0%	4		1		_	12.5%		11.1%	2		1	9.5%	2		2		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	
Unsafe / poor security /	2.0%	1		0		1	0.0%	0		1	0.0%	0	4.8%	1		0		0	2.0%	1		0	
dangerous	2.070	•	0.070	Ů	2.570	•	0.070	Ů	3.070	•	0.070	Ü	1.070	•	0.070	Ů	0.070	Ü	2.070	•	0.070	Ů	
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	
Parking at night	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	
Quality of cooking	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		1	0.0%	0	0.0%	0		1	0.0%	0		1	0.0%	0	2.0%	1	0.0%	0	
	2.070				2.5 /0		0.070		0.070		1.2/0	_	0.070		J.T/0		0.070		2.070		0.070		
Base:		50		10		40		8		18		24		21		29		0		50		0	

Canterbury In Centre Surveys Page 121 for G L Hearn May 2019

	Total	l	Male		Female	•	18 - 34		35 - 54		55 +		ABC1	l	C2DI	E	Cant	erbury		Whitstab	le	Herne B	ay
Q30 What general impro improvements. [MR		to th	ne quality	y of t	he leisure	e and	d entertair	nme	nt offer i	n Ca	interbury	/ / Wł	nitstable	/ He	rne Bay	town	centi	e wou	ld	persuade	e you	ı to visit	it more often? Please name up to THREE
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 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
New / improved cinema	16.0%	8	10.0%		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
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		2	38.9%	7	37.5%	9	47.6%	10	27.6%	8			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

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE	•	Canterbur	y	Whitstable	9	Herne Bay	у
Q31 What general impro [MR]	vements	to the	e quality o	of th	e enviror	me	nt in Cant	erbu	ıry / Whit	tstak	ole / Hern	e Ba	ay Town	Cent	re would	pers	uade you	to v	visit it mor	re o	ften? Plea	ase name up to THREE improvements.
Attract less people / relieve over-crowding	10.0%	5	10.0%	1	10.0%	4	12.5%	1	11.1%	2	8.3%	2	4.8%	1	13.8%	4	0.0%	0	10.0%	5	0.0%	0
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	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 shopping streets	18.0%	9	10.0%	1	20.0%	8	0.0%	0	22.2%	4	20.8%	5	23.8%	5	13.8%	4	0.0%	0	18.0%	9	0.0%	0
Create more open spaces	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
Improve number and attractiveness of meeting places	6.0%	3	10.0%	1	5.0%	2	0.0%	0	0.0%	0	12.5%	3	9.5%	2	3.4%	1	0.0%	0	6.0%	3	0.0%	0
Improve play areas for children	12.0%	6	10.0%	1	12.5%	5	0.0%	0	22.2%	4	8.3%	2	19.0%	4	6.9%	2	0.0%	0	12.0%	6	0.0%	0
Improve / new facilities for young adults	16.0%	8	50.0%	5	7.5%	3	50.0%	4	11.1%	2	8.3%	2	9.5%	2	20.7%	6	0.0%	0	16.0%	8	0.0%	0
Improve policing / other security measures	12.0%	6	10.0%	1	12.5%	5	12.5%	1	22.2%	4	4.2%	1	9.5%	2	13.8%	4	0.0%	0	12.0%	6	0.0%	0
More/improved outside entertainment spaces	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
New artwork/art installations	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
Increase soft landscaping/ planting/ trees/ floral displays	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
Hard landscaping/wider pavements/ street furniture	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
Historic building fascia restauration and upgrade	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 main shopping streets in the town centre	12.0%	6	20.0%	2	10.0%	4	37.5%	3	5.6%	1	8.3%	2	4.8%	1	17.2%	5	0.0%	0	12.0%	6	0.0%	0
New / improved rang of events	12.0%	6	0.0%	0	15.0%	6	0.0%	0	5.6%	1	20.8%	5	14.3%	3	10.3%	3	0.0%	0	12.0%	6	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
Less traffic	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
(No opinion)	14.0%	7	10.0%	1	15.0%	6	25.0%	2	16.7%	3	8.3%	2	14.3%	3	13.8%	4	0.0%	0	14.0%	7	0.0%	0
(Nothing in particular)	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
Base:		50		10		40		8		18		24		21		29		0	;	50		0

Page 123 May 2019

											101 0		IIU										111ay 2017
	Total		Male	e	Female	e	18 - 34		35 - 54	ı	55 +		ABC	1	C2D	E	Canterbu	ry	Whitsta	ble	Herne B	ay	
Q32 What general impro	ovements	to tr	ansport	and a	accessibi	ility v	vould pe	rsua	de you to	o vis	it Cantei	bury	/ Whits	table	/ Herne	Bay 1	Γown Cen	tre n	nore ofte	en? P	lease na	me up to THREE improve	ements [MR]
Enhance shopmobility service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	C	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%	C	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	
Improve layout of car parks Improve location of bus stops / bus station	6.0% 0.0%	3	10.0% 0.0%	1 0	5.0% 0.0%	2 0	12.5% 0.0%	1	11.1% 0.0%	2 0		0	4.8% 0.0%	1	6.9% 0.0%	2		0	6.0% 0.0%	3		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%	C	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	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%	C	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	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	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	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	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%	ϵ	5 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	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	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	

Page 124 May 2019

Canterbury In Centre Surveys for G L Hearn

Total Male Female 18 - 34 35 - 54 55 + ABC1 C2DE Canterbury Whitstable Herne Bay

	Total		Male		Female	e	18 - 34		35 - 54		55 +		ABC	1	C2DE	E	Canterbur	y	Whitstab	e	Herne Ba	ny
Q33 Excluding the impro	ovements	s to tr	ansport	and	accessib	oility	already m	nent	ioned, wl	nat e	lse wou	ld en	courage	you t	to visit (Cante	rbury / Wh	itst	table / He	ne l	Bay Towr	n Centre more oft
1st mention						·	·		·								•				•	
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			12.5%	1		1	0.0%	0	0.0%	0		2	0.0%	0	4.0%	2	0.0%	0
rovide 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		3	0.0%	0	6.0%	3	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
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
etter 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
nprove 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
edestrianise 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
onger 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
invironmental 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
ill 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
edestrianise particular street - High Street	6.0%	3	0.0%	0	7.5%	3	12.5%	1	0.0%	0	8.3%	2	4.8%	1	6.9%	2	0.0%	0	6.0%	3	0.0%	0
rovide 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
rovide 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
rovide 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
rovide 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
rovide 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
rovide 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
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

											101 G		11cui									
	Total		Male		Femal	e	18 - 34		35 - 54		55 +		ABC1		C2DE	E	Canterbur	y	Whitstal	ble	Herne Bay	7
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		1	5.6%	1	4.2%	1	0.0%	-	10.3%	3	0.0%	0	6.0%	3		0
Provide better range of shops		4	20.0%	2		2			11.1%	2		0		1		3	0.0%	0	8.0%	4		0
Provide specific shop	0.0%	0	0.0%	0	0.0%	0		0		0		0		0		0		0	0.0%	0		0
(PLEASE WRITE IN) More / better restaurants and	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
cafes 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
mprove the cleanliness of the streets	6.0%			1	5.0%	2			11.1%	2		1		1	6.9%	2		0		3		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 (PLEASE WRITE IN)		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
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
ill the empty shops	2.0%	1	0.0%	0	2.5%	1	0.0%	0		0	0.0,0	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
edestrianise particular street		0	0.0%	0		0		0		0		0		0	0.0%	0		0	0.0%	0		0
- High Street Provide specific shop -	0.0%	0	0.0%	0		0		0		0		0		0		0		0		0		0
Abercrombie & Fitch		0	0.0%	0		0		0		0		0		0		0		0		0		0
Provide specific shop - Art shop	0.0%																					
Provide specific shop - Bon Marche	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
Provide specific shop - TK Maxx	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
Base:		50		10		40		8		18		24		21		29		0		50		0

	Total		Male		Female	;	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbur	y	Whitstab	le	Herne Ba	y
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
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
Provide better range of shops	4.0%	2		1		1		1	5.6%	1		0	0.0%	0	6.9%	2		0	4.0%	2	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
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	8.0%	4		1			25.0%	2		1		1			10.3%	3		0		4	0.0%	0
the streets	0.070		10.070	•	7.270		20.070	_	2.070	•		•		•	10.070		0.070		0.070		0.070	v
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
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
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 - 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
shop																						
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

											101 0	. 1	1100	41 11										Way 201
	Total	l	Male		Female	e	18 - 34		35 - 54		55 +		AF	BC1		C2DE		Canterbu	ry	Whitstal	ble	Herne Ba	ny	
Q33X Any mention at Q3	3 [MR]																							
Nothing	66.0%	33	60.0%		67.5%	27	62.5%		72.2%		62.5%		76.29			58.6%	17	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	0.09	%	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	52.49	%	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	0.09	%	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	4.89	%	1	27.6%	8	0.0%	0	18.0%	9	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	0.09	%	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	0.09	%	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	0.09	%	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	0.09	%	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	14.39	%	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	19.09	%	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	19.09	%	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	0.09	%	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	0.09	%	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	0.09	%	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	0.09	%	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	14.39	%	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	4.89	%	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	0.09	%	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	0.09	%	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	0.09	%	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	0.09	%	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	0.09	%	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	0.09	%	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	

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Mav	2019	

						101 0	L IIEai	11				May 2019
	Total	Male	Female	e 18 - 34	35 - 54	55 +	ABC	C2DE	Canterbury	Whitstable	Herne Bay	
GEN												
Male Female	20.0% 80.0%	10 100.0% 40 0.0%	10 0.0% 0 100.0%	0 50.0% 40 50.0%	4 11.1% 4 88.9%	2 16.7% 16 83.3%	4 9.5% 20 90.5%	2 27.6% 19 72.4%) 20.0% 10) 80.0% 40		
Base:		50	10	40	8	18	24	21	29) 50	0	
AGE												
18 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years 55 - 64 years 65+ years	12.0% 4.0% 10.0% 26.0% 24.0%	6 30.0% 2 10.0% 5 0.0% 13 20.0% 12 20.0% 12 20.0%	3 7.5% 1 2.5% 0 12.5% 2 27.5% 2 25.0% 2 25.0%	3 75.0% 1 25.0% 5 0.0% 11 0.0% 10 0.0%	6 0.0% 2 0.0% 0 27.8% 0 72.2% 0 0.0% 0 0.0%	0 0.0% 0 0.0% 5 0.0% 13 0.0% 0 50.0% 0 50.0%	0 9.5% 0 4.8% 0 19.0% 0 19.0% 12 14.3% 12 33.3%	2 13.8% 1 3.4% 4 3.4% 4 31.0% 3 31.0% 7 17.2%	1 0.0% 0 1 0.0% 0 9 0.0% 0 9 0.0%) 4.0% 2	2 0.0% 0	
Base:		50	10	40	8	18	24	21	29) 50	0	
SEG												
AB C1 C2 DE	8.0% 34.0% 22.0% 36.0%	4 10.0% 17 10.0% 11 30.0% 18 50.0%	1 7.5% 1 40.0% 3 20.0% 5 32.5%	3 0.0% 16 37.5% 8 12.5% 13 50.0%	0 0.0% 3 44.4% 1 5.6% 4 50.0%	0 16.7% 8 25.0% 1 37.5% 9 20.8%	4 19.0% 6 81.0% 9 0.0% 5 0.0%	0 62.1%	0 0.0% (11 0.0% (18 0.0% (0 8.0% 4 0 34.0% 17 0 22.0% 11 0 36.0% 18	7 0.0% 0 1 0.0% 0 3 0.0% 0	
Base:		50	10	40	8	18	24	21	29) 50	0	
ADU												
1 adult in hhold 2 adults in hhold 3 adults in hhold 4 or more adults in hhold Base:	54.0% 22.0% 14.0% 10.0%	27 60.0% 11 10.0% 7 30.0% 5 0.0%	6 52.5% 1 25.0% 3 10.0% 0 12.5%	21 12.5% 10 25.0% 4 50.0% 5 12.5%	1 38.9% 2 33.3% 4 5.6% 1 22.2%	7 79.2% 6 12.5% 1 8.3% 4 0.0%	19 61.9% 3 23.8% 2 4.8% 0 9.5%	5 20.7% 1 20.7% 2 10.3%	6 0.0% 6 0.0% 3 0.0%		1 0.0% 0 7 0.0% 0 5 0.0% 0	
		30	10	40	Ü	10	24	21		, 50	, o	
СНІ												
No children in hhold 1 child in hhold 2 children in hhold 3 children in hhold 4 or more children in hhold Base:	84.0% 4.0% 10.0% 2.0% 0.0%	42 90.0% 2 0.0% 5 10.0% 1 0.0% 0 0.0%	9 82.5% 0 5.0% 1 10.0% 0 2.5% 0 0.0%	33 87.5% 2 0.0% 4 12.5% 1 0.0% 0 0.0%	7 61.1% 0 11.1% 1 22.2% 0 5.6% 0 0.0%	11 100.0% 2 0.0% 4 0.0% 1 0.0% 0 0.0%	24 81.0% 0 0.0% 0 14.3% 0 4.8% 0 0.0%	0 6.9% 3 6.9% 1 0.0% 0 0.0%	2 0.0% 0 2 0.0% 0 0 0.0% 0 0 0.0%		2 0.0% 0 5 0.0% 0 1 0.0% 0 0 0.0% 0	

Page 129 May 2019

Canterbury In Centre Surveys
for G L Hearn

						101	, L Hear					1VIA
	Total	Ma	le Fen	nale 18 - 34	35 - 5	54 55 +	ABC	1 C2DE	Canterbury	Whitstable	Herne Bay	
CARS												
No cars in hhold	28.0%	14 40.0%	4 25.0%	10 25.0%	2 16.7%	3 37.5%	9 19.0%	4 34.5%	10 0.0%	0 28.0% 14	0.0% 0	
1 car in hhold	56.0%	28 50.0%			5 55.6%	10 54.2%	13 57.1%		16 0.0%	0 56.0% 28	3 0.0% 0	
2 cars in hhold	14.0%	7 10.0%			1 22.2%	4 8.3%	2 19.0%	4 10.3%		0 14.0% 7		
3 cars in hhold	2.0%	1 0.0%			0 5.6%	1 0.0%	0 4.8%	1 0.0%		0 2.0% 1	0.0% 0	
4 or more cars in hhold	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	50	0	
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%	
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%	
Wednesday	0.0%	0 0.0%	0 0.0%		0 0.0%	0 0.0%	0 0.0%	0 0.0%		0.0%		
Γhursday	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 50.0%			3 44.4%	8 58.3%	14 52.4%			0 50.0% 25		
Saturday	50.0%	25 50.0%	5 50.0%	20 62.5%	5 55.6%	10 41.7%	10 47.6%	10 51.7%	15 0.0%	0 50.0% 25	0.0%	
Base:		50	10	40	8	18	24	21	29	50	0	
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%	
Whitstable	100.0%	50 100.0%	10 100.0%	40 100.0%	8 100.0%	18 100.0%	24 100.0%	21 100.0%	29 0.0%	0 100.0% 50	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%	
Base:		50	10	40	8	18	24	21	29	50	0	
PC												
CT2 3	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	
CT5	2.0%	1 0.0%	0 2.5%		0 0.0%	0 4.2%	1 0.0%	0 3.4%		0 2.0% 1	0.0% 0	
CT5 1	22.0%	11 30.0%			2 22.2%	4 20.8%	5 19.0%	4 24.1%		0 22.0% 11		
CT5 2	24.0%	12 20.0%			3 22.2%	4 20.8%	5 19.0%	4 27.6%		0 24.0% 12		
TT5 3	2.0%	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	
CT5 4	32.0%	16 40.0%	4 30.0%		2 27.8%	5 37.5%	9 33.3%	7 31.0%	9 0.0%	0 32.0% 16	0.0%	
CT5 4	2.0%	1 0.0%	0 2.5%		0 5.6%	1 0.0%	0 0.0%	0 3.4%		0 2.0% 1	0.0% 0	
CT6 3	2.0%	1 0.0%			0 5.6%	1 0.0%	0 4.8%	1 0.0%		0 2.0% 1	0.0% 0	
CT6 4	2.0%	1 0.0%	0 2.5%		1 0.0%	0 0.0%	0 4.8%	1 0.0%		0 2.0% 1	0.0% 0	
CT6 5	2.0%	1 0.0%	0 2.5%		0 5.6%	1 0.0%	0 4.8%	1 0.0%		0 2.0% 1	0.0% 0	
ME13 0	2.0% 6.0%	1 0.0%	0 2.5% 1 5.0%		0 5.6% 0 5.6%	1 0.0% 1 8.3%	0 4.8% 2 9.5%	1 0.0% 2 3.4%		0 2.0% 1 0 6.0% 3	0.070	
Xref	0.0%	3 10.0%										
Base:		50	10	40	8	18	24	21	29	50	0	

Appendix 4:

Data Tabulations By Herne Bay

	Total		Male	e	Femal	e	18 - 3	4	35 - 54	1	55 +		ABC1	l	C2DE		Canterb	ury	Whitstab	le	Herne l	Bay	
Q01 What is the main pu	rpose of	your	visit to	Cant	erbury /	Whits	stable / I	Herne	Bay too	lay?													
Shopping for food only Shopping for non-food goods	10.0% 6.0%	5 3	5.0% 5.0%	1 1	13.3% 6.7%	4 2	0.0% 10.0%	0 1	7.1% 7.1%	1 1	15.4% 3.8%	4	8.7% 8.7%	2 2	11.1% 3.7%	3	0.0% 0.0%	0	0.0% 0.0%	0	10.0% 6.0%	5 3	
only																							
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	
Γο 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	
Γο 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	
Vork / 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	
Fourism, 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	

											for G	L	Hear	n									May
	Total		Male		Femal	e	18 - 3	4	35 - 54	4	55 +		ABC1		C2DE		Canterbu	ry	Whitstab	le	Herne B	Bay	
Q02 And for what other r	easons h	nave	you con	ne Ca	nterbury	y / Wł	nitstable	/ Her	ne 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	0.0%	0	0.0%	0	0.0%	0	0.0%	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		12	
(Don't know)	10.0%		15.0%	3	6.7%	2		1	14.3%	2			13.0%	3	7.4%	2	0.0%	0	0.0%	0		5	
Base:		50		20		30		10		14		26		23		27		0		0		50	

												_											
	Total		Male	e	Femal	e	18 - 34		35 - 54		55 +		ABC1	-	C2DE	2	Canterb	ury	Whitstab	ole	Herne l	Bay	
Q01X Any mention at Q01	& Q02 [I	MR]																					
Shopping for food only Shopping for non-food goods only	12.0% 6.0%	6 3	5.0% 5.0%	1 1	16.7% 6.7%	5 2	10.0% 10.0%	1 1	7.1% 7.1%	1 1	15.4% 3.8%	4 1	13.0% 8.7%	3 2	11.1% 3.7%	3 1	0.0% 0.0%	0		0	12.0% 6.0%	6 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	
Γo 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	
Vindow 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	
o 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	
o 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	
o 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	
Vork / 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	
lealthcare 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	
ocial / 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	
ourism, 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	
ther (PLEASE WRITE IN)	0.0%	0			0.0%	0	0.0%	0		0		0		0		0		0		0		0	
ollege / 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 Those who did not ment	•	• • •	_		•			Bay	y today ?														
/es	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%		36.4%		75.0%		71.4%		88.9%		40.0%	6			65.0%	13		0			61.3%	19	
Don't know)	29.0%		54.5%		15.0%	3	28.6%		11.1%	1	40.0%	6			25.0%	5		0			29.0%	9	
,	27.070		5 1.5 /0		13.070		_0.070		11.1/0	-	.0.070		50.170						0.070		27.070		
Base:		31		11		20		7		9		15		11		20		0		0		31	

											for G	L	Heari	n									Ma	ay 2019
	Total	l	Male	;	Female	!	18 - 3	4	35 - 54		55 +		ABC1		C2DE		Canterbu	ry	Whitstabl	le	Herne B	Bay		
Q04 What do you intend Those who intend to she	-		•				•	oday	? [MR]															
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, 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	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	14.3%	2	7.7%	1	11.1%	1	0.0%	0	0.0%	0		2		
Base:		22		10		12		3		5		14		13		9		0		0		22		

											101 0		110411									
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbury	Whitst	able	Herne	Bay	
Q05 Which STORE do yo	ou visit m	ost f	requently	/ for	food sho	ppiı	ng ? [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	
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	
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%	1	0.0%	0	
Aldi, Kings Road, Herne Bay	14.0%	-	15.0%	-	13.3%	4		-	14.3%	-	11.5%		13.0%		14.8%	4	0.0% 0	0.00		0 14.0%	7	
Aldi, Prospect Retail Park,	2.0%	1	0.0%	0		1		0		1		0	0.0%	0	3.7%	1	0.0% 0			0 2.0%	1	
Whitstable	2.070	1	0.070	U	3.370	1	0.070	U	7.170	1	0.070	O	0.070	U	3.770	1	0.070 0	0.070	•	2.070		
Aldi, St Mary's 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	0.0% 0	0.0%	,	0.0%	0	
Swanley	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070 0	0.070	•	0.070	U	
Aldi, St. Andrews Close,	0.0%	0	0.0%	0	0.0%	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	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.070	U	0.0%	0.070	,	0.070	U	
Asda, Crook Log,	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	
Bexleyheath	2.070	1	0.070	U	3.370	1	0.0%	U	0.0%	U	3.670	1	4.370	1	0.070	U	0.0%	0.070	,	0 2.0%	1	
Asda, Maidstone Road,	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	
	2.0%	1	3.0%	1	0.0%	U	0.0%	U	0.0%	U	3.8%	1	0.0%	U	3.1%	1	0.0%	0.0%	,	0 2.0%	1	
Chatham Asda, Sturry Road,	4.0%	2	5.00/	1	3.3%	1	10.00/	1	7 10/	1	0.0%	0	0.0%	0	7.4%	2	0.0% 0	0.0%		0 4.0%	2	
· · · · · · · · · · · · · · · · · · ·	4.0%	2	5.0%	1	3.3%	1	10.0%	1	7.1%	1	0.0%	U	0.0%	U	7.4%	2	0.0%	0.0%	,	0 4.0%	2	
Canterbury	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0.00/		0 00/	0	
Asda, Tollgate 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	0.0% 0	0.0%	,	0.0%	0	
Beckton	0.00/	0	0.00/	0	0.00/		0.00/		0.007	0	0.00/		0.007		0.00/	0	0.00/	0.00/		0 000	0	
Co-op, Church 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	0.0% 0	0.0%	(0.0%	0	
Sittingbourne	2.00/		0.00/	0	2.20/		0.00/		0.007	0	2.00/		4.00/		0.00/	0	0.00/	0.00/		0 2 00/		
Co-op, Forbes Road,	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	
Faversham	0.00/	0	0.00/		0.00/		0.00/		0.00/	0	0.00/		0.00/		0.00/	0	0.00/	0.00/		0 000	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	
Co-op, Mortimer Street,	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%	1	0 2.0%	1	
Herne Bay																						
Co-op, Oxford Street,	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%	1	0 2.0%	1	
Whitstable																						
Co-op, Station Road,	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	
Birchington																						
Iceland, 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	
Whitstable																						
Iceland, Mortimer Street,	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	
Herne Bay																						
Iceland, 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	0.0% 0	0.0%	(0.0%	0	
Sturry Road, Canterbury																						
Lidl, Shellons 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	
Folkestone																						
Lidl, 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	0.0% 0	0.0%	(0.0%	0	
Canterbury																						
Marks & Spencer, Prospect	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0	0.0%	- (0.0%	0	
Retail Park, Whitstable																						
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%	1	0.0%	0	
Georges Street,																						
Georges Street,																						

Page 136 May 2019

											-0- 0	_		-									Ξ,	viay 2017
	Total		Male		Female	;	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbur	y	Whitstable	!	Herne B	Bay		
Canterbury																								
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		
Morrisons, Hawley Street, Margate	2.0%	1			0.0%	0	0.0%	0	7.1%		0.0%	0		1			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		
Morrisons, North Lane, Faversham Morrisons, Parsons Green,	0.0%	0		0		0	0.0%	0	0.0%	0		0	0.0%	0			0.0%	0		0		0		
Saint Ives Morrisons, Sutton Road,	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0		0		
Maidstone Morrisons, Ten Perch Road,	0.0%	0		0		0	0.0%	0	0.0%		0.0%	0	0.0%	0			0.0%	0		0		0		
Canterbury Morrisons, Welling High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Street, Welling 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		Canterbu	ry	Whitstabl	le	Herne B	Say	
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,	0.0%	0	0.0%	0	0.0%	0	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 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	

Canterbury In Centre by Herne Bay

Canterbury In Centre Surveys for G L Hearn

Page 138 May 2019

	Total		Male		Female	e	18 - 34		35 - 54		55 +		ABC	1	C2DF	E	Canterb	ury	Whitstal	ole	Herne l	Bay
SPECIFIC SHOP & ADDRESS) Internet / delivered (Don't know / can't remember)	8.0% 2.0%	4	10.0% 5.0%	2	6.7% 0.0%	2 2	20.0% 0.0%	2 0	7.1% 0.0%	1 0	3.8% 3.8%	1 1	8.7% 4.3%	2	7.4% 0.0%	2 0	0.0% 0.0%	0		0	8.0% 2.0%	4
Base:		50		20		30		10		14		26		23		27		0		0		50

	Total		Male		Female	!	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbury	y	Whitstable		Herne Ba	ıy
Q06 And which other ST	ORE do y	ou a	lso visit	frequ	uently fo	r foo	d shoppi	ng?	[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
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

														_									111ay 2017
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbu	ıry	Whitstabl	le	Herne I	Bay	
Shopping Centre,																							
Gillingham Marks & Spencer, Prospect	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	
Retail Park, Whitstable																							
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		18 - 34		35 - 54		55 +		ABC1	1	C2D	F	C	Canterbury	7	Whitstab	lo.	Herne	Roy
	rotai		waie		remate		10 - 34		35 - 34		35 +		ADCI	L	C2D	L	C	ашегригу	′	vv mistad	ie	пегне	рау
Road, Sittingbourne Tesco Express, New Dover	4.0%	2	10.0%	2	0.0%	0	10.0%	1	7.1%	1	0.0%	0	0.0%	0	7.4%	2		0.0%	0	0.0%	0	4.0%	2
Road, Canterbury	,	_		_	,.	-		_	,	-		-	0.070		,				-	,.		,	_
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)	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Gallions Reach Shopping Park, Armada Way, 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
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	0.0%	0	0.0%	0	0.0%	0	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	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 Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	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, 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)	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, High Road, South 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
Waitrose, Hauxton Road, Cambridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0)	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sir Bernard Paget Drive, 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
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 SPECIFIC SHOP & ADDRESS)	0.0%	0	0.070	0		0	0.0%	0	0.0%	0	0.070	0	0.0%	0	0.0,0	0		0.0%	0	0.0%	0		0
Internet / delivered	6.0%	3	0.0%		10.0%	3	0.0%		14.3%	2		1	4.3%	1	7.4%	2		0.0%	0	0.0%	0		3
(Don't know / can't remember)	2.0%	1	5.0%	1		0		0		0	3.8%	1	0.0%	0		1		0.0%	0	0.0%	0		1
(Nowhere else)	20.0%	10	25.0%	5	16.7%	5	40.0%	4	7.1%	1	19.2%	5	26.1%	6	14.8%	4		0.0%	0	0.0%	0	20.0%	10
Base:		50		20		30		10		14		26		23		27	'		0		0		50

Page 142 May 2019

Total Male Female 18-34 35-54 35-4 35-4 ABC1 C2DE Canterbury Whitsable Herne Bay													_											1.140
Those who mentioned a store at QOS Close to home		Tota	1	Mal	e	Femal	le	18 - 34	4	35 - 54	ļ	55 +		ABC	1	C2DI	E	Canterb	ury	Whitstab	le	Herne l	Bay	
Close to work 24.4% 11 11.8% 2 32.1% 9 25.0% 2 46.2% 6 12.5% 1 69.2% 9 41.7% 10 50.0% 10 40.0%	• • •			ONED A	T Q.5) for foo	d sho	pping?	[MR]															
Easy to get to 44.4% 20 20 49.4% 5 53.6% 15 12.5% 1 69.2% 9 41.7% 10 50.0% 10 10.0% 10 0.0% 0 0.0% 0 44.4% 20 10000 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 0.0% 0 6.7% 3 10.0% 0 10.0%	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	
lood public transport links 6.7% 3 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% 0 0 6.7% 3 ufficient 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 0.0% 0 15.6% 7 easonably priced car 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 parking easonably priced shops 56.7% 12 23.5% 4 2 8.6% 8 12.5% 1 30.8% 4 2 9.2% 7 30.0% 6 24.0% 6 0.0% 0 0.0% 0 26.7% 12 50.00 shops 50 50 50 50 50 50 50 50 50 50 50 50 50	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	
ufficient 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 asaonably priced car 4.4% 2 0.09% 0 7.1% 2 0.09% 0 7.7% 1 4.29% 1 5.0% 1 4.09% 1 0.09% 0 0.0% 0 15.6% 7 asaonably priced car 4.4% 2 0.09% 0 7.1% 2 0.09% 0 7.7% 1 4.29% 1 5.0% 1 4.09% 1 0.09% 0 0.09% 0 4.4% 2 parking asaonably priced shops 26.7% 12 23.5% 4 28.6% 8 12.5% 1 30.8% 4 29.29% 7 30.09% 0 4.0% 1 0.09% 0 0.09% 0 0.09% 0 2.2% 1 0.09% 0 0.09%	asy 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	
easonably priced car 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 parking parking seasonably 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 2.2% 1 shops ood selection/quality of 2.2% 1 0.0% 0 3.6% 1 0.0% 0	ood 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	
parking of the parkin	ufficient car parking	15.6%	7		1	21.4%	6	0.0%	0		5	8.3%	2	15.0%	3	16.0%	4	0.0%	0	0.0%	0	15.6%	7	
leasant shopping and convergence of the street of the market 0.0% 0 0.0%		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	
shops ood mix of shopping and 0.0% 0	easonably 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	
leisure facilities o visit specific shop(s) 0.0% 0	ood selection / quality of	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	
(PLEASE WRITE IN) leasant shopping 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 environment (general ambience) lood standard of 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 0.0% 0 0.0% list 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 0.0% left 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 0.0% 0 0.0% 0 0.0% left (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% leas a car wash 2.2% 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 0.0% larks & 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% larks & 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	0.0%	0	0.0%	0	
environment (general ambience) ood standard of 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	
Cleanliness (Tisit the market	environment (general	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	
afe 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 ther (PLEASE WRITE IN) 0.0% 0 0.		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ther (PLEASE WRITE IN) 0.0% 0	isit the market		-		0		0				0		-		0								0	
as 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 arks & Spencer 0.0% 0 0			3		2		1		0		1		_		1		_				0		3	
arks & Spencer 0.0% 0 0			0		0		0		-		0		0		0				-		0		0	
uality 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			1		0		1		-		0		1		1		U		-		0		1	
• • • • • • • • • • • • • • • • • • • •			-		0						0		-		-	0.0,0	-		-		-		0	
ase: 45 17 28 8 13 24 20 25 0 0 45	uality 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	
	ase:		45		17		28		8		13		24		20		25		0		0		45	

	Tota	l	Male	;	Fema	le	18 - 34	ļ	35 - 54	1	55 +		ABC	1	C2DE		Canterb	ury	Whitstal	ble	Herne	Bay	
Q08 Which town centre	or retail	park (do you v	isit m	ost fre	quentl	y for no	n-foo	d shopp	ing?	[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	ļ
Herne Bay Town Centre	10.0%	5			10.0%	3	0.0%	0	7.1%		15.4%	4	13.0%	3	7.4%	2		0	0.0%		10.0%	5	
Whitstable Town Centre	6.0%	3			10.0%	3	0.0%	0	7.1%	1	7.7%	2	8.7%	2	3.7%	1	0.0%	0	0.0%	0		3	
Ashford Town Centre	2.0%	1		0		1	0.0%	0	0.0%	0	3.8%	1	4.3%	1	0.0%	0		0	0.0%	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	j
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	j
Bridge Village Centre	0.0%	0		0		Ő	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	j
Central London	0.0%	0		0		Ő	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	j
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		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	j
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	j
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	j
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	j
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	j
lythe Town Centre	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	j
nnington 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	1
tlebourne Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0)
aidstone Town Centre	2.0%	1		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		1	
argate Town Centre	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0)
inster Village Centre, Isle	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0		0	
of Sheppey	0.070	Ů	0.070	0	0.070	O	0.070	Ů	0.070	Ü	0.070		0.070	·	0.070	Ü	0.070	Ü	0.070	Ü	0.070	Ü	
nster-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	0.0%	0	0.0%	0	0.0%	0	j
Centre						-	,.			-		-		-	,.		,.			-			
amsgate 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	
ndwich Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	j
venoaks Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	į
eerness Town Centre, Isla	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	į
of Sheppey																							
tinbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0)
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)
aplehurst Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	,
elling 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	1
rood Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0)
ırry Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0)
nkerton 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	,
ingham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0)
shford 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)
shford 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)
luewater 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	ļ
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	J

_	Total		Male		Female	!	18 - 34		35 - 54		55 +		ABC	1	C2I	ЭE	Ca	anterbury	7	Whitstable	e	Herne B	Bay	
Herne Bay	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/		0.00/	0	0.00/	0	. ,	0.00/		0.00/	0	0.00/	0	
Hempstead Valley Shopping Centre, Hempstead,	0.0%	0	0.0%	0	0.0%	0	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 Lakeside Retail Park &	0.0%	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0	0.0%	0	0.00/	0	0.0%	0		0.0%	0	0.00/	0	0.00/	0	
Shopping Centre, West Thurrock, Grays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	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	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	
Westwood Cross Shopping Centre & Retail Parks	26.0%	13	25.0%		26.7%	8	20.0%	2	50.0%		15.4%	4		5	29.6%			0.0%	0	0.0%	0	26.0%	13	
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	
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	
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00	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	
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	
Hounslow Town Centre	2.0%	1	0.0%	0	3.3%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0		1		0.0%	0	0.0%	0	2.0%	1	
Newquay Town Centre	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	
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	
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	
Woolwich District Centre	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	
Internet	8.0%		15.0%	3	3.3%	1	30.0%	3	0.0%	0	3.8%	1	8.7%	2	7.4%	2		0.0%	0	0.0%	0	8.0%	4	
(Don't know / varies)	6.0%	3	10.0%	2	3.3%	1	0.0%	0	0.0%	0	11.5%	3	8.7%	2	3.7%	1	. (0.0%	0	0.0%	0	6.0%	3	
Base:		50		20		30		10		14		26		23		27	7		0		0		50	

Canterbury City Centre
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 Heme 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%
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 Heme 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%
Herne Bay Town Centre Whistable From Centre 1,0% 1,0% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0%
Herne Bay Town Centre Whistable From Centre 1,0% 1,0% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0%
Whitstable Town Centre
Ashford Town Centre
Barlam Village Centre
Blean Village Centre
Bridge Village Centre
Broadstatis Town Centre
Central London
Charham Village Centre
Chaltam Town Centre
Deal Town Centre
Dover Town Centre
Faversham Town Centre 0.0% 0 0
Folkstone Town Centre
Hersden Village Centre
Hythe Town Čentre
Kennington Local Centre, Ashford Littlebourne Village Centre 0.0% 0 0.0
Littlebourne Village Centre 0.0% 0 0.
Maidstone Town Centre 0.0% 0 0
Margate Town Centre 0.0% 0 0.0%
Minster Village Centre, Isle 0.0% 0 0
Of Sheppey Minster-in-Thanet Village 0.0% 0
Centre Ramsgate Town Centre 2.0% 1 0.0% 0 3.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 Sandwich Town Centre 0.0% 0 0
Ramsgate Town Centre 2.0% 1 0.0% 0 3.3% 1 0.0% 0 0.
Sandwich Town Centre 0.0% 0 0.
Sevenoaks Town Centre 0.0% 0 0.0%
Sheerness Town Centre, Isle 0.0% 0 0.
of Sheppey 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%
Sittinbourne Town Centre 2.0% 1 0.0% 0 3.3% 1 0.0% 0 0.0%
St Dunstans, Canterbury 0.0% 0
Staplehurst Village Centre 0.0% 0 0.0%
Stelling Minnis Village 0.0% 0
Centre
Sturry Village Centre 0.0% 0 0
Tankerton Road, Tankerton 0.0% 0 0.0%
Wingham Village Centre 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
Ashiord Retail Park 0.0% 0 0.0
Greenhithe
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		Canterb	oury	Whitstab	le	Herne I	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		1	8.7%	2	7.4%	2		0	0.0%	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
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
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.000	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 Internet	0.0% 14.0%	0	0.0% 20.0%	0	0.0% 10.0%	0	0.0% 10.0%	0	0.0% 14.3%	0	0.0% 15.4%	0 ₄	0.0% 8.7%	0 2	0.0% 18.5%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 14.0%	0
(Don't know / varies)	20.0%		25.0%		16.7%		20.0%		14.3%		23.1%		34.8%	8	7.4%	2	0.0%	0	0.0%		20.0%	10
(Nowhere else)	8.0%		20.0%	4	0.0%	0	0.0%	0	0.0%		15.4%	4	8.7%	2	7.4%	2	0.0%	0	0.0%	0		4
Base:		50		20		30		10		14		26		23		27		0		0		50

											for G	L	Hear	n									May 20
	Total		Male		Femal	e	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbur	у	Whitstable	!	Herne E	Bay	
Q10 Why do you visit (N If any location mention		QUE	NTLY V	ISITE	D CENT	RE O	R PARK	AT C	0.8) for no	on-fo	ood shop	ping	j? [MR]										
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	

Page 148 May 2019

Canterbury In Centre Surveys for G L Hearn

Total Male Female 18 - 34 35 - 54 55 + ABC1 C2DE 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	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

Page 149 May 2019

	Total	1	Mal	e	Fema	ıle	18 - 3	34	35 - 5	54	55 -	ŀ	ABC	C1	C2D	E	Canter	bury	Whitst	able	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		1		1	0.0%		20.0%	1	7.1%	1	7.7%		11.1%	1	0.0%	0	0.0%	0		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
C10.01-£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
240.01-£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
fore 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
Oon'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
Iean:		2.19		2.19		2.19		0.00		4.38		1.75		2.95		0.50		0.00		0.00		2.19
se:		22		10		12		3		5		14		13		9		0		0		22
Leisure & culture																						
othing	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
ss 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
.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
0.01-£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%	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
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
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%	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
fore 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
Oon't know)	31.8%	7	30.0%	3	33.3%	4	33.3%	1	40.0%	2		4	30.8%	4	33.3%	3	0.0%	0	0.0%	0	31.8%	7
Tean:		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
ase:		22		10		12		3		5		14		13		9		0		0		22

												_										
	Tota	al	Mal	le	Fema	ale	18 - 3	34	35 - 5	54	55	+	ABC	C1	C2D	ЭE	Cante	rbury	Whits	table	Herne	Bay
Q12 How did you travel	to Cante	erbury	/ Whits	stable	/ Herne	Bay t	oday ?															
ar-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%	5 0	0.0%	0	36.0%	18
Car-passenger	32.0%		25.0%		36.7%	11			42.9%		34.6%	9	26.1%		37.0%	10					32.0%	
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%	5 0	0.0%	0	2.0%	1
ain	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%	6 0	0.0%	0	2.0%	1
nxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5 0	0.0%	0	0.0%	0
alked	28.0%	14	40.0%	8	20.0%	6	30.0%	3	14.3%	2		9		9	18.5%	5	0.0%	5 0			28.0%	14
ycle	0.0%	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 0	0.0%	0	0.0%	0
k & Ride	0.0%	0		0		0		0	0.0%	0		0		0		0						
ner (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%	6 0	0.0%	0	0.0%	0
se:		50		20		30		10		14		26		23		27		0		0		50
Mean score [minute	es]																					
How long did your j	ourney	take?																				
0 minutes	64.0%	32	55.0%	11	70.0%	21	100.0%	10	64.3%	9	50.0%	13	65.2%	15	63.0%	17	0.0%	5 0	0.0%	0	64.0%	32
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%	5 0	0.0%	0	26.0%	13
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%	6 0	0.0%	0	2.0%	1
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%	5 0	0.0%	0	8.0%	4
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%	5 0	0.0%	0	0.0%	0
:		10.56		13.90		8.33		5.00		8.57		13.77		9.87		11.15		0.00		0.00		10.56
		50		20		30		10		14		26		23		27		0		0		50
Mean score [Very e	asy=2, 0	Quite e	easy=1,	Neite	rh easy	nor d	ifficult=	:0, Qui	te diffic	:ult=-1	, Very	difficu	lt=-2]									
4 How easy was it to Those who mentioned of			king pla	ace too	day ?																	
ery 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%	5 0	0.0%	0	26.5%	9
te easy	26.5%	9	54.5%		13.0%	3	14.3%	1	9.1%	1		7	23.1%	3	28.6%	6					26.5%	9
her 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%	6 0	0.0%	0	17.6%	6
e 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%	5 0	0.0%	0	5.9%	2
difficult	0.0%	0		0		0		0	0.0%	0		0		0		0						
n'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%	5 0	0.0%	0	23.5%	8
n:		0.96		0.78		1.06		1.17		0.33		1.14		1.20		0.81		0.00		0.00		0.96
		34		11		23		7		11		16		13		21		0		0		34

											ioi G	ш.	iicaii	_									Way 2019
	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbu	ıry	Whitstabl	le	Herne Ba	ay	
Q15 Where did you park Those who mentioned of	, .	IR]																					
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	
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	
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	
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	
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	
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	
Seafront, Whitstable 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	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	
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	
Market Street car park, Herne Bay	8.8%	3	0.0%		13.0%	3	14.3%	1	0.0%		12.5%		23.1%	3		0		0		0		3	
Swalecliffe Avenue car park, Herne Bay	2.9%	1	0.0%	0		1	0.0%	0		1		0	0.0%		4.8%	1		0		0		1	
Other (PLEASE WRITE IN) 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	0.0% 0.0%	0		0	

	Tota	ıl	Ma	ile	Fema	ale	18 -	34	35 - 3	54	55	+	A	BC1		C2DI	Ε	Cante	rbury	Whits	table	Herne	Bay
Aldi, Herne Bay	2.9%	1	9.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%				1	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
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	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	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,	0.0%	0	0.0%	0	0.0%	0	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																							
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	7%	1	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	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	1%	3	33.3%	7	0.0%	0	0.0%	0	29.4%	10
		34		11		23		7		11		16			13		21		0		0		34
Base:		34		11		23		,		11		10			13		21		U		U		34
Mean score [minute	es]																						
Q16 Approximately how	much ti	me w	ill you	spend	in the s	hoppi	ng are	a in Ca	nterbu	ry / W	hitstab	le / He	rne B	Bay too	lay	?							
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	3%	1	11.1%	3	0.0%	0	0.0%	0	8.0%	4
More than 1 hour, but less	18.0%	9	20.0%	4	16.7%	5	30.0%	3	7.1%		19.2%		30.4	1%	7	7.4%	2			0.0%	0	18.0%	9
than 1½ hours																							
More than 1½ 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	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	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				1	0.0%	0			11.5%				1	7.4%	2	0.0%					3
Mean:	1	24.83		111.31	_	133.22		150.85	j	145.71		100.80		119	32	12	29.68		0.00		0.00		124.83

26

23

27

0

50

0

Base:

50

20

30

10

14

Page 153

											for (G L	Hea	rn									May 2019
	Tota	1	Ma	le	Fema	ile	18 -	34	35 - 5	4	55 -	+	AB	C1	C21	ЭE	Canter	bury	Whitst	able	Herne	Bay	
Mean score [times	s per year,	thos	e who	do visi	t]																		
Q17 How often do you	n score [times per year, those who do visit] v often do you come to the centre? 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																						
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:	1	17.02		99.67	1	27.43		185.22	1	13.93		94.20		115.55		118.27		0.00		0.00	i	17.02	
Base:		50		20		30		10		14		26		23		27		0		0		50	

											-01 0	_											111dy 20
	Tota	l	Male	;	Femal	e	18 - 34	4	35 - 54	ı	55 +		ABC	1	C2DE	2	Canter	bury	Whitstal	ble	Herne B	ay	
Q18 What do you like a	bout sho	pping	in Cante	erbur	y / Whits	stable	e / Herne	Вау	? [MR]														
Chaon noulsing	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.00/	0	0.0%	0	0.00/	0	0.00/	0	0.0%	0	0.0%	0	0.0%	0	
Cheap parking Cleanliness of streets	0.0% 2.0%	1	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		1	0.0% 4.3%	1	0.0% 0.0%	0		0		0		1	
Close to friends / relatives	12.0%	6			10.0%	3	0.0%	0	0.0%		23.1%	-	13.0%	-	11.1%	3		0	0.070	0		6	
Competitive prices	2.0%	1	0.0%	0		1	0.0%	0	7.1%	1	0.0%	0	4.3%	1	0.0%	0		0		0		1	
Easy parking	2.0%	1	5.0%	1		0	0.0%	0	0.0%	0		1	0.0%	0		1		0		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 (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	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	
environment																							
Selection / choice multiple	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	
shops						_	• • • • • •				• • • • • •			_									
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		2		0	7.1%	1		1		1	3.7%	1		0	0.070	0		2	
Other (PLEASE WRITE IN)		0	0.0%	0		0		0	0.0%	0		0	0.0%	0		0		0		0		0	
Bingo	2.0%	1	0.0%	0		1	0.0%	0	7.1%	1	0.0%	0	0.0%	0		1		0	0.070	0		1	
Bowling	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0		0		0	0.070	0		0	
Gym	0.0%	0	0.0%	0	0.00,0	0		0	0.0%	0		0	0.0%	0	0.0.0	0		0	0.0%	0	0.00	0	
It's friendly	0.0% 2.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 4.3%	0	0.0% 0.0%	0		0	0.070	0		1	
It's quiet Marks & Spencer	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	
Morrisons	2.0%	1	0.0%	0		1	0.0%	0	7.1%	1		0	4.3%	1	0.0%	0		0		0		1	
Pier Café	2.0%	1	0.0%	0		1	10.0%	1	0.0%	0		0	0.0%	0		1		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	
Pubs	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%	Ö		ő	0.0%	0		1	4.3%	1	0.0%	0		0		0	0.0,0	1	
The history	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	

	for G L Hearn															May 2019								
	Total	1	Male	:	Femal	le	18 - 3	4	35 - 54	4	55 +		ABC	1	C2DE		Canterbury	,	Whitstable]	Herne l	Bay		
Q19 What do you dislike	19 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	
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 2	20.0%	1	0	
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	
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			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	
(Don't know)	50.0%		70.0%		36.7%	11	40.0%		42.9%		57.7%		43.5%		55.6%	15		0			50.0%		5	
Base:		50		20		30		10		14		26		23		27		0		0		5	0	

Productions Production Pr		То	tal		Ma	le	Fen	nale	18 -	34	35 - 5	54	55	+	AB	C1	C2I	ЭE	Canter	bury	Whitst	able	Herne	Bay	
Foodstore	Q20 What type of retail of	or serv	ice	prov	vision	would	persu	ade voi	ı to she	op in th	ne Towr	n cent	re more	e ofter	1? [MR										
Ladies clothing shops	-			•			•	•		•							0.004		0.00/		0.00/		2.00/		
Ladies shoe shops 1,2 0,9				-					0.0,0					1		1						-			
Genes schoring shops 10.0% 5 25.0% 5 0.0% 0 2.0% 1 2.0% 0 2.0% 0 2.0% 0 3.8% 1 1.0% 0 3.8% 1 1.0% 0 3.8% 1 1.0% 0 0.0% 0	C 1																								
Gents shoe shops of 40% of 2 5.6% of 1 6.3% of 1 1.00% of 0 0.0% of 0 3.8% of 1 4.3% of 1 3.7% of 1 0.0% of 0.0% of 0.0% of 0.2% of 0.0% of 0.	1																								
Children's clothing shorps 12,0% 6 5,0% 1 16,7% 5 20,0% 2 28,6% 4 0,3% 1 13,0% 3 11,1% 3 0,0% 0 0,0% 0 12,0% 6 Children's clothing shorps 6,0% 3 5,0% 1 6,7% 2 20,0% 2 0,0% 0 1,3% 3 1,8% 2 2,3% 1 0,0% 0 0,0% 0 0,0% 0 0,0% 0 Youth fashion shorps 6,0% 3 5,0% 1 6,7% 2 20,0% 0 0,0% 0 1,3% 1 1,3% 1 0,0% 0 1,0% 0 0,0% 0 0,0% 0 0,0% 0 Diff and hardware shops 4,0% 2 0,0% 0 6,7% 2 2,0% 0 0,0% 0 0,0% 0 1,3% 1 0,0% 0 0,0	C I																								
Children's shoes bogs 6, 60% 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 0.0% 0 5.0% 3 7 Vouth 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 0.0% 0 4.0% 2 Electrical retailer's shops 4.0% 2 5,0% 1 3,3% 1 0.0% 0 0.7,1% 1 3,8% 1 4,3% 1 3,7% 1 0.0% 0 0.0% 0 4.0% 0 4.0% 2 DDY and hardware shops 4.0% 2 5,0% 1 0.0% 0 0.0% 0 7,1% 1 0.0% 0																_									
Value fishion shops	C I																								
Electrical retailer shops																		-							
Diff and hardware shops 4.0% 2 0.0% 0 6.7% 2 0.0% 0 0.0%	1															1		-				-		_	
Check DVDs / computer 2.0% 1 0.0% 0 3.3% 1 0.0% 0 0.0%	1											_				1				-	0.0,0	-	,		
Major household appliance shops shops Sports slops 0.0% 0	CDs / DVDs / computer															0		-							
Sports shops	Major household appliance	2.0%	6	1	0.0%	0	3.39	6 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	
Book shops	1	0.0%	6	0	0.0%	0	0.09	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	
Pose office 0.0% 0																1									
Services Council offices 0.0% 0 0.0		0.0%	6	0	0.0%	0	0.09	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	
Other (PLEASE WRITE IN) 0.0% 0		0.0%	6	0	0.0%	0	0.09	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	
Chain stores 2.0% 1 0.0% 0 3.3% 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 Fun play for children 2.0% 1 5.0% 1 0.0% 0 3.3% 1 0.0% 0 0.0% 0 3.8% 1 0.0% 0 3.8% 1 0.0% 0 0.3.8% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 5.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 5.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0	Council offices	0.0%	6	0	0.0%	0	0.09	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	
Fun play for children 2.0% 1 0.0% 0 3.3% 1 0.0% 0 0	Other (PLEASE WRITE IN)	0.0%	6	0	0.0%	0	0.09	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	
More police (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 0.0% 0 46.0% 23 Base: 50 20 30 10 14 26 23 23 27 0 0 50 Mean score [times per year, those who do visit] C21 How frequently do you visit the market in the Town Centre? Several times a week 0.0% 0 0.	Chain stores	2.0%	6	1	0.0%	0	3.39	6 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	
None	1 2															0									
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 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>																1									
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	(None)	46.0%	6	23	65.0%	13	33.39	6 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	
Q21 How frequently do you visit the market in the Town Centre? Several times a week 0.0% 0.0	Base:			50		20		30		10		14		26		23		27		0		0		50	
Several times a week	Mean score [times	per yea	ar, t	those	who	do visi	t]																		
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 0.0% 0 4.0% 2 Once a quarter 0.0% 0 0	Q21 How frequently do	you vis	sit t	he m	arket	in the	Town	Centre?	•																
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 0.0% 0 4.0% 2 Once a quarter 0.0% 0 0	Several times a week	0.0%	6	0	0.0%	0	0.09	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	
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%																									
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																									
Once a quarter 0.0% 0 0	Monthly	4.0%	6	2	5.0%	1	3.39	6 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	
quarter 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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 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	2	0.0%	6	0	0.0%	0			0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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		2.0%	6	1	0.0%	0	3.39	6 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	
(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	-	4.0%	6	2	5.0%	1	3.39	6 1			0.0%	0	7.7%					0				-			
	Never	22.0%	6	11	30.0%	6	16.79	6 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	
Mean: 25.50 27.67 22.71 17.33 14.00 31.40 30.67 18.86 0.00 0.00 25.50	(Varies)	46.0%	6	23	25.0%	5	60.09	6 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 27.07 22.71 17.55 17.00 51.40 50.07 10.00 0.00 0.00 25.50	Mean:		2.	5.50		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	Base:			50		20		30		10		14		26		23		27		0		0		50	

											101 0												111ay 2017
	Tota	1	Male	;	Femal	e	18 - 34		35 - 54		55 +		ABC	1	C2D	E	Canter	bury	Whitstab	le	Herne l	Bay	
Q22 Which market do you		•	sit? [MR	k]																			
Canterbury High Street Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	O	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%	16 1	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	
(Don't know / varies)	12.8%	5	0.0%		20.0%	5	0.0%		23.1%	3		2	5.6%		19.0%	4	,	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%		4.8%	1	0.0%	0		0		1	
Gillingham Market	0.0%	0	0.0%	0	0.000	0	0.0%	0	0.0%	0		0	0.0%	0		0	0.070	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%		4.8%	1	0.0%	0		0		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	
Woolwich Market	2.6%	1	0.0%	0	4.0%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	C	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	on of the	qualit	y of the	mark	et in the	Towr	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 (Don't know)	10.0% 26.0%	5 13	5.0% 30.0%		13.3% 23.3%	4 7	0.0% 50.0%		14.3% 21.4%		11.5% 19.2%	3 5	8.7% 21.7%		11.1% 29.6%	3 8		0			10.0% 26.0%	5 13	
Base:		50		20		30		10		14		26		23		27		0		0		50	

	Total		Male		Femal	e	18 - 34		35 - 54		55 +		ABO	C1	C2D	E	Canto	erbury	Whitst	table	Herne	Bay	
Q24 What improvements	s to the q	uality	and ran	nge c	of the ma	rket	would pe	rsua	de you o	r yoı	ur house	ehold	to visi	t the 1	own Ce	ntre N	Vlarket	t 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			
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	0.09	% C	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	0.09	% 0	0.0%	0	26.0%	13	
nprove 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	0.09	% 0	0.0%	0	14.0%	7	
mprove quality / appearance of market stalls / market hall	14.0%	7	0.0%		23.3%		10.0%		28.6%		7.7%	2			14.8%	4	0.07				14.0%		
Hold more specialist/themed market events (i.e. food fairs, farmers markets, antique fairs, continental, recycling, vintage, thrift etc.)	26.0%		15.0%		33.3%		20.0%		35.7%		23.1%	6	21.7%	5	29.6%	8					26.0%		
crease 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	0.09	% C	0.0%	0	12.0%	6	
educe the rent charges	2.0%	1	5.0%	1	0.0%	0	0.0%	0		0	3.8%	1	4.3%	1	0.0%	0			0.0%	0			
ve an outside (street) narket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09	% 0	0.0%	0	0.0%	0	
her (PLEASE WRITE IN)	0.0%	0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0		0				0			
ening market	0.0%	0		0		0	0.0%	0		0	0.0%	0	0.0%	0		0				0			
cal stalls	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0				0		0	
p 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			
on't know)	38.0%		55.0%		26.7%		50.0%		28.6%		38.5%	10			44.4%	12					38.0%		
othing / 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	0.09	% 0	0.0%	0	16.0%	8	
se:		50		20		30		10		14		26		23		27		C)	0		50	
25 Do you ever come to	o Canter	bury /	/ Whitsta	able /	Herne B	ay fo	r leisure	pur	ooses ?														
Yes	82.0%	41	80.0%	16	83.3%	25	70.0%	7	78.6%	11	88.5%	23	87.0%	2.0	77.8%	21	0.09	% 0	0.0%	0	82.0%	41	
lo .	18.0%		20.0%		16.7%		30.0%		21.4%		11.5%	3			22.2%	6					18.0%		
ase:													/0										
ð:		50		20		30		10		14		26		23		27		0)	0		50	

	Total	l	Male	,	Femal	e	18 - 34		35 - 54		55 +		ABC	1	C2DE	;	Canterb	oury	Whitstal	ole	Herne	Bay
Q26 What do you do in Those who said Yes an	Q25	ry / V		le / H			•	rpos	-	-												
Sports / fitness facilities	2.4%	1	6.3%	1	0.0%		4.3%	1	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0		1
Pubs / bars	36.6%		31.3%		40.0%	10 7			18.2%		34.8%	8	30.0%		42.9%	9	0.0%	0	0.0%		36.6%	15
Restaurants	48.8%		50.0%		48.0%		8.6%		54.5%		52.2%	12			38.1%	8	0.0%	0	0.0%		48.8%	20
Cafes	51.2%		56.3%	9	48.0%	12 1			45.5%		65.2%	15			57.1%	12	0.0%	0	0.0%		51.2%	21
Services (eg. cash tills)	9.8%	4	6.3%	1	12.0%		4.3%		18.2%	2	4.3%	1	10.0%	2	, , .	2	0.0%	0	0.0%	0	,	4
Takeaway food	14.6%	6			24.0%		0.0%		45.5%	5	4.3%	1	5.0%	1	23.8%	5	0.0%	0	0.0%		14.6%	6
Walk about / look around	31.7%		50.0%		20.0%		8.6%		18.2%		39.1%	9	40.0%	8	23.8%	5	0.0%	0	0.0%		31.7%	13
Cinema	14.6%	6	18.8%	3	12.0%		0.0%	0	0.0%		26.1%	6		4	9.5%	2	0.0%	0	0.0%		14.6%	6
Theatre	2.4%	1	6.3%	1	0.0%		0.0%	0	0.0%	0	4.3%	1	0.0%	0		1	0.0%	0	0.0%	0		1
Nightclubs	9.8%	4	6.3%	1	12.0%		7.1%	4	0.0%	0	0.0%	0		2		2	0.0%	0	0.0%	0	,	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
Bingo	7.3%	3	6.3%	1	8.0%		0.0%	0	9.1%	1	8.7%	2	0.0%		14.3%	3	0.0%	0	0.0%	0		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
Art galleries	2.4%	1	6.3%	1	0.0%		4.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0		1
Events / festivals	29.3%	12			24.0%		8.6%		45.5%		21.7%	5	25.0%		33.3%	7	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
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 Canter	bury	/ Whitsta	able /	Herne E	ay for	leisure	purp	oses in	the e	venings	s ?										
Yes	50.0%				56.7%	17 7			57.1%		38.5%	10			55.6%	15	0.0%	0	0.0%		50.0%	25
No	50.0%	25	60.0%	12	43.3%	13 3	0.0%	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

bubly bars / 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 ness 0 0.0% 0 0.
asy to get
And Seed Seed Seed Seed Seed Seed Seed Se
rates 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% 0 0.0% 0 10.0% 5 5 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 0.0% 0 4.0% 2 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 0.0% 0 4.0% 4 restaurants 8.0% 4 10.0% 2 6.7% 2 10.0% 1 1.0% 1 1.0% 0 0.0% 0 13.7% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 restaurants 8.0% 4 10.0% 2 6.7% 2 10.0% 1 1.1.5% 3 17.4% 4 18.5% 5 0.0% 0 0.0% 0 0.0% 0 18.0% 2 restaurants 8.0% 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 0.0% 0 18.0% 2 restaurants 8.0% 8 15.0% 3 16.7% 5 40.0% 4 14.3% 2 11.5% 3 17.4% 4 14.8% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 restaurants 8.0% 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 0.0% 0 0.0% 0 restaurants 8.0% 1 0.0% 0
rates 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% 0 22.0% 11 20.0% 10.0% 5 5.0% 1 13.3% 4 0.0% 0 0.0% 0 0.0% 0 10.0% 5 5 5 5 5 5 5 5 0.0% 0
cardes 10.09% 5 5.09% 1 13.33% 4 0.09% 0 0.09% 0 19.29% 5 17.49% 4 3.79% 1 0.09% 0 0.09% 0 0.09% 0 8.09% 4 4.09% 2 4.09% 4 4.13% 2 11.59% 3 13.79% 1 0.09% 0 0.09% 0 0.09% 0 0.09% 0 4.09% 2 2.00% 0 0.09% 0 0.0
estaurants 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 0.0% 0 0.0% 0 2 2 2 2 2 2 2 2 2
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you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? [MR] rular 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 10.1% 10.0%
you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? [MR] cular 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 10 10.0% 5 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% 0 10.0% 5 2.0% 1 5.0% 1 0.0% 0 10.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.7% 1 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 0.0%
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50 20 30 10 14 26 23 27 0 0 50

Page 161 May 2019

																								May 2019
	Total	1	Male	;	Female	e	18 - 3	4	35 - 5	54	55 +	-	AB	C1		C2DE		Canterb	ury	Whitsta	ble	Herne 1	Bay	
Q30 What general impro improvements. [MR		to th	e quality	y of tl	ne leisur	e and	d enterta	inme	nt offer	in Ca	nterbur	y / Wh	nitstab	le / H	erne	Bay to	own (centre w	ould	persuad	le yo	u to vis	it it mor	re often? Please name up to THREE
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%		3.3%	1	0.0%	0	0.070	0	3.8%	1	4.3%			0.0%	0	0.0%	0	0.0%	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 2	2.2%	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 1	8.5%	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		2		0	0.0%	0		2				7.4%	2	0.0%	0	0.0%	0		2	
New / improved cinema	2.0%	1	0.0%	0	3.3%	1	0.0%	0		1	0.0%	0	4.3%			0.0%	0		0	0.0%	0		1	
New / improved museum or art gallery	2.0%	1	5.0%	1	0.0%	0		0		0	,.	1	4.3%			0.0%	0		0	0.0%	0		1	
New / improved other leisure facilities		2		0		2	0.0%	0		0	7.7%	2	0.0%			7.4%	2	0.0%	0	0.0%	0		2	
Other (PLEASE WRITE IN)	0.0%	0		0	0.0.0	0	0.0%	0		0	0.070	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	
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%		25.0%	5				2	28.6%		3.8%	1	13.0%		3 1		4	0.0%	0	0.0%		14.0%	7	
(Nothing in particular)	28.0%		40.0%	8	20.0%		10.0%	1			46.2%				7 2	5.9%	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 1	4.8%	4	0.0%	0	0.0%	0	14.0%	7	
Base:		50		20		30		10		14		26		2	3		27		0		0		50	

Page 162 May 2019

											101		ııcuı												May 2017
	Total	l	Male	;	Femal	e	18 - 34	4	35 - 5	4	55 +		ABC	:1	C2D	E	Canterl	bury	Whitsta	ble	Herne l	Bay			
Q31 What general impro	vements	s to th	e quality	y of t	he enviro	onme	ent in Ca	nterb	ury / Wi	nitsta	ble / Her	ne Ba	ay Towr	n Cen	tre woul	d per	suade y	ou to	visit it m	ore o	often? P	lease na	me up to THRE	EE improv	ements.
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			
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			
(No opinion)	16.0%		30.0%	6	6.7%		10.0%	1	7.1%	1	23.1%	6		5	11.1%	3		0	0.0%		16.0%	8			
(Nothing in particular)	30.0%		35.0%		26.7%						30.8%	8			37.0%	10		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			

Centre Surveys Hearn Page 163 May 2019

																							-,
	Total	l	Male)	Female	e	18 - 34	l	35 - 54		55 +		ABC1	L	C2DE		Canterbu	ıry	Whitstable		Herne Ba	Say	
Q32 What general impro	ovements	to tr	ansport	and a	nccessib	ility v	vould pe	rsua	de you to	visi	t Canter	bury	/ Whitst	able /	Herne B	Вау Т	own Cen	tre m	nore often?	PI	ease nar	me up to THREE improvements [MR]
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%	2	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	0.070	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	
(No opinion)	24.0%		15.0%		30.0%		20.0%		35.7%		19.2%	5	21.7%		25.9%	7	0.070	0	0.0%		24.0%	12	
(Nothing in particular)	20.0%	10	25.0%	5	16.7%	5	10.0%		14.3%		26.9%	7	8.7%		_,,,,,	8		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	

Page 164 May 2019

Total Male Female 18 - 34 35 - 54 55 + ABC1 C2DE 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	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 (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	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
the streets																						
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

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	Total		Male		Female	:	18 - 34		35 - 54		55 +		ABC1		C2DE		Canterbury		Whitstable		Herne Ba	ay	
2nd mention																							
Nothing Make the centre easier to get	12.0% 0.0%		15.0% 0.0%	3		3	30.0% 0.0%		14.3% 0.0%	2	3.8% 0.0%	1 0	4.3% 0.0%	1	18.5% 0.0%	5 0		0		0	12.0% 0.0%	6 0	
to 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%	_	10.0%	3			7.1%	1	11.5%	3	8.7%	2	7.4%	2		0		o 0	8.0%	4	
Provide better range of shops	8.0%	4	5.0%		10.0%		10.0%		14.3%	2	3.8%	1	8.7%	2	7.4%	2		0		0	8.0%	4	
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	
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	
Environmental improvements	2.0%	1	5.0%	1			10.0%	1	0.0%	0	0.0%	0		1	0.0%	0		0		0	2.0%	1	
Other (PLEASE WRITE IN)	2.0%	1	5.0%	1	0.0%	0		0	0.0%	0	3.8%	1	4.3%	1	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	
Pedestrianise particular street - High Street	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	
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	
Provide specific shop - Bon Marche		1	0.0%								0.0%			1									
Provide specific shop - Primark	2.0%	1	0.0%	0		1	0.0%		7.1%	1	0.0%	0	4.3%	1	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	
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	
(Don't know) (Nothing else)	8.0% 28.0%	4 14	5.0% 25.0%	5	10.0% 30.0%	3	0.0% 20.0%		7.1% 14.3%	2	11.5% 38.5%	10	8.7% 17.4%	2		2 10		0		0	8.0% 28.0%	4 14	
Base:	20.070	50	23.070	20	20.070	30	20.070	10		14	30.370	26	17.770	23	37.070	27		0		0	20.070	50	

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	Total		Male		Female	e	18 - 34		35 - 54		55 +		ABC1	l	C2DE	2	Canterbury	y	Whitstable		Herne Ba	ay	
3rd mention																							
Nothing	4.0%	2		1	3.3%	1	10.070	1	0.0%	0		1	8.7%	2	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		2		0	0.0%	0		2		1	3.7%	1		0		0	4.0%	2	
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%	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%		70.0%	14			70.0%		71.4%		69.2%		60.9%		77.8%	21		0			70.0%	35	
Base:		50		20		30		10		14		26		23		27		0		0		50	

											101 (, 1	ııcu											Way 2019
	Total	l	Male	:	Female	e	18 - 34	l	35 - 54	ļ	55 +	-	AB	C1		C2DE		Canterbu	ry	Whitstabl	e	Herne B	Say	
Q33X Any mention at Q3	3 [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%	1	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 (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	
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 - 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		2	23		27		0		0		50	

						-0- 0		-				Way 2013
	Total	Male	e Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Canterbury	Whitstable	Herne Bay	
GEN												
Male Female	40.0% 60.0%	20 100.0% 30 0.0%	20 0.0% 0 100.0%	0 50.0% 30 50.0%	5 21.4% 5 78.6%	3 46.2% 11 53.8%	12 43.5% 14 56.5%	10 37.0% 1 13 63.0% 1	0 0.0% 0 7 0.0% 0		40.0% 20 60.0% 30	
Base:	00.070	50	20		10	14	26	23 2				
AGE												
18 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years 55 - 64 years 65+ years	10.0% 10.0% 14.0% 14.0% 26.0%	5 15.0% 5 10.0% 7 10.0% 7 5.0% 13 25.0% 13 35.0%	3 6.7% 2 10.0% 2 16.7% 1 20.0% 5 26.7% 7 20.0%	2 50.0% 3 50.0% 5 0.0% 6 0.0% 8 0.0% 6 0.0%	5 0.0% 5 0.0% 0 50.0% 0 50.0% 0 0.0% 0 0.0%	0 0.0% 0 0.0% 7 0.0% 7 0.0% 0 50.0% 0 50.0%	0 13.0% 0 8.7% 0 8.7% 0 13.0% 13 21.7% 13 34.8%	2 11.1% 2 18.5% 3 14.8% 5 29.6%	2 0.0% 0 3 0.0% 0 5 0.0% 0 4 0.0% 0 8 0.0% 0 5 0.0% 0	0.0% 0 0.0% 0 0.0% 0 0.0% 0	10.0% 5 10.0% 5 14.0% 7 14.0% 7 26.0% 13 26.0% 13	
Base:		50	20		10	14	26	23 2				
SEG												
AB C1 C2 DE Base:	8.0% 38.0% 40.0% 14.0%	4 10.0% 19 40.0% 20 35.0% 7 15.0%	2 6.7% 8 36.7% 7 43.3% 3 13.3%		1 0.0% 4 35.7% 4 50.0% 1 14.3%	0 11.5% 5 38.5% 7 34.6% 2 15.4%	3 17.4% 10 82.6% 9 0.0% 4 0.0%	19 0.0% 0 74.1% 2	0 0.0% 0 0 0.0% 0 0 0.0% 0 7 0.0% 0	0.0% 0 0.0% 0 0.0% 0	8.0% 4 38.0% 19 40.0% 20 14.0% 7	
ADU												
1 adult in hhold 2 adults in hhold 3 adults in hhold 4 or more adults in hhold Base:	26.0% 46.0% 12.0% 16.0%	13 30.0% 23 50.0% 6 5.0% 8 15.0% 50	6 23.3% 10 43.3% 1 16.7% 3 16.7%	7 10.0% 13 30.0% 5 30.0% 5 30.0% 30	1 7.1% 3 64.3% 3 7.1% 3 21.4%	1 42.3% 9 42.3% 1 7.7% 3 7.7%	11 30.4% 11 47.8% 2 4.3% 2 17.4%	11 44.4% 1 1 18.5%	6 0.0% C 2 0.0% C 5 0.0% C 4 0.0% C	0.0% 0 0.0% 0 0.0% 0	26.0% 13 46.0% 23 12.0% 6 16.0% 8	
СНІ												
No children in hhold 1 child in hhold 2 children in hhold 3 children in hhold 4 or more children in hhold Base:	68.0% 16.0% 10.0% 2.0% 4.0%	34 85.0% 8 15.0% 5 0.0% 1 0.0% 2 0.0%	17 56.7% 3 16.7% 0 16.7% 0 3.3% 0 6.7%	17 50.0% 5 20.0% 5 20.0% 1 0.0% 2 10.0%	5 35.7% 2 28.6% 2 21.4% 0 7.1% 1 7.1%	5 92.3% 4 7.7% 3 0.0% 1 0.0% 1 0.0%	24 78.3% 2 4.3% 0 8.7% 0 4.3% 0 4.3%	1 25.9% 2 11.1% 1 0.0%	6 0.0% C 7 0.0% C 3 0.0% C 0 0.0% C 1 0.0% C	0.0% 0 0.0% 0 0.0% 0 0.0% 0		

	Total	Male	e Femal	le 18 - 34	35 - 54	1 55 +	ABC	1 C2DF	E (Canterbury	Whitstable	Herne Ba	ay
ARS													
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 18.0%	9
l 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 48.0%	24
2 cars in hhold	12.0%	6 5.0%	1 16.7%	5 20.0%	2 21.4%	3 3.8%	1 13.0%	3 11.1%	3	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 18.0%	9
4 or more cars in hhold	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 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
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
Wednesday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0.0%	0 0.0%	0.0%	0		0.070	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		0.070	0.0%	0
Friday	50.0%	25 25.0%	5 66.7%	20 60.0%	6 64.3%	9 38.5%	10 43.5%	10 55.6%	15		0.070	0 50.0%	25
Saturday	50.0%	25 75.0%	15 33.3%	10 40.0%	4 35.7%	5 61.5%	16 56.5%	13 44.4%	12	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
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
Herne Bay	100.0%	50 100.0%	20 100.0%	30 100.0%	10 100.0%	14 100.0%	26 100.0%	23 100.0%	27	0.0%	0.0%	0 100.0%	50
Base:		50	20	30	10	14	26	23	27	(0	0	50

Page 170 May 2019

-																						
	Total		Male	9	Femal	e	18 - 34	ļ	35 - 54		55 +	-	ABC	1	C2D1	E	Canterb	oury	Whitstal	ble	Herne	Bay
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
CT6 8	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
ME14 2	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
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

Job No. 020419 April 2019

NEMS market research

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

CENT	RE / HERNE BAY TOWN DEPENDING ON THE AREA YOU ARE WORKING I	<u>N</u>		
	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.1
	ASK ALL:			
Q.1	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 tod	av?		
	DO NOT PROMPT: PROBE FULLY. What other reasons?	,		
		(1)	(2)	
	Shopping for food only	1	(2)	GO TO Q.4
	Shopping for non-food goods only	2	2	GO TO Q.4 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	В	В	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)	G	G	GO TO Q.3
	(Don't know)	Н	Н	GO TO Q.3
	ASK THOSE WHO DID NOT MENTION SHOPPING FOR FOOD, NON-FOOD	D OR BOT	TH FOOI	D AND NON-FOOD AT 0.1
	OR Q.2. OTHERS GO TO Q.4:			
Q.3	Do you intend to do any shopping in Canterbury / Whitstable / Herne Bay today ?			
	DO NOT PROMPT. ONE ANSWER ONLY.			
		(3)		
	Yes	1		GO TO Q.4
	No	2		GO TO Q.5
	(Don't know)	3		GO TO Q.5
	ASK THOSE WHO INTEND TO SHOP IN CANTERBURY / WHITSTABI	F / HFR	NE BA	V TODAY AT O 1 O 2 OP
	SAID "YES" AT Q.3 OTHER GO TO Q.5:		NL DA	1 10DA1 A1 Q.1, Q.2 OK
Q.4	What do you intend to buy in Canterbury / Whitstable / Herne Bay today ?			
ζ.,	CODE UP TO THREE RESPONSES: DO NOT PROMPT: What else?			
	DOTAL TO THE MEDICAL DESIGNATION OF THE PROPERTY OF THE PROPER	(4)		
	Food and groceries	1		
	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	В		
	Health / Beauty / Chemist items	<u>C</u>		
	Other (PLEASE WRITE IN)	D		

Е

(Don't know)

ASK ALI Which ST	TORE do you visit most frequently for food shopping?	
DO NOT	PROMPT. ONE ANSWER ONLY. INTERVIEWER WRITE I	N CODE FROM STORE LIST
		(5)
	Other (PLEASE WRITE IN SPECIFIC SHOP &	ADDRESS) X
	Internet / delivered	Y
	(Don't know / can't remember)	Z
	L: ch other STORE do you also visit frequently for food shopping? 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
	you visit (STORE MENTIONED AT Q.5) for food shopping? PROMPT. CAN BE MULTI-CODED. PROBE FULLY. Why	else?
	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	<u>6</u>
	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	e) B
	Good standard of street cleanliness	C
	Visit the market	<u>D</u>
	Safe shopping environment	E
	Other (PLEASE WRITE IN)	F
	(Don't know / varies)	– G
	(No particular reason)	Н

ASK ALL:

Which town centre or retail park do you visit most frequently for non-food shopping? DO NOT PROMPT. RECORD "MOST" FREQUENT. ONE ANSWER ONLY. Q.8

ASK ALL:
And which other town centre or retail park do you visit frequently for non-food shopping?
DO NOT PROMPT. RECORD "2ND". ONE ANSWER ONLY. Q.9

COMP 1. RECORD 2 . ONE ANSWER ONE 1.		
	Q.8	Q.9
		(9)
Canterbury City Centre	01	01
Herne Bay Town Centre	02	01
Whitstable Town Centre	03	03
Town Centres outside Canterbury	0.4	0.4
Ashford Town Centre	04	04
Barham Village Centre	05	05
Blean Village Centre	06	06
Bridge Village Centre	07	07
Broadstairs Town Centre	08 09	08
Central London		09
Chartham Village Centre Chatham Town Centre	10 11	10 11
	12	
Deal Town Centre		12
Dover Town Centre	13	13
Faversham Town Centre	14	14
Folkstone Town Centre	15	<u>15</u>
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	<u>27</u>
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	26	26
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
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
	50	70 GO TO 0 11
Internet	50	50 GO TO Q.11
(Don't know / varies)	51	51 GO TO Q.11
(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?

AN BE MULTI-CODED. PROBE FULLY. Why else?	
	(10)
Close to home	1
Close to work	2
Easy to get to	2 3 4
Good public transport links	
Free car parking	5
Sufficient car parking	<u>6</u> 7
Reasonably priced car parking	
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)	В
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)	Н
(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	Eating & drinking out	Leisure & Culture
	(11)	(12)	(13)	(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	В	В	В	В
(Don't know)	С	С	C	<u>C</u>
(Refused)	D	D	D	D

ASK ALL:

 $Q.12 \quad How \ did \ you \ travel \ to \ Canterbury \ / \ Whitstable \ / \ Herne \ Bay \ today \ ?$

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

NE ANSWER ONE I	
	(17)
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	3 4 5
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	В
Harbour, Whitstable	<u>C</u>
Middle Wall car park, Whitstable	D
Seafront, Whitstable	E
Shaftesbury Road car park, Whitstable	F G
Victoria Street car park, Whitstable	G
Whitstable Station car park (North side)	Н
Whitstable Station car park (South side)	<u> </u>
Beach Street car park, Herne Bay	K
Hampton Pier, Herne Bay	L
Herne Bay Station car park	<u>M</u>
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)	Ř

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

<u>NE ANSWER ONLY</u>	
	(19)
0-15 minutes	1
16-30 minutes	2
31 minutes – 1 hour	3
More than 1 hour, but less than 1½ hours	4
More than 1½ 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.

THE THIS WER OTHET.	
	(20)
Daily	1
Several times a week	2
Once a week	3
Once every 2 to 3 weeks	4
Monthly	5
Once a quarter	6
Less often than once a quarter	7
First time today	8
(Don't know / varies)	9

<u>ASK ALL:</u> What do you **like** about **shopping** in Canterbury / Whitstable / Herne Bay ? <u>CODE UP TO THREE RESPONSES:</u> <u>DO NOT PROMPT</u> Q.18

	(21)
Cheap parking	1
Cleanliness of streets	2
Close to friends / relatives	<u>3</u>
Competitive prices	4
Easy parking	5
Evening entertainment	6
Feels safe	7
Financial services (banks / building societies, etc.)	8
Free parking	9
Good public transport links	A
Leisure facilities	В
(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	Н
Other (PLEASE WRITE IN)	I
(Nothing at all)	J
(Don't know)	K

ASK ALL:

What do you **dislike** about **shopping** in Canterbury / Whitstable / Herne Bay ? CODE UP TO THREE RESPONSES: DO NOT PROMPT Q.19

	(22)
Alternative facilities more accessible	1
Better facilities elsewhere	2
Car parking cost	3
Do not live in or near a town / district / local centre	3 4 5 6 7
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	8 9
Perception of safety	A
Poor choice of food / convenience store	В
Poor choice of leisure facilities	<u>C</u>
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	<u>I</u>
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 ASK ALL:
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	В	
		Major household appliance shops	C	
		Sports shops	D	
		Book shops	E	
		Post office	F	
		Professional and Financial Services	G	
		Council offices	Н	
		Other (PLEASE WRITE IN)	I	
		,		
		(NI)	т	
		(None)	J	
-	ASK ALL:			
Q.21		ou visit the market in the Town Centre?		
		ONE ANSWER ONLY.		
			(24)	
		Several times a week	1	
		Once a week	2	
		Once every 2 to 3 weeks	3	
		Monthly	<u> </u>	
		Once a quarter	5	
		Less often than once a quarter	<u>6</u>	
		First time today		
		Never	8	GO TO Q.23
		(Varies)	9	GO 10 Q.23
		MARKET AT Q.21 ASK Q.22, OTHERS GO TO Q.23		
Q.22	Which market do you			
	READ OUT, CAN B	E MULTICODED. PROBE FULLY		
			(25)	
		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)		
	ASK ALL:			
Q.23		of the quality of the market in the Town Centre? NSWER ONLY.		
			(26)	
		Good quality	1	
		Average (neither good nor poor)	2	
		Poor quality	3	
		(Don't know)	4	

	(26)
Good quality	1
Average (neither good nor poor)	2
Poor quality	3
(Don't know)	4

	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?	
		(27)
	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
	(D. 1.1)	D.
	(Don't know)	В
	(Nothing / Nothing else)	C
	ASK ALL:	·
0.25	Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes?	
Q.25	ONE ANSWER ONLY	
	ONE ANSWER ONL I	(28)
	Voc	(28)
	Yes No	1 GO TO Q.26 2 GO TO 0.27
	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?	
Q.20	CAN BE MULTI-CODE. PROBE FULLY. What else?	
	CAN DE MOETI-CODE. I ROBE FOLLT. What else:	(29)
	Sports / fitness facilities	1
	Pubs / bars	2
		3
	Restaurants Cafes	<u> </u>
	Services (eg. cash tills)	5 6
	Takeaway food Walk about / look around	<u>6</u> 7
		8
	Cinema	
	Theatre	9
	Nightclubs	A
	Bowling Alleys	В
	Bingo	<u>C</u>
	Casino	D
	Museums	E
	Art galleries	F G
	Events / festivals	G
	Other (PLEASE WRITE IN)	Н

Q.27 Do you ever come to Canterbury / Whitstable / Herne Bay for leisure purposes in the evenings?

ONE ANSWER ONLY

Yes

1

2

(Don't know)

I

- 8 -

ASK ALL:

What do you like about leisure / pubs and bars / restaurant / cafe & cultural facilities in Canterbury / Whitstable / Herne Bay ? Q.28 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	3 4 5 6
Good quality of cafes	5
Good choice of restaurants	
Good quality of restaurants	7
Good quality of pubs / bars / nightclubs	8
Good choice of pubs / bars / nightclubs	9
Good health / fitness facilities	A
Good bingo hall(s)	В
Good casino(s)	C
Good museums	D
Good art galleries	E
Good events / festivals	F
Other (PLEASE WRITE IN)	G
(Don't know)	Н

ASK ALL:
What do you dislike about leisure / pubs and bars / restaurant / cafe facilities in Canterbury / Whitstable / Herne Bay ? Q.29

	(32)
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	<u>3</u>
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	9
New / improved bingo facility	Α
New / improved cinema	В
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)	Н
(Nothing in particular)	I
(Don't know)	J

<u>ASK ALL:</u> What general improvements to the **quality of the environment** in Canterbury / Whitstable / Herne Bay Town Centre would persuade Q.31 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
1 1	
Clean shopping streets	<u>3</u>
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	В
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)	Н
(Nothing in particular)	I
(Don't know)	Ī
(Don't know)	J

ASK ALL:
What general improvements to **transport and accessibility** would persuade you to visit Canterbury / Whitstable / Herne Bay Town Q.32 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	3 4 5
Improve location of bus stops / bus station	
Improve public transport links	<u>6</u> 7
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	В
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	Н
Other (PLEASE WRITE IN)	I
(No opinion)	J
(Nothing in particular)	K
(Don't know)	L

Q.33 ASK ALL:

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.

	1 st	2^{nd}	3 rd
	mention	mention	mention
	(36)	(37)	(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	A
Improve the cleanliness of the streets	В	В	<u>B</u>
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	F
Other (PLEASE WRITE IN)	G	G	G
(Don't know)	Н	Н	Н
(Nothing else)	-	I	I

RESPONDENT DETAILS

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:							
POST CODE:			DO NOT R	ECORD THE LA	ST TWO LETT	ERS	
Tel. No							
			CLASSIFICAT	ION			
		(20)		A CI		(40)	
	GENDER: Male Female	(39)		18 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years 55 - 64 years 65+ years	S S	(40) 1 2 3 4 5 6	
Occupation (OF CHIEF WAGE EARNER:			AB C1 C2 DE		- (41) 1 2 3 4	
	HOUSEHOLD COMPOSITION: (IMPORTA	ANT: IF RESPONDI	ENT SAYS NONE	THEN PLEAS	E RECORD (0)
	Number of adults (incl Resp):		(42)				
	No. of children 15 years and u	nder:	(43)				
	Number of cars in household:		(44)				
	Monday Tuesday Wednesday Thursday Friday Saturday	(45) 1 2 3 4 5 6					
	LOCATIONS: Canterbury Whitstable Herne Bay	(46) 1 2 3					
DECLARATION:	I certify that the interview of Conduct. I further certi any survey in the last six n	fy that the					
Interviewer	'S SIGNATURE:			DATE:			

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4. Business Surveys

GL Hearn Page 149 of 154

	Total		Canterb	oury	Herne B	ay	Whitsta	ble
Q01 What type of busir	ness are yo	u?						
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 Bed store	0.5% 0.5%	1	0.0% 1.0%	0	2.0% 0.0%	1	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% 1.0%	1 2	1.0% 1.0%	1 1	0.0% 0.0%	0	0.0% 2.0%	0 1
Charity 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 Drafter	0.5% 0.5%	1	0.0% 1.0%	0	2.0% 0.0%	1	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 5
Hairdresser / barber Hardware store	4.0% 0.5%	8	2.0% 0.0%	2	2.0% 0.0%	1	10.0% 2.0%	3 1
Health store	1.0%	2	1.0%	1	0.0%	0	2.0%	1
Hotel	1.0%	2	1.0%	1	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	0.5%	1	0.0%	0	2.0%	1	0.0%	0
installer 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 2	0.0%	0	2.0%	1	0.0% 0.0%	0
Pharmacy Phone shop	1.0% 1.0%	2	1.0% 2.0%	1 2	2.0% 0.0%	1	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 Retail	3.0%	6 52	3.0% 36.0%	36	2.0% 14.0%	1 7	4.0% 18.0%	2 9
Sewing machine sales &	26.0% 0.5%	1	0.0%	36 0	0.0%	0	2.0%	1
repairs	0.5/0	1	0.070	J	0.070	U	2.070	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

Page 2 May 2019

Canterbury Business Survey for G L Hearn

							_		
	Tota	al	Canter	bury	Herne	Bay	Whitst	able	
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: [Numbe	er of yea	ars]							
Q02 How long has your	busines	s bee	n at its	curre	nt addre	ess?			
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	14.0%	7	8.0%	4	
5 years to less than 10 years	20.0%	40		22	14.0%	7	22.0%	11	
Over 10 years (Don't know)	60.0% 2.5%	120 5	60.0% 3.0%	60	68.0% 0.0%	34	52.0% 4.0%	26 2	
	4.370		J.U70		0.070		→. U70		
Mean:		11.22		11.39		11.80		10.28	
Base:		200		100		50		50	
Q03 Does your business	s own its	s pren	nises, o	r is it	a tenan	t?			
Tenant (licence or lease)	69.5%		77.0%		54.0%		70.0%	35	
Owner occupier	24.0%	48		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 a	are the n	nain a	dvanta	ges of	your to	own / c	ity cen	tre as	a location for your busin
Busy location / good footfall	47.5%	95	58.0%	58	28.0%	14	46.0%	23	
/ passing trade		,,	2 2.0 / 0						
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	2.0%	1	8.0%	4	
Good public transport links /	6.0%	12	10.0%	10	0.0%	0	4.0%	2	
rail station	5 50/	11	11 00/	11	0.00/	0	0.00/	Δ	
Lots of students Historic area	5.5% 4.5%	11 9	11.0% 8.0%	11 8	0.0%	0	0.0% 2.0%	0	
Good balance of businesses /	4.0%	8	4.0%	4	4.0%	2	4.0%	2	
not too many of the same		3		Í		-		-	
type									
Good access to local	3.5%	7	2.0%	2	4.0%	2	6.0%	3	
amenities / services	0.5	_	0.00			_	0.0		
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	1.0%	2	2.0%	2	0.0%	0	0.0%	0	
District (BID)	1.070	_	2.070	_	3.070	v	3.370	Ü	
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	0.5%	1	1.0%	1	0.0%	0	0.0%	0	
places Good leisure facilities	0.50/	1	0.00/	0	0.0%	0	2.00/	1	
Few vacant shops	0.5% 0.5%	1 1	0.0% 1.0%	0	0.0%	0	2.0% 0.0%	1 0	
Good marketing of the	0.5%	1	1.0%	1	0.0%	0	0.0%	0	
town/city									
Park & Ride system	0.5%	1	1.0%	1	0.0%	0	0.0%	0	
City has a good reputation	0.5%	1 39	1.0%	1 11	0.0%	0 16	0.0%	0 12	
(No advantages of town/city as a location)	19.5%	39	11.0%	11	32.0%	10	24.0%	12	
Base:		200		100		50		50	
Dasc.		200		100		30		30	

Total Canterbury Herne Bay Whitstable

Q05 What are the main weaknesses of your town	city centre as a location for your business? [MR]
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Poor parking facilities	32.0%	64	25.0%	25	26.0%	13	52.0%	26
Not busy enough / low	12.5%	25	12.0%	12	18.0%	9	8.0%	4
footfall / passing trade								
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 /	3.0%	6	4.0%	4	2.0%	1	2.0%	1
too many of the same type 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	2.5%	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	2.0%	4	3.0%	3	2.0%	1	0.0%	0
town/city	2.070	7	3.070	3	2.070	1	0.070	U
Not enough seating	1.5%	3	0.0%	0	4.0%	2	2.0%	1
Not enough parks / green	1.0%	2	2.0%	2	0.0%	0	0.0%	0
spaces								
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

Total Canterbury Herne Bay Whitstable

Q06 How might these weaknesses be overcome? [MR]

Q06 How might these we	eakness	es be	overcon	ne? [l	MR]				
Not those who said '(Do	on't know,	' or '(1	Vo weakn	esses (of Town C	Centre	as a loca	ttion)' 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	8.1%	13	9.4%	8	8.1%	3	5.3%	2	
policing in the area									
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	5.0%	8	5.9%	5	8.1%	3	0.0%	0	
centre									
Make it cleaner	4.4%	7	5.9%	5	5.4%	2	0.0%	0	
Better marketing of the	4.4%	7	5.9%	5	5.4%	2	0.0%	0	
town/city									
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	3.1%	5	2.4%	2	5.4%	2	2.6%	1	
increase footfall / passing									
trade	2.50/	4	4.7%	4	0.00/	0	0.00/	0	
Better signposting Improve the phone signal	2.5% 2.5%	4	4.7%	4	0.0% 0.0%	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

Lack of business / customers	13.5%	27	10.0%		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
			0.007		2 00/	4	0.00/	
(Don't know)	0.5%	1	0.0%	0	2.0%	1	0.0%	0

		Total	Canterb	ıry Herne Ba	y Whitstable
Q08	How might these Not those who said	•			"own Centre)' at Q07
Mono	/ hattan manlaina	24.80/	29 14 00/	9 24 60/	0 26 70/ 11

Tot mose who said (De	ni i kito ii ,	, 0, (1	to probit	ms op	craiing in	10,,,,	centre	ui go,
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

Canterbury Business Survey for G L Hearn

Whitstable

	Total		Canterno	пу	петне ва	ıy	wintsta	ible	
Q11 What improvements	would ye	ou lil	ke to see	in y	our town	/ city	y centre	to incre	ase its attractiveness and prosperity? [MR]
Parking - more parking available in general	18.5%	37	6.0%	6	24.0%	12	38.0%	19	
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 Better traffic management	5.5% 5.5%	11 11	1.0%	1	0.0%	7	6.0%	3 10	
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%	1	
Less anti-social behaviour	4.0%	8	3.0%	3	6.0%	3	4.0%	2	
Improve the pavements Better access by car	3.5% 3.5%	7 7	4.0% 3.0%	4	4.0% 2.0%	2	2.0% 6.0%	1 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 Improve St Georges Street, Canterbury	1.5% 1.5%	3	3.0% 3.0%	3	0.0% 0.0%	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 More residential development	1.5% 1.0%	3 2	0.0% 1.0%	0	4.0% 0.0%	2 0	2.0% 2.0%	1 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 Remove graffiti	1.0% 1.0%	2 2	2.0% 2.0%	2 2	0.0% 0.0%	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 Allow busking again	0.5% 0.5%	1 1	0.0% 1.0%	0	0.0% 0.0%	0	2.0% 0.0%	1 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 More amenities along Herne	0.5% 0.5%	1 1	0.0% 0.0%	0	2.0% 2.0%	1 1	0.0% 0.0%	0	
Bay seafront 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 Improved Park & Ride	0.5% 0.5%	1 1	0.0% 1.0%	0	0.0% 0.0%	0	2.0% 0.0%	1 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 food vans away from the	0.5%	1	1.0%	1	0.0%	0	0.0%	0	

Page 9 May 2019

Canterbury Business Survey for G L Hearn

	Tota	l	Canterl	oury	Herne l	Bay	Whitsta	ble
shops (None mentioned) Base:	22.5%	45 200		32 100	12.0%	6 50	14.0%	7 50
POS And lastly could I p	lease tal	ke yo	ur positi	on wi	thin the	com	pany?	
CEO Director Manager Owner Technician (Refused) Base:	0.5% 10.5% 52.0% 36.5% 0.5% 0.0%	1 21 104 73 1 0 200	20.0% 1.0% 0.0%	1 10 68 20 1 0	0.0% 14.0% 34.0% 52.0% 0.0% 0.0%	0 7 17 26 0 0	0.0% 8.0% 38.0% 54.0% 0.0%	0 4 19 27 0 0
QUOTA Town								
Canterbury Herne Bay Whitstable	50.0% 25.0% 25.0%	100 50 50		100 0 0	0.0% 100.0% 0.0%	0 50 0	0.0% 0.0% 100.0%	0 0 50
Base:		200		100		50		50

5. Canterbury Category Report

GL Hearn
C:\Users\ryan.mcteggart\Documents\Canterbury 2020 update\Retail and Leisure Study 21 07 20 FINAL.docx



Goad Category Report

Canterbury

Survey Date: 15/10/2018



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.

1. 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. This illustrates 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 retail 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 branding 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 therefore 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 Roundaries

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: 0845 601 6011

Fax: 0115 968 5003 E-mail: goad.sales@uk.experian.com



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Canterbury



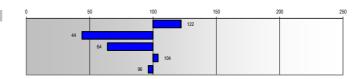
Nearest Location	Distance KM
Canterbury - Northgate	0.45
Whitstable	9.71
Herne Bay	10.84
Faversham	13.80
Sandwich	18.00

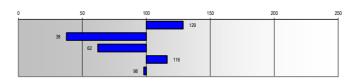
Major Retailer	s Present			
Department Stores			Clothing	
Debenhams		2	Burton	1
House of Fraser		0	Dorothy Perkins	1
John Lewis		0	H & M	1
Marks & Spencer		2	Monsoon Accessorize	2
			New Look	1
			Next	1
Mixed Goods Retailers	3		Primark	1
Argos		0	River Island	1
Boots the Chemist		2	Topman	1
T K Maxx		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		H M V	1
			02	0
			Superdrug	1
			Vodafone	1
			Waterstones	1

Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	104	52.00	42.57	122
Convenience	10	5.00	11.38	44
Retail Service	12	6.00	9.36	64
Leisure Services	46	23.00	22.13	104
Financial & Business Services	28	14.00	14.55	96
Total Multiple Outlets	200			

5 1 0 5 :	2.11.1	• 0/	5 0/	
Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	382,000	60.78	47.19	129
Convenience	56,400	8.97	23.86	38
Retail Service	14,200	2.26	3.64	62
Leisure Services	127,400	20.27	17.44	116
Financial & Business Services	48,500	7.72	7.87	98
Total Multiple Floorspace	629 500			







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		Base:	All UK Cent	res								
Sector	Classification						0 50	100	150	2	00	250
Comparison		Out	lets Area									
	Antique Shops		0 0.0				69					
	Art & Art Dealers		2 0.4						128			
	Booksellers		3 0.6			0						
	Carpets & Flooring		0 0.0			0						
	Catalogue Showrooms		0 0.0					103				
	Charity Shops		13 2.7				38					
	Chemist & Drugstores		2 0.4				56					
	Childrens & Infants Wear		1 0.2						141			
	Clothing General		11 2.3									24
	Crafts, Gifts, China & Glass		19 4.0				90					
	Cycles & Accessories		1 0.2									
	Department & Variety Stores		6 1.2						123			
	DIY & Home Improvement		4 0.8				76					
	Electrical & Other Durable Goods		4 0.8				34					
	Florists		1 0.2								208	
	Footwear		9 1.9					105				
	Furniture Fitted		2 0.4				55					
	Furniture General		2 0.4									
	Gardens & Equipment		0 0.0					94				
	Greeting Cards		3 0.6				49					
	Hardware & Household Goods		3 0.6									24
	Jewellery, Watches & Silver		18 3.8						131			
	Ladies & Mens Wear & Acc.		10 2.1						149			
	Ladies Wear & Accessories		13 2.7						140	166		
	Leather & Travel Goods		1 0.2							190		
	Mens Wear & Accessories		6 1.2							166	1	
	Music & Musical Instruments		1 0.2							100		
	Music & Video Recordings		2 0.4						1/2			_
	Newsagents & Stationers		4 0.8						142			
	Office Supplies		0 0.0				74	_				
	Other Comparison Goods		3 0.6									
	Photographic & Optical		2 0.4									
	Secondhand Goods, Books, etc.		0 0.0			U		97				
	Sports, Camping & Leisure Goods		3 0.6					32				
	Telephones & Accessories		6 1.2				34	32				
	Textiles & Soft Furnishings		1 0.2				34	106				
	Toiletries, Cosmetics & Beauty Products		5 1.0					106		470		
	Toys, Games & Hobbies		6 1.2							176		
	Vehicle & Motorcycle Sales		1 0.2				86					
	Vehicle Accessories		0 0.0			0						
	Totals		168 35.7	4 29.70	120							



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Convenience	Outlets	Area %	Base %	Index	0	50	100	150	200	
Bakers & Confectioners	8	1.70	1.82	94			94			
Butchers	0	0.00	0.62	0	0					
CTN	4	0.85	1.25	68		68				
Convenience Stores	6	1.28	1.65	77		77				
Fishmongers	0	0.00	0.11	0	0					
Frozen Foods	0	0.00	0.30	0	0					
Greengrocers	0	0.00	0.26	0	0					
Grocers & Delicatessens	4	0.85	0.97	87			87			
Health Foods	2	0.43	0.46	92			92			
Markets	0	0.00	0.15	0	0					
Off Licences	0	0.00	0.41	0	0					
Shoe Repairs Etc	2	0.43	0.41	103			103			
Supermarkets	2	0.43	0.81	53		53				
Total Convenience	28	5.96	9.22	65		\ <u></u>				
Retail Service	Outlets	Area %	Base %	Index	0	50	100	150	200	25
Clothing & Fancy Dress Hire	0	0.00	0.07	0	0					
Dry Cleaners & Launderettes	0	0.00	0.73	0	0					
Filling Stations	0	0.00	0.22	0	0					
Health & Beauty	29	6.17	9.46	65		65				
Opticians	6	1.28	1.32	97			97			
Other Retail Services	1	0.21	0.65	33		33				
Photo Processing	0	0.00	0.12	0	0					
Photo Studio	0	0.00	0.14	0	0					
Post Offices	1	0.21	0.50	42		42				
Repairs, Alterations & Restoration	0	0.00	0.30	0	0					
Travel Agents	6	1.28	0.79	161				161		
TV, Cable & Video Rental	0	0.00	0.07	0	0					
Vehicle Rental	0	0.00	0.06	0	0					
Vehicle Repairs & Services	0	0.00	0.48	0	0					
Video Tape Rental	0	0.00	0.01	0	0					
Totals	43	9.15	14.92	61				'		
Other Retail	Outlets	Area %	Base %	Index	0	50	100	150	200	2
ALIOI ILOIGII	Outlots	71 Cu /0	_400 /0	macx						



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sure Services	Outlets	Area %	Base %	Index -	50	100	150	200	
Bars & Wine Bars	14	2.98	1.90	157			157		
Bingo & Amusements	0	0.00	0.39	0 0					
Cafes	34	7.23	4.74	153			153		
Casinos & Betting Offices	1	0.21	1.38	15	15				
Cinemas, Theatres & Concert Halls	3	0.64	0.27	232					232
Clubs	2	0.43	0.59	73	73				
Disco, Dance & Nightclubs	0	0.00	0.20	0 0					
Fast Food & Take Away	19	4.04	5.80	70	70				
Hotels & Guest Houses	7	1.49	0.76	195				195	
Public Houses	14	2.98	2.63	113		113			
Restaurants	39	8.30	4.73	175				175	
Sports & Leisure Facilities	6	1.28	0.97	131			131		
Totals	139	29.57	24.37	121					
ancial & Business Services					0 50	100	150	200	
Building Societies	4	0.85	0.41	205				205	
Building Supplies & Services	0	0.00	0.50	0 0					
Business Goods & Services	0	0.00	0.02	0 0					
Employment & Careers	2	0.43	0.43	99		99			
Financial Services	6	1.28	1.29	99		99			
Legal Services	5	1.06	1.08	99		99			
Other Business Services	1	0.21	0.37	58	58				
Printing & Copying	1	0.21	0.27	78		78			
Property Services	17	3.62	3.47	104		104			
Retail Banks	12	2.55	2.15	119			119		
Totals	48	10.21	9.98	102					
cant Outlets					0 50	100	150	200	
Vacant Retail & Service Outlets	44	9.36	11.57	81		81			

470

Total Number of Outlets



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ector	Classification				0	50	100	150	200	
mparison		Floorspace	Area %		Index					
	Antique Shops	0	0.00	0.21	0 °	67				
	Art & Art Dealers	2,200	0.20	0.36	57	3′	115			
	Booksellers	5,300	0.49	0.42	115		115			
	Carpets & Flooring	0	0.00	0.52	0 0					
	Catalogue Showrooms	0	0.00	0.42	0 "	76				
	Charity Shops	15,300	1.41	1.86	76	76			172	
	Chemist & Drugstores	28,400	2.62	1.53	172				172	
	Childrens & Infants Wear	1,000	0.09	0.27	34	34				
	Clothing General	44,200	4.08	3.27	125			125		
	Crafts, Gifts, China & Glass	23,900	2.21	0.82	268					
	Cycles & Accessories	3,200	0.30	0.19	159			159		
	Department & Variety Stores	110,200	10.17	4.91	207					207
	DIY & Home Improvement	4,700	0.43	1.04	42	42				
	Electrical & Other Durable Goods	5,300	0.49	0.88	56	56				
	Florists	1,200	0.11	0.22	50	50				
	Footwear	17,200	1.59	0.81	196				196	
	Furniture Fitted	6,000	0.55	0.37	151			151		
	Furniture General	4,700	0.43	1.28	34	34				
	Gardens & Equipment	0	0.00	0.06	0 0					
	Greeting Cards	7,700	0.71	0.48	149			149		
	Hardware & Household Goods	16,400	1.51	2.86	53	53				
	Jewellery, Watches & Silver	18,600	1.72	0.72	238					
	Ladies & Mens Wear & Acc.	30,200	2.79	2.31	121			21		
	Ladies Wear & Accessories	29,800	2.75	1.50	183				183	
	Leather & Travel Goods	1,800	0.17	0.07	223					223
	Mens Wear & Accessories	12,400	1.14	0.57	202					202
	Music & Musical Instruments	2,200	0.20	0.09	233					
	Music & Video Recordings	4,600	0.42	0.14	302					
	Newsagents & Stationers	8,700	0.80	0.65	124			124		
	Office Supplies	0	0.00	0.02	0 0					
	Other Comparison Goods	2,900	0.27	0.59	46	46				
	Photographic & Optical	2,200	0.20	0.05	401					
	Secondhand Goods, Books, etc.	0	0.00	0.15	0 0					
	Sports, Camping & Leisure Goods	9,400	0.87	1.00	87		87			
	Telephones & Accessories	7.100	0.66	0.67	98		98			
	Textiles & Soft Furnishings	3,400	0.31	0.44	71	71				
	Toiletries, Cosmetics & Beauty Products	11,400	1.05	0.94	112		112			
	Toys, Games & Hobbies	7,700	0.71	0.61	116		116			
	Vehicle & Motorcycle Sales	30,100	2.78	0.47	588					
	Vehicle Accessories	00,100	0.00	0.19	0 0					
	Totals	479,400	44.25	33.96	130					



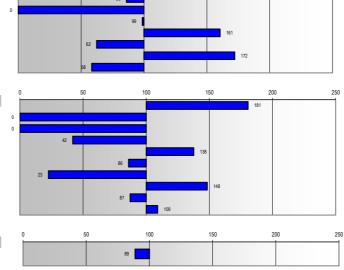
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onvenience	Floorspace	Area %	Base %	Index	0	50	100	150	200	
Bakers & Confectioners	6,300	0.58	0.89	65		65				
Butchers	0	0.00	0.31	0	0					
CTN	5,400	0.50	0.46	108			108			
Convenience Stores	5,500	0.51	1.70	30	30					
Fishmongers	0	0.00	0.05	0	0					
Frozen Foods	0	0.00	0.85	0	0					
Greengrocers	0	0.00	0.12	0	0					
Grocers & Delicatessens	7,200	0.66	0.55	122				122		
Health Foods	2,000	0.18	0.29	64		64				
Markets	0	0.00	0.90	0	0					
Off Licences	0	0.00	0.24	0	0					
Shoe Repairs Etc	1,300	0.12	0.12	103			103			
Supermarkets	47,400	4.38	8.89	49		49				
Total Convenience	75,100	6.93	15.36	45						
etail Service	Floorspace	Area %	Base %	Index	0	50	100	150	200	
Clothing & Fancy Dress Hire	0	0.00	0.04	0	0					
Dry Cleaners & Launderettes	0	0.00	0.31	0	0					
Filling Stations	0	0.00	0.10	0	0					
Health & Beauty	28,000	2.58	3.61	72		72				
Opticians	6,000	0.55	0.74	75		75				
Other Retail Services	900	0.08	0.42	20	20					
Photo Processing	0	0.00	0.05	0	0					
Photo Studio	0	0.00	0.06	0	0					
Post Offices	900	0.08	0.40	21	21					
Repairs, Alterations & Restoration	0	0.00	0.10	0	0					
Travel Agents	7,800	0.72	0.42	172					172	
TV, Cable & Video Rental	0	0.00	0.01	0	0					
Vehicle Rental	0	0.00	0.05	0	0					
Vehicle Repairs & Services	0	0.00	0.64	0	0					
Video Tape Rental	0	0.00	0.01	0	0					
upo										
Totals	43,600	4.02	6.95	58						
	43,600 Floorspace	4.02 Area %		58 Index	0	50	100	150	200	



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Floorspace	Area %	Base %	Index
33,600	3.10	2.20	141
0	0.00	0.84	0
44,500	4.11	2.67	154
1,800	0.17	1.09	15
33,300	3.07	1.77	173
9,600	0.89	1.03	86
0	0.00	0.40	0 0
30,500	2.82	2.85	99
38,400	3.54	2.21	161
23,600	2.18	3.49	62
78,800	7.27	4.22	172
16,900	1.56	2.67	58
311,000	28.71	25.44	113
Floorspace	Area %	Base %	Index
6,200	0.57	0.32	181
0	0.00	0.43	0
0	0.00	0.01	0
1,100	0.10	0.24	42
10,800	1.00	0.72	138
7,200	0.66	0.77	86
1,000	0.09	0.41	23
2,400	0.22	0.15	148
17,300	1.60	1.83	87
		0.50	400
30,200	2.79	2.56	109
30,200 76,200	2.79 7.03	7.44	94
,			
,			
	33,600 0 44,500 1,800 33,300 9,600 0 30,500 38,400 23,600 78,800 16,900 311,000 Floorspace 6,200 0 0 1,100 10,800 7,200 1,000 2,400	33,600 3.10 0 0.00 44,500 4.11 1,800 0.17 33,300 3.07 9,600 0.89 0 0.00 30,500 2.82 38,400 3.54 23,600 2.18 78,800 7.27 16,900 1.56 311,000 28.71 Floorspace Area % 6,200 0.57 0 0.00 0 0.00 1,100 0.10 10,800 1.00 7,200 0.66 1,000 0.09 2,400 0.22	33,600 3.10 2.20 0 0.00 0.84 44,500 4.11 2.67 1,800 0.17 1.09 33,300 3.07 1.77 9,600 0.89 1.03 0 0.00 0.40 30,500 2.82 2.85 38,400 3.54 2.21 23,600 2.18 3.49 78,800 7.27 4.22 16,900 1.56 2.67 311,000 28.71 25.44 Floorspace Area & Base & 6,200 0.57 0.32 0 0.00 0.43 0 0.00 0.43 0 0.00 0.43 0 0.00 0.43 0 0.00 0.43 1,100 0.10 0.24 10,800 1.00 0.72 7,200 0.66 0.77 1,000 0.09 0.41 2,400 0.22 0.15



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TERMS AND CONDITIONS

1 DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto

"Experian" means Experian Group Limited

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto

2 CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian

3. PAYMENT OF CHARGES

- 3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.
- 3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof. 3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of
- invoice until payment in full of the Charges. 3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

- 4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.
- 4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.
- 4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

- 5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.
- 5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian

7 CONFIDENTIALITY

- 7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy 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 undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.
- 7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)
- 7.3.1 the Information: and/or
- 7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or
- 7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder
- 7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:
- 7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction
- 7.4.2 it has already come within the public domain
- 7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-

10. TERMINATION

- 10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:
- 10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.
- 10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client
- 10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11 FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14 VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 if given by mail seventy-two hours after the same shall have been despatched and 15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours)

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction



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6. Vitality and Viability Assessments

GL Hearn
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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.

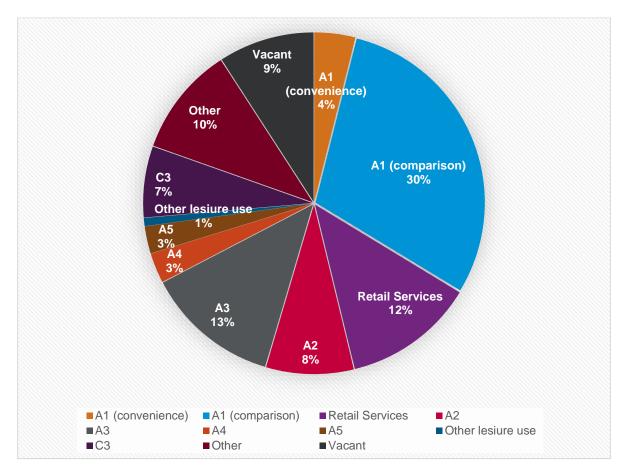
Canterbury city centre is the dominant (along with Maidstone) comparison shopping destination in Kent. The shopping offer includes Whitefriars which is home to a number of popular high street names and a Fenwicks department store, while the more historic areas of the King's Mile, Westgate and St Dunstan's 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.

<u>A2</u>

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%.

<u>A4</u>

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 A2/M2 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 1hr 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.

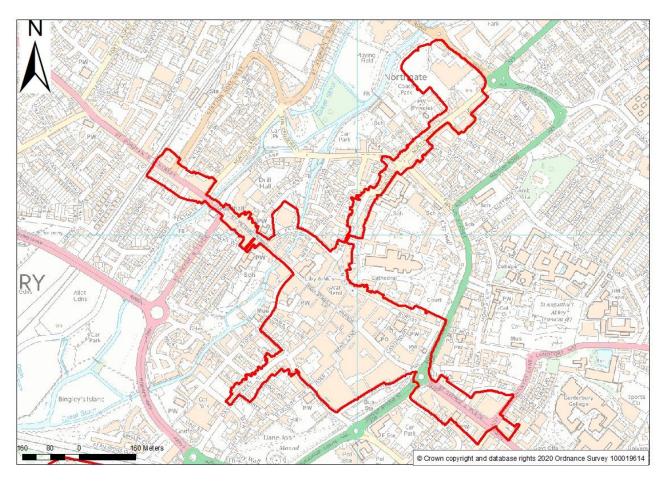
The increase in residents and the addition of further diverse ground floor uses (if occupiers are secured) will also increase footfall levels, which will have a positive impact on the viability and vitality of the city centre.

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

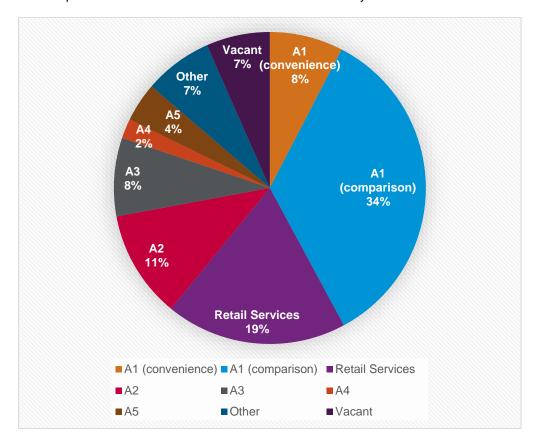
Herne Bay is a seaside town on the north coast of Kent, located 13km north of Canterbury and 8km east of Whitstable. The centre comprises a mix of shops and leisure uses, the majority of which are located on the waterfront.

The survey was undertaken at 12pm on 12th 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).

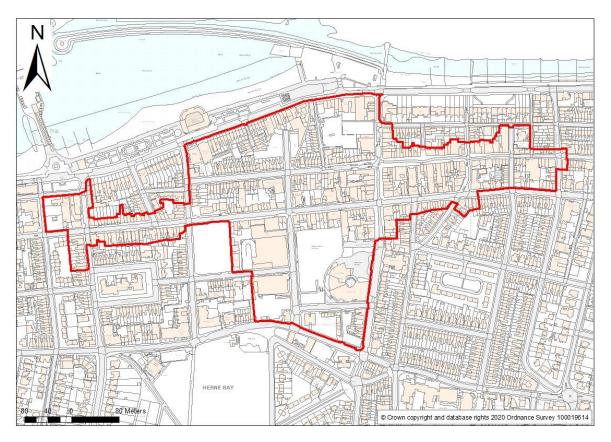
Potential development opportunities

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 8km 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.

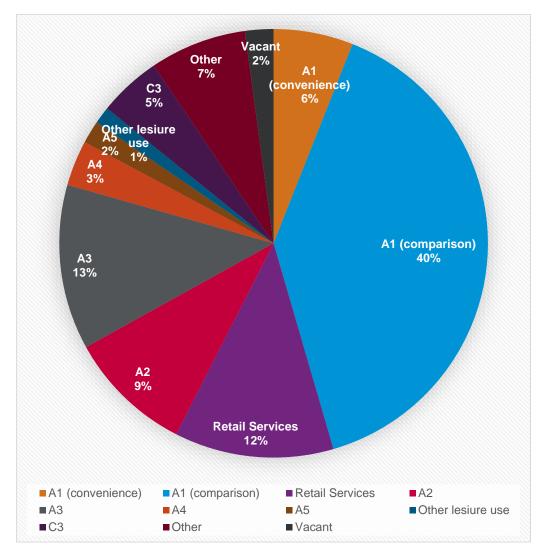
The entire town centre is picturesque, has a distinctive character and is a designated Conservation Area. As such, it is of high environmental quality.

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 12th 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.

<u>A2</u>

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%.

<u>A4</u>

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

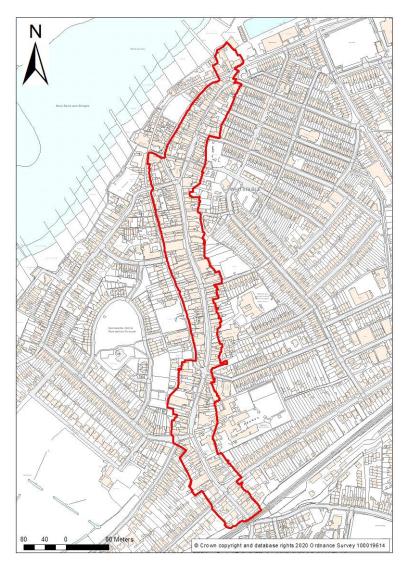
The most prominent vacant site identified within the centre is no. 27 - 31 High Street, Whitstable. The ground floor unit, which equates to 315 sqm was formerly in operation as a convenience store but was vacated in early 2019.

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 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.

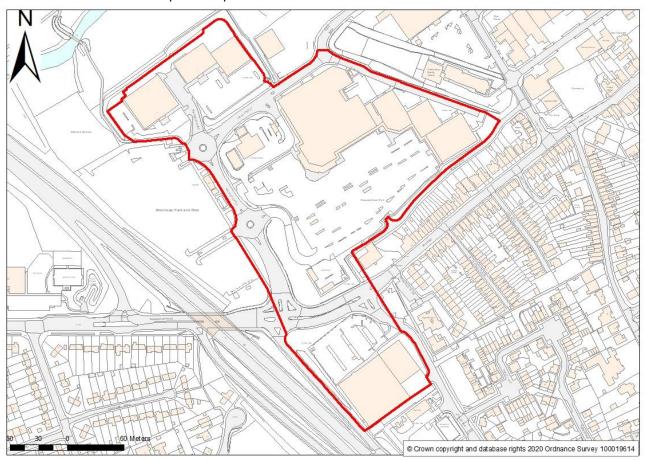
For the household survey, when asked "do you normally combine your main food shopping trip with another activity", 2% of those who said yes stated that they undertook this other activity in the Wincheap retail area.

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.

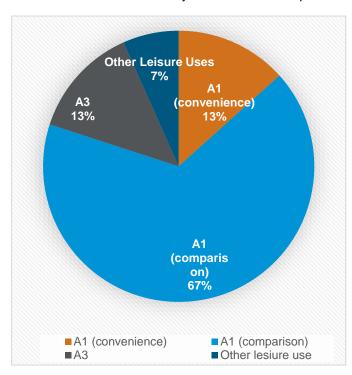
It is therefore recommended that this area is collectively identified as 'Stour, Maybrook and Canterbury Retail Parks', given their proximity to each other.

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 sq 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	Stour, Maybrook & 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.

А3

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

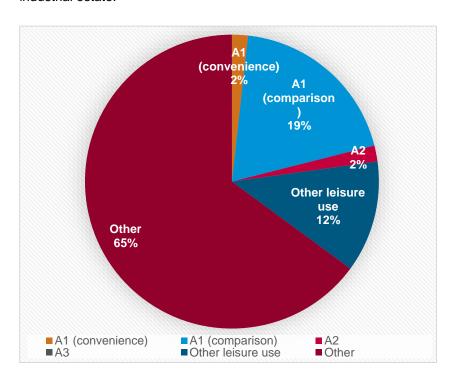
Wincheap Industrial Estate is located directly to the east of Riverside Retail Park off the A28 (Wincheap). It adjoins the proposed Canterbury city centre boundary to the west.

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 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.

<u>A2</u>

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

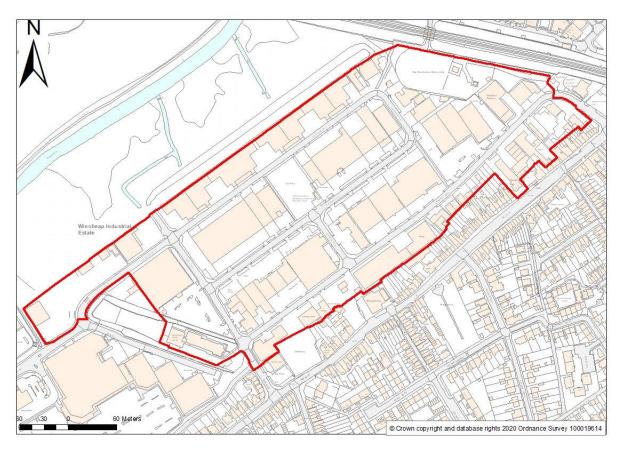
There is one brownfield site in the estate which presents a development opportunity. This comprises the former gas distribution centre on the north eastern edge of the site, although a comprehensive scheme for the site should be preferred, in accordance with TLC7, rather than an individual site development

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

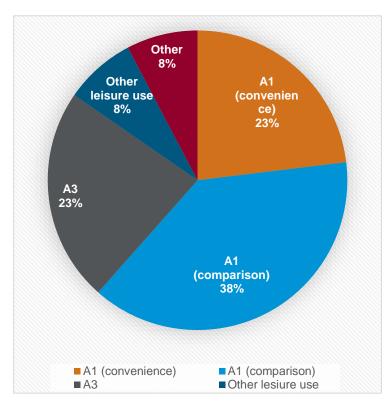
Marshwood Industrial Estate is located to the west of the Stour, Maybrook and Canterbury Retail Parks located off the A28 Sturry Road, which runs through the site. 4 units are located south of the A28, whilst the majority of units are located to the north.

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 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.

А3

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

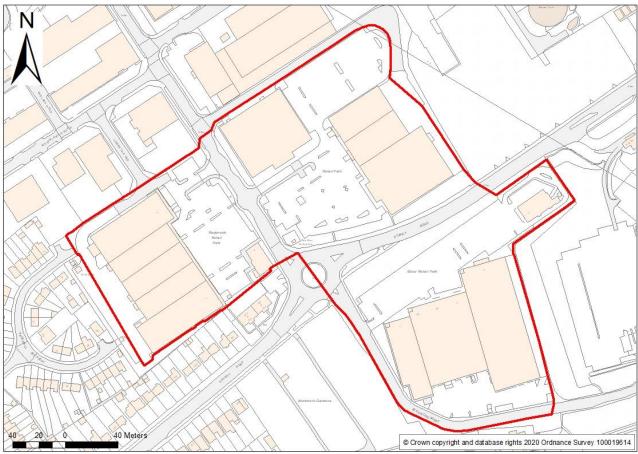
The most popular (over 1%) in centre (Canterbury, Whitstable and Herne Bay) and household survey responses for Riverside retail park are outlined below.

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

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Page 152 of 154

Table 1 - Population

Study Zones

Year	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total
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
Year														
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

Study Zones

1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total
0.400.04			224.22	224.22		00.4= 00					0.400.44	0.40= 0.4	0=00.01	
£100.61	£26.83	£20.79	£21.63	£91.98	£83.24	£317.68	£35.73	£232.74	£206.08	£328.90	£188.41	£165.84	£783.64	£2,604.10
£105.55	£27.49	£21.42	£22.51	£94.86	£85.68	£330.98	£36.63	£238.11	£211.52	£344.11	£196.95	£171.72	£813.64	£2,701.16
£110.52	£28.12	£22.15	£23.34	£97.71	£87.82	£340.70	£37.27	£241.13	£215.26	£354.33	£202.35	£175.29	£833.57	£2,769.55
£114.16	£28.67	£21.46	£24.11	£100.59	£89.93	£351.64	£37.90	£245.51	£220.29	£365.34	£208.28	£179.16	£856.30	£2,843.34
£118.84	£29.34	£21.72	£24.97	£103.63	£92.32	£363.52	£38.69	£250.24	£225.43	£378.06	£215.24	£183.92	£881.95	£2,927.86
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Notes: Table 1 multiplied by Table 2

Figures exclude SFT

Convenience Goods Market Share - Main Food Q01 Where did you last undertake your household's main food an	d grocery shopping?							
Zone 1 Aid, St. Andrews Close, Canterbury Asda, Slurry Road, Canterbury Iceland, Sturry Road, Canterbury Local Shops, Canterbury City Centre Local Shops, St. Dunstans, Canterbury Marks & Spencer, St. Georges Street, Canterbury Marks & Spencer, St. Georges Street, Canterbury Marks & Spencer, St. Georges Street, Canterbury Morrisons, Ten Perch Road, Canterbury Sainsbury's Local, St. Lustans Street, Canterbury Sainsbury's Local, St. Lustans Street, Canterbury Sainsbury's Local, St. Lustans Street, Canterbury Sturry Road Retail Parks, Canterbury (Includes Canterbury Sturry Road Retail Parks, Canterbury (Includes Canterbury Tesco Express, New Dover Road, Canterbury Tesco Express, New Dover Road, Canterbury Tesco Express, New Dover Road, Canterbury Tesco Express, New Dover Road, Canterbury Composer St. Georges Centre, ocal Shope, Stenary Willage Centre Local Shope, Stenary Willage Centre Local Shope, Stenary Willage Centre Local Shope, Sturry Village		1 1.14.3% 6.55% 1 7.19% 10.25% 7 14.85% 6.07% 1 6.67% 10.41% 0 0.00% 1.24% 0 1.36% 0.00% 0 0.00% 1.24% 0 1.36% 0.00% 0 0.00% 1.24% 0 1.36% 0.00% 0 0.00% 1.24% 0 1.36% 0.00% 0 0.00% 1.24% 0 1.36% 0.00% 0 0.00% 1.24% 0 1.36% 0.00% 0 0.00% 1.24% 0 1.36% 0.00% 0 0.00% 0.00% 0.00% 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00%	1 10.86%	1	1	10 10 10 10 10 10 10 10 10 10 10 10 10 1	11	13
Gibson's Farm Shop, Crockshard Hill, Wingham	0.01% 0 0.01% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.72% 0 0.81% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00%

Local Shops, Dover Town Centre Morrisons, Bridge Street, Dover Sainsbury's Superstore, West Street, Deal St James Retail Park, Dover	0.00% 0.93% 1.14% 0.07%	0 0.00% 0.00% 13 1.07% 0.00% 16 1.31% 0.00% 1 0.08% 0.00% 31 2.55% 0.81%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 2.40% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 10.07% 0 2.70% 12.02% 0 0.00% 0.00%	0 0.00% 0.00% 13 11.23% 0.00% 16 13.42% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.96%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 1 1.21% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00% 0 0.00% 0 0.00%
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover Other - Zone 9 Zone 10	2.20% 0.07%	31 2.55% 0.81% 1 0.08% 0.00% 0.00%	0 0.90% 1.24% 0 0.00% 0.00% 0.00%	0 1.36% 0.74% 0 0.00% 0.00% 0.00%	0 0.78% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 5.88% 0 0.00% 0.00% 0.00%	1 6.62% 22.56% 0 0.00% 0.74% 0.00%	29 25.17% 0.00% 1 0.83% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0 0.00% 0.00%			
Aldi, High Street, Hythe	0.50%	7 0.57% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.48%	3 2.84% 0.00%	0 0.00% 0.77%	1 0.98% 3.95%	3 4.37% 0.00%	0 0.00%
Asda, Bouverie Place, Folkestone	0.75%	11 0.87% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.72%	1 0.83% 0.00%	0 0.00% 2.51%	3 2.80% 5.33%	6 6.10% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Cheriton Road, Folkestone	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, High Street, Folkestone	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Main Road, Sellindge	0.05%	1 0.06% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.81%	1 0.90% 0.00%	0 0.00%
Iceland, High Street, Hythe	0.06%	1 0.07% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.75%	1 0.86% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Lidl, Haven Drive, Hawkinge, Folkestone	0.70%	10 0.81% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.02%	9 9.18% 0.00%	0 0.00% 0.00%	0 0.00% 1.01%	1 1.12% 0.00%	0 0.00%
Lidl, Shellons Street, Folkestone	0.10%	1 0.11% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.75%	1 0.86% 0.00%	0 0.00% 0.00%	0 0.00% 0.62%	1 0.69% 0.00%	0 0.00%
Local Shops, Folkstone Town Centre	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Hythe Town Centre	0.21%	3 0.24% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.69%	3 0.84%
Local Shops, Stelling Minnis Village Centre	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Marks & Spencer, Cheriton High Street, Folkestone	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, Cheriton Road, Folkestone	0.09%	1 0.11% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.15%	1 1.32% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sainsbury's Superstore, Bouverie Road West, Folkestone	0.28%	4 0.32% 0.00%	0 0.00% 0.00%	0 0.00% 0.74%	0 0.78% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.41%	4 3.91% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sainsbury's Superstore, Military Road, Hythe	1.19%	17 1.38% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 11.51%	13 13.18% 0.00%	0 0.00% 0.96%	1 1.21% 3.45%	3 3.82% 0.00%	0 0.00%
Sainsbury's Superstore, Park Farm Retail Park, West Park, I	(1.73%	24 2.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.55%	1 0.63% 0.95%	0 1.07% 0.00%	0 0.00% 20.19%	23 23.11% 0.00%	0 0.00% 0.00%	0 0.00% 0.62%	1 0.69% 0.00%	0 0.00%
Tesco Express, Canterbury Road, Folkestone	0.12%	2 0.14% 3.10%	2 3.46% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Express, Castle House, Bouverie Road West, Folkest	o 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Superstore, Cheriton High Street, Folkestone	1.39%	19 1.60% 0.00%	0 0.00% 0.00%	0 0.00% 0.74%	0 0.78% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 17.40%	19 19.92% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Waitrose, Prospect Road, Hythe	0.52%	7 0.60% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 6.48%	7 7.41% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Other - Zone 10	0.06%	1 0.07% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.01%	1 1.12% 0.00%	0 0.00%
Zone 11 Aldi, East Street, Sittingbourne Aldi, Pepys Avenue, Sheerness	0.79% 0.69%	0.00% 11 0.91% 0.00% 10 0.79% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 6.36% 0 0.00% 5.56%	0.00% 11 7.16% 0.00% 10 6.26% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0 0.00%
Asda, Trinity Trading Estate, Sittingbourne	1.54%	22 1.78% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 12.46%	22 14.02% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Bobbing Corner, Sittingbourne	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Church Road, Sittingbourne	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Forbes Road, Faversham	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
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 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, High Street, Sheerness	0.01%	0 0.01% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.60%	0 0.69% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, London Road, Teynham, Sittingbourne	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Queens Road, Minster, Isle of Sheppey Co-op, The Parade, Northwood Drive, Sittingbourne Co-op, The Street, Upchurch, Sittingbourne	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Iceland, East Street, Faversham Lidl, West Street, Sittingbourne Local Shops, Faversham Town Centre	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	0.98%	14 1.13% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 4.70%	8 5.30% 0.00%	0 0.00% 0.00%	0 0.00% 1.34%	6 1.63%
	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Minster Village Centre, Isle of Sheppey	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Sheerness Town Centre, Isle of Sheppey	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Sittingbourne Town Centre	0.19%	3 0.22% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.55%	3 1.75% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, Mill Way, Sittingbourne	1.07%	15 1.24% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.70%	15 9.80% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, Neats Court, Isle of Sheppey	0.90%	13 1.04% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 5.93%	10 6.67% 0.00%	0 0.00% 0.00%	0 0.00% 0.56%	2 0.68%
Morrisons, North Lane, Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Sainsbury's Superstore, Bysing Wood Road, Faversham	0.54%	8 0.62% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 4.33%	8 4.88% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	6c 1.02%	14 1.18% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 6.94%	12 7.81% 0.00%	0 0.00% 0.00%	0 0.00% 0.56%	2 0.68%
	0.86%	12 1.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 7.00%	12 7.88% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sittingbourne Retail Park, Sittingbourne	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Express, Chalkwell Road, Sittingbourne	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Superstore, Bridge Road, Sheerness Tesco Superstore, Crescent Road, Faversham Other - Zone 11	1.02%	14 1.17% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.23%	14 9.27% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	1.19%	17 1.37% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.28%	1 3.51% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.23%	14 9.26% 0.96%	1 1.21% 0.00%	0 0.00% 0.00%	0 0.00%
	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Zone 12	0.82%	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, Victoria Road, Ashford		12 0.95% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 5.95%	6 7.54% 6.71%	6 7.43% 0.00%	0 0.00%
Asda, Kimberley Way, Ashford Ashford Designer Outlet, Ashford Co-op, Brookfield Court, Ashford	0.96% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 3.49% 0 0.00% 0.00% 0 0.00% 0.00%	3 4.42% 8.34% 0 0.00% 0.00% 0 0.00% 0.00%	7 9.23% 0.69% 0 0.00% 0.00% 0 0.00% 0.00%	3 0.84% 0 0.00% 0 0.00%
Co-op, Churchfield Way, Wye	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Faversham Road, Kennington, Ashford	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Hunter Avenue, Willesborough, Ashford	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Farmfoods, New Street, Ashford Iceland, High Street, Ashford	0.00%	0 0.00% 0.00% 1 0.05% 0.00% 3 0.22% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.59% 0 0.00% 1.54%	0 0.00% 0.00% 1 0.75% 0.00% 1 1.95% 1.44%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00% 0 0.00%
Lidl, New Street, Ashford Local Shops, Ashford Town Centre Local Shops, Kennington Local Centre, Ashford	0.19% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00%
Marks & Spencer, County Square, Ashford	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sainsbury's Superstore, Simone Weil Avenue, Ashford	1.78%	25 2.05% 0.00%	0 0.00% 1.53%	0 1.69% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 15.97%	15 20.23% 8.07%	7 8.93% 0.56%	2 0.68%
Tesco Express. Mace Lane. Ashford	0.23%	3 0.27% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.76%	3 4.16% 0.00%	0 0.00%
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford Waitrose. Sir Bernard Paget Drive. Ashford	1.45% 2.05% 0.51%	20 1.68% 0.00% 29 2.37% 0.00% 7 0.58% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 3.66% 0 0.00% 0.00%	4 4.19% 0.00% 0 0.00% 0.00%	0 0.00% 15.04% 0 0.00% 16.46%	14 19.05% 2.25% 16 20.84% 15.06%	2 2.49% 0.00% 13 16.68% 0.00%	0 0.00% 0 0.00%
Other - Zone 12 Zone 13	0.11%	2 0.13% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.75% 0.00%	0 0.00% 0.00% 1 0.86% 0.00% 0.00%	0 0.00% 4.82% 0 0.00% 0.77% 0.00%	5 6.10% 2.87% 1 0.98% 0.00% 0.00%	2 3.18% 0.00% 0 0.00% 0.00% 0.00%	0 0.00% 0 0.00% 0.00%
Sainsbury's Superstore, Dymchurch Road, New Romney	0.52%	7 0.60% 0.00%	0 0.00% 0.00%		0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.39%	7 9.29% 0.00%	0 0.00%
Spar, Coast Drive, Greatstone, New Romney	0.00%	0 0.00% 0.00%	0 0.00% 0.00%		0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Spar, High Street, New Romney	0.00%	0 0.00% 0.00%	0 0.00% 0.00%		0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Superstore, Highbury Works, Tenterden Waitrose, Sayer's Lane, Tenterden Other - Zone 13	1.08% 0.22% 0.00%	15 1.25% 0.00% 3 0.25% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 1.80% 0 0.00% 0.00% 0 0.00% 0.00%	2 2.06% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 15.16% 0 0.00% 3.50% 0 0.00% 0.00%	13 16.79% 0.00% 3 3.87% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00% 0 0.00%
Zone 14 Aldi, Ambley Road, Gillingham	1.16%	0.00% 16 1.34% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00%	0.00% 0 0.00% 3.92%	0.00% 16 4.77%
Aldi, Duncan Road, Gillingham	0.81%	11 0.93% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.72%	11 3.31%
Aldi, Langley Park Centre, Maidstone	0.89%	13 1.03% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.01%	13 3.66%
Aldi, Well Road, Maidstone	2.33%	33 2.69% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 7.85%	33 9.56%
Asda, Pier Road, Gillingham	0.80%	11 0.93% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.72%	11 3.30%
Co-op, Egremont Road, Bearsted	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Faversham Road, Lenham	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, High Street, Cranbrook	0.33%	5 0.38% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.12%	5 1.36%
Iceland, High Street, Gillingham	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Iceland, Rainham Shopping Centre, Rainham	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Iceland, Water Lane, Chequers Centre, Maidstone	0.64%	9 0.74% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.16%	9 2.62%
Lidl, Broadway Shopping Centre, Maidstone	0.17%	2 0.19% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.56%	2 0.68%
Lidl, Farleigh Hill, Tovil, Maidstone	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Chatham Town Centre	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Maidstone Town Centre	0.64%	9 0.74% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.16%	9 2.62%
Local Shops, Staplehurst Village Centre	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Marks & Spencer, Hempstead Valley Shopping Centre, Gillir	iç 0.54%	8 0.62% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.66%	3 1.87% 0.00%	0 0.00% 0.00%	0 0.00% 1.12%	5 1.36%
Marks & Spencer, Week Street, Maidstone	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, Sutton Road, Maidstone	1.85%	26 2.14% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.44%	1 1.59% 5.95%	25 7.24%
Morrisons, Walderslade, Princes Avenue, Chatham	0.55%	8 0.63% 0.00%	0 0.00% 0.77%	0 0.84% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.81%	8 2.20%
Sainsbury's Local, High Street, Headcorn Sainsbury's Superstore, Hempstead Valley, Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, Chatha	0.04% 0.77%	1 0.04% 0.00% 11 0.89% 0.00% 2 0.19% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.62% 0 0.00% 0.00% 0 0.00% 0.00%	1 0.69% 0.00% 0 0.00% 2.59% 0 0.00% 0.56%	0 0.00% 11 3.15% 2 0.68%
Sainsbury's Superstore, Romney Place, Maidstone	0.13%	2 0.15% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.43%	2 0.52%
Tesco Express (Esso), Tonbridge Road, Maidstone	0.64%	9 0.74% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.16%	9 2.62%
Tesco Express, Ashford Road, Bearsted	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Express, London Road, Maidstone	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Express, Sturdee Avenue, Gillingham	0.97%	14 1.12% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.27%	14 3.98%
Tesco Extra, Courteney Road, Gillingham	3.42%	48 3.95% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.72%	3 1.93% 0.00%	0 0.00% 0.00%	0 0.00% 10.82%	45 13.17%
Tesco Metro, Rainham Shopping Centre, Gillingham	1.53%	21 1.77% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 5.17%	21 6.29%
Tesco Metro, Rye Road, Hawkhurst	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Superstore, Farleigh Hill, Tovil Tesco Superstore, Grovewood Drive, Maidstone	0.37%	5 0.43% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.25%	5 1.52%
	2.23%	31 2.58% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.89%	2 1.03% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 7.14%	30 8.69%
Waitrose, Mid Kent Shopping Centre, Maidstone	0.21%	3 0.24% 0.00%	0 0.00% 0.00%		0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.69%	3 0.84%
Other - Zone 14	0.17%	2 0.19% 0.00%	0 0.00% 0.00%		0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.56%	2 0.68%

Outside Survey Area Aldi, Friary Place, Strood Aldi, Hermitage Lane, Aylesford Aldi, Rye Road, Hastlings Asda, Maidstone Road, Chatham Co-op, Church Parade, Ashford Co-op, High Street, Swanley Co-op, High Street, Swanscombe Co-op, Station Approach, Sevenoaks Local Shops, Sevenoaks Town Centre Local Shops, Strood Town Centre Marks & Spencer, Bluewater, Greenhithe Marks & Spencer, London Road, Sevenoaks Sainsbury's Local, St. Johns Road, Tunbridge Wells Sainsbury's Superstore, Linden Park Road, Tunbridge Wells Sainsbury's Superstore, Cutroff Road, Sevenoaks Sainsbury's Superstore, Cutroff Road, Sevenoaks Sainsbury's Superstore, Cutroff Road, Sevenoaks Sainsbury's Superstore, Under Road, Sevenoaks Sainsbury's Superstore, Wingfield Bank, Northfleet Tesco Extra, Lunsford Park, Aylesford Waltrose, Church Road, Paddock Wood Other - Outside Survey Area Weighted base: Sample:	0.00% 0 0.00% 0.00	0.00% 0.00%	% 0 0.00% 0.00% 0 % 0 0.00% 0.00% 0.00% 0 % 0 0.00% 0.00% 0	0.00%	0.00% 0.00%	0.00% 0.00% 0.00% 0	0.00% 0.00%	0.00% 0.00% 1 1	97 1 1 112	0.00% 0 0.00%	0.00% 0.00%	0.00% 0.00%
Q7 - 2nd choice												
Zone 1 Aldi, St. Andrews Close, Canterbury Asda, Sturry Road, Canterbury Iceland, Stour Retail Park, 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 Sainsbury's Local, St. Dunstans Street, Canterbury Sainsbury's Local, St. Dunstans Street, Canterbury Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dove Sainsbury's Superstore, Kingsmead Road, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury) Sturry Road Retail Parks, Canterbury (includes Canterbury) Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Cant The Goods Shed Farmers Market, Station Road West, Canter Waltrose, St. Georges Centre, Canterbury Wincheap Retail Area, Canterbury Other - Zone 1 Zone 2 Co-op, Parkwood, University of Kent, Canterbury Local Shops, Chartham Village Centre Local Shops, Chartham Village Centre Other - Zone 2	0.11% 2 0.15% 1.61% 0.22% 3 0.31% 1.80% 0.35% 5 0.49% 0.62% 0.28% 4 0.39% 0.62% 0.14% 2 0.20% 2.23% 0.17% 10 1.00% 5.25% 0.17% 2 0.23% 3.41% 10.13% 2 0.18% 1.61% 0.47% 0.66% 8.18% 10.35% 5 0.49% 3.10% 0.35% 5 0.49% 3.10% 0.35% 5 0.49% 3.79% 0.06% 0.41% 6 0.57% 9.10% 0.0	3 10.28% 1.53% 0 3.18% 0.0 3 10.10% 0.00% 0 0.00% 0.7 0 0.00% 0.00% 0 0.00% 0.0 1 1.61% 0.00% 0 0.00% 0.0 1 2.59% 0.00% 0 0.00% 2.6 1 2.90% 5.87% 1 12.16% 0.0 0 0.99% 0.07% 0 1.58% 0.7 1 3.59% 3.25% 1 6.72% 1.4 3 8.47% 12.56% 2 26.01% 7.3 2 5.50% 1.77% 0 3.66% 7.3 1 2.60% 1.53% 0 3.18% 6.5 4 13.20% 7.40% 1 15.83% 0 3.18% 6.5 0 0.00% 0.00% 0 0.00% 0 0.00% 0.0 2 5.01% 0.00% 0 0.00% 0 0.00% 0.0 2 5.01% 0.00% 0 0.00% 0 0.00% 0.0 4 12.57% 0.77% 0 1.58% 0.0 5 14.69% 1.00% 0 0.00% 0 0.00% 0.0 0 0.00% 0.00% 0 0.00% 0 0.00% 0	0 1 0.49% 10.53% 1 0 0 0.00% 5.40% 1 0 0 0.00% 5.40% 1 0 0 0.00% 5.40% 1 0 0 0.00% 0 0.00% 0 0 3.77% 2.67% 0 0 0.00% 0 0.00% 0 0 0.00% 0 0.00% 0 0 1.04% 3.57% 0 0 0.00% 0 0.00% 0 0 1 10.46% 3.57% 0 0 0 0.00% 0 0.00% 0 0 1 10.46% 0 0.00% 0 0 1 10.46% 0 0.00% 0 0 1 9.33% 0 0.00% 0 0 4.72% 3.87% 0 0 0.00% 0 9.97% 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0 0 0.00% 0 0.00% 0 0	0.00% 0.00% 0 0.00% 3.28% 15.84% 0.00% 0 0.00% 0	1 4.82% 0.00	0 0.00% 0.00% 0 0 0.00% 0.00% 0	0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 1.01% 0.00% 0 1.01% 0.00% 0 1.01% 0.00% 0 1.01% 0.00% 0 1.01% 0.00% 0 0.00% 0.00% 0	0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 5 3.70% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0 0.00% 0 0.00% 0.00% 0
Barham Post Office, Valley Road, Barham, Canterbury Local Shops, Barham Village Centre Local Shops, Bridge Village Centre Other - Zone 3	0.14% 2 0.20% 0.00% 0.00% 0 0.00% 0.00% 0.02% 0 0.03% 0.00% 0.02% 0 0.03% 0.00%	0 0.00% 0.00% 0 0.00% 12.6 0 0.00% 0.00% 0 0.00% 0.0 0 0.00% 0.00% 0 0.00% 2.6 0 0.00% 0.00% 0 0.00% 2.9	% 1 17.92% 0.00% 0 % 0 0.00% 0.00% 0 % 0 3.77% 0.00% 0	0.00% 0.00% 0 0.00% 0.00% 0.00% 0.00% 0 0.00% 0.00% 0.00% 0.00% 0 0.00% 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0	0.00% 0.57% 1 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0	0.73% 0.00% 0.00% 0.00% 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0 0.00% 0.00% 0 0.00% 0 0.00% 0.00% 0 0.00% 0 0.00% 0.00% 0 0.00%
Zone 4 Co-op, Island Road, Sturry Local Shops, Hersden Village Centre Local Shops, Sturry Village Centre Other - Zone 4 Zone 5	0.00% 0.19% 0.00% 0.19% 0.00%	0 0.00% 0.00% 0 0.00%	0.00% % 0 0.00% 23.45% 3 % 0 0.00% 0.00% 0 % 0 1.36% 0.60% 0	35.27% 0.00% 0.00% 0.00% 35.27% 0.00%	0.00% 0.00% 0.00% 0 0.00% 0 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 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0	0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0	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 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 0 0.00%	0.00% 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00%	0.00% 0.00% 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0 0.00% 0.00% 0 0.00% 0 0.00% 0.00% 0 0.00% 0 0.00% 0.00% 0 0.00% 0 0.00% 0.00% 0 0.00%
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 Bay Local Shops, Recluver Road, Beltinge, Herne Bay Local Shops, Recluver Road, Beltinge, Herne Bay 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, Tesco Express, Canterbury Road, Herne Bay Tesco Express, Sea Street, Herne Bay Other - Zone 5 Zone 6	0.30% 4 0.42% 0.00%	0.00% 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.00% 0.0 0.00% 0.00% 0.00% 0.00% 0.00% 0.0 0.00%	% 0 0.00% 1.95% 0 0 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0 0.00	0.00% 0.00	0.00% 0.00%	0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0	0.00% 0.00% 0 0.00% 0.00% 0	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%
Aidi, Prospect Retail Park, 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 Iceland, High Street, Whitstable Local Shops, Faversham Road, Seasalter Local Shops, Faversham Road, Sasalter Local Shops, Tankerton Road, Tankerton Local Shops, Tankerton Road, Tankerton Local Shops, Tankerton Road, Tankerton Local Shops, Whitstable Town Centre Marks & Spencer, Prospect Retail Park, Whitstable Sainsbury's Superstore, Reeves Way, Whitstable Sainsbury's Superstore, Reeves Way, Whitstable Tesco Express, Tankerton Road, Whitstable Tesco Extra, Millistrood Road, Whitstable Other - Zone 6	0.52% 7 0.72% 0.00% 0.00% 0.09% 1 0.13% 0.00% 0.15% 2 0.21% 0.00% 0.05% 1 0.00%	0 0.00% 0.00% 0 0.00% 0 0.00% 0.00% 0.00% 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0.	% 0 0.00% 0.00% 0 % 0 0.00% 0.00% 0	0.00% 0.00% 0 0.00% 11.26% 0.00% 0.00% 2.88% 0.00% 0.00% 2.88% 0.00% 0.00% 0.00% 2.88% 0.00% 0.00% 0.00% 0.85% 0.00% 0.00% 0.00% 0.65% 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% 0.65% 0.00% 0.00% 0.00% 8.97% 0.00% 0.00% 0.00% 2.58% 0.00% 0.00% 0.00% 2.55% 0.00% 0.00% 0.00% 6.48% 0.00% 0.00% 0.00% 6.48% 0.00% 0.00% 0.00% 6.28% 0.00% 0.00% 0.00% 6.28% 0.00% 0.00% 0.00% 6.28%	5 16.55% 0.00% 1 4.24% 0.00% 1 4.24% 0.00% 0 1.25% 0.00% 1 2.21% 0.00% 0 0.96% 0.00% 0 0.00% 0.00% 0 0.00% 0.00% 3 8.75% 0.00% 4 13.18% 0.00% 1 3.46% 0.00% 3 8.55% 0.00% 6 18.84% 0.00% 6 18.84% 0.00%	0 0.00% 0.00% 0 0 0.00% 0.00% 0	0.00% 0.00% 0 0.00% 0.00% 0	0.09% 0.00%	0 0.00% 1.22% 0.00%	2 1.69% 0.00% 0.00% 0 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00%
Zone 7 Aidi, Boundary Road, Ramsgate Aidi, Zion Place, Margate Asda, Westwood Road, Broadstairs Co-op, Grange Road, Ramsgate Co-op, High Street, Broadstairs Co-op, Hopeville Avenue, Broadstairs Co-op, Station Road, Birchington Co-op, Station Road, Birchington Co-op, Station Road, Birchington Co-op, Station Road, Westgate On Sea Co-op, Summerfield Road, Margate Iceland, High Street, Broadstairs Lidi, Margate Road, Ramsgate Local Shops, Broadstairs Town Centre Local Shops, Margate Town Centre Local Shops, Bargate Town Centre Local Shops, Ramsgate Town Centre Marks & Spencer (BP), Canterbury Road, Margate Marks & Spencer (BP), Canterbury Road, Margate Marks & Spencer, Westwood Cross Shopping Centre, Broads 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, Cliffonville, Margate	0.00% 0.94% 0.31% 0.40% 0.31% 0.40% 0.41% 0.41% 0.40%	0.00%	% 0 0.00% 0.00% 0 % 0 0.00% 0.00% 0	0.00% 0.00% 0.00% 0.00% 0.00% 0.00% <td< td=""><td>0.00% 0.00% 1.12% 0.00% 0.00% 2.34% 0.00% 6.06% 0.00% 6.06% 0.00% 1.00% 0.72% 0.00% 2.00% 0.00% 2.00% 0.00%</td><td>0.00% 4 3.31% 0.00% 0 11 8.57% 0.00% 0 11 1.02% 0.72% 0 7 5.75% 0.00% 0 4 2.83% 0.00% 0 2 1.27% 0.00% 0 2 1.27% 0.00% 0 4 2.83% 0.00% 0 2 1.27% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 1 1.02% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 1 1.02% 0.72% 0 8 6.29% 0.00% 0 1 1.02% 0.72% 0 8 6.29% 0.00% 0 2 1.56% 0.00% 0 7 5.51% 0.00% 0</td><td>0.00% 0.00% 0.00% 0</td><td>0.00% 0.00%</td><td>0.00% 0.00%</td><td>0.00% 0.00%</td><td>0.00% 0.00%</td><td>0.00% 0.00%</td></td<>	0.00% 0.00% 1.12% 0.00% 0.00% 2.34% 0.00% 6.06% 0.00% 6.06% 0.00% 1.00% 0.72% 0.00% 2.00% 0.00% 2.00% 0.00%	0.00% 4 3.31% 0.00% 0 11 8.57% 0.00% 0 11 1.02% 0.72% 0 7 5.75% 0.00% 0 4 2.83% 0.00% 0 2 1.27% 0.00% 0 2 1.27% 0.00% 0 4 2.83% 0.00% 0 2 1.27% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 1 1.02% 0.00% 0 0 0.00% 0.00% 0 0 0.00% 0.00% 0 1 1.02% 0.72% 0 8 6.29% 0.00% 0 1 1.02% 0.72% 0 8 6.29% 0.00% 0 2 1.56% 0.00% 0 7 5.51% 0.00% 0	0.00% 0.00% 0.00% 0	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	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%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.85%	16 12.53% 0.72%	0 1.01% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Waitrose, Queens Street, Ramsgate	0.56%	8 0.78% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 4.24%	8 6.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Westwood Cross Shopping Centre & Retail Parks / Broadsta		1 0.14% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.17%	0 1.64% 0.92%	1 1.18% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Other - Zone 7		2 0.23% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.27%	2 1.80% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Zone 8 Co-op, Moatsole, Sandwich Co-op, The Street, Ash	0.45% 0.10%	0.00% 6 0.63% 0.00% 1 0.14% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 22.85% 0 0.00% 7.50%	0.00% 4 31.99% 1.66% 1 10.49% 0.00%	0.00% 2 2.13% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% br>0 0.00%				
Gibson's Farm Shop, Crockshard Hill, Wingham Local Shops, Littlebourne Village Centre	0.13% 0.06% 0.04%	2 0.18% 0.00% 1 0.08% 0.00% 1 0.06% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 3.76% 0 0.00% 8.25% 0 0.00% 0.00%	0 5.34% 0.00% 1 11.70% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 4.88% 0 0.00% 0.00% 0 0.00% 3.34%	1 6.83% 0.00% 0 0.00% 0.00% 1 4.68% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.59% 0 0.00% 0.00% 0 0.00% 0.00%	1 0.89% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00% 0 0.00%
Local Shops, Sandwich Town Centre Local Shops, Wingham Village Centre Spar, Market Street, Sandwich	0.04% 0.06%	1 0.06% 0.00% 1 0.05% 0.00% 1 0.08% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 3.34% 0 0.00% 2.84% 0 0.00% 4.51%	1 3.98% 0.00% 1 6.32% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00%
Other - Zone 8 Zone 9	0.08%	1 0.11% 0.00% 0.00%	0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0.00%	0 0.00% 0.00% 0.00%	0 0.00% 5.88% 0.00%	1 8.23% 0.00% 0.00%	0 0.00%					
Aldi, Cherry Tree Avenue, Dover	0.37%	5 0.51% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.99%	5 5.14% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Beauchamp Avenue, Deal	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 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%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.99%	5 5.14% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Lower Road, Dover	0.19%	3 0.26% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.05%	3 2.64% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Market Square, Aylesham	0.48%	7 0.67% 0.00%	0 0.00% 1.24%	0 2.57% 2.66%	0 3.77% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.72%	0 1.01% 4.73%	6 6.09% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Mill Road, Deal	0.36%	5 0.50% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.88%	5 4.99% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Farmfoods, Charlton Green, Dover	0.23%	3 0.32% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.51%	3 3.23% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Iceland, Queen Street, Deal	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Lidl, Honeywood Parkway, Dover	0.63%	9 0.88% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.79%	1 5.31% 6.28%	8 8.09% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Deal Town Centre	0.33%	5 0.46% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.89%	0 2.65% 3.31%	4 4.27% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Dover Town Centre	0.26%	4 0.37% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.85%	4 3.68% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, Bridge Street, Dover	0.48%	7 0.67% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 5.18%	7 6.68% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sainsbury's Superstore, West Street, Deal	0.79%	11 1.10% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.55%	11 11.01% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
St James Retail Park, Dover Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.35%	5 0.49% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.81%	5 4.91% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	0.51%	7 0.71% 0.00%	0 0.00% 0.00%	0 0.00% 0.74%	0 1.04% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.72%	0 1.01% 5.36%	7 6.91% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Other - Zone 9 Zone 10 Aldi, High Street, Hythe	0.66%	9 0.92% 0.00% 0.00% 6 0.57% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.72% 0.00% 0 0.00% 0.00%	0 1.01% 7.06% 0.00% 0 0.00% 0.00%	9 9.09% 0.00% 0.00% 0 0.00% 5.17%	0 0.00% 0.00% 0.00% 6 7.99% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00%
Asda, Bouverie Place, Folkestone	0.27%	4 0.38% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.77%	2 2.28% 1.33%	1 2.06% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Cheriton Road, Folkestone	0.48%	7 0.66% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 5.98%	7 9.24% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, High Street, Folkestone	0.05%	1 0.06% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.58%	1 0.89% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Main Road, Sellindge	0.05%	1 0.06% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.58%	1 0.89% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Iceland, High Street, Hythe	0.28%	4 0.39% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.48%	4 5.38% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Lidl, Haven Drive, Hawkinge, Folkestone	0.35%	5 0.49% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 4.41%	5 6.82% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Lidl, Shellons Street, Folkestone	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Folkstone Town Centre	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Hythe Town Centre	0.09%	1 0.13% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.15%	1 1.78% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Stelling Minnis Village Centre	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Marks & Spencer, Cheriton High Street, Folkestone	0.05%	1 0.06% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.58%	1 0.89% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, Cheriton Road, Folkestone	0.50%	7 0.70% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 6.26%	7 9.68% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sainsbury's Superstore, Bouverie Road West, Folkestone		3 0.32% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.57%	1 0.73% 2.26%	3 3.49% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sainsbury's Superstore, Military Road, Hythe		3 0.34% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.06%	3 4.73% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sainsbury's Superstore, Park Farm Retail Park, West Park,		6 0.59% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.77%	2 2.28% 3.31%	4 5.11% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Express, Canterbury Road, Folkestone	0.19%	3 0.27% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.44%	3 3.77% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Express, Castle House, Bouverie Road West, Folkes	to 0.05%	1 0.06% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.58%	1 0.89% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Superstore, Cheriton High Street, Folkestone	0.49%	7 0.68% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 6.16%	7 9.52% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Waitrose, Prospect Road, Hythe	0.79%	11 1.10% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 9.91%	11 15.32% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Other - Zone 10	0.37%	5 0.52% 0.00%	0 0.00% 1.24%	0 2.57% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.81%	4 5.89% 0.00%	0 0.00% 0.77%	1 1.16% 0.00%	0 0.00% 0.00%	0 0.00%
Zone 11 Aldi, East Street, Sittingbourne Aldi, Pepvs Avenue, Sheemess	0.50% 0.44%	0.00% 7 0.69% 0.00% 6 0.61% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 4.01% 0 0.00% 3.53%	0.00% 7 5.55% 0.00% 6 4.89% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0.00% 0 0.00% 0 0.00%
Asda, Trinity Trading Estate, Sittingbourne Co-op, Bobbing Corner, Sittingbourne	0.57%	8 0.79% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 4.60%	8 6.36% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	0.09%	1 0.12% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.69%	1 0.96% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Church Road, Sittingbourne	0.09%	1 0.12% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.69%	1 0.96% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Forbes Road, Faversham	0.07%	1 0.09% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.53%	1 0.73% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
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 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, High Street, Sheerness	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, London Road, Teynham, Sittingbourne	0.33%	5 0.46% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.68%	5 3.70% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
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 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.66%	3 2.35% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.86%	1 1.19% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
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 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.35%	4 3.26% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, The Street, Upchurch, Sittingbourne	0.48%	7 0.67% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.52%	4 3.48% 0.00%	0 0.00% 0.00%	0 0.00% 0.56%	2 0.73%
Iceland, East Street, Faversham	0.11%	1 0.15% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.86%	1 1.19% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Lidl, West Street, Sittingbourne	0.27%	4 0.38% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.19%	4 3.03% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Faversham Town Centre Local Shops, Minster Village Centre, Isle of Sheppey Local Shops. Sheerness Town Centre, Isle of Sheppey	0.19%	3 0.27% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.55%	3 2.15% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Sittingbourne Town Centre	0.07%	1 0.09% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.53%	1 0.73% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, Mill Way, Sittingbourne	0.40%	6 0.56% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.27%	6 4.53% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, Neats Court, Isle of Sheppey	0.80%	11 1.12% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 6.47%	11 8.96% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Morrisons, North Lane, Faversham	0.09%	1 0.12% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.69%	1 0.96% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sainsbury's Superstore, Avenue of Remembrance, Roman	Sc 0.89%	13 1.25% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 5.88%	10 8.14% 0.00%	0 0.00% 0.00%	0 0.00% 0.56%	2 0.73%
Sainsbury's Superstore, Bysing Wood Road, Faversham	0.40%	6 0.55% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.21%	6 4.44% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Sittingbourne Retail Park, Sittingbourne	0.36%	5 0.50% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.88%	5 3.99% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Express, Chalkwell Road, Sittingbourne	0.31%	4 0.43% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.52%	4 3.48% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Superstore, Bridge Road, Steerness Tesco Superstore, Crescent Road, Sheerness	0.28% 0.79%	4 0.39% 0.00% 11 1.10% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 2.29%	0 0.00% 0.00% 0 3.25% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 2.35% 0 0.00% 2.25% 0 0.00% 6.25%	4 3.11% 0.00% 11 8.66% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00%
Other - Zone 11 Zone 12 Aldi, Victoria Road, Ashford	0.74%	10 1.03% 0.00% 0.00% 6 0.58% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 1.05% 0.00% 0 0.00% 0.00%	1 1.59% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 3.94% 0.00% 0 0.00% 0.00%	7 5.46% 0.00% 0.00% 0 0.00% 4.75%	0 0.00% 0.81% 0.00% 5 7.15% 1.44%	1 1.19% 0.56% 0.00% 1 2.10% 0.00%	2 0.73% 0.00% 0 0.00%				
Asda, Kimberley Way, Ashford	0.58%	8 0.82% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 5.88%	6 8.86% 2.95%	3 4.31% 0.00%	0 0.00%
Ashford Designer Outlet, Ashford	0.21%	3 0.29% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.69%	3 0.90%
Co-op, Brookfield Court, Ashford	0.34%	5 0.48% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.62%	2 3.94% 2.63%	2 3.85% 0.00%	0 0.00%
Co-op, Churchfield Way, Wye	0.07%	1 0.09% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.96%	1 1.44% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Faversham Road, Kennington, Ashford	0.04%	1 0.06% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.59%	1 0.89% 0.00%	0 0.00% 0.00%	0 0.00%
Co-op, Hunter Avenue, Willesborough, Ashford	0.17%	2 0.24% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 2.50%	2 3.76% 0.00%	0 0.00% 0.00%	0 0.00%
Farmfoods, New Street, Ashford	0.06%	1 0.08% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.75%	1 1.16% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Iceland, High Street, Ashford	0.46%	6 0.65% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.93%	4 5.92% 3.14%	3 4.59% 0.00%	0 0.00%
Lidl, New Street, Ashford	0.18%	3 0.25% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.73%	2 2.60% 1.01%	1 1.47% 0.00%	0 0.00%
Local Shops, Ashford Town Centre	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Local Shops, Kennington Local Centre, Ashford	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Marks & Spencer, County Square, Ashford	0.25%	3 0.34% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.84%	2 2.78% 1.95%	2 2.84% 0.00%	0 0.00%
Sainsbury's Superstore, Simone Weil Avenue, Ashford	1.21%	17 1.69% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 4.04%	4 6.09% 9.77%	8 14.28% 1.12%	5 1.46%
Tesco Express, Mace Lane, Ashford	0.24%	3 0.33% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 3.45%	3 5.20% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Extra, Hythe Road, Willesborough, Ashford	0.56%	8 0.79% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.27%	8 12.45% 0.00%	0 0.00% 0.00%	0 0.00%
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford Waitrose, Sir Bernard Paget Drive, Ashford	0.62%	9 0.86% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 6.01%	6 9.04% 3.38%	3 4.94% 0.00%	0 0.00%
	0.25%	4 0.36% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.77%	1 1.16% 3.26%	3 4.76% 0.00%	0 0.00%
Other - Zone 12 Zone 13 Sainsbury's Superstore, Dymchurch Road, New Romney	0.43%	6 0.61% 0.00% 0.00% 5 0.49% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 6.36% 0.00% 0 0.00% 0.00%	6 9.58% 0.00% 0.00% 0 0.00% 5.63%	0 0.00% 0.00% 0.00% 5 8.23% 0.00%	0 0.00% 0.00% 0 0.00%
Spar, Coast Drive, Greatstone, New Romney	0.09%	1 0.12% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.44%	1 2.10% 0.00%	0 0.00%
Spar, High Street, New Romney	0.08%	1 0.11% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.24%	1 1.82% 0.00%	0 0.00%
Tesco Superstore, Highbury Works, Tenterden	0.50%	7 0.70% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 8.07%	7 11.79% 0.00%	0 0.00%
Waitrose, Sayer's Lane, Tenterden	0.11%	2 0.16% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.82%	2 2.66% 0.00%	0 0.00%
Other - Zone 13	0.93%	13 1.30% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.18%	1 1.78% 13.70%	12 20.02% 0.00%	0 0.00%
Zone 14	1.24%	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, Ambley Road, Gillingham		17 1.73% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 4.18%	17 5.44%
Aldi, Duncan Road, Gillingham Aldi, Langley Park Centre, Maidstone	0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00% 27 8.41%
Aldi, Well Road, Maidstone Asda, Pier Road, Gillingham Co-op, Egremont Road, Bearsted	1.92% 1.88% 0.00%	27 2.68% 0.00% 26 2.63% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 6.34% 0 0.00% 0.00%	27 8.41% 26 8.24% 0 0.00%
Co-op, Faversham Road, Lenham	0.24%	3 0.34% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.62%	1 0.91% 0.69%	3 0.90%
Co-op, High Street, Cranbrook	0.50%	7 0.69% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 1.68%	7 2.18%
Iceland, High Street, Gillingham	1.28%	18 1.79% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 4.31%	18 5.61%
Iceland, Rainham Shopping Centre, Rainham	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%
Iceland, Water Lane, Chequers Centre, Maidstone	0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00% 0.00%	0 0.00%

Lidl, Broadway Shopping Centre, Maldstone Lidl, Farleigh Hill, Tovil, Maidstone Local Shops, Chatham Town Centre Local Shops, Maidstone Town Centre Local Shops, Maidstone Town Centre Local Shops, Maidstone Town Centre Local Shops, Maidstone Town Centre Marks & Spencer, Hernpstead Valley Shopping Centre, Gilling Marks & Spencer, Week Street, Maidstone Morrisons, Sutton Road, Maidstone Morrisons, Sutton Road, Maidstone Morrisons, Walderslade, Princes Avenue, Chatham Sainsbury's Superstore, Hempstead Valley, Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, Chathan Sainsbury's Superstore, Romney Place, Maidstone Tesco Express (Esso), Tonbridge Road, Maidstone Tesco Express, London Road, Maidstone Tesco Express, London Road, Maidstone Tesco Express, Lordon Road, Gillingham Tesco Extra, Courteney Road, Gillingham	0.21% 0.84% 0.13% 0.00% 0.33% 1.43%	0 0.00 3 0.29 0 0.03 2 0.23 6 0.55 7 0.73 0 0.00 8 0.78 14 1.39 6 0.64 7 0.67 0 0.00 3 0.29 12 1.18 2 0.18 6 0.00 12 1.18 2 0.18	66 0.00% 68 0.00% 69 0.00% 60 0.00%	0 0.00 0 0.00	% 0.00% % 0.00%	0 0.0 0 0.0 0 3.1 0 0.0 0 0 0 0.0 0 0 0 0	0% 0.00% 0% 0% 0% 0.00%	0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00° 0 0.00°	6 0.00% 6 0.00%	0 0.009 0 0.009	6 0.00% 6 0.00%	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	00% 0.	0 0.00 0 0.00	19% 0.00% 19% 0.00%	0 0. 0 0. 0 0. 0 0. 0 0. 0 0. 0 0. 0 0.	00% 0.	0 0.00 0 0.00	0% 0.0	0 0.00% 0 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 0.00% 0.00% 0 1.19% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00% 0 0.00%	1.01% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0 0.00% 0 0.00%	0.00% 0.69% 0.00% 0.56% 1.34% 1.76% 0.00% 3.36% 1.34% 1.25% 0.00% 0.69% 2.85% 0.43% 0.00%	0 0.00% 3 0.90% 0 0.00% 2 0.73% 6 1.74% 7 2.29% 0 0.00% 8 2.46% 14 4.36% 5 1.63% 5 1.63% 0 0.00% 3 0.90% 12 3.70% 2 0.56% 0 0.00% 5 1.45%
Tesco Metro, Rainham Shopping Centre, Gillingham Tesco Metro, Rye Road, Hawkhurst	1.03% 0.21%	15 1.459 3 0.299	% 0.00%	0 0.00	% 0.00%	0 0.0	0.00%	0 0.00	6 0.00%	0 0.009	6 0.00%	0 0.0	0% 0.00% 0% 0.00%	0 0	.00% 0.00% .00% 0.00%	0 0.00	0.00%	0 0.	0.00% 0.00% 0.00%	0 0.00	0.00%	0 0.00% 0 0.00%	0.00%	0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00%	0.00% 0.00%	0 0.00% 0 0.00%	3.49% 0.69%	3 0.90%
Tesco Superstore, Farleigh Hill, Tovil Tesco Superstore, Grovewood Drive, Maidstone	0.64% 1.72%	9 0.899 24 2.419		0 0.00		0 0.0 0 0.0		0 0.00		0 0.009			0% 0.00% 0% 0.00%		.00% 0.00% .00% 0.00%	0 0.00	0.00%		0.00% 0.00% 0.00%	0 0.00		0 0.00% 0 0.00%		0 0.00% 0.00% 1 1.19% 0.00%	0 0.00% 0 0.00%	0.00% 0.00%	0 0.00% 0 0.00%	2.16% 5.47%	9 2.80% 23 7.11%
Waitrose, Mid Kent Shopping Centre, Maidstone Other - Zone 14	0.50% 2.84%	7 0.699 40 3.989		0 0.00		0 0.0 0 0.0		0 0.00		0 0.009			0% 0.00% 0% 0.00%		.00% 0.00% .00% 0.00%	0 0.00			0.00% 0.00% 0.00%	0 0.00		0 0.00% 0 0.00%		0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00%		0 0.00% 1 0.91%	1.68% 9.47%	7 2.18% 39 12.31%
Outside Survey Area	2.04%	0.009		0.00		0.0		0.00		0.009		0.0			.00% 0.00%	0.00			0.00%	0.00		0.00%		0.00% 0.00%	0.00%	0.62%	0.00%	9.4776	0.00%
Aldi, Friary Place, Strood	0.00%	0 0.009		0 0.00		0 0.0		0 0.00		0 0.00%			0% 0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Aldi, Hermitage Lane, Aylesford	0.00%	0 0.009	% 0.00%	0 0.00	6 0.00%	0 0.0	0.00%	0 0.00	6 0.00%	0 0.009	6 0.00%	0 0.0	0.00%	0 0	.00% 0.00%	0 0.00	0.00%	0 0.	0.00%	0 0.00		0 0.00%	0.00%	0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Aldi, Rye Road, Hastings	0.00%	0 0.009	6 0.00%	0 0.00	% 0.00%	0 0.0	0.00%	0 0.00	6 0.00%	0 0.009	6 0.00%	0 0.0	0.00%	0 0	.00% 0.00%	0 0.00	0.00%	0 0.	0.00%	0 0.00	0.00%	0 0.00%	0.00%	0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Asda, Maidstone Road, Chatham	0.00%	0 0.009	% 0.00%	0 0.00		0 0.0	0.00%	0 0.00	6 0.00%	0 0.009	6 0.00%	0 0.0	0.00%	0 0	.00% 0.00%	0 0.00	0.00%	0 0.	0.00%	0 0.00		0 0.00%	0.00%	0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Co-op, Church Parade, Ashford	0.29%	4 0.409		0 0.00		0 0.0		0 0.00		0 0.00%			0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 1.36%	1 2.05%	3.14%	3 4.59%	0.00%	0 0.00%
Co-op, High Street, Swanley	0.00%	0 0.009		0 0.00		0 0.0		0 0.00		0 0.00%			0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%		0 0.00%	0.00%	0 0.00%
Co-op, High Street, Swanscombe	0.00%	0 0.009		0 0.00		0 0.0		0 0.00		0 0.009			0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Co-op, Station Approach, Sevenoaks Local Shops, Sevenoaks Town Centre	0.00%	0 0.009		0 0.00		0 0.0		0 0.00		0 0.009			0% 0.00% 0% 0.00%		.00% 0.00% .00% 0.00%	0 0.00			0.00% 0.00% 0.00%	0 0.00	0.00% 0% 0.00%	0 0.00% 0 0.00%		0 0.00% 0.00% 0 0.00% 0.00%	0 0.00% 0 0.00%	0.00%	0 0.00% 0 0.00%	0.00%	0 0.00% 0 0.00%
Local Shops, Sevendarks Town Centre Local Shops, Strood Town Centre	0.00%	0 0.00		0 0.00		0 0.0		0 0.00		0 0.009			0% 0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Marks & Spencer, Bluewater, Greenhithe	0.00%	0 0.00		0 0.00		0 0.0		0 0.00		0 0.00%			0% 0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Marks & Spencer, Endowater, Greenhard Marks & Spencer, London Road, Sevenoaks	0.00%	0 0.00		0 0.00		0 0.0		0 0.00		0 0.00%			0% 0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Sainsbury's Local, St. Johns Road, Tunbridge Wells	0.00%	0 0.009		0 0.00		0 0.0		0 0.00		0 0.009	6 0.00%		0% 0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%		0 0.00%	0.00%	0 0.00%
Sainsbury's Superstore, Linden Park Road, Tunbridge Wells	0.00%	0 0.009	6 0.00%	0 0.00	6 0.00%	0 0.0	0.00%	0 0.00		0 0.009	6 0.00%	0 0.0	0.00%	0 0	.00% 0.00%	0 0.00		0 0.	0.00%	0 0.00	0.00%	0 0.00%	0.00%	0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Sainsbury's Superstore, Otford Road, Sevenoaks	0.00%	0 0.009		0 0.00		0 0.0		0 0.00		0 0.009			0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%	0.00%	0.00%	0.00%	0 0.00%
Sainsbury's Superstore, Quarry Wood Industrial Estate, Mills	0.02%	0 0.039		0 0.00		0 0.0		0 0.00		0 0.00%			0% 0.65%		.96% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Sainsbury's Superstore, Wingfield Bank, Northfleet	0.00%	0 0.009		0 0.00		0 0.0		0 0.00		0 0.009			0.00%		.00% 0.00%	0 0.00			0.00%	0 0.00		0 0.00%		0 0.00% 0.00%	0 0.00%	0.00%	0 0.00%	0.00%	0 0.00%
Tesco Extra, Lunsford Park, Aylesford Waitrose, Church Road, Paddock Wood	0.40%	0 0.559	% 0.00% % 0.00%	0 0.00		0 0.0		0 0.00		0 0.009			0% 0.00% 0% 0.00%		.00% 0.00% .00% 0.00%	0 0.00			0.00% 0.00%	0 0.00		0 0.00% 0 0.00%		0 0.00% 0.00% 0 0.00% 0.00%	0 0.00%	0.00%	0 0.00% 0 0.00%	1.34% 0.00%	6 1.74% 0 0.00%
Other - Outside Survey Area	1.64%	23 2.29		0 0.00		0 0.0		0 0.00		0 0.00%			0% 0.00% 0% 0.65%		.00% 0.00%	0 0.00			0.00% 0.00% 3.59%	0 0.00 5 4.63		0 0.00%		0 0.00% 0.00%	0 0.00% 3 4.48%		1 1.19%	3.49%	15 4.54%
Ottici - Outside Survey Ared	1.0476	1004	0.00%	33	o 0.00%	10 0.0	1 1	7	0.00%	7 0.007	0 0.00%	33	1 0.05%	31	1 1	130	1 0.00%	13	1 1	100	1 1	72 1	0.00%	125 1 1	63 1	0.0176	59 1		320 1
		1004	' '	33	. 0	10	' '	,		,	' '	33	' '	31	' '	130	' '	13	' '	100	' '	12 1	1	120 1 1	00 1	'	09 I	'	320 I

neince Goods Market Share - Main Food															
zoi	ne 1 Zon	e 2 Zone	3 Zone	e 4 zon	e 5 Zone	e 6 Zone	7 Zoi	ne 8 Zo	ne 9 Zo	one 10 Zo	ne 11 Zo	one 12 Zo	ne 13 Zo	ne 14 To	otal
1	7.04	4.40	4.44	0.40	0.00	0.07	0.00	4.40	4.47	0.00	4.50	0.40	0.00	0.00	40.00
St. Andrews Close, Canterbury Sturry Road, Canterbury	7.81 9.46	1.12 0.88	1.11 1.17	0.10 5.76	0.00 3.06	2.27 0.92	0.00	1.40 1.09	1.17 3.42	0.00	1.56 1.26	2.16 0.00	0.00	0.00	18.68 27.00
d, Stour Retail Park, Sturry Road, Canterbury	0.00	0.18	0.00	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62
d, Wincheap Industrial Estate, Maynard Road, Canterbury	0.68	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	0.68
turry Road, Canterbury	2.26	0.11	0.62	1.73	0.61	0.28	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	5.92
Shops, Canterbury City Centre	0.61	0.86	0.08	0.08	0.00	0.00	0.00	0.08	0.36	0.00	0.00	0.00	0.00	0.00	2.07
Shops, St Dunstans, Canterbury	0.21	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	2.77
s & Spencer, Maybrook Retail Park, Canterbury s & Spencer, St. Georges Street, Canterbury	0.55 2.53	0.09 0.71	0.20 0.25	0.46 0.00	0.00	0.00 0.00	0.00	0.38 0.14	1.11 0.00	0.00 3.36	0.00	0.00 0.69	0.00	0.00	2.80 7.69
sons, Ten Perch Road, Canterbury	12.26	4.27	4.04	0.00	0.00	0.00	0.00	1.30	8.04	0.00	0.00	12.02	1.12	0.00	43.63
pury's Local, St. Dunstans Street, Canterbury	1.71	0.55	0.07	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.62
pury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	0.55	0.18	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14
pury's Superstore, Kingsmead Road, Canterbury	10.89	3.63	1.03	1.85	0.00	0.28	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	18.06
Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park	0.00	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	0.07
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
Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	6.40	0.53	0.24	0.28	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	7.74
oods Shed Farmers Market, Station Road West, Canterbury	0.61	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.81
ose, St. Georges Centre, Canterbury	9.73	1.90	1.86	0.24	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	13.96
neap Retail Area, Canterbury - Zone 1	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	0.00	0.00	0.00	0.00	0.00	0.00 0.21
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
, 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
, 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
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
Shops, Chartham 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
- Zone 2	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
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
m Post Office, Valley Road, Barham, Canterbury	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	1.14
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
Shops, Bridge Village Centre - Zone 3	0.00 0.00	0.00	0.16 0.26	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	0.16 0.26
- zone 3 4	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26
, Island Road, Sturry	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.60
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
Shops, Sturry Village Centre	0.00	0.00	0.06	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
- Zone 4	0.21	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
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
Gings Road, Herne Bay	0.00	0.00	0.00	0.37	14.32	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.12
, Mortimer Street, Herne Bay	0.00	0.00	0.00	0.00	0.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89
, Reculver Road, Herne Bay	0.00	0.00	0.00	0.00	2.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.52
, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12
d, Mortimer Street, Herne Bay	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.68
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	0.00
Shops, Herne Bay Town Centre Shops, Recluver Road, Beltinge, Herne Bay	0.00	0.00	0.00	0.04 0.00	1.64 0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.68 0.00
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
sons, Beach Street, Herne Bay	0.00	0.00	0.00	0.10	11.25	0.17	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	11.75
pury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.30	12.87	0.37	1.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.52
Express, Canterbury Road, Herne Bay	0.00	0.00	0.00	0.00	1.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.26
Express, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44
- Zone 5	0.00	0.00	0.00	0.00	1.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.45
6	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
Prospect Retail Park, Whitstable	0.55	1.18	0.40	0.10	1.93	11.85	2.58	0.00	0.00	0.00	8.24	0.00	0.00	0.00	26.83
, Canterbury Road, Whitstable	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.74
, Cromwell Road, Whitstable	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.74
, Faversham Road, Seasalter, Whitstable , Oxford Street, Whitstable	0.00 0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.22 0.17	0.00	0.00	0.00	0.00	0.00	1.10 0.00	0.00	0.00	1.32 0.17
d, High Street, Whitstable	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	0.00	0.17
Shops, Faversham Road, Seasalter	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
Shops, Herne Bay Road / St Johns Road / Swalecliffe	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
Shops, Tankerton Road, Tankerton	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	0.00	0.17
Shops, Whitstable Town Centre	0.00	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.36
s & Spencer, Prospect Retail Park, Whitstable	0.00	0.27	0.00	0.04	0.68	3.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.52
oury's Local, High Street, Whitstable	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60
pury's Superstore, Reeves Way, Whitstable	0.00	0.43	0.00	0.13	1.70	6.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.78
Express, Tankerton Road, Whitstable	0.00	0.00	0.00	0.44	0.00	5.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.36
Extra, Millstrood Road, Whitstable	0.00	0.38 0.00	0.05	0.00	6.79	16.36 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23.57
- Zone 6 7	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
, Boundary Road, Ramsgate	0.00	0.00	0.00	0.00	0.40	0.00	32.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33.17
Zion Place, Margate	0.00	0.00	0.00	0.00	0.00	0.00	22.42	0.14	0.00	0.00	0.00	0.00	0.00	0.00	22.56
Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.28	30.03	0.61	1.88	0.00	0.00	0.00	0.00	0.00	32.81
, Grange Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.76
, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	3.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.83
, Hopeville Avenue, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	6.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.55
, Station Road, Birchington	0.00	0.00	0.00	0.00	0.00	0.00	1.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.88
, Station Road, Westgate On Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.84
, Summerfield Road, Margate	0.00	0.00	0.00	0.00	0.00	0.00	1.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.89
d, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	3.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.43
Margate Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	6.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.70
Shops, Broadstairs Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.89
		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
Shops, Margate Town Centre	0.00					0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Shops, Margate Town Centre Shops, Minster-in-Thanet 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
Shops, Margate Town Centre						0.00 0.00 0.00	0.00 1.83 0.00	0.00 0.00 0.00	0.00 1.83 0.00						

Morrisons, Hawley Street, Margate	0.00	0.00	0.00	0.00	0.00	0.00	15.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.34
Sainsbury's Superstore, Dadson Way, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.37	18.67	2.13	0.58	0.00	0.00	0.00	0.00	0.00	21.74
Tesco Extra, Margate Road, Westwood, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	22.36	1.17	1.89	0.00	0.00	0.00	0.00	0.00	25.42
Tesco Metro, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	2.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.33
Tesco Metro, Northdown Road, Cliftonville, Margate	0.00	0.00	0.00	0.00	0.00	0.00	5.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.65
Tesco Superstore, Manston Road, Ramsgate	0.00	0.00	0.13	0.00	0.00	0.00	18.59	0.08	1.17	0.00	0.00	0.00	0.00	0.00	19.96
Waitrose, Queens Street, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	6.89	0.80	0.00	0.00	0.00	0.00	0.00	0.00	7.69
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadsta	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.58	0.00	0.00	0.00	0.00	0.00	0.70
Other - Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	2.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.19
Zone 8	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, Moatsole, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.52	5.39	0.00	0.00	0.00	0.00	0.00	10.91
Co-op, The Street, Ash	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	0.00	0.00	0.00	0.00	0.00	0.00	1.23
Gibson's Farm Shop, Crockshard Hill, Wingham	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.35	0.00	0.00	1.24
Local Shops, Littlebourne Village Centre	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	0.00	0.51
Local Shops, Sandwich Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.35
Local Shops, Wingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.58
Spar, Market Street, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.47
Other - Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.62
Zone 9	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, Cherry Tree Avenue, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.88	0.87	0.00	0.00	0.00	0.00	17.75
Co-op, Beauchamp Avenue, Deal	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, Eyethorne Road, Shepherdswell, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.51	0.00	0.00	0.00	0.00	0.00	2.51
Co-op, Lower Road, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.29	0.00	0.00	0.00	0.00	0.00	1.29
Local Shops, Dover Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	1.80
Morrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.07	0.00	0.00	0.00	0.00	0.00	16.07
Sainsbury's Superstore, West Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	20.68	0.00	0.00	0.00	0.00	0.00	21.15
St James Retail Park, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.40	0.00	0.00	1.12	0.00	0.00	3.52
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.44	0.18	0.12	0.00	0.00	0.00	0.00	1.24	32.08	0.00	0.00	0.00	0.00	0.00	34.06
Other - Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	5.39	0.00	0.00	0.00	0.00	0.00	5.46

	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
Zone 10 Aldi, High Street, Hythe	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 6.33	0.00	0.00 0.90	0.00 3.56	0.00	0.00 10.78
Asda, Bouverie Place, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	1.29	0.00	4.31	7.05	0.00	0.00	0.00	0.00	12.65
Co-op, Cheriton Road, Folkestone Co-op, High Street, Folkestone	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	4.00 0.39	0.00	0.00	0.00	0.00	4.00 0.39
Co-op, Main Road, Sellindge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.73	0.00	1.12
Iceland, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.20	0.00	0.00	0.00	0.00	3.20
Lidl, Haven Drive, Hawkinge, Folkestone Lidl, Shellons Street, Folkestone	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	12.22 0.87	0.00	0.00	0.91 0.56	0.00	13.13 1.43
Local Shops, Folkstone 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, Hythe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	3.23	4.00
Local Shops, Stelling Minnis Village Centre Marks & Spencer, Cheriton High Street, Folkestone	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 0.39	0.00	0.00	0.00	0.00	0.00 0.39
Morrisons, Cheriton Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.52	0.00	0.00	0.00	0.00	5.52
Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	80.0	0.00	0.00	0.00	0.00	0.00	0.36	5.46	0.00	0.00	0.00	0.00	5.89
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone	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 0.99	0.00 0.19	0.00 1.11	15.36 25.55	0.00	1.12 0.00	3.10 0.56	0.00	19.58 28.40
Tesco Express, Canterbury Road, Folkestone	1.71	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	3.34
Tesco Express, Castle House, Bouverie Road West, Folkestone	0.00 0.00	0.00 0.00	0.00 0.08	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.39 24.23	0.00	0.00	0.00	0.00	0.39 24.31
Tesco Superstore, Cheriton High Street, Folkestone Waitrose, Prospect Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.12	0.00	0.00	0.00	0.00	14.12
Other - Zone 10	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.55	0.00	0.46	0.91	0.00	4.06
Zone 11 Aldi, East Street, Sittingbourne	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 15.37	0.00	0.00	0.00	0.00 15.37
Aldi, Pepys Avenue, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.46	0.00	0.00	0.00	13.46
Asda, Trinity Trading Estate, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.00	0.00	0.00	0.00	27.00
Co-op, Bobbing Corner, Sittingbourne Co-op, Church Road, Sittingbourne	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	0.66 0.66	0.00	0.00	0.00	0.66 0.66
Co-op, Forbes Road, Faversham	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
Co-op, Grove Park Shopping Centre, Sittingbourne	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, Sheerness Co-op, London Road, Teynham, Sittingbourne	0.00 0.00	0.00 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 2.56	0.00	0.00	0.00	0.07 2.56
Co-op, Queens Road, Minster, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	1.56	0.00	0.00	0.00	0.82	0.00	0.00	0.00	2.39
Co-op, The Parade, Northwood Drive, Sittingbourne	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	2.25	0.00	0.00	0.00 1.20	2.25 3.60
Co-op, The Street, Upchurch, Sittingbourne Iceland, East Street, Faversham	0.00	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.41 0.82	0.00	0.00	0.00	0.82
Lidl, West Street, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.63	0.00	0.00	6.24	16.87
Local Shops, Faversham Town Centre Local Shops, Minster Village Centre, Isle of Sheppey	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	1.48 0.00	0.00	0.00	0.00	1.48 0.00
Local Shops, Sheerness Town Centre, Isle of Sheppey	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, Sittingbourne Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.32	0.00	0.00	0.00	3.32
Morrisons, Mill Way, Sittingbourne Morrisons, Neats Court, Isle of Sheppey	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	18.92 16.94	0.00	0.00	0.00 2.61	18.92 19.56
Morrisons, North Lane, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.53	0.00	0.00	0.00	8.53
Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.21	0.00	0.00	3.81	22.02
Sainsbury's Superstore, Bysing Wood Road, Faversham Sittingbourne Retail Park, Sittingbourne	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	15.77 2.76	0.00	0.00	0.00	15.77 2.76
Tesco Express, Chalkwell Road, Sittingbourne	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	0.00	2.41
Tesco Superstore, Bridge Road, Sheerness Tesco Superstore, Crescent Road, Faversham	0.00 0.00	0.00 0.00	0.00 0.14	0.00 0.00	0.00 0.00	0.00 1.43	0.00	0.00	0.00	0.00	17.09 20.91	0.00 1.12	0.00	0.00	17.09 23.60
Other - Zone 11	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	3.77	0.00	0.00	1.20	5.69
Zone 12	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, Victoria Road, Ashford Asda, Kimberley Way, Ashford	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	9.79 7.59	6.77 9.00	0.00 3.23	16.55 19.83
Ashford Designer Outlet, Ashford	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
Co-op, Brookfield Court, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.56	1.34	0.00	2.90
Co-op, Churchfield Way, Wye Co-op, Faversham Road, Kennington, Ashford	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	0.57 0.35	0.00	0.00	0.57 0.35
Co-op, Hunter Avenue, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.49	0.00	0.00	1.49
Farmfoods, New Street, Ashford Iceland, High Street, Ashford	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	0.50 0.00	0.00	0.00 3.03	0.00 1.60	0.00	0.50 4.63
Lidl, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.83	1.80	0.00	4.64
Local Shops, Ashford 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, Kennington Local Centre, Ashford Marks & Spencer, County Square, Ashford	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 1.10	0.00 0.99	0.00	0.00 2.09
Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.09	12.23	5.01	38.55
Tesco Express, Mace Lane, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	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 4.23	0.00	2.06 22.52	3.38 2.02	0.00	5.44 28.77
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.82	15.27	0.00	38.09
Waitrose, Sir Bernard Paget Drive, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.09	4.24	0.00	10.33
Other - Zone 12 Zone 13	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	0.87 0.00	0.00	4.69 0.00	0.00	0.00	5.56 0.00
Sainsbury's Superstore, Dymchurch Road, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.41	0.00	10.41
Spar, Coast Drive, Greatstone, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.00	0.73
Spar, High Street, New Romney Tesco Superstore, Highbury Works, Tenterden	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 2.08	0.00	0.00	0.63 17.75	0.00	0.63 19.83
Waitrose, Sayer's Lane, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.07	0.00	4.07
Other - Zone 13 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	0.00	0.00	0.00	0.00	0.00	0.70 0.00	6.97	0.00	7.67
Aldi, Ambley Road, Gillingham	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	27.27	0.00 27.27
Aldi, Duncan Road, Gillingham	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	12.71	12.71
Aldi, Langley Park Centre, Maidstone Aldi, Well Road, 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 0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.07 50.54	14.07 50.54
Asda, Pier Road, Gillingham	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	26.26	26.26
Co-op, Egremont Road, Bearsted	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, Faversham Road, Lenham Co-op, High Street, Cranbrook	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	0.32	1.48 8.81	1.80 8.81
Iceland, High Street, Gillingham	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	9.23	9.23
Iceland, Rainham Shopping Centre, Rainham	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

Iceland, Water Lane, Chequers 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	10.08	10.08
Lidl, Broadway 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	2.61	2.61
Lidl, Farleigh Hill, Tovil, 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	1.48	1.48
Local Shops, Chatham Town Centre	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	0.18
Local Shops, Maidstone 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	11.27	11.27
Local Shops, Staplehurst 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	2.86	2.86
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.01	0.00	0.00	9.01	12.01
Marks & Spencer, Week Street, 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	0.00	0.00
Morrisons, Sutton Road, 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	1.29	31.84	33.13
Morrisons, Walderslade, Princes Avenue, Chatham	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.64	15.75
Sainsbury's Local, High Street, Headcorn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.07	2.86	3.93 15.59
Sainsbury's Superstore, Hempstead Valley, Gillingham	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	0.82 0.00	0.00	0.00	14.76 2.61	2.61
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham Sainsbury's Superstore, Romney Place, 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	3.48	3.48
Tesco Express (Esso), Tonbridge Road, 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	16.17	16.17
Tesco Express, Ashford Road, Bearsted	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	0.91	0.91
Tesco Express, London Road, 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	0.00	0.00
Tesco Express, Sturdee Avenue, Gillingham	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	17.69	17.69
Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.70	0.00	0.00	59.39	64.09
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	0.00	0.00	0.00	31.62	31.62
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	10.46	10.46
Tesco Superstore, Grovewood Drive, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.82	0.00	0.00	45.07	47.50
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	6.82	6.82
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	0.32	22.87	23.19
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	0.00	0.00	0.00	0.00 0.81	0.00 1.60	14.07 0.00	14.07 2.41
Co-op, Church Parade, Ashford 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, Aylesford	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	3.23	3.40
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	2.61	2.61
Other - Outside Survey Area	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	2.26	0.00	0.00	1.77	0.41	25.19	30.09
Total	70.43	18.78	14.55	15.14	64.39	58.27	222.38	25.01	162.92	144.26	230.23	131.89	116.09	548.55	1822.87

Zone 1														
Aldi, St. Andrews Close, Canterbury Asda, Sturry Road, Canterbury	7.81 9.46	1.12 0.88	1.11 1.17	0.10 5.76	0.00 3.06	2.27 0.92	0.00 0.00	1.40 1.09	1.17 3.42	0.00 0.00	1.56 1.26	2.16 0.00	0.00	0.00
celand, Stour Retail Park, Sturry Road, Canterbury	0.00	0.18	0.00	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
celand, Wincheap Industrial Estate, Maynard Road, Canterbury	0.68	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
Lidl, Sturry Road, Canterbury Local Shops, Canterbury City Centre	2.26 0.61	0.11 0.86	0.62 0.08	1.73 0.08	0.61 0.00	0.28 0.00	0.00 0.00	0.31 0.08	0.00 0.36	0.00 0.00	0.00 0.00	0.00	0.00	0.00
Local Shops, St Dunstans, Canterbury	0.01	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
Marks & Spencer, Maybrook Retail Park, Canterbury	0.55	0.09	0.20	0.46	0.00	0.00	0.00	0.38	1.11	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, St. Georges Street, Canterbury	2.53	0.71	0.25	0.00	0.00	0.00	0.00	0.14	0.00	3.36	0.00	0.69	0.00	0.00
Morrisons, Ten Perch Road, Canterbury Sainsbury's Local, St. Dunstans Street, Canterbury	12.26 1.71	4.27 0.55	4.04 0.07	0.29 0.28	0.00	0.28 0.00	0.00 0.00	1.30 0.00	8.04 0.00	0.00 0.00	0.00 0.00	12.02 0.00	1.12 0.00	0.00
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	0.55	0.18	0.41	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, Kingsmead Road, Canterbury	10.89	3.63	1.03	1.85	0.00	0.28	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Re	0.00 1.06	0.00	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	0.00
Tesco Express, New Dover Road, Canterbury Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	6.40	0.00 0.53	0.00	0.00 0.28	0.00	0.00 0.00	0.00	0.00 0.29	0.00	1.94 0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00
The Goods Shed Farmers Market, Station Road West, Canterbury	0.61	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Naitrose, St. Georges Centre, Canterbury	9.73	1.90	1.86	0.24	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
Wincheap Retail Area, Canterbury Other - Zone 1	0.00 0.21	0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00						
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
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
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
Local Shops, Blean Village Centre Local Shops, Chartham Village Centre	0.00 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	0.00	0.00	0.00
Local Shops, Chartham Village Centre Other - Zone 2	0.00	0.00	0.00 0.14	0.00 0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00
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
Barham Post Office, Valley Road, Barham, Canterbury	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00
Local Shops, Barham Village Centre Local Shops, Bridge Village Centre	0.00 0.00	0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00						
Other - Zone 3	0.00	0.00	0.16 0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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
Co-op, Island Road, Sturry	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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
ocal Shops, Sturry Village Centre. Other - Zone 4	0.00 0.21	0.00	0.06 0.00	0.04 0.25	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
Zone 5	0.00	0.00	0.00	0.20	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	0.37	14.32	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Mortimer Street, Herne Bay	0.00	0.00	0.00	0.00	0.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Reculver Road, Herne Bay Co-op, Sea Street, Herne Bay	0.00 0.00	0.00	0.00 0.00	0.00 0.00	2.52 1.12	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
celand, Mortimer Street, Herne Bay	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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
Local Shops, Herne Bay Town Centre	0.00	0.00	0.00	0.04	1.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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
Local Shops, Sea Street, Herne Bay Morrisons, Beach Street, Herne Bay	0.00 0.00	0.00	0.00 0.00	0.00 0.10	0.00 11.25	0.00 0.17	0.00 0.00	0.00 0.23	0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.00
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.30	12.87	0.37	1.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Canterbury Road, Herne Bay	0.00	0.00	0.00	0.00	1.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other - Zone 5 Zone 6	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	1.45 0.00	0.00 0.00								
Aldi, Prospect Retail Park, Whitstable	0.55	1.18	0.40	0.10	1.93	11.85	2.58	0.00	0.00	0.00	8.24	0.00	0.00	0.00
Co-op, Canterbury Road, Whitstable	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Cromwell Road, Whitstable	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Faversham Road, Seasalter, Whitstable Co-op, Oxford Street, Whitstable	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.22 0.17	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	1.10 0.00	0.00	0.00
celand, High Street, Whitstable	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	0.00
Local Shops, Herne Bay Road / St Johns Road / Swalecliffe	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, Whitstable Town Centre	0.00	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Prospect Retail Park, Whitstable Sainsbury's Local. High Street. Whitstable	0.00	0.27 0.00	0.00	0.04	0.68 0.00	3.53	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, Reeves Way, Whitstable	0.00 0.00	0.43	0.00 0.00	0.00 0.13	1.70	0.60 6.51	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00
Tesco Express, Tankerton Road, Whitstable	0.00	0.00	0.00	0.44	0.00	5.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other - Zone 6	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
Zone 7	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, Boundary Road, Ramsgate Aldi, Zion Place, Margate	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.40 0.00	0.00	32.63 22.42	0.14 0.14	0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.00
Asda, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.28	30.03	0.61	1.88	0.00	0.00	0.00	0.00	0.00
Co-op, Grange Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, High Street, Broadstairs Co-op, Hopeville Avenue, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	3.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Station Road, Westgate On Sea	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	6.55 0.84	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, Summerfield Road, Margate	0.00	0.00	0.00	0.00	0.00	0.00	1.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00
celand, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	3.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Minster-in-Thanet 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
Local Shops, Ramsgate Town Centre Marks & Spencer (BP), Canterbury Road, Margate	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00	1.83 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, Westwood Cross Shopping Centre, Broadstairs	0.00	0.00	0.00	0.00	0.50	0.00	2.66	0.26	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Hawley Street, Margate	0.00	0.00	0.00	0.00	0.00	0.00	15.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Dadson Way, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.37	18.67	2.13	0.58	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Margate Road, Westwood, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	22.36	1.17	1.89	0.00	0.00	0.00	0.00	0.00
Tesco Metro, High Street, Broadstairs Tesco Metro, Northdown Road, Cliftonville, Margate	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00	2.33 5.65	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 Superstore, Manston Road, Ramsgate	0.00	0.00	0.13	0.00	0.00	0.00	18.59	0.08	1.17	0.00	0.00	0.00	0.00	0.00
Naitrose, Queens Street, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	6.89	0.80	0.00	0.00	0.00	0.00	0.00	0.00
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.58	0.00	0.00	0.00	0.00	0.00
Other - Zone 7	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	0.00	0.00	0.00	0.00	0.00
Zone 8 Co-op, Moatsole, Sandwich	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00 5.52	0.00 5.39	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00
Co-op, Moassie, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	0.00	0.00	0.00	0.00	0.00	0.00
Gibson's Farm Shop, Crockshard Hill, Wingham	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.35	0.00	0.00
Local Shops, Littlebourne Village Centre	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	0.00
Local Shops, Sandwich Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Wingham Village Centre Spar, Market Street, Sandwich	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.58 0.47	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00	0.00
Other - Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00
Zone 9	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, Cherry Tree Avenue, Dover	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.88	0.87	0.00	0.00	0.00	0.00
Co-op, Beauchamp Avenue, Deal			0.00			0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.00

Co-op, Lower Road, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.29	0.00	0.00	0.00	0.00	0.00	1.29
Co-op, Market Square, Aylesham	0.00	0.14	0.32	0.00	0.00	0.00	0.00	0.26	3.70	0.00	0.00	0.00	0.00	0.00	4.43
Co-op, Mill Road, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.38	0.00	0.00	0.00	0.00	0.00	3.38
Farmfoods, Charlton Green, Dover	0.00	0.00	0.00	0.00	0.00	0.00	3.09	0.00	1.58	0.00	0.00	0.00	0.00	0.00	4.67
Iceland, Queen Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.00	0.00	0.00	0.00	0.00	0.94
Lidl, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.78	18.17	0.00	0.00	0.00	0.00	0.00	19.95
Local Shops, Deal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	2.08	0.00	0.00	0.00	0.00	0.00	2.28
Local Shops, Dover Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	1.80
Morrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.07	0.00	0.00	0.00	0.00	0.00	16.07
Sainsbury's Superstore, West Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	20.68	0.00	0.00	0.00	0.00	0.00	21.15
St James Retail Park, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.40	0.00	0.00	1.12	0.00	0.00	3.52
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.44	0.18	0.12	0.00	0.00	0.00	0.00	1.24	32.08	0.00	0.00	0.00	0.00	0.00	34.06
Other - Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	5.39	0.00	0.00	0.00	0.00	0.00	5.46
Zone 10	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, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.33	0.00	0.90	3.56	0.00	10.78
Asda, Bouverie Place, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	1.29	0.00	4.31	7.05	0.00	0.00	0.00	0.00	12.65
Co-op, Cheriton Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.00	0.00	0.00	0.00	0.00	4.00
Co-op, High Street, Folkestone	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
Co-op, Main Road, Sellindge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.73	0.00	1.12
Iceland, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.20	0.00	0.00	0.00	0.00	3.20
Lidl, Haven Drive, Hawkinge, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.22	0.00	0.00	0.91	0.00	13.13
Lidl, Shellons Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.00	0.56	0.00	1.43
Local Shops, Folkstone 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, Hythe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	3.23	4.00
Local Shops, Stelling Minnis 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
Marks & Spencer, Cheriton High Street, Folkestone	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
Morrisons, Cheriton Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.52	0.00	0.00	0.00	0.00	5.52
Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.36	5.46	0.00	0.00	0.00	0.00	5.89
Sainsbury's Superstore, Military Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.36	0.00	1.12	3.10	0.00	19.58
Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.19	1.11	25.55	0.00	0.00	0.56	0.00	28.40
Tesco Express, Canterbury Road, Folkestone	1.71	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	3.34
Tesco Express, Castle House, Bouverie Road West, Folkestone	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
Tesco Superstore, Cheriton High Street, Folkestone	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	24.23	0.00	0.00	0.00	0.00	24.31
Waitrose, Prospect Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.12	0.00	0.00	0.00	0.00	14.12
Other - Zone 10	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.55	0.00	0.46	0.91	0.00	4.06

Zone 11	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, East Street, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.37	0.00	0.00	0.00	15.37
Aldi, Pepys Avenue, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.46	0.00	0.00	0.00	13.46
Asda, Trinity Trading Estate, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.00	0.00	0.00	0.00	27.00
Co-op, Bobbing Corner, Sittingbourne	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
Co-op, Church Road, Sittingbourne	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
Co-op, Forbes Road, Faversham	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
Co-op, Grove Park Shopping Centre, Sittingbourne	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, Sheerness	0.00	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	0.07
	0.00	0.00	0.00	0.00	0.00	0.00			0.00		2.56	0.00	0.00	0.00	2.56
Co-op, London Road, Teynham, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.56	0.00 0.00	0.00	0.00	0.82	0.00	0.00	0.00	2.39
Co-op, Queens Road, Minster, Isle of Sheppey															
Co-op, The Parade, Northwood Drive, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.25	0.00	0.00	0.00	2.25
Co-op, The Street, Upchurch, Sittingbourne	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
Iceland, East Street, Faversham	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
Lidl, West Street, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.63	0.00	0.00	6.24	16.87
Local Shops, Faversham Town Centre	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
Local Shops, Minster Village Centre, Isle of Sheppey	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, Sheerness Town Centre, Isle of Sheppey	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, Sittingbourne Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.32	0.00	0.00	0.00	3.32
Morrisons, Mill Way, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.92	0.00	0.00	0.00	18.92
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.94	0.00	0.00	2.61	19.56
Morrisons, Neats Court, Isle of Sheppey															
Morrisons, North Lane, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.53	0.00	0.00	0.00	8.53
Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.21	0.00	0.00	3.81	22.02
Sainsbury's Superstore, Bysing Wood Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.77	0.00	0.00	0.00	15.77
Sittingbourne Retail Park, Sittingbourne	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
Tesco Express, Chalkwell Road, Sittingbourne	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	0.00	2.41
Tesco Superstore, Bridge Road, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.09	0.00	0.00	0.00	17.09
Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.14	0.00	0.00	1.43	0.00	0.00	0.00	0.00	20.91	1.12	0.00	0.00	23.60
Other - Zone 11	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	3.77	0.00	0.41	1.20	5.69
Zone 12	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, Victoria Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.79	6.77	0.00	16.55
Asda, Kimberley Way, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.59	9.00	3.23	19.83
Ashford Designer Outlet, Ashford	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
Co-op, Brookfield Court, Ashford	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00		1.34	0.00	2.90
·				0.00								1.56			
Co-op, Churchfield Way, Wye	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.57
Co-op, Faversham Road, Kennington, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35
Co-op, Hunter Avenue, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.49	0.00	0.00	1.49
Farmfoods, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00	0.50
Iceland, High Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.03	1.60	0.00	4.63
Lidl, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.83	1.80	0.00	4.64
Local Shops, Ashford 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, Kennington Local Centre, Ashford	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, County Square, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.99	0.00	2.09
Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.09	12.23	5.01	38.55
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.06	3.38	0.00	5.44
Tesco Express, Mace Lane, Ashford															
Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.23	0.00	22.52	2.02	0.00	28.77
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.82	15.27	0.00	38.09
Waitrose, Sir Bernard Paget Drive, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.09	4.24	0.00	10.33
Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	4.69	0.00	0.00	5.56
Zone 13	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, Dymchurch Road, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.41	0.00	10.41
Spar, Coast Drive, Greatstone, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.00	0.73
Spar, High Street, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.63
Tesco Superstore, Highbury Works, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.08	0.00	0.00	17.75	0.00	19.83
Waitrose, Sayer's Lane, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.07	0.00	4.07
Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	6.97	0.00	7.67
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	0.00	0.00	0.00
Aldi, Ambley Road, Gillingham	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	27.27	27.27
Aldi, Duncan Road, Gillingham	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	12.71	12.71
Aldi, Langley Park 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	14.07	14.07
Aldi, Well Road, 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	50.54	50.54
Asda, Pier Road, Gillingham	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	26.26	26.26
Co-op, Egremont Road, Bearsted	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, Faversham Road, Lenham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	1.48	1.80
Co-op, High Street, Cranbrook	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	8.81	8.81
Iceland, High Street, Gillingham	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	9.23	9.23
Iceland, Rainham Shopping Centre, Rainham	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
Iceland, Water Lane, Chequers 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	10.08	10.08
Lidl, Broadway 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	2.61	2.61
Lidl, Farleigh Hill, Tovil, 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	1.48	1.48
Local Shops, Chatham 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	0.18
Local Shops, Maidstone 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		11.27
Local Shops, Staplehurst 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	11.27 2.86	2.86
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.01	0.00	0.00	9.01	12.01
Marks & Spencer, Week Street, 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	0.00	0.00
Morrisons, Sutton Road, 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	1.29	31.84	33.13
Morrisons, Walderslade, Princes Avenue, Chatham	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.64	15.75
Sainsbury's Local, High Street, Headcorn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.07	2.86	3.93
Sainsbury's Superstore, Hempstead Valley, Gillingham	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	14.76	15.59
Sainsbury's Superstore, Pentagon Shopping Centre, 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	2.61	2.61
Sainsbury's Superstore, Romney Place, 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	3.48	3.48
Tesco Express (Esso), Tonbridge Road, 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	16.17	16.17
Tesco Express, Ashford Road, Bearsted	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	0.91	0.91
Tesco Express, London Road, 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	0.00	0.00
Tesco Express, Sturdee Avenue, Gillingham	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	17.69	17.69
Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.70	0.00	0.00	59.39	64.09
Tesco Extra, Courterley Road, Gillingham 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	0.00	0.00	0.00	31.62	31.62
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	10.46	10.46
Tesco Superstore, Grovewood Drive, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.82	0.00	0.00	45.07	47.50
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	6.82	6.82
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	0.32	22.87	23.19
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	14.07	14.07
	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.81			
Co-op, Church Parade, Ashford				0.00									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
				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		
Local Shops, Sevenoaks Town Centre 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
Local Shops, Sevenoaks Town Centre Local Shops, Strood Town Centre 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 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 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

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, Aylesford	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	3.23	3.40
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	2.61	2.61
Other - Outside Survey Area	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	2.26	0.00	0.00	1.77	0.41	25.19	30.09
Total	70.43	18.78	14.55	15.14	64.39	58.27	222.38	25.01	162.92	144.26	230.23	131.89	116.09	548.55	1822.87

Conveneince Goods Market Share - Top Up Food Q07 Where did you last undertake your household's top-up grocery shopping?

Zone 1		to	tal			1			2		
Aldi, St. Andrews Close, Canterbury	0.37%	5	0.52%	6.37%	3	10.28%	1.53%	0	3.18%	0.00%	0
Asda, Sturry Road, Canterbury	0.33%	5	0.46%	6.26%	3	10.20%	0.00%	0	0.00%	0.74%	0
Iceland, Stour Retail Park, Sturry Road, Canterbury	0.04%	1	0.06%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Iceland, Wincheap Industrial Estate, Maynard Road,	0.04%	1	0.05%	1.00%	1	1.61%	0.00%	0	0.00%	0.00%	0
Lidl, Sturry Road, Canterbury	0.11%	2	0.15%	1.61%	1	2.59%	0.00%	0	0.00%	2.66%	0
Local Shops, Canterbury City Centre	0.22%	3	0.31%	1.80%	1	2.90%	5.87%	1	12.16%	0.00%	0
Local Shops, St Dunstans, Canterbury	0.35%	5	0.49%	0.62%	0	0.99%	0.00%	0	0.00%	0.00%	0
Marks & Spencer, Maybrook Retail Park, Canterbury	0.28%	4	0.39%	0.62%	0	0.99%	0.77%	0	1.58%	0.74%	0
Marks & Spencer, St. Georges Street, Canterbury	0.14%	2	0.20%	2.23%	1	3.59%	3.25%	1	6.72%	1.47%	0
Morrisons, Ten Perch Road, Canterbury	0.71%	10	1.00%	5.25%	3	8.47%	12.56%	2	26.01%	7.38%	1
Sainsbury's Local, St. Dunstans Street, Canterbury	0.17%	2	0.23%	3.41%	2	5.50%	1.77%	0	3.66%	1.19%	0
Sainsbury's Local, St. Lawrence Ground, The Drive,	0.13%	2	0.18%	1.61%	1	2.60%	1.53%	0	3.18%	6.58%	1
Sainsbury's Superstore, Kingsmead Road, Canterbu	0.47%	7	0.66%	8.18%	4	13.20%	7.40%	1	15.32%	3.33%	0
Sturry Road Retail Parks, Canterbury (includes Can	0.01%	0	0.01%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Tesco Express, New Dover Road, Canterbury	0.35%	5	0.49%	3.10%	2	5.01%	0.00%	0	0.00%	0.00%	0
Tesco Metro, Whitefriars Shopping Centre, Gravel V	0.35%	5	0.49%	7.79%	4	12.57%	0.77%	0	1.58%	0.00%	0
The Goods Shed Farmers Market, Station Road We	0.08%	1	0.11%	1.80%	1	2.90%	0.77%	0	1.58%	0.00%	0
Waitrose, St. Georges Centre, Canterbury	0.41%	6	0.57%	9.10%	5	14.69%	1.00%	0	2.08%	6.55%	1
Wincheap Retail Area, Canterbury	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Other - Zone 1	0.02%	0	0.03%	0.62%	0	0.99%	0.00%	0	0.00%	0.00%	0
Zone 2			0.00%			0.00%			0.00%		
Co-op, Parkwood, University of Kent, Canterbury	0.19%	3	0.27%	0.00%	0	0.00%	1.24%	0	2.57%	0.00%	0
Co-op, Virginia Woolf Building, University of Kent, C	0.01%	0	0.02%	0.00%	0	0.00%	0.77%	0	1.58%	0.00%	0
Local Shops, Blean Village Centre	0.01%	0	0.02%	0.00%	0	0.00%	0.77%	0	1.58%	0.00%	0
Local Shops, Chartham Village Centre	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Other - Zone 2	0.02%	0	0.02%	0.00%	0	0.00%	0.00%	0	0.00%	2.29%	0
Zone 3			0.00%			0.00%			0.00%		
Barham Post Office, Valley Road, Barham, Canterbu	0.14%	2	0.20%	0.00%	0	0.00%	0.00%	0	0.00%	12.64%	1
Local Shops, Barham Village Centre	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Bridge Village Centre	0.02%	0	0.03%	0.00%	0	0.00%	0.00%	0	0.00%	2.66%	0
Other - Zone 3	0.02%	0	0.03%	0.00%	0	0.00%	0.00%	0	0.00%	2.94%	0
Zone 4			0.00%			0.00%			0.00%		
Co-op, Island Road, Sturry	0.19%	3	0.26%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Hersden Village Centre	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Sturry Village Centre	0.01%	0	0.02%	0.00%	0	0.00%	0.00%	0	0.00%	0.96%	0
Other - Zone 4	0.05%	1	0.07%	0.62%	0	0.99%	0.00%	0	0.00%	0.00%	0
Zone 5			0.00%			0.00%			0.00%		
Aldi, Kings Road, Herne Bay	0.30%	4	0.42%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Mortimer Street, Herne Bay	0.02%	0	0.03%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Reculver Road, Herne Bay	0.30%	4	0.43%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Sea Street, Herne Bay	0.08%	1	0.11%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Iceland, Mortimer Street, Herne Bay	0.02%	0	0.03%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Canterbury Road, Herne Bay	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Herne Bay Town Centre	0.20%	3	0.28%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Recluver Road, Beltinge, Herne Bay	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Sea Street, Herne Bay	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Morrisons, Beach Street, Herne Bay	0.51%	7	0.72%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Sainsbury's Superstore, Altira Business Park, The B	0.36%	5	0.50%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Tesco Express, Canterbury Road, Herne Bay	0.15%	2	0.21%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Tesco Express, Sea Street, Herne Bay	0.05%	1	0.07%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Other - Zone 5	0.18%	2	0.24%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Zone 6			0.00%			0.00%			0.00%		
Aldi, Prospect Retail Park, Whitstable	0.52%	7	0.72%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0

Co-op, Canterbury Road, Whitstable	0.09%	1	0.13%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Cromwell Road, Whitstable	0.09%	1	0.13%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Faversham Road, Seasalter, Whitstable	0.15%	2	0.21%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Oxford Street, Whitstable	0.02%	0	0.03%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Iceland, High Street, Whitstable	0.05%	1	0.07%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Faversham Road, Seasalter	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
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%	0
Local Shops, Tankerton Road, Tankerton	0.02%	0	0.03%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Whitstable Town Centre	0.19%	3	0.27%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Marks & Spencer, Prospect Retail Park, Whitstable	0.35%	5	0.49%	0.00%	0	0.00%	2.30%	0	4.76%	0.00%	0
Sainsbury's Local, High Street, Whitstable	0.08%	1	0.11%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Sainsbury's Superstore, Reeves Way, Whitstable	0.24%	3	0.34%	0.00%	0	0.00%	1.24%	0	2.57%	0.00%	0
Tesco Express, Tankerton Road, Whitstable	0.18%	3	0.25%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Tesco Extra, Millstrood Road, Whitstable	0.51%	7	0.72%	0.00%	0	0.00%	0.77%	0	1.58%	0.74%	0
Other - Zone 6	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
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%	0
Aldi, Zion Place, Margate	0.31%	4	0.43%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Asda, Westwood Road, Broadstairs	0.80%	11	1.11%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Grange Road, Ramsgate	0.00 %	1	0.15%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Grange Road, Ramsgate Co-op, High Street, Broadstairs	0.10%		0.75%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
• • •	0.53%	7 10	1.02%	0.00%	_	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Hopeville Avenue, Broadstairs				0.00%	0		0.00%	-		0.00%	0
Co-op, Station Road, Birchington	0.26%	4	0.37%		0	0.00%		0	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%	0
Co-op, Summerfield Road, Margate	0.26%	4	0.37%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Iceland, High Street, Broadstairs	0.12%	2	0.16%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Lidl, Margate Road, Ramsgate	0.12%	2	0.16%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Broadstairs Town Centre	0.26%	4	0.37%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Margate Town Centre	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Minster-in-Thanet Village Centre	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Ramsgate Town Centre	0.12%	2	0.16%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Marks & Spencer (BP), Canterbury Road, Margate	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Marks & Spencer, Westwood Cross Shopping Centr	0.16%	2	0.23%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Morrisons, Hawley Street, Margate	0.58%	8	0.82%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Sainsbury's Superstore, Dadson Way, Ramsgate	0.53%	7	0.74%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Tesco Extra, Margate Road, Westwood, Broadstairs	0.75%	10	1.04%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Tesco Metro, High Street, Broadstairs	0.15%	2	0.20%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Tesco Metro, Northdown Road, Cliftonville, Margate	0.51%	7	0.71%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Tesco Superstore, Manston Road, Ramsgate	1.17%	16	1.64%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Waitrose, Queens Street, Ramsgate	0.56%	8	0.78%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Westwood Cross Shopping Centre & Retail Parks / I	0.10%	1	0.14%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Other - Zone 7	0.17%	2	0.23%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
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%	0
Co-op, The Street, Ash	0.10%	1	0.14%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Gibson's Farm Shop, Crockshard Hill, Wingham	0.13%	2	0.18%	0.00%	0	0.00%	0.00%	0	0.00%	3.76%	0
Local Shops, Littlebourne Village Centre	0.06%	1	0.08%	0.00%	0	0.00%	0.00%	0	0.00%	8.25%	1
Local Shops, Sandwich Town Centre	0.04%	1	0.06%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Local Shops, Wingham Village Centre	0.04%	1	0.05%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Spar, Market Street, Sandwich	0.06%	1	0.08%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Other - Zone 8	0.08%	1	0.11%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Zone 9			0.00%		_	0.00%			0.00%	2.22,2	-
Aldi, Cherry Tree Avenue, Dover	0.37%	5	0.51%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Beauchamp Avenue, Deal	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Eyethorne Road, Shepherdswell, Dover	0.00%	5	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Lower Road, Dover	0.37%	3	0.26%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Co-op, Market Square, Aylesham	0.19%	3 7	0.26%	0.00%	0	0.00%	1.24%	0	0.00% 2.57%	2.66%	0
Co-op, Market Square, Aylesham Co-op, Mill Road, Deal	0.46%	, 5	0.50%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
ου ορ, Iviiii Noau, Deal	0.50 /0	5	0.50 /0	0.00/0	U	0.00 /0	0.00/0	U	0.00 /0	0.00 /0	U

Farmfoods, Charlton Green, Dover	0.23%	3	0.32%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
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 Parkway	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	0.40%	11	1.12%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Morrisons, North Lane, Faversham	0.00%	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	0.46%	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
. 2230 Express, Chairmon Road, Ottingboarne	3.5170	7	J.70/0	0.0070	J	0.0070	0.00/0	3	0.0070	0.0070	U

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, Ashfo	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, Ashford	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	0.0070		0.00%	0.0070		0.00%	0.0070	·	0.00%	0.0070	•
Aldi, Ambley Road, Gillingham	1.24%	17	1.73%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Aldi, Ambiey Road, Gillingham	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0	0.00%	0.00%	0
Aldi, Burican Road, Gillingham 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
· · · · · · · · · · · · · · · · · · ·		2 <i>1</i> 26	2.63%	0.00%		0.00%	0.00%			0.00%	
Asda, Pier Road, Gillingham	1.88%				0			0	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

zor	ne 1	Zone 2	Zone 3 Z	one 4 z	one 5 Z	one 6 Z	one 7 Z	one 8 Zo	one 9 Zo	one 10 Z	one 11 Z	one 12 Zo	one 13 Zo	ne 14
Zone 1														
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	0.0
Asda, Sturry Road, Canterbury	2.56	0.33	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Iceland, Stour Retail Park, Sturry Road, Canterbury	0.00	0.00	0.09	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Lidl, Sturry Road, Canterbury	2.52	0.39	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.0
Local Shops, Canterbury City Centre	0.61	0.69	0.27	0.08	0.00	0.00	0.00	0.08	0.36	0.00	0.00	0.00	0.00	0.0
Local Shops, St Dunstans, Canterbury	0.01	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.56	0.00	0.00	0.0
Marks & Spencer, Maybrook Retail Park, Canterbury	0.21	0.20	0.05	0.43	0.00	0.00	0.00	0.38	1.11	0.00	0.00	0.33	0.00	0.0
Marks & Spencer, St. Georges Street, Canterbury	2.04	0.09	0.03	0.43	0.00	0.00	0.00	0.08	0.00	2.02	0.00	0.00	0.00	0.0
Morrisons, Ten Perch Road, Canterbury	2.12	1.47	0.13	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	2.37	0.00	0.0
Sainsbury's Local, St. Dunstans Street, Canterbury	1.49	0.33	0.74	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.0
· · · · · · · · · · · · · · · · · · ·														
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Can	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	0.0
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	0.0
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, N	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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	1.2
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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	0.0
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

Aldi Dunamast Datail Daul, Whitetalala	0.00	0.00	0.00	0.00	0.00	2.44	0.00	0.00	0.00	0.00	4 47	0.00	0.00	0.00	4.50
Aldi, Prospect Retail Park, Whitstable	0.00	0.00	0.00	0.00	0.28	3.14	0.00	0.00	0.00	0.00	1.17	0.00	0.00	0.00	4.59
Co-op, Canterbury Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.07
Co-op, Cromwell Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.53
Iceland, High Street, Whitstable	0.00	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	0.39
Local Shops, Whitstable Town Centre	0.00	0.00	0.00	0.10	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.63
Tesco Express, Tankerton Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.43
Zone 7	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, Boundary Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	7.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.82
Aldi, Zion Place, Margate	0.00	0.00	0.00	0.00	0.00	0.00	2.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.21
Asda, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	10.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.21
Co-op, Grange Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	0.68	80.0	0.00	0.00	0.00	0.00	0.00	0.00	0.76
Co-op, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	4.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.51
Co-op, Hopeville Avenue, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	8.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.66
Co-op, Summerfield Road, Margate	0.00	0.00	0.00	0.00	0.00	0.00	1.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.89
Local Shops, Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.73
Marks & Spencer, Westwood Cross Shopping Centre, Broadstairs	0.00	0.00	0.00	0.00	0.50	0.00	0.68	80.0	0.00	0.00	0.00	0.00	0.00	0.00	1.25
Morrisons, Hawley Street, Margate	0.00	0.00	0.00	0.00	0.00	0.00	4.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.20
Sainsbury's Superstore, Dadson Way, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	3.15	0.41	0.58	0.00	0.00	0.00	0.00	0.00	4.14
Tesco Extra, Margate Road, Westwood, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	8.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.76
Tesco Metro, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.04
Tesco Metro, Northdown Road, Cliftonville, Margate	0.00	0.00	0.00	0.00	0.00	0.00	6.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.12
Tesco Superstore, Manston Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	8.36	0.16	0.00	0.00	0.00	0.00	0.00	0.00	8.51 5.00
Wastwood Cross Shanning Control & Rotail Barks / Broadstairs Botail Ba	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	5.09 6.04	0.00 0.12	0.00 0.58	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	5.09 6.74
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Pa Other - Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	2.29	0.12	0.00	0.00	0.00	0.00	0.00	0.00	2.29
Zone 8	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, Moatsole, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.85	1.04	0.00	0.00	0.00	0.00	0.00	3.89
• •	0.00	0.00	0.00		0.00	0.00	0.00	2.85 0.87	0.00	0.00	0.00	0.00	0.00	0.00	3.69 0.87
Co-op, The Street, Ash	0.00	0.00	0.00	0.00 0.00	0.00	0.00	0.00	0.87	2.32	0.00	0.00	0.00	0.00	0.00	3.87
Gibson's Farm Shop, Crockshard Hill, Wingham Local Shops, Littlebourne Village Centre		0.00	0.43	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.33	0.00	0.00	0.55
• •	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	1.20	0.00	0.00	0.00	0.00	0.00	1.63
Local Shops, Sandwich Town Centre Local Shops, Wingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Spar, Market Street, Sandwich Other - Zone 8	0.00 0.00	0.00 0.00	0.00 0.04	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.55 1.58	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.55 1.62
Zone 9	0.00	0.00	0.04	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, Cherry Tree Avenue, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.84	0.52	0.00	0.00	0.00	0.00	6.36
Co-op, Beauchamp Avenue, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.40	0.00	0.00	0.00	0.00	0.00	2.40
Co-op, Eyethorne Road, Shepherdswell, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.51	0.00	0.00	0.00	0.00	0.00	2.51
Co-op, Lower Road, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.29	0.00	0.00	0.00	0.00	0.00	1.29
Co-op, Market Square, Aylesham	0.00	0.14	0.16	0.00	0.00	0.00	0.00	0.08	2.98	0.00	0.00	0.00	0.00	0.00	3.36
Co-op, Mill Road, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.06	0.00	0.00	0.00	0.00	0.00	3.06
Farmfoods, Charlton Green, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00	2.20
Iceland, Queen Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Lidl, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	4.46	0.00	0.00	0.00	0.00	0.00	4.85
Local Shops, Deal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	2.59	0.00	0.00	0.00	0.00	0.00	2.79
Local Shops, Dover Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	1.80
Morrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.97	0.00	0.00	0.00	0.00	0.00	4.97
Sainsbury's Superstore, West Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	8.59	0.00	0.00	0.00	0.00	0.00	8.67
St James Retail Park, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.80	0.00	0.00	0.00	0.00	0.00	4.80
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.29	3.38	0.00	0.00	0.00	0.00	0.00	3.71
Other - Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	6.07	0.00	0.00	0.00	0.00	0.00	6.15
Zone 10	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, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.46	0.00	0.00	0.00	0.00	3.46

Asda, Bouverie Place, Folkestone	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
Co-op, Cheriton Road, Folkestone	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
Co-op, High Street, Folkestone	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
Co-op, Main Road, Sellindge	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
Iceland, High Street, Hythe	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
Lidl, Haven Drive, Hawkinge, Folkestone	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
Lidl, Shellons Street, Folkestone	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
Local Shops, Folkstone 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, Hythe Town Centre	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
Local Shops, Stelling Minnis 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
Marks & Spencer, Cheriton High Street, Folkestone	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
Morrisons, Cheriton Road, Folkestone	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	4.84
Sainsbury's Superstore, Bouverie Road West, Folkestone	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
Sainsbury's Superstore, Military Road, Hythe	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
Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone	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
Tesco Express, Canterbury Road, Folkestone	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
Tesco Express, Castle House, Bouverie Road West, Folkestone	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
Tesco Superstore, Cheriton High Street, Folkestone	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
Waitrose, Prospect Road, Hythe	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
Other - Zone 10	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
Zone 11	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, East Street, Sittingbourne	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
Aldi, Pepys Avenue, Sheerness	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
Asda, Trinity Trading Estate, Sittingbourne	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
Co-op, Bobbing Corner, Sittingbourne	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
Co-op, Church Road, Sittingbourne	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
Co-op, Forbes Road, Faversham	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
Co-op, Grove Park Shopping Centre, Sittingbourne	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, Sheerness	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, London Road, Teynham, Sittingbourne	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
Co-op, Queens Road, Minster, Isle of Sheppey	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
Co-op, The Parade, Northwood Drive, Sittingbourne	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
Co-op, The Street, Upchurch, Sittingbourne	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
Iceland, East Street, Faversham	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
Lidl, West Street, Sittingbourne	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
Local Shops, Faversham Town Centre	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
Local Shops, Minster Village Centre, Isle of Sheppey	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, Sheerness Town Centre, Isle of Sheppey	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, Sittingbourne Town Centre	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
Morrisons, Mill Way, Sittingbourne Morrisons, Neats Court, Isle of Sheppey	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	4.65 6.19	0.00 0.00	0.00 0.00	0.00	4.65 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 0.00	3.71
Morrisons, North Lane, Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittin	0.00	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	8.34
Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sitting	0.00 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
Sittingbourne Retail Park, Sittingbourne	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
Tesco Express, Chalkwell Road, Sittingbourne	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
Tesco Superstore, Bridge Road, Sheerness	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
Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.98	0.53	0.00	0.00	6.66
Other - Zone 11	0.00	0.00	0.14	0.00	0.31	0.00	0.00	0.00	0.00	0.00	5.30	0.00	0.41	3.53	9.75
Zone 12	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.00
Aldi, Victoria Road, Ashford	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
Asda, Kimberley Way, Ashford	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
Ashford Designer Outlet, Ashford	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
Admora Designer Gudet, Admora	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	0.00	0.00	0.70	0.00	1.70	1.31

Co-op, Brookfield Court, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.56	1.34	0.00	2.90
Co-op, Churchfield Way, Wye	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.57
Co-op, Faversham Road, Kennington, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.78
Co-op, Hunter Avenue, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.02	0.00	0.00	2.02
Farmfoods, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50	0.00	0.00	1.02	0.00	1.53
Iceland, High Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.88	1.60	0.00	4.47
Lidl, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.82	0.51	0.00	3.33
Local Shops, Ashford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66	0.00	0.00	1.66
Local Shops, Kennington Local Centre, Ashford	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, County Square, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.16	0.99	0.00	5.15
Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.17	4.97	2.40	10.54
Tesco Express, Mace Lane, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.00	2.06	0.00	0.00	2.58
Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.49	0.00	0.00	6.49
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.01	1.72	0.00	5.73
Waitrose, Sir Bernard Paget Drive, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	2.48	0.00	2.94
Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.68	0.00	0.00	5.68
Zone 13	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, Dymchurch Road, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	2.87	0.00	3.20
Spar, Coast Drive, Greatstone, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.00	0.73
Spar, High Street, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.90	0.00	1.90
Tesco Superstore, Highbury Works, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.93	0.00	4.93
Waitrose, Sayer's Lane, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.95	0.00	1.95
Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	8.23	0.00	8.94
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	0.00	0.00	0.00
Aldi, Ambley Road, Gillingham	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	8.95	8.95
Aldi, Duncan Road, Gillingham	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, Langley Park 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	0.00	0.00
Aldi, Well Road, 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	13.84	13.84
Asda, Pier Road, Gillingham	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	13.57	13.57
Co-op, Egremont Road, Bearsted	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, Faversham Road, Lenham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	2.92	3.24
Co-op, High Street, Cranbrook	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	8.09	8.09
Iceland, High Street, Gillingham	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	11.11	11.11
Iceland, Rainham Shopping Centre, Rainham	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
Iceland, Water Lane, Chequers 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	0.00	0.00
Lidl, Broadway 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	0.00	0.00
Lidl, Farleigh Hill, Tovil, 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	1.48	1.48
Local Shops, Chatham Town Centre	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	0.18
Local Shops, Maidstone 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	1.20	1.20
Local Shops, Staplehurst 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	2.86	2.86
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	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	3.77	3.77
Marks & Spencer, Week Street, 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	2.33	2.33
Morrisons, Sutton Road, 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	1.26	11.32	12.58
Morrisons, Walderslade, Princes Avenue, 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	7.18	7.18
Sainsbury's Local, High Street, Headcorn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	2.86	3.37
Sainsbury's Superstore, Hempstead Valley, Gillingham	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	6.89	7.71
Sainsbury's Superstore, Pentagon Shopping Centre, 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
Sainsbury's Superstore, Romney Place, 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	11.07	11.07
Tesco Express (Esso), Tonbridge Road, 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	6.09	6.09
Tesco Express, Ashford Road, Bearsted	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	10.51	10.51
Tesco Express, London Road, 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	1.88	1.88
Tesco Express, Sturdee Avenue, Gillingham	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	2.39	2.39
Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.59	0.00	0.00	10.72	12.31

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	

E 5 - Convenience Goods Turnover - Top Up	Zone 1 Zo	one 2 Z	one 3 Ze	one 4 zo	ne 5 Z	one 6 Zo	one 7 Zo	one 8 Zo	one 9 Zo	ne 10 70	ne 11 7	one 12 7	one 13 Zo	one 14	Τι
		J.10 Z Z	J.1.5 0 21	J.10 7 20	2	J.10 0 20	J.10 1 Z	20	20	10 20	20	J. 12 2	J.10 10 Z		
Zone 1															
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	
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	
celand, 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	
celand, 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	
idl, 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	
ocal 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	
ocal 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	
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	
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	
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	
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	
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	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	
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	
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & S	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	
esco 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	
esco 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	
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	
Vaitrose, 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	
Vincheap 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	
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	
one 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	
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	
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	
ocal 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	
ocal 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	
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	
one 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	
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	
ocal 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	
ocal 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	
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	
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	
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	
ocal 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	
ocal 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	
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	
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	
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	
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	
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	
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	
celand, 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	
ocal 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	
ocal 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	
ocal 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	
ocal 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	
Norrisons, 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	
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	
esco 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	
esco Express, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Other - Zone 5	0.00	0.00	0.00	0.06	2.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
one 6	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	
ıldi, Prospect Retail Park, Whitstable	0.00	0.00	0.00	0.00	0.28	3.14	0.00	0.00	0.00	0.00	1.17	0.00	0.00	0.00	
Co-op, Canterbury Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Co-op, Cromwell Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Co-op, Oxford Street, Whitstable	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	0.00	
ocal Shops, Whitstable Town Centre	0.00	0.00	0.00	0.10	0.00	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Marks & Spencer, Prospect Retail Park, Whitstable	0.00	0.39	0.00	0.04	0.47	2.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
esco Express, Tankerton Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Zone 7	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	
Ndi, Boundary Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	7.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
wai, boardary rioda, riamogato	0.00	0.00	0.00	0.00	0.00	0.00	7.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

Mathematic Mathematic Proposition Mathemat																
Coop Mignes Assert A Processing Section Coop	Asda, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	10.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.21
	Co-op, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	4.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.51
Control State Free Print Control State		0.00	0.00	0.00	0.00		0.00	8.66	0.00	0.00	0.00			0.00	0.00	8.66
Control Plant Plan																
Post Suppress Planes Suppress Carbon Strong Centre, Droublants 0.00																
Part is Sprove webseed Coarse Progressions																
Pace Signature Membra Remark Pace Pa																
Wallbrase Gueen Strey, Ramsgae 100 100 100 100 100 100 100 100 100 10																
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Column C	· · · · · · · · · · · · · · · · · · ·															
Zene Content																
Cogr. Instance Cogr. Co-	Other - Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29
Count Part Select Count Coun	Zone 8	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
Statistics Farm Simps Condensity III, Winglams	Co-op, Moatsole, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.85	1.04	0.00	0.00	0.00	0.00	0.00	3.89
Local Stops, Sandword Nort Centre 0.00	Co-op, The Street, Ash	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.87
Local Steps, Helmicharner Willings Centre 0.00	Gibson's Farm Shop, Crockshard Hill, Wingham	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.76	2.32	0.00	0.00	0.35	0.00	0.00	3.87
Local Strops, Namphan Yallage Centres 0.00																
Local Stopps Myrighan Willings Centher	· ·															
Spart Marker Street Standardon																
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Co-Op. Sealurhamp Avenue, Deal Sealurham																
Co-op Symmone Road , Shippheritiwent Lower Co-op Symmone Road , Shippheritiwent Lower Co-op Symmone Road , Shippheritiwent Co-op Symmone Road																
Co-op. Javier Rand, Doer Co-op. Javier Rand, Doer Co-op. Marker Rand, Doer Co-op. Doer Co-op. Marker Rand, Doer Doer Co-op. Marker Rand, Doer Co-op. Doer Co-op. Doer Co-op. Doer Co-op. Doer Co-op. Doer Co-op. Doer Do																
Coop, Marker Square, Ayesham Com Coop, Marker Square, Ayesham Coop, Marker Square, Ay																
Coop Mil Road Deal Farmfonds Deal Coop Deal																
Familrodis, Chlariffon Green, Dover 0.00																
Celes Cult	·															
Lid. Honeywood Parkoway, Dower 0.00																
Local Shops, Deal Town Center 0.00	Iceland, Queen Street, Deal						0.00	0.00	0.11						0.00	0.11
Local Shorps, Dower Town Centre	Lidl, Honeywood Parkway, Dover	0.00	0.00				0.00	0.00	0.40		0.00	0.00	0.00	0.00	0.00	4.85
Morrisons, Findige Sireet, Dover 1,000 1	Local Shops, Deal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	2.59	0.00	0.00	0.00	0.00	0.00	2.79
SaimsDuy's Superstore, West Street, Deal 0.00	Local Shops, Dover Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	1.80
Saims Ners Index New Street, Deal 0.00	Morrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.97	0.00	0.00	0.00	0.00	0.00	4.97
St. James Refail Park, Dover 0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	8.59	0.00	0.00	0.00	0.00	0.00	8.67
Tesso Extra, White Cliffs Park, Honeyword Parkway, Dover																4.80
Chief - Zone 9																
No. No.																
Aldi, High Street, Hythe 0.00																
Asda, Bouwerle Place, Folkestone 0.00																
Co-op, Cherithon Roads, Folkestone 0.00																
Co-op, High Street, Folkestone 0.00 0.	•															
Co-op Main Road, Sellindge 0.00	·															
Coland, High Street, Hythe 1,000 0,000																
Lidl, Haven Drive, Hawkinge, Folkestone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	·															
Lidi, Shellons Street, Folkestone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.																
Local Shops, Folkstone Town Centre 0.00	· · · · · · · · · · · · · · · · · · ·															
Local Shops, Hythe Town Centre 0.00																
Local Shops, Stelling Minnis Village Centre																
Marks & Spencer, Cheriton High Street, Folkestone 0.00 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>																
Morrisons, Cheriton Road, Folkestone 0.00																
Sainsbury's Superstore, Bouverie Road West, Folkestone 0.00	, · · · · · · · · · · · · · · · · · · ·															
Sainsbury's Superstore, Military Road, Hythe 0.00 0.0	·															
Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone 0.00 0																
Tesco Express, Canterbury Road, Folkestone 0.00<																
Tesco Express, Castle House, Bouverie Road West, Folkestone 0.00																
Tesco Superstore, Cheriton High Street, Folkestone 0.00 <		0.00	0.00		0.00	0.00	0.00		0.00					0.00	0.00	1.63
Waitrose, Prospect Road, Hythe 0.00	Tesco Express, Castle House, Bouverie Road West, Folkestone	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
Other - Zone 10 0.00 0.14 0.00	Tesco Superstore, Cheriton High Street, Folkestone	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
Zone 11 0.00	Waitrose, Prospect Road, Hythe	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
Zone 11 0.00							0.00	0.00						0.00		
Aldi, East Street, Sittingbourne 0.00 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>																
Aldi, Pepys Avenue, Sheerness 0.00																
Asda, Trinity Trading Estate, Sittingbourne 0.00																
Co-op, Bobbing Corner, Sittingbourne 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.																
0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0																
	ου-ορ, Onuron Noau, Oithingbourne	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, Grove Park Shopping Centre, Sittingbourne 0.00	Co-op, Forbes Road, Faversham	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
Co-op, London Road, Teynham, Sittingbourne 0.00	Co-op, Grove Park Shopping Centre, Sittingbourne	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, Queens Road, Minster, Isle of Šheppey 0.00 0.	Co-op, High Street, Sheerness	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, The Parade, Northwood Drive, Sittingbourne 0.00 <t< td=""><td>Co-op, London Road, Teynham, Sittingbourne</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>2.56</td><td>0.00</td><td>0.00</td><td>0.00</td><td>2.56</td></t<>	Co-op, London Road, Teynham, Sittingbourne	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
Co-op, The Street, Upchurch, Sittingbourne	Co-op, Queens Road, Minster, Isle of Sheppey	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
Celand, East Street, Faversham 0.00 0.	Co-op, The Parade, Northwood Drive, Sittingbourne	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
Lidl, West Street, Sittingbourne 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	Co-op, The Street, Upchurch, Sittingbourne	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
Local Shops, Faversham Town Centre 0.00	Iceland, East Street, Faversham	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
Local Shops, Minster Village Centre, Isle of Sheppey 0.00	Lidl, West Street, Sittingbourne	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
Local Shops, Sheerness Town Centre, Isle of Sheppey 0.00	Local Shops, Faversham Town Centre	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
Local Shops, Sittingbourne Town Centre 0.00	Local Shops, Minster Village Centre, Isle of Sheppey	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, Mill Way, Sittingbourne 0.00	Local Shops, Sheerness Town Centre, Isle of Sheppey	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, Neats Court, Isle of Sheppey 0.00 <td>Local Shops, Sittingbourne Town Centre</td> <td>0.00</td> <td>0.51</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.51</td>	Local Shops, Sittingbourne Town Centre	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
Morrisons, North Lane, Faversham 0.00	Morrisons, Mill Way, Sittingbourne	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
Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne 0.00<	Morrisons, Neats Court, Isle of Sheppey	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
Sainsbury's Superstore, Bysing Wood Road, Faversham 0.00	Morrisons, North Lane, Faversham	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
Sittingbourne Retail Park, Sittingbourne 0.00 <td>Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne</td> <td>0.00</td> <td>7.15</td> <td>0.00</td> <td>0.00</td> <td>1.20</td> <td>8.34</td>	Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne	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	8.34
Tesco Express, Chalkwell Road, Sittingbourne 0.00	Sainsbury's Superstore, Bysing Wood Road, Faversham	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
Tesco Superstore, Bridge Road, Sheerness 0.00 <th< td=""><td>Sittingbourne Retail Park, Sittingbourne</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>2.76</td><td>0.00</td><td>0.00</td><td>0.00</td><td>2.76</td></th<>	Sittingbourne Retail Park, Sittingbourne	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
Tesco Superstore, Crescent Road, Faversham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	Tesco Express, Chalkwell Road, Sittingbourne	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
	Tesco Superstore, Bridge Road, Sheerness	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
Other 7ano 11 0.00 0.00 0.00 0.00 0.00 0.00 0.00	Tesco Superstore, Crescent Road, Faversham	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
Other - Zone 11 0.00 0.00 0.00 0.00 0.00 0.00 5.50 0.00 0.41 5.55 9.75	Other - Zone 11	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

Zone 12 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00
	0 5.25
	0 9.98
	8 1.91
	0 2.90
	0.57
	0.78
Co-op, Hunter Avenue, Willesborough, Ashford 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
	0 1.53
	0 4.47
Lidl, New Street, Ashford 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	0 3.33
Local Shops, Ashford Town Centre 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	0 1.66
Local Shops, Kennington Local Centre, Ashford 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	0.00
Marks & Spencer, County Square, Ashford 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
	0 10.54
	0 2.58
	0 6.49
	5.73
	0 2.94
	5.68
	0.00
	0 3.20
	0.73
Spar, High Street, New Romney 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	0 1.90
Tesco Superstore, Highbury Works, Tenterden 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	0 4.93
	0 1.95
	0 8.94
	0.00
	5 8.95
Aldi, Duncan Road, Gillingham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Aldi, Langley Park Centre, Maidstone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Asda, Pier Road, Gillingham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Co-op, Egremont Road, Bearsted 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
	3.24
	9 8.09
Iceland, High Street, Gillingham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Iceland, Rainham Shopping Centre, Rainham 0.00 </td <td></td>	
Iceland, Water Lane, Chequers Centre, Maidstone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	0.00
	0.00
Lidl, Farleigh Hill, Tovil, Maidstone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	8 1.48
Local Shops, Chatham Town Centre 0.00 0.18 0.00 0.00 0.00 0.00 0.00 0.00	0.18
Local Shops, Maidstone Town Centre 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	.0 1.20
Local Shops, Staplehurst Village Centre 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	6 2.86
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	7 3.77
Marks & Spencer, Week Street, Maidstone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	3 2.33
Morrisons, Sutton Road, Maidstone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
	8 7.18
	36 3.37
	9 7.71
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Sainsbury's Superstore, Romney Place, Maidstone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Tesco Express, Ashford Road, Bearsted 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Tesco Express, London Road, Maidstone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Tesco Express, Sturdee Avenue, Gillingham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Tesco Extra, Courteney Road, Gillingham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Tesco Metro, Rainham Shopping Centre, Gillingham 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
Tagge Matra Disa Dagd Haveliburgt 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	8 1.48
Tesco Superstore, Farleigh Hill, Tovil 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	
	4.61
Tesco Superstore, Farleigh Hill, Tovil 0.00 0	4.61
Tesco Superstore, Farleigh Hill, Tovil 0.00 0	61 4.61 69 12.51 03 5.03
Tesco Superstore, Farleigh Hill, Tovil 0.00 0	1 4.61 69 12.51 03 5.03 06 37.01
Tesco Superstore, Farleigh Hill, Tovil 0.00 0	4.61 19 12.51 13 5.03 16 37.01 10 0.00
Tesco Superstore, Farleigh Hill, Tovil 0.00 0	4.61 9 12.51 13 5.03 16 37.01 10 0.00 10 0.00
Tesco Superstore, Farleigh Hill, Tovil 0.00 0	4.61 19 12.51 13 5.03 16 37.01 10 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, Aylesford	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
Total	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

ne 1														
	10.40	1 60	4 44	0.10	0.00	2 10	0.00	164	167	0.00	1 50	2.16	0.00	0.00
Ji, St. Andrews Close, Canterbury da, Sturry Road, Canterbury	10.40 12.02	1.66 1.12	1.11 1.26	0.10 6.73	0.00 3.59	3.12 0.92	0.00	1.61 1.09	1.67 3.42	0.00	1.56 1.26	2.16 0.00	0.00	0.00
ua, Sturry Road, Canterbury Pland, Stour Retail Park, Sturry Road, Canterbury	0.00	0.18	0.00	1.12	0.00	0.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
eland, Wincheap Industrial Estate, Maynard Road, Canterbury	1.02	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
II, Sturry Road, Canterbury	4.78	0.50	0.89	2.11	0.61	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Canterbury City Centre	1.23	1.55	0.16	0.16	0.00	0.00	0.00	0.15	0.71	0.00	0.00	0.00	0.00	0.00
cal Shops, St Dunstans, Canterbury	0.42	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.12	0.00	0.00	0.00
arks & Spencer, Maybrook Retail Park, Canterbury	0.76	0.18	0.25	0.90	0.00	0.00	0.00	0.77	2.23	0.00	0.00	0.33	0.00	0.00
arks & Spencer, St. Georges Street, Canterbury	4.57	1.09	0.38	0.00	0.00	0.00	0.00	0.22	0.00	5.38	0.00	0.69	0.00	0.00
orrisons, Ten Perch Road, Canterbury	14.38	5.73	4.78	0.29	0.00	0.28	0.00	1.42	8.04	0.00	0.00	14.39	1.12	0.00
insbury's Local, St. Dunstans Street, Canterbury	3.20	0.88	0.15	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	1.42	0.55	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Superstore, Kingsmead Road, Canterbury	14.69	4.50	1.28	2.12	0.00	0.28	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.00
urry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.43	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Express, New Dover Road, Canterbury	2.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.89	0.00	0.00	0.00	0.00
sco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	10.93	0.62	0.31	0.59	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00
e Goods Shed Farmers Market, Station Road West, Canterbury	1.55	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
aitrose, St. Georges Centre, Canterbury	12.84	2.02	2.40	0.24	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
incheap 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
her - Zone 1	0.42	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
ne 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
-op, Parkwood, University of Kent, Canterbury	0.00	0.29	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.39
-op, Virginia Woolf Building, University of Kent, Canterbury	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
cal Shops, Blean Village Centre	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	0.16					0.00		0.00		0.00	0.00	0.00	0.00
cal Shops, Chartham Village Centre her - Zone 2	0.00	0.16	0.00 0.28	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ner - zone z ne 3	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ne 3 rham Post Office, Valley Road, Barham, Canterbury	0.00	0.00	1.61	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00
rnam Post Office, Valley Road, Barnam, Canteroury cal Shops, Barham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	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
cal Shops, Bridge Village Centre her - Zone 3	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	0.00
				0.00 0.00			0.00							
ne 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
-op, Island Road, Sturry	0.00	0.00	0.00	3.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal 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
cal Shops, Sturry Village Centre	0.00	0.00	0.12	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
her - Zone 4	0.42	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ne 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
di, Kings Road, Herne Bay	0.00	0.00	0.00	0.50	17.13	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-op, Mortimer Street, Herne Bay	0.00	0.00	0.00	0.00	1.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-op, Reculver Road, Herne Bay	0.00	0.00	0.00	0.00	5.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-op, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	2.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
land, Mortimer Street, Herne Bay	0.33	0.00	0.00	0.00	1.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal 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
cal Shops, Herne Bay Town Centre	0.00	0.00	0.00	0.08	3.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal 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
cal 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
orrisons, Beach Street, Herne Bay	0.00	0.00	0.00	0.22	16.67	0.66	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.43	18.01	0.70	1.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Express, Canterbury 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
sco Express, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
her - Zone 5	0.00	0.00	0.00	0.06	3.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ne 6	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
di, Prospect Retail Park, Whitstable	0.55	1.18	0.40	0.10	2.21	14.99	2.58	0.00	0.00	0.00	9.41	0.00	0.00	0.00
-op, Canterbury Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-op, Cromwell Road, Whitstable	0.00	0.00	0.00	0.00	0.00	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-op, Faversham Road, Seasalter, Whitstable	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	2.20	0.00	0.00
-op, Oxford Street, Whitstable	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
eland, High Street, Whitstable	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Faversham Road, Seasalter	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
cal Shops, Herne Bay Road / St Johns Road / Swalecliffe	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
cal Shops, Whitstable Town Centre	0.00	0.00	0.00	0.10	0.00	3.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
arks & Spencer, Prospect Retail Park, Whitstable	0.00	0.66	0.00	0.08	1.15	6.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Local, High Street, Whitstable	0.00	0.00	0.00	0.00	0.00	2.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Superstore, Reeves Way, Whitstable	0.00	0.58	0.00	0.35	1.70	8.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Express, Tankerton Road, Whitstable	0.00	0.00	0.00	0.33	0.00	7.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Extra, Millstrood Road, Whitstable	0.00	0.47	0.00	0.00	7.47	20.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
her - Zone 6	0.00	0.00	0.09	0.00	0.00	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ne 7	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
di, Boundary Road, Ramsgate	0.00	0.00	0.00	0.00	0.40	0.00	40.45	0.14	0.00	0.00	0.00	0.00	0.00	0.00
ii, boundary koad, kansgate Ii, Zion Place, Margate	0.00	0.00	0.00	0.00	0.40	0.00	24.63	0.14	0.00	0.00	0.00	0.00	0.00	0.00
a, Zion Piace, Margate da, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	40.23	0.14	1.88	0.00	0.00	0.00	0.00	0.00
	0.00	0.00	0.00	0.00	0.00	0.28	1.36	0.61	0.00	0.00	0.00	0.00	0.00	0.00
-op, Grange Road, Ramsgate -op, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	1.36 8.34	0.15	0.00	0.00	0.00	0.00	0.00	0.00
		0.00	0.00	0.00	0.00	0.00	8.34 15.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-op, Hopeville Avenue, Broadstairs	0.00													
-op, Station Road, Birchington	0.00	0.00	0.00	0.00	0.00	0.00	4.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-op, Station Road, Westgate On Sea	0.00	0.00	0.00	0.00	0.00	0.00	1.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00
-op, Summerfield Road, Margate	0.00	0.00	0.00	0.00	0.00	0.00	3.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00
eland, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	4.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Minster-in-Thanet 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
cal Shops, Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	3.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00
arks & Spencer (BP), Canterbury Road, Margate	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
arks & Spencer, Westwood Cross Shopping Centre, Broadstairs	0.00	0.00	0.00	0.00	0.99	0.00	3.34	0.34	0.00	0.00	0.00	0.00	0.00	0.00
orrisons, Hawley Street, Margate	0.00	0.00	0.00	0.00	0.00	0.00	19.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Superstore, Dadson Way, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.37	21.82	2.53	1.15	0.00	0.00	0.00	0.00	0.00
sco Extra, Margate Road, Westwood, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	31.12	1.17	1.89	0.00	0.00	0.00	0.00	0.00
sco Metro, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	3.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Metro, Northdown Road, Cliftonville, Margate	0.00	0.00	0.00	0.00	0.00	0.00	11.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Superstore, Manston Road, Ramsgate	0.00	0.00	0.13	0.00	0.00	0.00	26.95	0.23	1.17	0.00	0.00	0.00	0.00	0.00
aitrose, Queens Street, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	11.98	0.80	0.00	0.00	0.00	0.00	0.00	0.00
estwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00	0.00	0.00	0.00	0.00	0.00	6.04	0.80	1.15	0.00	0.00	0.00	0.00	0.00
	0.00	0.00	0.00	0.00	0.00	0.00	4.49	0.25	0.00	0.00	0.00	0.00	0.00	0.00
		0.00												0.00 0.00
her - Zone 7		0.00												
her - Zone 7 ne 8	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	
her - Zone 7 ne 8 -op, Moatsole, Sandwich	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.37	6.44	0.00	0.00	0.00	0.00	0.00
her - Zone 7 ne 8	0.00													

Local Shops, Sandwich Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	1.20	0.00	0.00	0.00	0.00	0.00	1.98
Local Shops, Wingham Village Centre	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.96	0.00	0.00	0.00	0.00	0.00	0.00	1.05
Spar, Market Street, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	0.00	0.00	0.00	0.00	1.03
Other - Zone 8	0.00	0.00	0.04	0.00	0.00	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00	0.00	2.24
Zone 9	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, Cherry Tree Avenue, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.71	1.39	0.00	0.00	0.00	0.00	24.11
Co-op, Beauchamp Avenue, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.40	0.00	0.00	0.00	0.00	0.00	2.40
Co-op, Eyethorne Road, Shepherdswell, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.02	0.00	0.00	0.00	0.00	0.00	5.02
Co-op, Lower Road, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.58	0.00	0.00	0.00	0.00	0.00	2.58
Co-op, Market Square, Aylesham	0.00	0.29	0.49	0.00	0.00	0.00	0.00	0.34	6.68	0.00	0.00	0.00	0.00	0.00	7.79
Co-op, Mill Road, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.45	0.00	0.00	0.00	0.00	0.00	6.45
Farmfoods, Charlton Green, Dover	0.00	0.00	0.00	0.00	0.00	0.00	3.09	0.00	3.78	0.00	0.00	0.00	0.00	0.00	6.87
Iceland, Queen Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.94	0.00	0.00	0.00	0.00	0.00	1.05
Lidl, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.18	22.63	0.00	0.00	0.00	0.00	0.00	24.80
Local Shops, Deal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	4.67	0.00	0.00	0.00	0.00	0.00	5.07
Local Shops, Dover Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.59	0.00	0.00	0.00	0.00	0.00	3.59
Morrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.04	0.00	0.00	0.00	0.00	0.00	21.04
Sainsbury's Superstore, West Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	29.27	0.00	0.00	0.00	0.00	0.00	29.83
St James Retail Park, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.20	0.00	0.00	1.12	0.00	0.00	8.32
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.44	0.18	0.17	0.00	0.00	0.00	0.00	1.52	35.45	0.00	0.00	0.00	0.00	0.00	37.77
Other - Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	11.46	0.00	0.00	0.00	0.00	0.00	11.61
							0.00								
Zone 10	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
Zone 10 Aldi, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.78	0.00	0.00 0.90	0.00 3.56	0.00	0.00 14.24
Aldi, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.78	0.00	0.90	3.56	0.00	14.24
Aldi, High Street, Hythe Asda, Bouverie Place, Folkestone	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00	0.00 1.29	0.00 0.00	0.00 5.42	9.78 9.59	0.00	0.90 0.00	3.56 0.00	0.00 0.00	14.24 16.30 9.77 0.77
Aldi, High Street, Hythe Asda, Bouverie Place, Folkestone Co-op, Cheriton Road, Folkestone	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 1.29 0.00	0.00 0.00 0.00	0.00 5.42 0.00	9.78 9.59 9.77 0.77 1.17	0.00 0.00 0.00	0.90 0.00 0.00	3.56 0.00 0.00 0.00 0.73	0.00 0.00 0.00	14.24 16.30 9.77 0.77 1.90
Aldi, High Street, Hythe Asda, Bouverie Place, Folkestone Co-op, Cheriton Road, Folkestone Co-op, High Street, Folkestone	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 1.29 0.00 0.00	0.00 0.00 0.00 0.00	0.00 5.42 0.00 0.00	9.78 9.59 9.77 0.77	0.00 0.00 0.00 0.00	0.90 0.00 0.00 0.00	3.56 0.00 0.00 0.00	0.00 0.00 0.00 0.00	14.24 16.30 9.77 0.77
Aldi, High Street, Hythe Asda, Bouverie Place, Folkestone Co-op, Cheriton Road, Folkestone Co-op, High Street, Folkestone Co-op, Main Road, Sellindge	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 1.29 0.00 0.00 0.00	0.00 0.00 0.00 0.00 0.00	0.00 5.42 0.00 0.00 0.00	9.78 9.59 9.77 0.77 1.17	0.00 0.00 0.00 0.00 0.00	0.90 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73	0.00 0.00 0.00 0.00 0.00	14.24 16.30 9.77 0.77 1.90
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	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 1.29 0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00	0.00 5.42 0.00 0.00 0.00 0.00	9.78 9.59 9.77 0.77 1.17 6.05	0.00 0.00 0.00 0.00 0.00 0.00	0.90 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00	0.00 0.00 0.00 0.00 0.00	14.24 16.30 9.77 0.77 1.90 6.05
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	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 0.00 0.00	0.00 1.29 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 5.42 0.00 0.00 0.00 0.00 0.00	9.78 9.59 9.77 0.77 1.17 6.05 15.17	0.00 0.00 0.00 0.00 0.00 0.00	0.90 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91	0.00 0.00 0.00 0.00 0.00 0.00	14.24 16.30 9.77 0.77 1.90 6.05 16.08
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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00	0.00 1.29 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 0.0	0.00 5.42 0.00 0.00 0.00 0.00 0.00 0.00	9.78 9.59 9.77 0.77 1.17 6.05 15.17 0.87	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91 2.53	0.00 0.00 0.00 0.00 0.00 0.00 0.00	14.24 16.30 9.77 0.77 1.90 6.05 16.08 3.40
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, Stelling Minnis Village Centre	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.29 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 0.0	0.00 5.42 0.00 0.00 0.00 0.00 0.00 0.00 0.00	9.78 9.59 9.77 0.77 1.17 6.05 15.17 0.87	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91 2.53 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	14.24 16.30 9.77 0.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00
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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.29 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 0.0	0.00 5.42 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	9.78 9.59 9.77 0.77 1.17 6.05 15.17 0.87 0.00 1.94	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91 2.53 0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	14.24 16.30 9.77 0.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00 2.02
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, Stelling Minnis Village Centre	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.29 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 5.42 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	9.78 9.59 9.77 0.77 1.17 6.05 15.17 0.87 0.00 1.94 0.00 2.02 10.36	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91 2.53 0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	14.24 16.30 9.77 0.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00
Aldi, High Street, Hythe Asda, Bouverie Place, Folkestone Co-op, Cheriton Road, 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, Folkstone 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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 0.0	0.00 1.29 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 5.42 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	9.78 9.59 9.77 0.77 1.17 6.05 15.17 0.87 0.00 1.94 0.00 2.02 10.36 8.62	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91 2.53 0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	14.24 16.30 9.77 0.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00 2.02 10.36 9.41
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	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 0.0	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 0.0	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 1.29 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 5.42 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	9.78 9.59 9.77 0.77 1.17 6.05 15.17 0.87 0.00 1.94 0.00 2.02 10.36	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91 2.53 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 0.0	14.24 16.30 9.77 0.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00 2.02 10.36 9.41 23.87
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, Millrary Road, Hythe Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.29 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 5.42 0.00	9.78 9.59 9.77 0.77 1.17 6.05 15.17 0.87 0.00 1.94 0.00 2.02 10.36 8.62 19.65 28.29	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91 2.53 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 0.0	14.24 16.30 9.77 0.77 1.90 6.05 16.08 3.40 0.00 2.02 10.36 9.41 23.87 32.25
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	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 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.29 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 5.42 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	9.78 9.59 9.77 0.77 1.17 6.05 15.17 0.87 0.00 1.94 0.00 2.02 10.36 8.62 19.65 28.29 3.26	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.73 0.00 0.91 2.53 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	14.24 16.30 9.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00 2.02 10.36 9.41 23.87 32.25 4.97
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 Lodal Shops, Folkstone 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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.29 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 5.42 0.00	9.78 9.59 9.77 0.77 1.17 0.05 15.17 0.87 0.00 1.94 0.00 2.02 10.36 8.62 19.65 28.29 3.26 2.02	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.73 0.00 0.91 2.53 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	14.24 16.30 9.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00 2.02 10.36 9.41 23.87 32.25 4.97
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, Haven Drive, Hawkinge, Folkestone Lidl, Shellons Street, Folkestone Local Shops, Folkstone Town Centre Local Shops, Stelling Minnis Village 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, Canterbury Road, Folkestone Tesco Express, Castle House, Bouverie Road West, Folkestone Tesco Superstore, Cheriton High Street, Folkestone Tesco Superstore, Cheriton High Street, Folkestone	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 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.29 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 5.42 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	9.78 9.59 9.77 1.17 6.05 15.17 0.00 1.94 0.00 2.02 10.36 8.62 28.29 3.26 2.02 30.19	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.00 0.73 0.00 0.91 2.53 0.00 0.00 0.00 0.00 0.00 0.00 0.56 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	14.24 16.30 9.77 0.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00 2.02 10.36 9.32 4.97 2.02 30.27
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 Lodal Shops, Folkstone 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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.29 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 5.42 0.00	9.78 9.59 9.77 0.77 1.17 0.05 15.17 0.87 0.00 1.94 0.00 2.02 10.36 8.62 19.65 28.29 3.26 2.02	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.90 0.00 0.00 0.00 0.00 0.00 0.00 0.00	3.56 0.00 0.00 0.73 0.00 0.91 2.53 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	14.24 16.30 9.77 1.90 6.05 16.08 3.40 0.00 5.17 0.00 2.02 10.36 9.41 23.87 32.25 4.97

Zone 11	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, East Street, Sittingbourne Aldi, Pepys Avenue, Sheerness	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.91 18.73	0.00	0.00	0.00 0.00	25.91 18.73
Asda, Trinity Trading Estate, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33.73	0.00	0.00	0.00	33.73
Co-op, Bobbing Corner, Sittingbourne	0.00	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	2.85
Co-op, Church Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.33	0.00	0.00	0.00	1.33
Co-op, Forbes Road, Faversham Co-op, Grove Park Shopping Centre, Sittingbourne	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.90 0.00	0.00	0.00	0.00 0.00	2.90 0.00
Co-op, High Street, Sheerness	0.00	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	0.07
Co-op, London Road, Teynham, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.12	0.00	0.00	0.00	5.12
Co-op, Queens Road, Minster, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	3.13	0.00	0.00	0.00	3.17	0.00	0.00	0.00	6.30
Co-op, The Parade, Northwood Drive, Sittingbourne Co-op, The Street, Upchurch, Sittingbourne	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.66 4.81	0.00	0.00	0.00	5.66 7.20
Iceland, East Street, Faversham	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	2.39 0.00	1.64
Lidl, West Street, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.25	0.00	0.00	6.24	20.49
Local Shops, Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.97	0.00	0.00	0.00	2.97
Local Shops, Minster Village Centre, Isle of Sheppey	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, Sheerness Town Centre, Isle of Sheppey Local Shops, Sittingbourne 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 3.83	0.00	0.00	0.00 0.00	3.83
Morrisons, Mill Way, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23.57	0.00	0.00	0.00	23.57
Morrisons, Neats Court, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23.13	0.00	0.00	2.61	25.74
Morrisons, North Lane, Faversham	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.24 25.36	0.00	0.00	0.00	12.24 30.37
Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne Sainsbury's Superstore, Bysing Wood Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.84	0.00	0.00	5.00 0.00	18.84
Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.51	0.00	0.00	0.00	5.51
Tesco Express, Chalkwell Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.70	0.00	0.00	0.00	6.70
Tesco Superstore, Bridge Road, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.23	0.00	0.00	0.00	19.23
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00	0.00 0.00	0.28 0.21	0.00	0.00 0.61	1.43 0.00	0.00	0.00	0.00	0.00	26.89 9.07	1.65 0.00	0.00 0.83	0.00 4.72	30.26 15.44
Zone 12	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, Victoria Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.48	8.32	0.00	21.80
Asda, Kimberley Way, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.89	13.69	3.23	29.81
Ashford Designer Outlet, Ashford Co-op, Brookfield Court, Ashford	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43 3.12	0.00 2.68	2.96 0.00	3.39 5.80
Co-op, Churchfield Way, Wye	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14	0.00	0.00	1.14
Co-op, Faversham Road, Kennington, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.13	0.00	0.00	1.13
Co-op, Hunter Avenue, Willesborough, Ashford Farmfoods, New Street, Ashford	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.01	0.00	3.51 0.00	0.00 1.02	0.00 0.00	3.51 2.03
Iceland, High Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.91	3.19	0.00	9.10
Lidl, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.65	2.32	0.00	7.97
Local Shops, Ashford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66	0.00	0.00	1.66
Local Shops, Kennington Local Centre, Ashford	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, County Square, Ashford Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.00 0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.26 24.26	1.98 17.20	0.00 7.40	7.24 49.08
Tesco Express, Mace Lane, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.00	4.12	3.38	0.00	8.02
Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.23	0.00	29.01	2.02	0.00	35.26
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	26.83	16.99	0.00	43.82
Waitrose, Sir Bernard Paget Drive, Ashford Other - Zone 12	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.87	0.00	6.55 10.38	6.72 0.00	0.00 0.00	13.27 11.25
Zone 13	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, Dymchurch Road, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	13.28	0.00	13.61
Spar, Coast Drive, Greatstone, New Romney Spar, High Street, New Romney	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	1.46 2.53	0.00 0.00	1.46 2.53
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.08	0.00	0.00	22.68	0.00	24.76
Tesco Superstore, Highbury Works, Tenterden							0.00								
Tesco Superstore, Highbury Works, Tenterden Waitrose, Sayer's Lane, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.02	0.00	6.02
Waitrose, Sayer's Lane, Tenterden Other - Zone 13	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 1.41	6.02 15.21	0.00	16.61
Waitrose, Sayer's Lane, Tenterden Other - Zone 13 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	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 1.41 0.00	6.02 15.21 0.00	0.00 0.00	16.61 0.00
Waitrose, Sayer's Lane, Tenterden Other - Zone 13	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 1.41	6.02 15.21	0.00	16.61
Waitrose, Sayer's Lane, Tenterden Other - Zone 13 Zone 14 Aldi, Ambley Road, Gillingham	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 1.41 0.00 0.00	6.02 15.21 0.00 0.00	0.00 0.00 36.23	16.61 0.00 36.23 12.71 14.07
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	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 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 1.41 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00	0.00 0.00 36.23 12.71 14.07 64.38	16.61 0.00 36.23 12.71 14.07 64.38
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	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 0.0	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 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 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00	0.00 0.00 36.23 12.71 14.07 64.38 39.82	16.61 0.00 36.23 12.71 14.07 64.38 39.82
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	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 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 1.41 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00	0.00 0.00 36.23 12.71 14.07 64.38	16.61 0.00 36.23 12.71 14.07 64.38
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	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 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 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 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90
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, Figh Street, Cranbrook Iceland, High Street, Gillingham	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 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 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 0.00 0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34
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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 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	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 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00
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 Lidi, Broadway Shopping Centre, Maidstone	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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	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 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 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61
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, Fayersham 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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 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 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 0.00 0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96
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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 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 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 0.00 0.00 0.00 0.00 0.00 0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96 0.00	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36
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, Fayersham 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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 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 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 0.00 0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96
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, Fayersham 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, Staplehurst Village Centre Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 0.0	0.00 0.00	0.00 0.00	0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96 0.00 12.47 5.72 12.78	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36 12.47 5.72 15.79
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, Staplehurst Village Centre Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Week Street, Maidstone	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 0.0	0.00 0.00	0.00 0.00	0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96 0.00 12.47 5.72 12.78 2.33	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36 12.47 5.72 15.79 2.33
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, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Week Street, Maidstone	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00	0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96 0.00 12.47 5.72 12.78 2.33 43.16	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36 12.47 5.72 15.79 2.33 45.71
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, Staplehurst Village Centre Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Week Street, Maidstone	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 0.0	0.00 0.00	0.00 0.00	0.00 0.00	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96 0.00 12.47 5.72 12.78 2.33	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36 12.47 5.72 15.79 2.33
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, Farleigh Hill, Tovil, Maidstone Lidl, Farleigh Hill, Tovil, Maidstone Local Shops, Chatham Town Centre Local Shops, Chatham 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	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96 0.00 12.47 5.72 12.78 2.33 43.16 22.82 5.72 21.65	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36 12.47 5.72 15.79 2.33 45.71 22.93 7.30 23.29
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, Fayersham Road, Lenham Co-op, High Street, Cranbrook Iceland, High Street, Gillingham Iceland, Rainham Shopping Centre, Rainham Iceland, Water Lane, Chequers Centre, Maidstone Lidl, Farleigh Hill, Tovil, 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, Sutton Road, Maidstone Morrisons, Walderslade, Princes Avenue, Chatham Sainsbury's Local, High Street, Headcorn Sainsbury's Superstore, Pennstead Valley, Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, Chatham	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96 0.00 12.47 5.72 12.78 2.33 43.16 22.82 5.72 21.65 2.61	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36 12.47 5.72 15.79 2.33 45.71 22.93 7.30 23.29 2.61
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, Fligh Street, Cranbrook Iceland, High Street, Gillingham Iceland, High Street, Gillingham Iceland, Water Lane, Chequers Centre, Maidstone Lidl, Broadway Shopping Centre, Maidstone Lidl, Farleigh Hill, Tovil, Maidstone Local Shops, Chatham Town Centre Local Shops, Staplehurst Village Centre Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Week Street, Maidstone Morrisons, Sutton Road, Maidstone Morrisons, Sutt	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 10.08 2.61 2.96 0.00 12.47 5.72 12.78 2.33 43.16 22.82 5.72 21.65 261 14.55	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36 12.47 5.72 15.79 2.33 45.71 22.93 7.30 23.29 2.61 14.55
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, Fayersham Road, Lenham Co-op, High Street, Cranbrook Iceland, High Street, Gillingham Iceland, Rainham Shopping Centre, Rainham Iceland, Water Lane, Chequers Centre, Maidstone Lidl, Farleigh Hill, Tovil, 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, Sutton Road, Maidstone Morrisons, Walderslade, Princes Avenue, Chatham Sainsbury's Local, High Street, Headcorn Sainsbury's Superstore, Pennstead Valley, Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, Chatham	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 1.41 0.00 0.00 0.00 0.00 0.00 0.00	6.02 15.21 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	0.00 0.00 36.23 12.71 14.07 64.38 39.82 0.00 4.40 16.90 20.34 0.00 10.08 2.61 2.96 0.00 12.47 5.72 12.78 2.33 43.16 22.82 5.72 21.65 2.61	16.61 0.00 36.23 12.71 14.07 64.38 39.82 0.00 5.03 16.90 20.34 0.00 10.08 2.61 2.96 0.36 12.47 5.72 15.79 2.33 45.71 22.93 7.30 23.29 2.61
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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, Aylesford	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.73	8.07
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	5.72	5.72
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	2.61	2.61
Other - Outside Survey Area	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	4.53	0.00	0.00	3.55	0.83	32.67	42.19
Total	100.61	26.83	20.79	21.63	91.98	83.24	317.68	35.73	232.74	206.08	328.90	188.41	165.84	783.64	2,604.10

one 1														
di, St. Andrews Close, Canterbury sda, Sturry Road, Canterbury	10.34% 11.94%	6.18% 4.17%	5.32% 6.04%	0.45% 31.12%	0.00% 3.91%	3.75% 1.10%	0.00% 0.00%	4.50% 3.06%	0.72% 1.47%	0.00% 0.00%	0.47% 0.38%	1.14% 0.00%	0.00% 0.00%	0.00% 0.00%
eland, Stour Retail Park, Sturry Road, Canterbury eland, Wincheap Industrial Estate, Maynard Road, Canterbury	0.00% 1.01%	0.67% 0.00%	0.00% 0.00%	5.16% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%
tl, Sturry Road, Canterbury cal Shops, Canterbury City Centre	4.75% 1.22%	1.87% 5.77%	4.30% 0.78%	9.77% 0.76%	0.66% 0.00%	0.34%	0.00% 0.00%	1.07% 0.42%	0.00% 0.31%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%
cal Shops, St Dunstans, Canterbury arks & Spencer, Maybrook Retail Park, Canterbury	0.42% 0.75%	1.04% 0.66%	0.00% 1.20%	0.00% 4.14%	0.00%	0.00%	0.00% 0.00%	0.00% 2.15%	0.00% 0.96%	0.00% 0.00%	1.56% 0.00%	0.00% 0.18%	0.00%	0.00%
arks & Spencer, St. Georges Street, Canterbury prrisons, Ten Perch Road, Canterbury	4.54% 14.29%	4.06% 21.37%	1.84% 23.01%	0.00% 1.33%	0.00%	0.00% 0.34%	0.00% 0.00%	0.62% 3.98%	0.00% 3.46%	2.61% 0.00%	0.00% 0.00%	0.37% 7.64%	0.00% 0.68%	0.00%
sinsbury's Local, St. Dunstans Street, Canterbury sinsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	3.18% 1.42%	3.27% 2.06%	0.71% 4.81%	1.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
insbury's Superstore, Kingsmead Road, Canterbury urry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	14.60% 0.42%	16.76%	6.16% 0.00%	9.79% 0.61%	0.00%	0.34%	0.00%	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
esco Express, New Dover Road, Canterbury	2.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.00%
sco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury te Goods Shed Farmers Market, Station Road West, Canterbury	10.86% 1.54%	2.31% 1.08%	1.47% 0.00%	2.71% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	1.25% 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%
aitrose, St. Georges Centre, Canterbury incheap Retail Area, Canterbury	12.76% 0.00%	7.51% 0.00%	11.56% 0.00%	1.10% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.65% 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%
her - Zone 1	0.42% 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%
Dop, Parkwood, University of Kent, Canterbury Dop, Virginia Woolf Building, University of Kent, Canterbury	0.00%	1.08%	0.00%	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%
cal Shops, Blean Village Centre	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
cal Shops, Chartham Village Centre her - Zone 2	0.00% 0.00%	0.59% 2.08%	0.00% 1.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
une 3 rham Post Office, Valley Road, Barham, Canterbury	0.00% 0.00%	0.00% 0.00%	0.00% 7.73%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.31%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
cal Shops, Barham Village Centre cal Shops, Bridge Village Centre	0.00% 0.00%	0.00%	0.00% 1.78%	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%
her - Zone 3 ne 4	0.00% 0.00%	0.00% 0.00%	3.19% 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%
o-op, Island Road, Sturry	0.00%	0.00%	0.00%	15.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
cal Shops, Hersden Village Centre cal Shops, Sturry Village Centre	0.00% 0.00%	0.00%	0.00% 0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
her - Zone 4 une 5	0.42% 0.00%	0.00% 0.00%	0.00% 0.00%	2.86% 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%
di, Kings Road, Herne Bay o-op, Mortimer Street, Herne Bay	0.00% 0.00%	0.00%	0.00% 0.00%	2.33% 0.00%	18.62% 1.17%	1.72% 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%
o-op, Reculver Road, Herne Bay o-op, Sea Street, Herne Bay	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	5.78% 2.27%	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%
aland, Mortimer Street, Herne Bay cal Shops, Canterbury Road, Herne Bay	0.32%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
cal Shops, Herne Bay Town Centre	0.00%	0.00%	0.00%	0.38%	4.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
cal Shops, Recluver Road, Beltinge, Herne Bay cal 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% 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%
orrisons, Beach Street, Herne Bay sinsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00% 0.00%	0.00%	0.00% 0.00%	1.01% 1.99%	18.12% 19.58%	0.80% 0.84%	0.00% 0.62%	0.65% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%
sco Express, Canterbury Road, Herne Bay sco Express, Sea Street, Herne Bay	0.00% 0.00%	0.00%	0.00%	0.00%	3.04% 1.14%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%
her - Zone 5	0.00%	0.00%	0.00%	0.28%	3.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ne 6 fi, Prospect Retail Park, Whitstable	0.00% 0.54%	0.00% 4.40%	0.00% 1.92%	0.00% 0.45%	0.00% 2.40%	0.00% 18.01%	0.00% 0.81%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 2.86%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
-op, Canterbury Road, Whitstable -op, Cromwell Road, Whitstable	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	2.17% 2.72%	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%
p-op, Faversham Road, Seasalter, Whitstable	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.92% 0.40%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	1.17% 0.00%	0.00%	0.00%
oland, High Street, Whitstable cal Shops, Faversham Road, Seasalter	0.00%	0.00%	0.00%	0.00%	0.00%	0.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
cal Shops, Herne Bay Road / St Johns Road / Swalecliffe	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%
cal Shops, Tankerton Road, Tankerton cal Shops, Whitstable Town Centre	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.45%	0.00% 0.00%	0.40% 4.67%	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%
ırks & Spencer, Prospect Retail Park, Whitstable insbury's Local, High Street, Whitstable	0.00% 0.00%	2.45% 0.00%	0.00% 0.00%	0.38% 0.00%	1.25% 0.00%	7.70% 3.58%	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%
insbury's Superstore, Reeves Way, Whitstable sco Express, Tankerton Road, Whitstable	0.00% 0.00%	2.16% 0.00%	0.00%	1.64% 2.05%	1.85% 0.00%	10.13% 8.82%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%
sco Extra, Millstrood Road, Whitstable	0.00%	1.74%	0.44%	0.00%	8.12%	25.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
her - Zone 6 ne 7	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	1.52% 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%
di, Boundary Road, Ramsgate di, Zion Place, Margate	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.43% 0.00%	0.00% 0.00%	12.73% 7.75%	0.40% 0.40%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
sda, Westwood Road, Broadstairs o-op, Grange Road, Ramsgate	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.34% 0.00%	12.67% 0.43%	1.72% 0.42%	0.81% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
o-op, High Street, Broadstairs o-op, Hopeville Avenue, Broadstairs	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.63% 4.79%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%
⊢op, Station Road, Birchington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40% 0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
-op, Station Road, Westgate On Sea -op, Summerfield Road, Margate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
eland, High Street, Broadstairs dl, Margate Road, Ramsgate	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	1.56% 2.65%	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%
ical Shops, Broadstairs Town Centre ical Shops, Margate Town Centre	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	1.53% 0.21%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%
cal Shops, Minster-in-Thanet Village Centre cal Shops, Ramsgate Town Centre	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 1.12%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%
arks & Spencer (BP), Canterbury Road, Margate	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%
arks & Spencer, Westwood Cross Shopping Centre, Broadstairs orrisons, Hawley Street, Margate	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	1.08% 0.00%	0.00% 0.00%	1.05% 6.15%	0.95% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
iinsbury's Superstore, Dadson Way, Ramsgate sco Extra, Margate Road, Westwood, Broadstairs	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.45% 0.00%	6.87% 9.79%	7.09% 3.29%	0.50% 0.81%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
sco Metro, High Street, Broadstairs sco Metro, Northdown Road, Cliftonville, Margate	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	1.06% 3.70%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%
sco Superstore, Manston Road, Ramsgate aitrose, Queens Street, Ramsgate	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	8.48% 3.77%	0.65% 2.24%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%
estwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.90%	0.69%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%
her - Zone 7 ne 8	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	1.41% 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%
o-op, Moatsole, Sandwich o-op, The Street, Ash	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%	23.41% 5.88%	2.77% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
oson's Farm Shop, Crockshard Hill, Wingham cal Shops, Littlebourne Village Centre	0.00% 0.00%	0.00%	3.17% 5.11%	0.00%	0.00%	0.00%	0.00% 0.00%	3.97% 0.00%	1.00% 0.00%	0.00%	0.00%	0.37% 0.00%	0.00%	0.00%
hers	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.19% 2.69%	0.52% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
cal Shops, Wingham Village Centre ar, Market Street, Sandwich	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	2.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
her - Zone 8 ne 9	0.00% 0.00%	0.00% 0.00%	0.20% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	6.16% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
di, Cherry Tree Avenue, Dover ⊩op, Beauchamp Avenue, Deal	0.00% 0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.00% 0.00%	9.76% 1.03%	0.68% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%
-op, Eyethorne Road, Shepherdswell, Dover -op, Lower Road, Dover	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.16% 1.11%	0.00%	0.00%	0.00%	0.00%	0.00%
-op, Market Square, Aylesham	0.00%	1.08%	2.34%	0.00%	0.00%	0.00%	0.00%	0.95%	2.87%	0.00%	0.00%	0.00%	0.00%	0.00%
⊩op, Mill Road, Deal rmfoods, Charlton Green, Dover	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% 0.97%	0.00% 0.00%	2.77% 1.62%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
ıland, Queen Street, Deal II, Honeywood Parkway, Dover	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.00%	0.29% 6.09%	0.40% 9.72%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00%
all Shops, Deal Town Centre cal Shops, Dover Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%	2.01% 1.54%	0.00%	0.00%	0.00%	0.00%	0.00%
prisons, Bridge Street, Dover	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.04%	0.00%	0.00%	0.00%	0.00%	0.00%
insbury's Superstore, West Street, Deal James Retail Park, Dover	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.55% 0.00%	12.58% 3.10%	0.00%	0.00%	0.00%	0.00%	0.00%
sco Extra, White Cliffs Park, Honeywood Parkway, Dover ner - Zone 9	0.44% 0.00%	0.67% 0.00%	0.82% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	4.26% 0.42%	15.23% 4.92%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
ne 10 li, High Street, Hythe	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% 4.75%	0.00% 0.00%	0.00% 0.48%	0.00% 2.14%	0.00% 0.00%
da, Bouverie Place, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	0.00%	2.33%	4.65%	0.00%	0.00%	0.00%	0.00%
-op, Cheriton Road, Folkestone -op, High Street, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.74% 0.37%	0.00%	0.00%	0.00%	0.00%
⊦op, Main Road, Sellindge sland, High Street, Hythe	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%	0.57% 2.94%	0.00% 0.00%	0.00% 0.00%	0.44% 0.00%	0.00% 0.00%
II, Haven Drive, Hawkinge, Folkestone II, Shellons Street, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.36% 0.42%	0.00%	0.00%	0.55% 1.53%	0.00%
cal Shops, Folkstone 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%
cal Shops, Hythe Town Centre cal Shops, Stelling Minnis Village Centre	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.94%	0.00%	0.00%	0.00%	0.41%
arks & Spencer, Cheriton High Street, Folkestone orrisons, Cheriton Road, Folkestone	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%	0.98% 5.02%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%
insbury's Superstore, Bouverie Road West, Folkestone sinsbury's Superstore, Military Road, Hythe	0.00%	0.00%	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	4.18% 9.53%	0.00%	0.00% 0.59%	0.00%	0.00%
ainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%	0.52%	0.96%	13.73%	0.00%	0.00%	0.34%	0.00%
sco Express, Canterbury Road, Folkestone sco Express, Castle House, Bouverie Road West, Folkestone	1.70% 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%	1.58% 0.98%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00% 0.00%	0.00%
esco Superstore, Cheriton High Street, Folkestone	0.00%	0.00%	0.38%	0.00%		0.00%	0.00%			14.65%	0.00%	0.00%		0.00%

Zone 11 Aldi, East Street, Sittingbourne	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% 7.88%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.99%
Aldi, Pepys Avenue, Sheerness	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.69%	0.00%	0.00%	0.00%	0.72%
Asda, Trinity Trading Estate, Sittingbourne Co-op, Bobbing Corner, Sittingbourne	0.00% 0.00%	10.25% 0.87%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	1.30% 0.11%									
Co-op, Church Road, Sittingbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.05%
Co-op, Forbes Road, Faversham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.00%	0.00%	0.11%
Co-op, Grove Park Shopping Centre, Sittingbourne Co-op, High Street, Sheerness	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.34%	0.00% 0.00%										
Co-op, London Road, Teynham, Sittingbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.20%
Co-op, Queens Road, Minster, Isle of Sheppey Co-op, The Parade, Northwood Drive, Sittingbourne	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.99% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.96% 1.72%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.24% 0.22%
Co-op, The Street, Upchurch, Sittingbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.31%	0.28%
Iceland, East Street, Faversham Lidl, West Street, Sittingbourne	0.00% 0.00%	0.50% 4.33%	0.00% 0.00%	0.00% 0.00%	0.00% 0.80%	0.06% 0.79%									
Local Shops, Faversham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%	0.00%	0.00%	0.00%	0.11%
Local Shops, Minster Village Centre, Isle of Sheppey	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, Sheerness Town Centre, Isle of Sheppey Local Shops, Sittingbourne Town Centre	0.00% 0.00%	0.00% 1.16%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.15%									
Morrisons, Mill Way, Sittingbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.17%	0.00%	0.00%	0.00%	0.91%
Morrisons, Neats Court, Isle of Sheppey	0.00% 0.00%	7.03% 3.72%	0.00% 0.00%	0.00% 0.00%	0.33% 0.00%	0.99% 0.47%									
Morrisons, North Lane, Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.71%	0.00%	0.00%	0.64%	1.17%
Sainsbury's Superstore, Bysing Wood Road, Faversham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.73%	0.00%	0.00%	0.00%	0.72%
Sittingbourne Retail Park, Sittingbourne Tesco Express, Chalkwell Road, Sittingbourne	0.00% 0.00%	1.68% 2.04%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.21% 0.26%									
Tesco Superstore, Bridge Road, Sheerness	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.85%	0.00%	0.00%	0.00%	0.74%
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00% 0.00%	0.00% 0.00%	1.37% 1.02%	0.00% 0.00%	0.00% 0.67%	1.72% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	8.18% 2.76%	0.88% 0.00%	0.00% 0.50%	0.00% 0.60%	1.16% 0.59%
Zone 12	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, Victoria Road, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.15%	5.02%	0.00%	0.84%
Asda, Kimberley Way, Ashford Ashford Designer Outlet. Ashford	0.00% 0.00%	6.84% 0.23%	8.26% 0.00%	0.41% 0.38%	1.14% 0.13%										
Co-op, Brookfield Court, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.65%	1.62%	0.00%	0.22%
Co-op, Churchfield Way, Wye Co-op, Faversham Road, Kennington, Ashford	0.00% 0.00%	0.60% 0.60%	0.00% 0.00%	0.00% 0.00%	0.04% 0.04%										
Co-op, Hunter Avenue, Willesborough, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.86%	0.00%	0.00%	0.13%
Farmfoods, New Street, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.49%	0.00%	0.00%	0.62%	0.00%	0.08%
Iceland, High Street, Ashford Lidl, New Street, Ashford	0.00% 0.00%	3.14% 3.00%	1.93% 1.40%	0.00% 0.00%	0.35% 0.31%										
Local Shops, Ashford Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.00%	0.06%
Local Shops, Kennington Local Centre, Ashford Marks & Spencer, County Square, Ashford	0.00% 0.00%	0.00% 2.79%	0.00% 1.19%	0.00% 0.00%	0.00% 0.28%										
Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.87%	10.37%	0.94%	1.88%
Tesco Express, Mace Lane, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	2.18%	2.04%	0.00%	0.31%
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00% 0.00%	2.05% 0.00%	0.00% 0.00%	15.40% 14.24%	1.22% 10.25%	0.00% 0.00%	1.35% 1.68%								
Waitrose, Sir Bernard Paget Drive, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	4.05%	0.00%	0.51%
Other - Zone 12 Zone 13	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%	0.42% 0.00%	0.00% 0.00%	5.51% 0.00%	0.00% 0.00%	0.00% 0.00%	0.43% 0.00%
Sainsbury's Superstore, Dymchurch Road, New Romney	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%	8.01%	0.00%	0.52%
Spar, Coast Drive, Greatstone, New Romney	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%	0.00%	0.06%
Spar, High Street, New Romney Tesco Superstore, Highbury Works, Tenterden	0.00% 0.00%	0.00% 1.01%	0.00% 0.00%	0.00% 0.00%	1.53% 13.68%	0.00% 0.00%	0.10% 0.95%								
Waitrose, Sayer's Lane, Tenterden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.63%	0.00%	0.23%
Other - Zone 13 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%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.75% 0.00%	9.17% 0.00%	0.00% 0.00%	0.64% 0.00%
Aldi, Ambley Road, Gillingham	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%	4.62%	1.39%
Aldi, Duncan Road, Gillingham	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%	1.62%	0.49%
Aldi, Langley Park Centre, Maidstone Aldi, Well Road, Maidstone	0.00% 0.00%	1.80% 8.22%	0.54% 2.47%												
Asda, Pier Road, Gillingham	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%	5.08%	1.53%
Co-op, Egremont Road, Bearsted	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, Faversham Road, Lenham Co-op, High Street, Cranbrook	0.00% 0.00%	0.38% 0.00%	0.56% 2.16%	0.19% 0.65%											
Iceland, High Street, Gillingham	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%	2.60%	0.78%
Iceland, Rainham Shopping Centre, Rainham Iceland, Water Lane, Chequers Centre, Maidstone	0.00% 0.00%	0.00% 1.29%	0.00% 0.39%												
Lidl, Broadway 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%	0.33%	0.10%
Lidl, Farleigh Hill, Tovil, Maidstone	0.00%	0.00% 1.33%	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%	0.38%	0.11% 0.01%
Local Shops, Chatham Town Centre Local Shops, Maidstone 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%	1.59%	0.48%
Local Shops, Staplehurst 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%	0.73%	0.22%
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham Marks & Spencer, Week Street, 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%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.91% 0.00%	0.00% 0.00%	0.00% 0.00%	1.63% 0.30%	0.61% 0.09%
Morrisons, Sutton Road, 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%	1.54%	5.51%	1.76%
Morrisons, Walderslade, Princes Avenue, Chatham Sainsbury's Local, High Street, Headcorn	0.00% 0.00%	0.41% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00% 0.96%	2.91% 0.73%	0.88% 0.28%						
Sainsbury's Superstore, Hempstead Valley, Gillingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%	0.00%	0.00%	2.76%	0.89%
Sainsbury's Superstore, Pentagon Shopping Centre, 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%	0.33%	0.10%
Sainsbury's Superstore, Romney Place, Maidstone Tesco Express (Esso), Tonbridge Road, Maidstone	0.00% 0.00%	1.86% 2.84%	0.56% 0.86%												
Tesco Express, Ashford Road, Bearsted	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%	1.46%	0.44%
Tesco Express, London Road, Maidstone Tesco Express, Sturdee Avenue, Gillingham	0.00% 0.00%	0.24% 2.56%	0.07% 0.77%												
Tesco Extra, Courteney Road, Gillingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.91%	0.00%	0.00%	8.95%	2.93%
Tesco Metro, Rainham Shopping Centre, Gillingham Tesco Metro, Rye Road, Hawkhurst	0.00% 0.00%	0.46% 0.00%	0.00% 0.00%	0.00% 0.00%	5.23% 0.38%	1.63% 0.11%									
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%	1.92%	0.11%
Tesco Superstore, Grovewood Drive, Maidstone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%	0.00%	0.00%	0.00%	0.50%	0.00%	0.00%	7.24%	2.30%
Waitrose, Mid Kent Shopping Centre, Maidstone Other - Zone 14	0.00% 0.00%	0.00% 0.76%	1.51% 7.52%	0.46% 2.31%											
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 Aldi, Rye Road, Hastings	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%	1.80%	0.54%
Co-op, Church Parade, Ashford Co-op, High Street, Swanley	0.00% 0.00%	0.86% 0.00%	1.93% 0.00%	0.00% 0.00%	0.18% 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 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%									
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 Sainsbury's Local, St. Johns Road, Tunbridge Wells	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, Aylesford 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%	0.40% 0.00%	0.00% 0.00%	0.99% 0.00%	0.31% 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%	0.73%	0.22%
Waitrose, Church Road, Paddock Wood Other - 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% 0.74%	0.00% 0.00%	0.00% 0.00%	0.00% 1.94%	0.00% 0.00%	0.00% 0.00%	0.00% 1.88%	0.00% 0.50%	0.33% 4.17%	0.10% 1.62%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Aldi, St. Andrews Close, Canterbury	10.40	1.66	1.11	0.10	0.00	3.12	0.00	1.61	1.67	0.00	1.56	2.16	0.00	0.00
ısda, Sturry Road, Canterbury celand, Stour Retail Park, Sturry Road, Canterbury	12.02 0.00	1.12 0.18	1.26 0.00	6.73 1.12	3.59 0.00	0.92 0.00	0.00	1.09 0.00	3.42 0.00	0.00	1.26 0.00	0.00	0.00	0.00
eland, Wincheap Industrial Estate, Maynard Road, Canterbury dl, Sturry Road, Canterbury	1.02 4.78	0.00 0.50	0.00	0.00 2.11	0.00 0.61	0.00 0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Canterbury City Centre	1.23	1.55	0.16	0.16	0.00	0.00	0.00	0.15	0.71	0.00	0.00	0.00	0.00	0.00
cal Shops, St Dunstans, Canterbury arks & Spencer, Maybrook Retail Park, Canterbury	0.42 0.76	0.28 0.18	0.00 0.25	0.00 0.90	0.00	0.00	0.00	0.00 0.77	0.00 2.23	0.00	5.12 0.00	0.00 0.33	0.00	0.00
arks & Spencer, St. Georges Street, Canterbury orrisons, Ten Perch Road, Canterbury	4.57 14.38	1.09 5.73	0.38 4.78	0.00 0.29	0.00	0.00 0.28	0.00	0.22 1.42	0.00 8.04	5.38 0.00	0.00	0.69 14.39	0.00 1.12	0.00
insbury's Local, St. Dunstans Street, Canterbury	3.20	0.88	0.15	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury insbury's Superstore, Kingsmead Road, Canterbury	1.42 14.69	0.55 4.50	1.00 1.28	0.00 2.12	0.00	0.00 0.28	0.00	0.00 0.50	0.00	0.00	0.00	0.00	0.00	0.00
urry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.43	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
rsco Express, New Dover Road, Canterbury rsco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	2.12 10.93	0.00 0.62	0.00 0.31	0.00 0.59	0.00	0.00	0.00	0.00 0.45	0.00	3.89 0.00	0.00	0.00	0.00	0.00
e Goods Shed Farmers Market, Station Road West, Canterbury	1.55	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
aitrose, St. Georges Centre, Canterbury (incheap Retail Area, Canterbury	12.84 0.00	2.02 0.00	2.40 0.00	0.24	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
ther - Zone 1	0.42	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
ne 2 op, Parkwood, University of Kent, Canterbury	0.00 0.00	0.00 0.29	0.00 0.00	0.00 0.13	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 2.39
p-op, Virginia Woolf Building, University of Kent, Canterbury Cal Shops, Blean Village Centre	0.00	0.18 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
ocal 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
ther - Zone 2 one 3	0.00 0.00	0.56 0.00	0.28 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
arham Post Office, Valley Road, Barham, Canterbury	0.00	0.00	1.61	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00
ical Shops, Barham Village Centre ical Shops, Bridge Village Centre	0.00	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	0.00
ther - Zone 3	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	0.00
one 4 o-op, Island Road, Sturry	0.00 0.00	0.00 0.00	0.00 0.00	0.00 3.45	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
ocal 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
ocal Shops, Sturry Village Centre ther - Zone 4	0.00 0.42	0.00	0.12 0.00	0.18 0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
one 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
ldi, Kings Road, Herne Bay o-op, Mortimer Street, Herne Bay	0.00	0.00	0.00	0.50 0.00	17.13 1.08	1.43 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
o-op, Reculver Road, Herne Bay	0.00	0.00	0.00	0.00	5.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
o-op, Sea Street, Herne Bay eland, Mortimer Street, Herne Bay	0.00 0.33	0.00	0.00	0.00	2.09 1.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ocal 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
ocal Shops, Herne Bay Town Centre ocal Shops, Recluver Road, Beltinge, Herne Bay	0.00 0.00	0.00	0.00 0.00	0.08	3.73 0.00	0.00	0.00	0.00	0.00 0.00	0.00	0.00	0.00	0.00 0.00	0.00
ocal Shops, Sea Street, Herne Bay Iorrisons, Beach Street, Herne Bay	0.00	0.00	0.00	0.00	0.00 16.67	0.00 0.66	0.00	0.00 0.23	0.00	0.00	0.00	0.00	0.00	0.00
ainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.22 0.43	18.01	0.70	1.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00
esco Express, Canterbury Road, Herne Bay esco Express, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	2.80 1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ther - Zone 5	0.00	0.00	0.00	0.06	3.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
one 6 Idi, Prospect Retail Park, Whitstable	0.00 0.55	0.00 1.18	0.00 0.40	0.00 0.10	0.00 2.21	0.00 14.99	0.00 2.58	0.00	0.00	0.00	0.00 9.41	0.00	0.00 0.00	0.00
o-op, Canterbury Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
o-op, Cromwell Road, Whitstable o-op, Faversham Road, Seasalter, Whitstable	0.00	0.00	0.00	0.00	0.00	2.27 0.76	0.00	0.00	0.00	0.00	0.00	0.00 2.20	0.00	0.00
o-op, Oxford Street, Whitstable	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
reland, High Street, Whitstable pcal Shops, Faversham Road, Seasalter	0.00	0.00	0.00	0.00	0.00	0.77 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ocal Shops, Herne Bay Road / St Johns Road / Swalecliffe	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
ocal Shops, Whitstable Town Centre 1arks & Spencer, Prospect Retail Park, Whitstable	0.00	0.00 0.66	0.00	0.10 0.08	0.00 1.15	3.89 6.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ainsbury's Local, High Street, Whitstable	0.00	0.00	0.00	0.00	0.00	2.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ainsbury's Superstore, Reeves Way, Whitstable esco Express, Tankerton Road, Whitstable	0.00	0.58 0.00	0.00	0.35 0.44	1.70 0.00	8.43 7.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
esco Extra, Millstrood Road, Whitstable	0.00	0.47	0.09	0.00	7.47	20.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ther - Zone 6 one 7	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	1.27 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
ldi, Boundary Road, Ramsgate	0.00	0.00	0.00	0.00	0.40	0.00	40.45	0.14	0.00	0.00	0.00	0.00	0.00	0.00
ldi, Zion Place, Margate Isda, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00 0.28	24.63 40.23	0.14 0.61	0.00 1.88	0.00	0.00	0.00	0.00	0.00
o-op, Grange Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.15	0.00	0.00	0.00	0.00	0.00	0.00
o-op, High Street, Broadstairs o-op, Hopeville Avenue, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	8.34 15.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00
o-op, Station Road, Birchington	0.00	0.00	0.00	0.00	0.00	0.00	4.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00
io-op, Station Road, Westgate On Sea io-op, Summerfield Road, Margate	0.00	0.00	0.00	0.00	0.00	0.00	1.69 3.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00
eland, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	4.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ocal Shops, Minster-in-Thanet Village Centre ocal Shops, Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer (BP), Canterbury Road, Margate	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
farks & Spencer, Westwood Cross Shopping Centre, Broadstairs forrisons, Hawley Street, Margate	0.00	0.00	0.00	0.00	0.99	0.00	3.34 19.53	0.34	0.00	0.00	0.00	0.00	0.00	0.00
ainsbury's Superstore, Dadson Way, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.37	21.82	2.53	1.15	0.00	0.00	0.00	0.00	0.00
esco Extra, Margate Road, Westwood, Broadstairs esco Metro, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	31.12 3.38	1.17 0.00	1.89 0.00	0.00	0.00	0.00	0.00	0.00
esco Metro, Northdown Road, Cliftonville, Margate	0.00	0.00	0.00	0.00	0.00	0.00	11.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00
esco Superstore, Manston Road, Ramsgate Vaitrose, Queens Street, Ramsgate	0.00	0.00	0.13 0.00	0.00	0.00	0.00	26.95 11.98	0.23 0.80	1.17 0.00	0.00	0.00	0.00	0.00	0.00
/estwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00	0.00	0.00	0.00	0.00	0.00	6.04	0.25	1.15	0.00	0.00	0.00	0.00	0.00
ther - Zone 7 one 8	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	4.49 0.00	0.00 0.00						
o-op, Moatsole, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.37	6.44	0.00	0.00	0.00	0.00	0.00
o-op, The Street, Ash ibson's Farm Shop, Crockshard Hill, Wingham	0.00 0.00	0.00	0.00 0.66	0.00	0.00	0.00	0.00	2.10 1.42	0.00 2.32	0.00	0.00	0.00 0.70	0.00	0.00
ocal Shops, Littlebourne Village Centre	0.00	0.00	1.06 0.00	0.00	0.00	0.00	0.00	0.00 0.78	0.00	0.00	0.00	0.00	0.00	0.00
thers ocal Shops, Wingham Village Centre	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.96	1.20 0.00	0.00	0.00	0.00	0.00	0.00
par, Market Street, Sandwich	0.00	0.00	0.00 0.04	0.00	0.00	0.00	0.00	1.03	0.00	0.00	0.00	0.00	0.00	0.00
ther - Zone 8 one 9	0.00	0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00	2.20 0.00	0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00
ldi, Cherry Tree Avenue, Dover o-op, Beauchamp Avenue, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.71 2.40	1.39 0.00	0.00	0.00	0.00	0.00
o-op, Eyethorne Road, Shepherdswell, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.02	0.00	0.00	0.00	0.00 0.00	0.00
o-op, Lower Road, Dover	0.00	0.00 0.29	0.00 0.49	0.00	0.00	0.00	0.00	0.00 0.34	2.58 6.68	0.00	0.00	0.00	0.00	0.00
o-op, Market Square, Aylesham o-op, Mill Road, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.45	0.00	0.00	0.00	0.00	0.00
armfoods, Charlton Green, Dover eland, Queen Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	3.09 0.00	0.00 0.11	3.78 0.94	0.00	0.00	0.00	0.00	0.00
eland, Queen Street, Deal dl, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11 2.18	22.63	0.00	0.00	0.00	0.00	0.00
ocal Shops, Deal Town Centre ocal Shops, Dover Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40 0.00	4.67 3.59	0.00	0.00	0.00	0.00	0.00
lorrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.04	0.00	0.00	0.00	0.00	0.00
ainsbury's Superstore, West Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55 0.00	29.27 7.20	0.00	0.00	0.00 1.12	0.00	0.00
James Retail Park, Dover esco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00 0.44	0.00 0.18	0.00 0.17	0.00	0.00	0.00	0.00	0.00 1.52	7.20 35.45	0.00	0.00	1.12 0.00	0.00	0.00
ther - Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	11.46	0.00	0.00	0.00	0.00	0.00
one 10 Idi, High Street, Hythe	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 9.78	0.00	0.00 0.90	0.00 3.56	0.00 0.00
sda, Bouverie Place, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	1.29	0.00	5.42	9.59	0.00	0.00	0.00	0.00
o-op, Cheriton Road, Folkestone o-op, High Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.77 0.77	0.00	0.00	0.00	0.00
o-op, Main Road, Sellindge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.17	0.00	0.00	0.73	0.00
eland, High Street, Hythe dl, Haven Drive, Hawkinge, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.05 15.17	0.00	0.00	0.00 0.91	0.00
dl, Shellons Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.00	2.53	0.00
ocal Shops, Folkstone Town Centre ocal Shops, Hythe Town Centre	0.00	0.00	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 3.23
ocal Shops, Stelling Minnis 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
larks & Spencer, Cheriton High Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.02	0.00	0.00	0.00	0.00
forrisons, Cheriton Road, Folkestone ainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.00 0.08	0.00	0.00	0.00	0.00	0.00	0.00 0.71	10.36 8.62	0.00	0.00	0.00	0.00
ainsbury's Superstore, Military Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.65	0.00	1.12	3.10	0.00
ainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone esco Express, Canterbury Road, Folkestone	0.00 1.71	0.00	0.00	0.00	0.00	0.00	0.99	0.19 0.00	2.23 0.00	28.29 3.26	0.00	0.00	0.56 0.00	0.00
esco Express, Carle House, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.02	0.00	0.00	0.00	0.00
			0.08	0.00	0.00	0.00	0.00	0.00	0.00	00.40			0.00	0.00
esco Superstore, Cheriton High Street, Folkestone Vaitrose, Prospect Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.19 21.15	0.00	0.00	0.00 0.83	0.00

Zone 11	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, East Street, Sittingbourne Aldi, Pepys Avenue, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.91 18.73	0.00	0.00	0.00	25.91 18.73
Asda, Trinity Trading Estate, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33.73	0.00	0.00	0.00	33.73
Co-op, Bobbing Corner, Sittingbourne Co-op, Church Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.85 1.33	0.00	0.00	0.00	2.85 1.33
Co-op, Forbes Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.90	0.00	0.00	0.00	2.90
Co-op, Grove Park Shopping Centre, Sittingbourne	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, Sheerness Co-op, London Road, Teynham, Sittingbourne	0.00	0.00	0.00	0.07 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 5.12	0.00	0.00	0.00	0.07 5.12
Co-op, Queens Road, Minster, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	3.13	0.00	0.00	0.00	3.17	0.00	0.00	0.00	6.30
Co-op, The Parade, Northwood Drive, Sittingbourne Co-op, The Street, Upchurch, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.66 4.81	0.00	0.00	0.00 2.39	5.66 7.20
Iceland, East Street, Faversham	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	1.64
Lidl, West Street, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.25	0.00	0.00	6.24	20.49
Local Shops, Faversham Town Centre Local Shops, Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.97 0.00	0.00	0.00	0.00	2.97 0.00
Local Shops, Sheerness Town Centre, Isle of Sheppey	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, Sittingbourne Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.83	0.00	0.00	0.00	3.83
Morrisons, Mill Way, Sittingbourne Morrisons, Neats Court, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23.57 23.13	0.00	0.00	0.00 2.61	23.57 25.74
Morrisons, North Lane, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.24	0.00	0.00	0.00	12.24
Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne Sainsbury's Superstore, Bysing Wood Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.36 18.84	0.00	0.00	5.00 0.00	30.37 18.84
Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.51	0.00	0.00	0.00	5.51
Tesco Express, Chalkwell Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.70	0.00	0.00	0.00	6.70
Tesco Superstore, Bridge Road, Sheerness Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.00 0.28	0.00	0.00	0.00 1.43	0.00	0.00	0.00	0.00	19.23 26.89	0.00 1.65	0.00	0.00	19.23 30.26
Other - Zone 11	0.00	0.00	0.21	0.00	0.61	0.00	0.00	0.00	0.00	0.00	9.07	0.00	0.83	4.72	15.44
Zone 12	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, Victoria Road, Ashford Asda, Kimberley Way, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.48 12.89	8.32 13.69	0.00 3.23	21.80 29.81
Ashford Designer Outlet, Ashford	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	2.96	3.39
Co-op, Brookfield Court, Ashford Co-op, Churchfield Way, Wye	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.12 1.14	2.68 0.00	0.00	5.80 1.14
Co-op, Faversham Road, Kennington, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.13	0.00	0.00	1.13
Co-op, Hunter Avenue, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.51	0.00	0.00	3.51
Farmfoods, New Street, Ashford Iceland, High Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.01 0.00	0.00	0.00 5.91	1.02 3.19	0.00	2.03 9.10
Lidl, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.65	2.32	0.00	7.97
Local Shops, Ashford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66	0.00	0.00	1.66
Local Shops, Kennington Local Centre, Ashford Marks & Spencer, County Square, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 5.26	0.00 1.98	0.00	0.00 7.24
Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.26	17.20	7.40	49.08
Tesco Express, Mace Lane, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52 4.23	0.00	4.12 29.01	3.38 2.02	0.00	8.02 35.26
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	26.83	16.99	0.00	43.82
Waitrose, Sir Bernard Paget Drive, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.55	6.72	0.00	13.27
Other - Zone 12 Zone 13	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	0.87 0.00	0.00 0.00	10.38 0.00	0.00 0.00	0.00 0.00	11.25 0.00
Sainsbury's Superstore, Dymchurch Road, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	13.28	0.00	13.61
Spar, Coast Drive, Greatstone, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.46	0.00	1.46
Spar, High Street, New Romney Tesco Superstore, Highbury Works, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.08	0.00	0.00	2.53 22.68	0.00	2.53 24.76
Waitrose, Sayer's Lane, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.02	0.00	6.02
Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.41	15.21	0.00	16.61
Zone 14 Aldi, Ambley Road, Gillingham	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 36.23	0.00 36.23
Aldi, Duncan Road, Gillingham	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	12.71	12.71
Aldi, Langley Park Centre, Maidstone Aldi, Well Road, 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	14.07 64.38	14.07 64.38
Asda, Pier Road, Gillingham	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	39.82	39.82
Co-op, Egremont Road, Bearsted	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, Faversham Road, Lenham Co-op, High Street, Cranbrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	4.40 16.90	5.03 16.90
Iceland, High Street, Gillingham	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	20.34	20.34
Iceland, Rainham Shopping Centre, Rainham Iceland, Water Lane, Chequers 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	0.00 10.08	0.00 10.08
Lidl, Broadway 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	2.61	2.61
Lidl, Farleigh Hill, Tovil, 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	2.96	2.96
Local Shops, Chatham Town Centre Local Shops, Maidstone Town Centre	0.00	0.36 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 12.47	0.36 12.47
Local Shops, Staplehurst 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	5.72	5.72
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.01	0.00	0.00	12.78	15.79
Marks & Spencer, Week Street, Maidstone Morrisons, Sutton Road, 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 2.55	2.33 43.16	2.33 45.71
Morrisons, Walderslade, Princes Avenue, Chatham	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.82	22.93
Sainsbury's Local, High Street, Headcorn Sainsbury's Superstore, Hempstead Valley, Gillingham	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	1.59 0.00	5.72 21.65	7.30 23.29
Sainsbury's Superstore, Pentagon Shopping Centre, 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	2.61	2.61
Sainsbury's Superstore, Romney Place, Maidstone Tesco Express (Esso), Tonbridge Road, 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	14.55 22.27	14.55 22.27
Tesco Express, Ashford Road, Bearsted	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	11.42	11.42
Tesco Express, London Road, 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	1.88	1.88
Tesco Express, Sturdee Avenue, Gillingham Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 6.29	0.00	0.00	20.08 70.12	20.08 76.40
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	40.98	42.50
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	2.96	2.96
Tesco Superstore, Farleigh Hill, Tovil Tesco Superstore, Grovewood Drive, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.60	0.00	0.00	0.00	1.64	0.00	0.00	15.07 56.77	15.07 60.01
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	11.85	11.85
Other - Zone 14 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 0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00	1.26 0.00	58.93 0.00	60.20 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 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 14.07	0.00 14.07
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	1.62	3.19	0.00	4.82
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 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 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, Bruewater, Greennithe 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 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, Aylesford	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.73	8.07
Sainsbury's Superstore, Wingfield Bank, Northfleet 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	0.00 5.72	0.00 5.72
lesco Extra, Lunsford Park, Aylesford 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	5.72 2.61	5.72 2.61
Other - Outside Survey Area	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	4.53	0.00	0.00	3.55	0.83	32.67	42.19
Total	100.61	26.83	20.79	21.63	91.98	83.24	317.68	35.73	232.74	206.08	328.90	188.41	165.84	783.64	2604.10

	10.92 12.61	1.70 1.15	1.14 1.29	0.10 7.01	0.00 3.71	3.21 0.95	0.00 0.00	1.65 1.12	1.71 3.49	0.00 0.00	1.63 1.32	2.25 0.00	0.00	0.00
and, Stour Retail Park, Sturry Road, Canterbury and, Wincheap Industrial Estate, Maynard Road, Canterbury	0.00 1.07	0.18 0.00	0.00	1.16 0.00	0.00	0.00	0.00	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sturry Road, Canterbury al Shops, Canterbury City Centre	5.01 1.29	0.51 1.59	0.92 0.17	2.20 0.17	0.62	0.29	0.00	0.39 0.16	0.00 0.73	0.00	0.00	0.00	0.00	0.00
al Shops, St Dunstans, Canterbury	0.44	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.35	0.00	0.00	0.00
rks & Spencer, Maybrook Retail Park, Canterbury rks & Spencer, St. Georges Street, Canterbury	0.79 4.80	0.18 1.12	0.26 0.39	0.93 0.00	0.00	0.00	0.00	0.79 0.23	2.28 0.00	0.00 5.52	0.00	0.35 0.72	0.00	0.00
rrisons, Ten Perch Road, Canterbury Isbury's Local, St. Dunstans Street, Canterbury	15.09 3.36	5.87 0.90	4.93 0.15	0.30 0.34	0.00	0.29	0.00	1.46 0.00	8.23 0.00	0.00	0.00	15.04 0.00	1.16 0.00	0.00
sbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	1.49	0.57	1.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
isbury's Superstore, Kingsmead Road, Canterbury ry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park	15.42 0.45	4.61 0.00	1.32 0.00	2.20 0.14	0.00	0.29 0.00	0.00	0.52 0.00	0.00	0.00	0.00	0.00	0.00	0.00
co Express, New Dover Road, Canterbury co Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	2.22 11.46	0.00 0.64	0.00 0.31	0.00 0.61	0.00	0.00	0.00	0.00 0.46	0.00	3.99 0.00	0.00	0.00	0.00	0.00
Goods Shed Farmers Market, Station Road West, Canterbury	1.63	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
trose, St. Georges Centre, Canterbury Icheap Retail Area, Canterbury	13.47 0.00	2.07 0.00	2.48 0.00	0.25 0.00	0.00	0.00	0.00	0.24 0.00	0.00	0.00	0.00	0.00	0.00	0.00
er - Zone 1 e 2	0.44 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
op, Parkwood, University of Kent, Canterbury	0.00	0.30	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.48
op, Virginia Woolf Building, University of Kent, Canterbury al Shops, Blean Village Centre	0.00	0.18 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
al Shops, Chartham Village Centre er - Zone 2	0.00	0.16	0.00 0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
e 3	0.00	0.57 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
ham Post Office, Valley Road, Barham, Canterbury al Shops, Barham Village Centre	0.00	0.00	1.65 0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.00	0.00	0.00	0.00	0.00
al Shops, Bridge Village Centre	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
er - Zone 3 e 4	0.00 0.00	0.00 0.00	0.68 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00						
op, Island Road, Sturry al Shops, Hersden Village Centre	0.00	0.00	0.00	3.59 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
al Shops, Sturry Village Centre	0.00	0.00	0.12	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
er - Zone 4 e 5	0.44 0.00	0.00 0.00	0.00 0.00	0.64 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
, Kings Road, Herne Bay	0.00	0.00	0.00	0.52 0.00	17.66 1.11	1.47 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
op, Mortimer Street, Herne Bay op, Reculver Road, Herne Bay	0.00	0.00	0.00	0.00	5.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
op, Sea Street, Herne Bay and, Mortimer Street, Herne Bay	0.00 0.34	0.00	0.00	0.00	2.15 1.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
al 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
al Shops, Herne Bay Town Centre al Shops, Recluver Road, Beltinge, Herne Bay	0.00	0.00	0.00	0.09 0.00	3.85 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
al Shops, Sea Street, Herne Bay rrisons, Beach Street, Herne Bay	0.00	0.00	0.00	0.00 0.23	0.00 17.19	0.00 0.68	0.00	0.00 0.24	0.00	0.00	0.00	0.00	0.00	0.00
insbirs, beach street, herrie bay isbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.45	18.57	0.72	2.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00
co Express, Canterbury Road, Herne Bay co Express, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	2.89 1.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
er - Zone 5	0.00	0.00	0.00	0.06	3.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
e 6 , Prospect Retail Park, Whitstable	0.00 0.58	0.00 1.21	0.00 0.41	0.00 0.10	0.00 2.27	0.00 15.43	0.00 2.69	0.00 0.00	0.00	0.00 0.00	0.00 9.85	0.00	0.00 0.00	0.00
op, Canterbury Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.86 2.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
op, Cromwell Road, Whitstable op, Faversham Road, Seasalter, Whitstable	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	2.30	0.00	0.00
op, Oxford Street, Whitstable and, High Street, Whitstable	0.00	0.00	0.00	0.00	0.00	0.34 0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
al Shops, Faversham Road, Seasalter	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
al Shops, Herne Bay Road / St Johns Road / Swalecliffe al Shops, Whitstable Town Centre	0.00	0.00	0.00	0.00 0.10	0.00	0.00 4.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
rks & Spencer, Prospect Retail Park, Whitstable	0.00	0.67	0.00	0.09	1.18	6.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ısbury's Local, High Street, Whitstable ısbury's Superstore, Reeves Way, Whitstable	0.00	0.00 0.59	0.00	0.00 0.37	0.00 1.75	3.07 8.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
co Express, Tankerton Road, Whitstable er - Zone 6	0.00	0.00	0.00	0.46	0.00	7.56 1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
e 7	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
, Boundary Road, Ramsgate , Zion Place, Margate	0.00	0.00	0.00	0.00	0.41 0.00	0.00	42.14 25.66	0.15 0.15	0.00	0.00	0.00	0.00	0.00	0.00
a, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.29	41.92	0.63	1.93	0.00	0.00	0.00	0.00	0.00
op, Grange Road, Ramsgate op, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	1.42 8.69	0.16 0.00	0.00	0.00	0.00	0.00	0.00	0.00
op, Hopeville Avenue, Broadstairs op, Station Road, Birchington	0.00	0.00	0.00	0.00	0.00	0.00	15.85 4.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00
op, Station Road, Westgate On Sea	0.00	0.00	0.00	0.00	0.00	0.00	1.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00
op, Summerfield Road, Margate and, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	3.93 5.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
al Shops, Minster-in-Thanet 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
al Shops, Ramsgate Town Centre rks & Spencer (BP), Canterbury Road, Margate	0.00	0.00	0.00	0.00	0.00	0.00	3.71 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
rks & Spencer, Westwood Cross Shopping Centre, Broadstairs	0.00	0.00	0.00	0.00	1.02	0.00	3.48	0.35	0.00	0.00	0.00	0.00	0.00	0.00
rrisons, Hawley Street, Margate Isbury's Superstore, Dadson Way, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00 0.38	20.35 22.73	0.00 2.60	0.00 1.18	0.00	0.00	0.00	0.00	0.00
co Extra, Margate Road, Westwood, Broadstairs co Metro, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	32.42 3.52	1.20 0.00	1.93 0.00	0.00	0.00	0.00	0.00	0.00
co Metro, Northdown Road, Cliftonville, Margate	0.00	0.00	0.00	0.00	0.00	0.00	12.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00
co Superstore, Manston Road, Ramsgate itrose, Queens Street, Ramsgate	0.00	0.00	0.13	0.00	0.00	0.00	28.08 12.48	0.24 0.82	1.19 0.00	0.00	0.00	0.00	0.00	0.00
stwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadsta	0.00	0.00	0.00	0.00	0.00	0.00	6.30	0.25	1.18	0.00	0.00	0.00	0.00	0.00
er - Zone 7 e 8	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	4.67 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
op, Moatsole, Sandwich op, The Street, Ash	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.58 2.15	6.59 0.00	0.00	0.00	0.00	0.00	0.00
son's Farm Shop, Crockshard Hill, Wingham	0.00	0.00	0.68	0.00	0.00	0.00	0.00	1.46	2.38	0.00	0.00	0.74	0.00	0.00
al Shops, Littlebourne Village Centre ers	0.00	0.00	1.10 0.00	0.00	0.00	0.00	0.00	0.00 0.80	0.00 1.23	0.00	0.00	0.00	0.00	0.00
al Shops, Wingham Village Centre	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.99	0.00	0.00	0.00	0.00	0.00	0.00
r, Market Street, Sandwich er - Zone 8	0.00	0.00	0.00 0.04	0.00	0.00	0.00	0.00	1.05 2.26	0.00	0.00	0.00	0.00	0.00	0.00
e 9 , Cherry Tree Avenue, Dover	0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.00	0.00 23.24	0.00 1.43	0.00 0.00	0.00	0.00	0.00
рр, Beauchamp Avenue, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.46	0.00	0.00	0.00	0.00	0.00
op, Eyethorne Road, Shepherdswell, Dover op, Lower Road, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.14 2.64	0.00	0.00	0.00	0.00	0.00
op, Market Square, Aylesham	0.00	0.30	0.50	0.00	0.00	0.00	0.00	0.35	6.83	0.00	0.00	0.00	0.00	0.00
op, Mill Road, Deal mfoods, Charlton Green, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.22	0.00	6.59 3.87	0.00	0.00	0.00	0.00	0.00
and, Queen Street, Deal Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11 2.23	0.96 23.15	0.00	0.00	0.00	0.00	0.00
al Shops, Deal Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	4.78	0.00	0.00	0.00	0.00	0.00
al Shops, Dover Town Centre rrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.68 21.52	0.00	0.00	0.00	0.00	0.00
sbury's Superstore, West Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	29.95	0.00	0.00	0.00	0.00	0.00
ames Retail Park, Dover co Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00 0.46	0.00 0.18	0.00 0.18	0.00	0.00	0.00	0.00	0.00 1.56	7.37 36.27	0.00	0.00	1.17 0.00	0.00	0.00
er - Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	11.72	0.00	0.00	0.00	0.00	0.00
e 10 , High Street, Hythe	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 10.04	0.00 0.00	0.00 0.94	0.00 3.68	0.00 0.00
a, Bouverie Place, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	1.35 0.00	0.00	5.54	9.85	0.00	0.00	0.00	0.00
op, Cheriton Road, Folkestone op, High Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.00	0.00	10.03 0.79	0.00 0.00	0.00	0.00 0.00	0.00
op, Main Road, Sellindge and, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.20 6.21	0.00	0.00	0.76 0.00	0.00
Haven Drive, Hawkinge, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.57	0.00	0.00	0.94	0.00
, Shellons Street, Folkestone al Shops, Folkstone Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89	0.00	0.00	2.62 0.00	0.00
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.99	0.00	0.00	0.00	3.36
al Shops, Hythe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.08	0.00	0.00	0.00	0.00
al Shops, Hythe Town Centre al Shops, Stelling Minnis Village Centre	0.00		J.UU	5.50										
al Shops, Hythe Town Centre al Shops, Stelling Minnis Village Centre ks & Spencer, Cheriton High Street, Folkestone rrisons, Cheriton Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.63	0.00	0.00	0.00	0.00
al Shops, Hythe Town Centre al Shops, Stelling Minnis Village Centre rks & Spencer, Cheriton High Street, Folkestone rrisons, Cheriton Road, Folkestone ısbury's Superstore, Bouverie Road West, Folkestone	0.00 0.00	0.00 0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.73	8.85	0.00	0.00	0.00	0.00
al Shops, Hythe Town Centre al Shops, Stelling Minnis Village Centre ks & Spencer, Cheriton High Street, Folkestone rrisons, Cheriton Road, Folkestone sisbury's Superstore, Bouverie Road West, Folkestone sisbury's Superstore, Military Road, Hythe sisbury's Superstore, Park Farm Retail Park, West Park, Folkestone	0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00	0.08 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 1.03	0.00 0.00 0.19	0.73 0.00 2.28	8.85 20.17 29.03	0.00 0.00 0.00	0.00 1.17 0.00	0.00 3.21 0.58	0.00 0.00 0.00
al Shops, Hythe Town Centre al Shops, Stelling Minnis Village Centre ks & Spencer, Cheriton High Street, Folkestone rrisons, Cheriton Road, Folkestone Isbury's Superstore, Bouverie Road West, Folkestone Isbury's Superstore, Military Road, Hythe	0.00 0.00 0.00	0.00 0.00 0.00	0.08	0.00 0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.73 0.00	8.85 20.17	0.00 0.00	0.00 1.17	0.00 3.21	0.00 0.00

Zone 11	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, East Street, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.11	0.00	0.00	0.00	27.11
Aldi, Pepys Avenue, Sheerness Asda, Trinity Trading Estate, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19.60 35.29	0.00	0.00	0.00	19.60 35.29
Co-op, Bobbing Corner, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.98	0.00	0.00	0.00	2.98
Co-op, Church Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.39	0.00	0.00	0.00	1.39
Co-op, Forbes Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.04 0.00	0.00	0.00	0.00	3.04 0.00
Co-op, Grove Park Shopping Centre, Sittingbourne Co-op, High Street, Sheerness	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, London Road, Teynham, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.35	0.00	0.00	0.00	5.35
Co-op, Queens Road, Minster, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	3.26	0.00	0.00	0.00	3.31 5.93	0.00	0.00	0.00	6.57 5.93
Co-op, The Parade, Northwood Drive, Sittingbourne Co-op, The Street, Upchurch, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.93	0.00	0.00	2.48	7.52
Iceland, East Street, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.72	0.00	0.00	0.00	1.72
Lidl, West Street, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.91 3.11	0.00	0.00	6.48 0.00	21.39 3.11
Local Shops, Faversham Town Centre Local Shops, Minster Village Centre, Isle of Sheppey	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, Sheerness Town Centre, Isle of Sheppey	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, Sittingbourne Town Centre Morrisons, Mill Way, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.01 24.66	0.00	0.00	0.00	4.01 24.66
Morrisons, Neats Court, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.20	0.00	0.00	2.71	26.91
Morrisons, North Lane, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.81	0.00	0.00	0.00	12.81
Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	26.54 19.72	0.00	0.00	5.19 0.00	31.73 19.72
Sainsbury's Superstore, Bysing Wood Road, Faversham Sittingbourne Retail Park, Sittingbourne	0.00	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	5.77
Tesco Express, Chalkwell Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.01	0.00	0.00	0.00	7.01
Tesco Superstore, Crossort Road, Sheerness	0.00	0.00	0.00 0.29	0.00	0.00	0.00 1.47	0.00	0.00	0.00	0.00	20.12 28.13	0.00 1.73	0.00	0.00	20.12 31.63
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00	0.00	0.29	0.00	0.63	0.00	0.00	0.00	0.00	0.00	9.48	0.00	0.86	4.90	16.09
Zone 12	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, Victoria Road, Ashford Asda, Kimberley Way, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.09 13.47	8.62 14.18	0.00 3.36	22.71 31.00
Ashford Designer Outlet, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	3.07	3.53
Co-op, Brookfield Court, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.26	2.78	0.00	6.03
Co-op, Churchfield Way, Wye	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	1.19
Co-op, Faversham Road, Kennington, Ashford Co-op, Hunter Avenue, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19 3.67	0.00	0.00	1.19 3.67
Farmfoods, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	1.06	0.00	2.09
Iceland, High Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.18	3.31	0.00	9.49
Lidl, New Street, Ashford Local Shops, Ashford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.91 1.74	2.40 0.00	0.00	8.31 1.74
Local Shops, Kennington Local Centre, Ashford	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, County Square, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.50	2.05	0.00	7.55
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Express, Mace Lane, Ashford	0.00	0.23 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.54	0.00	25.36 4.30	17.81 3.50	7.69 0.00	51.08 8.34
Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.34	0.00	30.32	2.10	0.00	36.76
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28.05	17.60	0.00	45.64
Waitrose, Sir Bernard Paget Drive, Ashford Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.89	0.00	6.85 10.85	6.96 0.00	0.00	13.81 11.74
Zone 13	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, Dymchurch Road, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	13.75	0.00	14.10
Spar, Coast Drive, Greatstone, New Romney Spar, High Street, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.51 2.62	0.00	1.51 2.62
Tesco Superstore, Highbury Works, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.14	0.00	0.00	23.48	0.00	25.62
Waitrose, Sayer's Lane, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.23	0.00	6.23
Other - Zone 13 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	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	1.47 0.00	15.74 0.00	0.00 0.00	17.21 0.00
Aldi, Ambley Road, Gillingham	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	37.61	37.61
Aldi, Duncan Road, Gillingham	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	13.20	13.20
Aldi, Langley Park Centre, Maidstone Aldi, Well Road, 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	14.61 66.85	14.61 66.85
Asda, Pier Road, Gillingham	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	41.35	41.35
Co-op, Egremont Road, Bearsted	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, Faversham Road, Lenham Co-op, High Street, Cranbrook	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66 0.00	4.57 17.54	5.22 17.54
Iceland, High Street, Gillingham	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	21.12	21.12
Iceland, Rainham Shopping Centre, Rainham	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
Iceland, Water Lane, Chequers Centre, Maidstone Lidl, Broadway 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	10.46 2.71	10.46 2.71
Lidl, Farleigh Hill, Tovil, 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	3.07	3.07
Local Shops, Chatham Town Centre	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Local Shops, Maidstone Town Centre Local Shops, Staplehurst 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	12.95 5.94	12.95 5.94
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.15	0.00	0.00	13.27	16.42
Marks & Spencer, Week Street, 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 2.65	2.42 44.81	2.42 47.46
Morrisons, Sutton Road, Maidstone Morrisons, Walderslade, Princes Avenue, 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	23.69	23.81
Sainsbury's Local, High Street, Headcorn	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	5.94	7.58
Sainsbury's Superstore, Hempstead Valley, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.72 0.00	0.00	0.00	22.48 2.71	24.20 2.71
Sainsbury's Superstore, Pentagon Shopping Centre, Chatham Sainsbury's Superstore, Romney Place, 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	15.11	15.11
Tesco Express (Esso), Tonbridge Road, 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	23.12	23.12
Tesco Express, Ashford Road, Bearsted Tesco Express, London Road, 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	11.86 1.95	11.86 1.95
Tesco Express, Sturdee Avenue, Gillingham	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	20.85	20.85
Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.58	0.00	0.00	72.80	79.38
Tesco Metro, Rainham Shopping Centre, Gillingham 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	1.60 0.00	0.00	0.00	42.55 3.07	44.14 3.07
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	15.65	15.65
Tesco Superstore, Grovewood Drive, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	1.67	0.00	0.00	0.00	1.72	0.00	0.00	58.94	62.33
Waitrose, Mid Kent Shopping Centre, Maidstone 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	0.00 1.31	12.31 61.19	12.31 62.50
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 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	14.61	14.61
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	1.70	3.31	0.00	5.00
Co-op, High Street, Swanley 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 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 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, Aylesford	0.00	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.03	8.37
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 5.94	0.00 5.94
Tesco Extra, Lunsford Park, Aylesford 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	5.94 2.71	5.94 2.71
Other - Outside Survey Area	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	4.63	0.00	0.00	3.71	0.86	33.92	43.75
Total	105.55	27.49	21.42	22.51	94.86	85.68	330.98	36.63	238.11	211.52	344.11	196.95	171.72	813.64	2701.16

TABLE 9 - Convenience GoodsTurnover 2030	Zone 1 Zo	one 2 Zo	one 3 Zo	one 4 Z	one 5 Zo	one 6 Zo	one 7 Zo	one 8 Zo	one 9 Zo	one 10 Zo	one 11 Zo	ne 12 Zo	one 13 Zo	ne 14 Tot	tal
Zone 1 Aldi, St. Andrews Close, Canterbury	11.43	1.74	1.18	0.10	0.00	3.29	0.00	1.68	1.73	0.00	1.68	2.32	0.00	0.00	25.14
Asda, Sturry Road, Canterbury Iceland, Stour Retail Park, Sturry Road, Canterbury	13.20	1.17 0.19	1.34	7.26 1.20	3.82 0.00	0.97	0.00	1.14	3.54 0.00	0.00	1.36	0.00	0.00	0.00	33.79 1.39
Iceland, Wincheap Industrial Estate, Maynard Road, Canterbury Lidl, Sturry Road, Canterbury	1.12 5.25	0.00 0.53	0.00 0.95	0.00 2.28	0.00 0.64	0.00 0.30	0.00	0.00 0.40	0.00	0.00 0.00	0.00	0.00	0.00	0.00	1.12 10.34
Local Shops, Canterbury City Centre Local Shops, St Dunstans, Canterbury	1.35 0.46	1.62 0.29	0.17 0.00	0.18 0.00	0.00	0.00 0.00	0.00 0.00	0.16 0.00	0.74 0.00	0.00 0.00	0.00 5.51	0.00	0.00 0.00	0.00	4.22 6.26
Marks & Spencer, Maybrook Retail Park, Canterbury Marks & Spencer, St. Georges Street, Canterbury	0.83 5.02	0.19 1.14	0.27	0.97	0.00	0.00	0.00	0.80	0.00	0.00 5.62	0.00	0.35	0.00	0.00	5.71 13.16
Morrisons, Ten Perch Road, Canterbury Sainsbury's Local, St. Dunstans Street, Canterbury	15.80 3.52	6.01 0.92	5.10 0.16	0.31	0.00	0.30	0.00	0.00	8.33 0.00	0.00	0.00	0.00	0.00	0.00	53.96 4.94
Sainsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury Sainsbury's Superstore, Kingsmead Road, Canterbury Sainsbury's Superstore, Kingsmead Road, Canterbury State On the Control of State of Sainsbury	1.57 16.14	0.58 4.71	1.07	0.00 2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.21 25.33
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Tesco Express, New Dover Road, Canterbury Tesco March With Over Road, Canterbury Tesco March With Over Road	0.47 2.33 12.00	0.00	0.00	0.14 0.00 0.63	0.00	0.00 0.00 0.00	0.00	0.00 0.00 0.47	0.00	0.00 4.06	0.00 0.00 0.00	0.00	0.00 0.00 0.00	0.00 0.00 0.00	0.61 6.39
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury The Goods Shed Farmers Market, Station Road West, Canterbury Waitrose, St. Georges Centre, Canterbury	12.00 1.71 14.10	0.65 0.30 2.11	0.33 0.00 2.56	0.00 0.26	0.00 0.00 0.00	0.00	0.00 0.00 0.00	0.47 0.00 0.24	0.00 0.00 0.00	0.00 0.00 0.00	0.00	0.00 0.00 0.00	0.00	0.00	14.08 2.01 19.27
Wincheap Retail Area, Canterbury Other - Zone 1	0.00 0.46	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
Zone 2 Co-op, Parkwood, University of Kent, Canterbury	0.00 0.00	0.00 0.30	0.00 0.00	0.00 0.14	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 2.54	0.00 2.99
Co-op, Virginia Woolf Building, University of Kent, Canterbury Local Shops, Blean Village Centre	0.00	0.19 0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19 0.19
Local Shops, Chartham Village Centre Other - Zone 2	0.00	0.17 0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17 0.89
Zone 3 Barham Post Office, Valley Road, Barham, Canterbury	0.00 0.00	0.00 0.00	0.00 1.71	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.74	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 2.45
Local Shops, Barham Village Centre Local Shops, Bridge Village Centre	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 0.00	0.00	0.00	0.00 0.00	0.00	0.00 0.39
Other - Zone 3 Zone 4	0.00 0.00	0.00	0.71 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	0.71 0.00
Co-op, Island Road, Sturry Local Shops, Hersden Village Centre	0.00 0.00	0.00	0.00	3.73 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.73 0.00
Local Shops, Sturry Village Centre Other - Zone 4	0.00 0.46	0.00	0.13	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32 1.13
Zone 5 Aldi, Kings Road, Herne Bay	0.00	0.00	0.00	0.00	0.00 18.19	0.00 1.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 20.25
Co-op, Mortimer Street, Herne Bay Co-op, Reculver Road, Herne Bay Co-op, 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	1.14 5.65 2.22	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	1.14 5.65 2.22
Co-op, Sea Street, Herne Bay Iceland, Mortimer Street, Herne Bay Local Shops, Canterbury Road, Herne Bay	0.00 0.36 0.00	0.00	0.00	0.00	1.84 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	2.22 2.20 0.00
Local Shops, Lanterbury Koad, Herne bay Local Shops, Herne Bay Town Centre Local Shops, Recluver Road, Beltinge, Herne Bay	0.00 0.00 0.00	0.00	0.00	0.00	3.96 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	4.05 0.00
Local Shops, Sea Street, Herne Bay Morrisons, Beach Street, Herne Bay	0.00	0.00	0.00	0.00 0.00 0.23	0.00 0.00 17.71	0.00 0.70	0.00	0.00 0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.00 18.88
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Tesco Express, Canterbury Road, Herne Bay	0.00	0.00	0.00	0.47 0.00	19.13 2.97	0.74 0.00	2.12 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.45 2.97
Tesco Express, Sea Street, Herne Bay Other - Zone 5	0.00 0.00	0.00	0.00	0.00 0.07	1.11 3.89	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.11 3.96
Zone 6 Aldi, Prospect Retail Park, Whitstable	0.00 0.60	0.00 1.24	0.00 0.43	0.00 0.10	0.00 2.34	0.00 15.82	0.00 2.77	0.00 0.00	0.00 0.00	0.00 0.00	0.00 10.14	0.00 0.00	0.00 0.00	0.00 0.00	0.00 33.44
Co-op, Canterbury Road, Whitstable Co-op, Cromwell Road, Whitstable	0.00 0.00	0.00	0.00	0.00	0.00	1.91 2.39	0.00	0.00	0.00	0.00 0.00	0.00	0.00	0.00	0.00	1.91 2.39
Co-op, Faversham Road, Seasalter, Whitstable Co-op, Oxford Street, Whitstable	0.00 0.00	0.00	0.00	0.00	0.00	0.81 0.35	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00	2.36 0.00	0.00 0.00	0.00	3.17 0.35
Iceland, High Street, Whitstable Local Shops, Herne Bay Road / St Johns Road / Swalecliffe	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.81
Local Shops, Whitstable Town Centre Marks & Spencer, Prospect Retail Park, Whitstable	0.00	0.00	0.00	0.11	0.00 1.22	4.10 6.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.21 8.76
Sainsbury's Local, High Street, Whitstable Sainsbury's Superstore, Revees Way, Whitstable	0.00 0.00 0.00	0.00 0.61 0.00	0.00 0.00 0.00	0.00 0.38 0.48	0.00 1.81 0.00	3.14 8.89 7.75	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	3.14 11.69 8.23
Tesco Express, Tankerton Road, Whitstable Tesco Extra, Millstrood Road, Whitstable Other - Zone 6	0.00	0.49	0.10 0.00	0.00	7.94 0.00	22.07 1.34	0.00 0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.59 1.34
Zone 7 Aldi, Boundary Road, Ramsgate	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.42	0.00 0.00	0.00 43.38	0.00 0.15	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 43.95
Aldi, Zion Place, Margate Asda, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	26.41 43.15	0.15 0.64	0.00 1.95	0.00	0.00	0.00	0.00	0.00	26.56 46.04
Co-op, Grange Road, Ramsgate Co-op, High Street, Broadstairs	0.00 0.00	0.00	0.00	0.00	0.00	0.00 0.00	1.46 8.95	0.16 0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.00 0.00	0.00	1.62 8.95
Co-op, Hopeville Avenue, Broadstairs Co-op, Station Road, Westgate On Sea	0.00 0.00	0.00	0.00	0.00	0.00	0.00 0.00	16.32 1.81	0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.00 0.00	0.00	16.32 1.81
Co-op, Summerfield Road, Margate Iceland, High Street, Broadstairs	0.00 0.00	0.00	0.00	0.00	0.00	0.00 0.00	4.05 5.31	0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.00 0.00	0.00	4.05 5.31
Local Shops, Minster-in-Thanet Village Centre Local Shops, Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.82
Marks & Spencer (BP), Canterbury Road, Margate Marks & Spencer, Westwood Cross Shopping Centre, Broadstairs	0.00 0.00 0.00	0.00	0.00	0.00	0.00 1.05 0.00	0.00 0.00 0.00	0.00 3.58	0.00 0.35 0.00	0.00	0.00 0.00 0.00	0.00	0.00	0.00 0.00 0.00	0.00	0.00 4.99
Morrisons, Hawley Street, Margate Sainsbury's Superstore, Dadson Way, Ramsgate Tesco Extra, Margate Road, Westwood, Broadstairs	0.00	0.00 0.00 0.00	0.00 0.00 0.00	0.00 0.00 0.00	0.00	0.00 0.39 0.00	20.95 23.40 33.37	2.64 1.23	0.00 1.19 1.95	0.00	0.00 0.00 0.00	0.00 0.00 0.00	0.00	0.00 0.00 0.00	20.95 27.63 36.55
Tesco Metro, High Street, Broadstairs Tesco Metro, Northdown Road, Cliftonville, Margate	0.00	0.00	0.00	0.00	0.00	0.00	3.62 12.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.62 12.62
Tesco Superstore, Manston Road, Ramsgate Waitrose, Queens Street, Ramsgate	0.00	0.00	0.14	0.00	0.00	0.00	28.90 12.85	0.24	1.21	0.00	0.00	0.00	0.00	0.00	30.49 13.69
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) Other - Zone 7	0.00 0.00	0.00	0.00	0.00	0.00	0.00 0.00	6.48 4.81	0.26 0.00	1.19 0.00	0.00 0.00	0.00	0.00	0.00 0.00	0.00	7.93 4.81
Zone 8 Co-op, Moatsole, Sandwich	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 8.73	0.00 6.67	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 15.39
Co-op, The Street, Ash Gibson's Farm Shop, Crockshard Hill, Wingham	0.00 0.00	0.00	0.00 0.70	0.00	0.00	0.00 0.00	0.00 0.00	2.19 1.48	0.00 2.41	0.00 0.00	0.00	0.00 0.76	0.00 0.00	0.00	2.19 5.35
Local Shops, Littlebourne Village Centre Others	0.00 0.00	0.00	1.13 0.00	0.00	0.00	0.00 0.00	0.00 0.00	0.00 0.82	0.00 1.24	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00	1.13 2.06
Local Shops, Wingham Village Centre Spar, Market Street, Sandwich	0.00	0.00	0.09	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09
Other - Zone 8 Zone 9 Addi Characteria August Deuts	0.00 0.00	0.00 0.00	0.04 0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00 0.00	2.29 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	2.34 0.00
Aldl, Cherry Tree Avenue, Dover Co-op, Beauchamp Avenue, Deal Co-op, Eyethorne Road, Shepherdswell, Dover	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	23.53 2.49 5.20	1.46 0.00 0.00	0.00 0.00 0.00	0.00 0.00 0.00	0.00 0.00 0.00	0.00	24.99 2.49 5.20
Co-op, Lower Road, Dover Co-op, Market Square, Aylesham	0.00	0.00	0.00 0.52	0.00	0.00	0.00	0.00	0.00 0.35	2.67 6.92	0.00	0.00	0.00	0.00	0.00	2.67 8.09
Co-op, Mill Road, Deal Farmfoods, Charlton Green, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.31	0.00	6.68 3.92	0.00	0.00	0.00	0.00	0.00	6.68 7.23
Iceland, Queen Street, Deal Lidl, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11 2.27	0.98 23.44	0.00	0.00	0.00	0.00	0.00	1.09 25.71
Local Shops, Deal Town Centre Local Shops, Dover Town Centre	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41 0.00	4.84 3.72	0.00 0.00	0.00	0.00	0.00	0.00	5.25 3.72
Morrisons, Bridge Street, Dover Sainsbury's Superstore, West Street, Deal	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.58	21.80 30.33	0.00	0.00	0.00	0.00	0.00	21.80 30.90
St James Retail Park, Dover Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00 0.49	0.00 0.19	0.00 0.18	0.00	0.00	0.00 0.00	0.00 0.00	0.00 1.59	7.46 36.73	0.00 0.00	0.00	1.20 0.00	0.00 0.00	0.00	8.66 39.17
Other - Zone 9 Zone 10	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	0.16 0.00	11.87 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	12.03 0.00
Aldi, High Street, Hythe Asda, Bouverie Place, Folkestone	0.00 0.00	0.00	0.00	0.00	0.00	0.00 0.00	0.00 1.39	0.00	0.00 5.61	10.22 10.02	0.00	0.97 0.00	3.76 0.00	0.00	14.95 17.02
Co-op, Cheriton Road, Folkestone Co-op, High Street, Folkestone	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	10.21 0.81	0.00	0.00	0.00 0.00	0.00	10.21 0.81
Co-op, Main Road, Sellindge Iceland, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22 6.32	0.00	0.00	0.77	0.00	2.00 6.32
Lidl, Haven Drive, Hawkinge, Folkestone Lidl, Shellons Street, Folkestone Lidl, Shellons Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.85 0.91	0.00	0.00	0.96 2.68	0.00	16.80 3.59
Local Shops, Folkstone Town Centre Local Shops, Hythe Town Centre Local Shops, Stalling Mignis Village Centre	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.03	0.00	0.00	0.00	0.00 3.44 0.00	0.00 5.47
Local Shops, Stelling Minnis Village Centre Marks & Spencer, Cheriton High Street, Folkestone Morrisons, Cheriton Road, Folkestone	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 2.11 10.82	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 2.11 10.82
Morrisons, Cheriton Road, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone Sainsbury's Superstore, Military Road, Hythe	0.00 0.00 0.00	0.00 0.00 0.00	0.00 0.08 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 0.74 0.00	9.00 20.52	0.00 0.00 0.00	0.00 0.00 1.20	0.00 0.00 3.28	0.00 0.00 0.00	9.83 25.00
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Park Farm Retail Park, West Park, Folkestone Tesco Express, Canterbury Road, Folkestone	0.00 0.00 1.88	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 1.06 0.00	0.00 0.19 0.00	0.00 2.31 0.00	20.52 29.55 3.41	0.00 0.00 0.00	0.00 0.00	0.59 0.00	0.00 0.00 0.00	25.00 33.70 5.28
Tesco Express, Cartlerbury Road, Foikestone Tesco Express, Castle House, Bouverie Road West, Folkestone Tesco Superstore, Cheriton High Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.11 31.54	0.00	0.00	0.00	0.00	2.11 31.62
Waitrose, Prospect Road, Hythe Other - Zone 10	0.00 0.00	0.00	0.00	0.00	0.00	0.00 0.00	0.00 0.00	0.00	0.00	22.09 6.29	0.00	0.00 0.99	0.87 0.96	0.00	22.96 8.54

Zone 11 Aldi, East Street, Sittingbourne	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 27.91	0.00	0.00	0.00	0.00 27.91
Aldi, Pepys Avenue, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.18	0.00	0.00	0.00	20.18
Asda, Trinity Trading Estate, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	36.33	0.00	0.00	0.00	36.33
Co-op, Bobbing Corner, Sittingbourne Co-op, Church Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.07 1.43	0.00	0.00	0.00	3.07 1.43
Co-op, Forbes Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.13	0.00	0.00	0.00	3.13
Co-op, Grove Park Shopping Centre, Sittingbourne Co-op, High Street, Sheerness	0.00	0.00	0.00	0.00 80.0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, London Road, Teynham, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.51	0.00	0.00	0.00	5.51
Co-op, Queens Road, Minster, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	3.36	0.00	0.00	0.00	3.41	0.00	0.00	0.00	6.77
Co-op, The Parade, Northwood Drive, Sittingbourne Co-op, The Street, Upchurch, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.10 5.19	0.00	0.00	0.00 2.54	6.10 7.73
Iceland, East Street, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.77	0.00	0.00	0.00	1.77
Lidl, West Street, Sittingbourne Local Shops, Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.35 3.20	0.00	0.00	6.64 0.00	21.99 3.20
Local Shops, Minster Village Centre, Isle of Sheppey	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, Sheerness Town Centre, Isle of Sheppey	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, Sittingbourne Town Centre Morrisons, Mill Way, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.13 25.39	0.00	0.00	0.00	4.13 25.39
Morrisons, Neats Court, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.92	0.00	0.00	2.78	27.70
Morrisons, North Lane, Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.19 27.33	0.00	0.00	0.00 5.32	13.19 32.65
Sainsbury's Superstore, Bysing Wood Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.30	0.00	0.00	0.00	20.30
Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.94	0.00	0.00	0.00	5.94
Tesco Express, Chalkwell Road, Sittingbourne Tesco Superstore, Bridge Road, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.22 20.72	0.00	0.00	0.00	7.22 20.72
Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.30	0.00	0.00	1.51	0.00	0.00	0.00	0.00	28.97	1.77	0.00	0.00	32.56
Other - Zone 11 Zone 12	0.00 0.00	0.00 0.00	0.23 0.00	0.00 0.00	0.65 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	9.77 0.00	0.00 0.00	0.87 0.00	5.02 0.00	16.54 0.00
Aldi, Victoria Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.48	8.80	0.00	23.27
Asda, Kimberley Way, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.84	14.47	3.44	31.75
Ashford Designer Outlet, Ashford Co-op, Brookfield Court, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46 3.35	0.00 2.83	3.15 0.00	3.61 6.18
Co-op, Churchfield Way, Wye	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22	0.00	0.00	1.22
Co-op, Faversham Road, Kennington, Ashford Co-op, Hunter Avenue, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22 3.77	0.00	0.00	1.22 3.77
Farmfoods, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00	1.08	0.00	2.13
Iceland, High Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.35	3.38	0.00	9.72
Lidl, New Street, Ashford Local Shops, Ashford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.07 1.79	2.45 0.00	0.00	8.52 1.79
Local Shops, Kennington Local Centre, Ashford	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, County Square, Ashford	0.00	0.00 0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.65 26.05	2.09 18.18	0.00 7.87	7.74 52.34
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Express, Mace Lane, Ashford	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.00	4.42	3.58	0.00	8.54
Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.42	0.00	31.16	2.14	0.00	37.71
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford Waitrose, Sir Bernard Paget Drive, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28.81 7.04	17.96 7.10	0.00	46.77 14.14
Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91	0.00	11.14	0.00	0.00	12.05
Zone 13 Sainsbury's Superstore, Dymchurch Road, New Romney	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 0.35	0.00 14.04	0.00 0.00	0.00 14.39
Spar, Coast Drive, Greatstone, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.54	0.00	1.54
Spar, High Street, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.67	0.00	2.67
Tesco Superstore, Highbury Works, Tenterden Waitrose, Sayer's Lane, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.18 0.00	0.00	0.00	23.97 6.36	0.00	26.15 6.36
Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.51	16.07	0.00	17.58
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	0.00	0.00	0.00
Aldi, Ambley Road, Gillingham Aldi, Duncan Road, Gillingham	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	38.53 13.52	38.53 13.52
Aldi, Langley Park 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	14.97	14.97
Aldi, Well Road, Maidstone Asda, Pier Road, Gillingham	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	68.49 42.36	68.49 42.36
Co-op, Egremont Road, Bearsted	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, Faversham Road, Lenham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	4.68	5.35
Co-op, High Street, Cranbrook Iceland, High Street, Gillingham	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	17.97 21.63	17.97 21.63
Iceland, Rainham Shopping Centre, Rainham	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
Iceland, Water Lane, Chequers Centre, Maidstone Lidl, Broadway 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	10.72 2.78	10.72 2.78
Lidi, Fraleigh Hill, Tovil, 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	3.15	3.15
Local Shops, Chatham Town Centre	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Local Shops, Maidstone Town Centre Local Shops, Staplehurst 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	13.26 6.08	13.26 6.08
Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.24	0.00	0.00	13.59	16.83
Marks & Spencer, Week Street, Maidstone Morrisons, Sutton Road, 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 2.70	2.48 45.91	2.48 48.61
Morrisons, Walderslade, Princes Avenue, Chatham	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.27	24.39
Sainsbury's Local, High Street, Headcorn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.68	6.08	7.76
Sainsbury's Superstore, Hempstead Valley, Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.77 0.00	0.00	0.00	23.03 2.78	24.80 2.78
Sainsbury's Superstore, Romney Place, 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	15.48	15.48
Tesco Express (Esso), Tonbridge Road, Maidstone Tesco Express, Ashford Road, Bearsted	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	23.69 12.15	23.69 12.15
Tesco Express, London Road, 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	2.00	2.00
Tesco Express, Sturdee Avenue, Gillingham Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 6.77	0.00	0.00	21.36 74.58	21.36 81.36
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	1.64	0.00	0.00	43.59	45.23
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	3.15	3.15
Tesco Superstore, Farleigh Hill, Tovil Tesco Superstore, Grovewood Drive, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.72	0.00	0.00	0.00	0.00 1.77	0.00	0.00	16.03 60.39	16.03 63.87
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	12.61	12.61
Other - Zone 14 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	0.00	0.00	0.00	1.34 0.00	62.69 0.00	64.03 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 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 14.97	0.00 14.97
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	1.74	3.38	0.00	5.12
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 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	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 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 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 0.00
Sainsbury's Superstore, Linden Park Road, Tunbridge Wells 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, Aylesford	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.23	8.58
Sainsbury's Superstore, Wingfield Bank, Northfleet 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	0.00 6.08	0.00 6.08
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	2.78	2.78
Other - Outside Survey Area Total	0.00 110.52	0.00 28.12	0.00 22.15	0.00 23.34	0.00 97.71	0.65 87.82	0.00 340.70	0.00 37.27	4.69 241.13	0.00 215.26	0.00 354.33	3.81 202.35	0.87 175.29	34.75 833.57	44.77 2769.55
· Comm	110.32	20.12	-4.10	20.04	VI.II	J1.02	U-U.1U	J1.21	<u>-</u> -1.13	213.20	JJ4.JJ	202.33	113.23	555.51	2100.00

di, St. Andrews Close, Canterbury da, Sturry Road, Canterbury	11.81 13.63	1.77 1.20	1.14 1.30	0.11 7.50	0.00 3.93	3.37 0.99	0.00	1.71 1.16	1.76 3.60	0.00	1.73 1.40	2.38 0.00	0.00	0.00
eland, Stour Retail Park, Sturry Road, Canterbury eland, Wincheap Industrial Estate, Maynard Road, Canterbury	0.00	0.19	0.00	1.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
II, Sturry Road, Canterbury	5.42	0.54	0.92	2.35	0.66	0.31	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Canterbury City Centre cal Shops, St Dunstans, Canterbury	1.39 0.48	1.66 0.30	0.17	0.18	0.00	0.00	0.00	0.16	0.75	0.00	0.00 5.68	0.00	0.00	0.00
arks & Spencer, Maybrook Retail Park, Canterbury arks & Spencer, St. Georges Street, Canterbury	0.86 5.19	0.19 1.16	0.26 0.39	1.00 0.00	0.00	0.00	0.00	0.81 0.24	2.35 0.00	0.00 5.75	0.00	0.36 0.76	0.00	0.00
orrisons, Ten Perch Road, Canterbury insbury's Local, St. Dunstans Street, Canterbury	16.32 3.63	6.13 0.94	4.94 0.15	0.32 0.36	0.00	0.31 0.00	0.00	1.51 0.00	8.48 0.00	0.00	0.00	15.91 0.00	1.21 0.00	0.00
insbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury insbury's Superstore, Kingsmead Road, Canterbury	1.62 16.67	0.59 4.80	1.03 1.32	0.00 2.36	0.00	0.00 0.31	0.00	0.00 0.53	0.00	0.00	0.00	0.00	0.00	0.00
urry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Par sco Express, New Dover Road, Canterbury	0.48 2.40	0.00	0.00	0.15 0.00	0.00	0.00	0.00	0.00	0.00	0.00 4.16	0.00	0.00	0.00	0.00
sco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury le Goods Shed Farmers Market, Station Road West, Canterbury	12.40	0.66	0.32	0.65	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00
aitrose, St. Georges Centre, Canterbury	14.56	2.15	2.48	0.27	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00
incheap Retail Area, Canterbury her - Zone 1	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
ne 2 op, Parkwood, University of Kent, Canterbury	0.00 0.00	0.00 0.31	0.00 0.00	0.00 0.15	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 2.61
r-op, Virginia Woolf Building, University of Kent, Canterbury cal Shops, Blean Village Centre	0.00	0.19 0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Chartham Village Centre her - Zone 2	0.00	0.17 0.60	0.00 0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
one 3 rham Post Office, Valley Road, Barham, Canterbury	0.00	0.00	0.00 1.66	0.00	0.00	0.00	0.00	0.00	0.00 0.75	0.00	0.00	0.00	0.00	0.00
cal 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
cal Shops, Bridge Village Centre her - Zone 3	0.00	0.00	0.38 0.68	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
une 4 op, Island Road, Sturry	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	0.00	0.00
cal Shops, Hersden Village Centre cal Shops, Sturry Village Centre	0.00	0.00	0.00 0.12	0.00 0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ther - Zone 4	0.48 0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ne 5 di, Kings Road, Herne Bay	0.00	0.00 0.00	0.00 0.00	0.00 0.56	0.00 18.73	0.00 1.55	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
op, Mortimer Street, Herne Bay op, Reculver Road, Herne Bay	0.00	0.00	0.00	0.00	1.18 5.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
⊢op, Sea Street, Herne Bay eland, Mortimer Street, Herne Bay	0.00 0.37	0.00	0.00	0.00	2.28 1.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Canterbury Road, Herne Bay cal Shops, Herne Bay 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
cal 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
cal Shops, Sea Street, Herne Bay orrisons, Beach Street, Herne Bay	0.00	0.00	0.00	0.00	0.00 18.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Superstore, Altira Business Park, The Boulevard, Herne Bay sco Express, Canterbury Road, Herne Bay	0.00	0.00	0.00	0.48 0.00	19.69 3.06	0.76 0.00	2.19 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Express, Sea Street, Herne Bay ther - Zone 5	0.00	0.00	0.00	0.00 0.07	1.14 4.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ne 6 di, Prospect Retail Park, Whitstable	0.00 0.62	0.00 1.26	0.00 0.41	0.00 0.11	0.00 2.41	0.00 16.20	0.00 2.86	0.00	0.00	0.00	0.00 10.46	0.00	0.00	0.00
o-op, Canterbury Road, Whitstable	0.00	0.00	0.00	0.00	0.00	1.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
op, Cromwell Road, Whitstable op, Faversham Road, Seasalter, Whitstable	0.00	0.00	0.00	0.00	0.00 0.00	2.45 0.83	0.00	0.00	0.00	0.00	0.00	0.00 2.43	0.00	0.00 0.00
r-op, Oxford Street, Whitstable eland, High Street, Whitstable	0.00	0.00	0.00	0.00	0.00	0.36 0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Herne Bay Road / St Johns Road / Swalecliffe cal Shops, Whitstable Town Centre	0.00	0.00	0.00	0.00 0.11	0.00	0.00 4.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
arks & Spencer, Prospect Retail Park, Whitstable	0.00	0.70	0.00	0.09	1.25	6.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
insbury's Local, High Street, Whitstable insbury's Superstore, Reeves Way, Whitstable	0.00	0.00 0.62	0.00 0.00	0.00 0.39	0.00 1.86	3.22 9.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Express, Tankerton Road, Whitstable :her - Zone 6	0.00	0.00	0.00	0.50 0.00	0.00	7.93 1.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ine 7 di, Boundary Road, Ramsgate	0.00	0.00 0.00	0.00	0.00	0.00 0.43	0.00	0.00 44.77	0.00 0.15	0.00	0.00	0.00	0.00	0.00	0.00
di, Zion Place, Margate da, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00 0.31	27.26 44.54	0.15 0.65	0.00 1.99	0.00	0.00	0.00	0.00	0.00
o-op, Grange Road, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	1.51 9.23	0.16	0.00	0.00	0.00	0.00	0.00	0.00
r-op, High Street, Broadstairs r-op, Hopeville Avenue, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	16.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00
r-op, Station Road, Birchington r-op, Station Road, Westgate On Sea	0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00	4.92 1.87	0.00	0.00	0.00	0.00	0.00	0.00 0.00	0.00
r-op, Summerfield Road, Margate eland, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	4.18 5.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00
cal Shops, Minster-in-Thanet Village Centre cal Shops, Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00
arks & Spencer (BP), Canterbury Road, Margate	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
arks & Spencer, Westwood Cross Shopping Centre, Broadstairs orrisons, Hawley Street, Margate	0.00	0.00	0.00 0.00	0.00	1.08 0.00	0.00 0.00	3.70 21.62	0.36 0.00	0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00
insbury's Superstore, Dadson Way, Ramsgate sco Extra, Margate Road, Westwood, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.40 0.00	24.15 34.44	2.69 1.25	1.22 1.99	0.00	0.00	0.00	0.00	0.00
sco Metro, High Street, Broadstairs sco Metro, Northdown Road, Cliftonville, Margate	0.00	0.00	0.00	0.00	0.00	0.00	3.74 13.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
sco Superstore, Manston Road, Ramsgate aitrose, Queens Street, Ramsgate	0.00	0.00	0.13 0.00	0.00	0.00	0.00	29.83 13.26	0.25 0.85	1.23 0.00	0.00	0.00	0.00	0.00	0.00
estwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadst	0.00	0.00	0.00	0.00	0.00	0.00	6.69	0.26	1.22	0.00	0.00	0.00	0.00	0.00
her - Zone 7 ne 8	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	4.96 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
ı-op, Moatsole, Sandwich ı-op, The Street, Ash	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.87 2.23	6.79 0.00	0.00	0.00	0.00	0.00	0.00
bson's Farm Shop, Crockshard Hill, Wingham cal Shops, Littlebourne Village Centre	0.00	0.00	0.68 1.10	0.00	0.00	0.00	0.00	1.51 0.00	2.45 0.00	0.00	0.00	0.78 0.00	0.00	0.00
cal Shops, titlebourie village Centre hers cal Shops, Wingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.83 1.02	1.27	0.00	0.00	0.00	0.00	0.00
ar, Market Street, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.00	0.00	0.00	0.00	0.00
her - Zone 8 ne 9	0.00 0.00	0.00 0.00	0.04 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	2.33 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
di, Cherry Tree Avenue, Dover ⊢op, Beauchamp Avenue, Deal	0.00	0.00	0.00	0.00	0.00 0.00	0.00	0.00	0.00	23.96 2.53	1.49 0.00	0.00	0.00	0.00	0.00
op, Eyethorne Road, Shepherdswell, Dover op, Lower Road, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.30 2.72	0.00	0.00	0.00	0.00	0.00
-op, Market Square, Aylesham	0.00	0.31	0.50	0.00	0.00	0.00	0.00	0.36	7.04	0.00	0.00	0.00	0.00	0.00
r-op, Mill Road, Deal rmfoods, Charlton Green, Dover	0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00 3.42	0.00	6.80 3.99	0.00	0.00	0.00	0.00 0.00	0.00
eland, Queen Street, Deal II, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11 2.31	0.99 23.87	0.00	0.00	0.00	0.00	0.00
cal Shops, Deal Town Centre cal Shops, Dover Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42 0.00	4.93 3.79	0.00	0.00	0.00	0.00	0.00
orrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.19	0.00	0.00	0.00	0.00	0.00
insbury's Superstore, West Street, Deal James Retail Park, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59	30.88 7.60	0.00	0.00	0.00 1.24	0.00	0.00
sco Extra, White Cliffs Park, Honeywood Parkway, Dover her - Zone 9	0.50 0.00	0.19 0.00	0.18 0.00	0.00	0.00	0.00	0.00	1.61 0.16	37.40 12.09	0.00	0.00	0.00	0.00	0.00
one 10 di, High Street, Hythe	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 10.46	0.00 0.00	0.00 1.00	0.00 3.84	0.00 0.00
da, Bouverie Place, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.00	5.72	10.25	0.00	0.00	0.00	0.00
-op, Cheriton Road, Folkestone -op, High Street, Folkestone	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	0.00
r-op, Main Road, Sellindge eland, High Street, Hythe	0.00	0.00 0.00	0.00	0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.00	1.25 6.47	0.00 0.00	0.00	0.79 0.00	0.00 0.00
II, Haven Drive, Hawkinge, Folkestone II, Shellons Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.22 0.93	0.00	0.00	0.98 2.74	0.00
cal Shops, Folkstone 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
cal Shops, Hythe Town Centre cal Shops, Stelling Minnis 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	2.08 0.00	0.00 0.00	0.00	0.00 0.00	3.53 0.00
arks & Spencer, Cheriton High Street, Folkestone orrisons, Cheriton Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.16 11.07	0.00	0.00	0.00	0.00
insbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.75	9.22	0.00	0.00	0.00	0.00
insbury's Superstore, Military Road, Hythe insbury's Superstore, Park Farm Retail Park, West Park, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.09	0.00	0.00 2.35	21.00 30.24	0.00	0.00	3.35 0.60	0.00
	1.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.49	0.00	0.00	0.00	0.00
sco Express, Canterbury Road, Folkestone sco Express, Castle House, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.16	0.00	0.00	0.00	0.00

Zone 11 Aldi, East Street, Sittingbourne	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 28.78	0.00 0.00	0.00	0.00 0.00	0.00 28.78
Aldi, Pepys Avenue, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.81	0.00	0.00	0.00	20.81
Asda, Trinity Trading Estate, Sittingbourne Co-op, Bobbing Corner, Sittingbourne	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	37.46 3.17	0.00	0.00	0.00	37.46 3.17
Co-op, Church Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.47	0.00	0.00	0.00	1.47
Co-op, Forbes Road, Faversham Co-op, Grove Park Shopping Centre, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.22 0.00	0.00	0.00	0.00	3.22 0.00
Co-op, High Street, Sheerness	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Co-op, London Road, Teynham, Sittingbourne Co-op, Queens Road, Minster, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.46	0.00	0.00	0.00	5.68 3.52	0.00	0.00	0.00	5.68 6.98
Co-op, The Parade, Northwood Drive, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.29	0.00	0.00	0.00	6.29
Co-op, The Street, Upchurch, Sittingbourne Iceland, East Street, Faversham	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.35 1.82	0.00	0.00	2.61 0.00	7.96 1.82
Lidl, West Street, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.82	0.00	0.00	6.82	22.65
Local Shops, Faversham Town Centre Local Shops, Minster Village Centre, Isle of Sheppey	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.30 0.00	0.00	0.00	0.00	3.30 0.00
Local Shops, Sheerness Town Centre, Isle of Sheppey	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, Sittingbourne Town Centre Morrisons, Mill Way, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.25 26.18	0.00	0.00	0.00	4.25 26.18
Morrisons, Neats Court, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.70	0.00	0.00	2.85	28.55
Morrisons, North Lane, Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.60 28.17	0.00	0.00	0.00 5.47	13.60 33.64
Sainsbury's Superstore, Bysing Wood Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.93	0.00	0.00	0.00	20.93
Sittingbourne Retail Park, Sittingbourne Tesco Express, Chalkwell Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.12 7.44	0.00	0.00	0.00	6.12 7.44
Tesco Superstore, Bridge Road, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.37	0.00	0.00	0.00	21.37
Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.29	0.00	0.00	1.55	0.00	0.00	0.00	0.00	29.87	1.83	0.00	0.00	33.54
Other - Zone 11 Zone 12	0.00 0.00	0.00 0.00	0.22 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 0.00	10.07 0.00	0.00	0.89 0.00	5.16 0.00	17.01 0.00
Aldi, Victoria Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.90	8.99	0.00	23.89
Asda, Kimberley Way, Ashford Ashford Designer Outlet, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.25 0.48	14.79 0.00	3.53 3.24	32.57 3.71
Co-op, Brookfield Court, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.45	2.90	0.00	6.34
Co-op, Churchfield Way, Wye Co-op, Faversham Road, Kennington, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.26 1.25	0.00	0.00	1.26 1.25
Co-op, Hunter Avenue, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.88	0.00	0.00	3.88
Farmfoods, New Street, Ashford Iceland, High Street, Ashford	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.08 0.00	0.00	0.00 6.53	1.10 3.45	0.00	2.18 9.98
Lidl, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.25	2.50	0.00	8.75
Local Shops, Ashford Town Centre Local Shops, Kennington Local Centre, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.84 0.00	0.00	0.00	1.84 0.00
Marks & Spencer, County Square, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.82	2.14	0.00	7.96
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Express, Mace Lane, Ashford	0.00 0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.56	0.00	26.81 4.55	18.59 3.66	8.09 0.00	53.73 8.76
Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.52	0.00	32.07	2.19	0.00	38.78
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	29.66	18.36	0.00	48.02
Waitrose, Sir Bernard Paget Drive, Ashford Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.93	0.00	7.24 11.47	7.26 0.00	0.00	14.50 12.40
Zone 13	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, Dymchurch Road, New Romney Spar, Coast Drive, Greatstone, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	14.35 1.58	0.00	14.71 1.58
Spar, High Street, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.73	0.00	2.73
Tesco Superstore, Highbury Works, Tenterden Waitrose, Sayer's Lane, Tenterden	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.23 0.00	0.00	0.00	24.50 6.50	0.00	26.73 6.50
Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.55	16.43	0.00	17.98
Zone 14 Aldi, Ambley Road, Gillingham	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 39.58	0.00 39.58
Aldi, Duncan Road, Gillingham	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	13.89	13.89
Aldi, Langley Park Centre, Maidstone Aldi, Well Road, 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	15.38 70.35	15.38 70.35
Asda, Pier Road, Gillingham	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	43.52	43.52
Co-op, Egremont Road, Bearsted	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 5.49
Co-op, Faversham Road, Lenham Co-op, High Street, Cranbrook	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	4.81 18.46	18.46
Iceland, High Street, Gillingham	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	22.22	22.22
Iceland, Rainham Shopping Centre, Rainham Iceland, Water Lane, Chequers 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	0.00	0.00 11.01	0.00 11.01
Lidl, Broadway 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	2.85	2.85
Lidl, Farleigh Hill, Tovil, Maidstone Local Shops, Chatham Town Centre	0.00	0.00 0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.24 0.00	3.24 0.38
Local Shops, Maidstone 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	13.63	13.63
Local Shops, Staplehurst Village Centre Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.34	0.00	0.00	6.25 13.96	6.25 17.31
Marks & Spencer, Week Street, 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	2.55	2.55
Morrisons, Sutton Road, Maidstone Morrisons, Walderslade, Princes Avenue, Chatham	0.00	0.00 0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.76 0.00	47.16 24.93	49.92 25.05
Sainsbury's Local, High Street, Headcorn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.71	6.25	7.96
Sainsbury's Superstore, Hempstead Valley, Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, Chatham	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.82 0.00	0.00	0.00	23.66 2.85	25.48 2.85
Sainsbury's Superstore, Romney Place, 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	15.90	15.90
Tesco Express (Esso), Tonbridge Road, Maidstone Tesco Express, Ashford Road, Bearsted	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	24.33 12.48	24.33 12.48
Tesco Express, London Road, 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	2.06	2.06
Tesco Express, Sturdee Avenue, Gillingham Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 6.98	0.00	0.00	21.94 76.62	21.94 83.60
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	1.69	0.00	0.00	44.78	46.47
Tesco Metro, Rye Road, Hawkhurst 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	0.00	3.24 16.47	3.24 16.47
Tesco Superstore, Grovewood Drive, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	1.77	0.00	0.00	0.00	1.82	0.00	0.00	62.03	65.63
Waitrose, Mid Kent Shopping Centre, Maidstone 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	0.00 1.37	12.95 64.40	12.95 65.76
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 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	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	15.38	15.38 5.24
Co-op, Church Parade, Ashford 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	1.79 0.00	3.45 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 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 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	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 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, Aylesford	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.45	8.81
Sainsbury's Superstore, Wingfield Bank, Northfleet 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	0.00 6.25	0.00 6.25
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	2.85	2.85
Other - Outside Survey Area Total	0.00 114.16	0.00 28.67	0.00 21.46	0.00 24.11	0.00 100.59	0.67 89.93	0.00 351.64	0.00 37.90	4.77 245.51	0.00 220.29	0.00 365.34	3.92 208.28	0.89 179.16	35.69 856.30	45.95 2843.34
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one 1 di, St. Andrews Close, Canterbury sda, Sturry Road, Canterbury	12.29 14.19	1.81 1.22	1.16 1.31	0.11 7.77	0.00 4.05	3.46 1.02	0.00	1.74 1.18	1.79 3.67	0.00	1.79 1.45	2.46 0.00	0.00	0.00	26.6 35.8
eland, Stour Retail Park, Sturry Road, Canterbury	0.00	0.20	0.00	1.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.4
eland, Wincheap Industrial Estate, Maynard Road, Canterbury dl, Sturry Road, Canterbury	1.20 5.64	0.00 0.55	0.00 0.93	0.00 2.44	0.00 0.68	0.00 0.32	0.00	0.00 0.41	0.00	0.00	0.00 0.00	0.00	0.00	0.00	1.: 10.:
ocal Shops, Canterbury City Centre ocal Shops, St Dunstans, Canterbury	1.45 0.50	1.69 0.30	0.17 0.00	0.19 0.00	0.00	0.00	0.00	0.16 0.00	0.77 0.00	0.00	0.00 5.88	0.00	0.00	0.00	4.4 6.1
iarks & Spencer, Maybrook Retail Park, Canterbury iarks & Spencer, St. Georges Street, Canterbury	0.89 5.40	0.20 1.19	0.26 0.40	1.03 0.00	0.00	0.00	0.00	0.83 0.24	2.39 0.00	0.00 5.88	0.00	0.38 0.79	0.00	0.00	5.1 13.1
orrisons, Ten Perch Road, Canterbury	16.99	6.27	5.00 0.15	0.33	0.00	0.32	0.00	1.54	8.65 0.00	0.00	0.00	16.44	1.24	0.00	56. 5.
iinsbury's Local, St. Dunstans Street, Canterbury iinsbury's Local, St. Lawrence Ground, The Drive, Old Dover Road, Canterbury	1.68	0.96	1.05	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.
iinsbury's Superstore, Kingsmead Road, Canterbury urry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Par	17.36 0.50	4.92 0.00	1.34 0.00	2.45 0.15	0.00	0.32 0.00	0.00	0.55 0.00	0.00	0.00	0.00	0.00	0.00	0.00	26. 0.
esco Express, New Dover Road, Canterbury esco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	2.50 12.91	0.00 0.68	0.00 0.32	0.00 0.68	0.00	0.00	0.00	0.00 0.48	0.00	4.25 0.00	0.00	0.00	0.00	0.00	6. 15.
ne Goods Shed Farmers Market, Station Road West, Canterbury	1.83	0.32	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.
aitrose, St. Georges Centre, Canterbury incheap Retail Area, Canterbury	15.16 0.00	2.20 0.00	2.51 0.00	0.27 0.00	0.00	0.00	0.00	0.25 0.00	0.00	0.00	0.00	0.00	0.00	0.00	20. 0.
ther - Zone 1	0.50 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. 0 .
o-op, Parkwood, University of Kent, Canterbury	0.00	0.32	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.69	3.
o-op, Virginia Woolf Building, University of Kent, Canterbury ocal Shops, Blean Village Centre	0.00	0.20 0.20	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.
ocal Shops, Chartham Village Centre	0.00	0.17	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
her - Zone 2 ne 3	0.00 0.00	0.61 0.00	0.30 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
rham Post Office, Valley Road, Barham, Canterbury cal Shops, Barham Village Centre	0.00	0.00	1.68 0.00	0.00	0.00	0.00	0.00	0.00	0.77 0.00	0.00	0.00	0.00	0.00	0.00	0
ocal Shops, Bridge Village Centre	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
her - Zone 3 ne 4	0.00 0.00	0.00 0.00	0.69 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
-op, Island Road, Sturry cal Shops, Hersden Village Centre	0.00	0.00	0.00	3.99 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3
cal Shops, Sturry Village Centre	0.00	0.00	0.12	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
ner - Zone 4 ne 5	0.50 0.00	0.00 0.00	0.00 0.00	0.71 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 0
i, Kings Road, Herne Bay	0.00	0.00	0.00	0.58	19.30	1.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21
op, Mortimer Street, Herne Bay op, Reculver Road, Herne Bay	0.00	0.00	0.00	0.00	1.21 5.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5
op, Sea Street, Herne Bay land, Mortimer Street, Herne Bay	0.00 0.38	0.00	0.00	0.00	2.35 1.95	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2
cal 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	C
al Shops, Herne Bay Town Centre al Shops, Recluver Road, Beltinge, Herne Bay	0.00	0.00	0.00	0.09 0.00	4.20 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4
al Shops, Sea Street, Herne Bay rrisons, Beach Street, Herne Bay	0.00	0.00	0.00	0.00 0.25	0.00 18.78	0.00 0.74	0.00	0.00 0.25	0.00	0.00	0.00	0.00	0.00	0.00	20
nsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.50	20.29	0.78	2.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23
cco Express, Canterbury Road, Herne Bay cco Express, Sea Street, Herne Bay	0.00	0.00	0.00	0.00	3.15 1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3
te Education State Control of the Co	0.00	0.00	0.00	0.07 0.00	4.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4
e 6 , Prospect Retail Park, Whitstable	0.65	1.29	0.00	0.00	0.00 2.49	0.00 16.63	2.95	0.00	0.00 0.00	0.00	10.82	0.00	0.00	0.00	35
op, Canterbury Road, Whitstable op, Cromwell Road, Whitstable	0.00	0.00	0.00	0.00	0.00	2.01 2.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2
pp, Faversham Road, Seasalter, Whitstable	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	2.51	0.00	0.00	3
op, Oxford Street, Whitstable and, High Street, Whitstable	0.00	0.00	0.00	0.00	0.00	0.37 0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
al Shops, Faversham Road, Seasalter	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	C
al Shops, Herne Bay Road / St Johns Road / Swalecliffe al Shops, Tankerton Road, Tankerton	0.00	0.00	0.00	0.00	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
ıl Shops, Whitstable Town Centre ks & Spencer, Prospect Retail Park, Whitstable	0.00	0.00 0.72	0.00	0.11 0.09	0.00 1.29	4.31 7.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9
sbury's Local, High Street, Whitstable	0.00	0.00	0.00	0.00	0.00	3.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3
nsbury's Superstore, Reeves Way, Whitstable Ico Express, Tankerton Road, Whitstable	0.00	0.63 0.00	0.00	0.41 0.51	1.92 0.00	9.35 8.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12
sco Extra, Millstrood Road, Whitstable her - Zone 6	0.00	0.51 0.00	0.10	0.00	8.42 0.00	23.20 1.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	32 1
e 7	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
li, Boundary Road, Ramsgate Ii, Zion Place, Margate	0.00	0.00	0.00	0.00	0.45 0.00	0.00	46.29 28.18	0.15 0.15	0.00	0.00	0.00	0.00	0.00	0.00	46 28
la, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.32	46.04	0.67	2.02	0.00	0.00	0.00	0.00	0.00	49
op, Grange Road, Ramsgate op, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	1.56 9.55	0.16 0.00	0.00	0.00	0.00	0.00	0.00	0.00	1 9
op, Hopeville Avenue, Broadstairs op, Station Road, Birchington	0.00	0.00	0.00	0.00	0.00	0.00	17.41 5.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17 5
op, Station Road, Westgate On Sea	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1
op, Summerfield Road, Margate land, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	4.32 5.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5
, Margate Road, Ramsgate al Shops, Broadstairs Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	9.64 5.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5
al Shops, Margate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	C
ral Shops, Minster-in-Thanet Village Centre ral Shops, Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00 4.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4
rks & Spencer (BP), Canterbury Road, Margate	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	C
rks & Spencer, Westwood Cross Shopping Centre, Broadstairs rrisons, Hawley Street, Margate	0.00	0.00	0.00	0.00	1.12 0.00	0.00	3.82 22.35	0.37 0.00	0.00	0.00	0.00	0.00	0.00	0.00	22
nsbury's Superstore, Dadson Way, Ramsgate sco Extra, Margate Road, Westwood, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.41	24.97 35.61	2.74 1.27	1.24 2.03	0.00	0.00	0.00	0.00	0.00	29 38
sco Metro, High Street, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	3.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3
sco Metro, Northdown Road, Cliftonville, Margate sco Superstore, Manston Road, Ramsgate	0.00	0.00	0.00 0.13	0.00	0.00	0.00	13.47 30.84	0.00 0.25	0.00 1.25	0.00	0.00	0.00	0.00	0.00	13 32
aitrose, Queens Street, Ramsgate	0.00	0.00	0.00	0.00	0.00	0.00	13.71	0.87	0.00	0.00	0.00	0.00	0.00	0.00	14
stwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadst er - Zone 7	0.00 0.00	0.00	0.00	0.00	0.00 0.00	0.00	6.92 5.13	0.27 0.00	1.24 0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00	5
ne 8 -op, Moatsole, Sandwich	0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00	0.00	0.00 9.06	0.00 6.92	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0 15
-op, The Street, Ash	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.28	0.00	0.00	0.00	0.00	0.00	0.00	2
son's Farm Shop, Crockshard Hill, Wingham al Shops, Littlebourne Village Centre	0.00	0.00	0.69 1.11	0.00	0.00	0.00	0.00	1.54 0.00	2.50 0.00	0.00	0.00 0.00	0.80	0.00	0.00	1
ners al Shops, Wingham Village Centre	0.00	0.00	0.00 0.09	0.00	0.00	0.00	0.00	0.85 1.04	1.29 0.00	0.00	0.00	0.00	0.00	0.00	2
ar, Market Street, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.11	0.00	0.00	0.00	0.00	0.00	0.00	1
her - Zone 8 ne 9	0.00 0.00	0.00 0.00	0.04 0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00	2.38 0.00	0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00	2
di, Cherry Tree Avenue, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.42	1.52	0.00	0.00	0.00	0.00	2
-op, Beauchamp Avenue, Deal -op, Eyethorne Road, Shepherdswell, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.58 5.40	0.00	0.00	0.00	0.00	0.00	:
-op, Lower Road, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.77	0.00	0.00	0.00	0.00	0.00	:
op, Market Square, Aylesham op, Mill Road, Deal	0.00	0.32	0.51 0.00	0.00	0.00 0.00	0.00	0.00	0.37 0.00	7.18 6.93	0.00	0.00 0.00	0.00	0.00	0.00	
rmfoods, Charlton Green, Dover eland, Queen Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	3.53 0.00	0.00 0.11	4.06 1.01	0.00	0.00	0.00	0.00	0.00	
dl, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.36	24.33	0.00	0.00	0.00	0.00	0.00	2
ical Shops, Deal Town Centre ical Shops, Dover Town Centre	0.00	0.00	0.00 0.00	0.00	0.00 0.00	0.00	0.00	0.43 0.00	5.02 3.86	0.00	0.00 0.00	0.00	0.00 0.00	0.00	
orrisons, Bridge Street, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.62	0.00	0.00	0.00	0.00	0.00	2
insbury's Superstore, West Street, Deal James Retail Park, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60 0.00	31.47 7.75	0.00	0.00 0.00	0.00 1.28	0.00	0.00 0.00	3
sco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.52	0.20	0.18	0.00	0.00	0.00	0.00	1.65	38.12	0.00	0.00	0.00	0.00	0.00	4
her - Zone 9 ne 10	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	0.16 0.00	12.32 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	1
	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.48	0.00	0.00 5.83	10.70 10.49	0.00	1.03 0.00	3.94 0.00	0.00	1 1
di, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.69	0.00	0.00	0.00	0.00	1
di, High Street, Hythe da, Bouverie Place, Folkestone op, Cheriton Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.84 1.28	0.00 0.00	0.00	0.00 0.81	0.00	
di, High Street, Hythe da, Bouverie Place, Folkestone ⊦op, Cheriton Road, Folkestone ⊦op, High Street, Folkestone	0.00		0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.62	0.00	0.00	0.00	0.00	
di, High Street, Hythe da, Bouverie Place, Folkestone -op, Cheriton Road, Folkestone -op, High Street, Folkestone -op, Main Road, Sellindge eland, High Street, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.59 0.95	0.00	0.00	1.01 2.81	0.00	1
di, High Street, Hythe da, Bouverie Place, Folkestone →op, Cheriton Road, Folkestone →op, Migh Street, Folkestone →op, Main Road, Sellindge land, High Street, Hythe dI, Haven Drive, Hawkinge, Folkestone	0.00	0.00	0.00	0.00							0.00				
di, High Street, Hythe da, Bouverie Place, Folkestone o-op, Cheriton Road, Folkestone o-op, High Street, Folkestone o-op, Main Road, Sellindge eland, High Street, Hythe dl, Haven Drive, Hawkinge, Folkestone dl, Shellons Street, Folkestone scal Shops, Folkstone 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	0.00	0.00		0.00	0.00	0.00	
di, High Street, Hythe sda, Bouverie Place, Folkestone -op, Cheriton Road, Folkestone -op, Cheriton Road, Folkestone -op, Main Road, Sellindge eland, High Street, Hythe dl, Haven Drive, Hawkinge, Folkestone dl, Shellons Street, Folkestone scal Shops, Folkstone 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 0.00	0.00 0.00 0.00	0.00 2.12 0.00	0.00	0.00	0.00 0.00 0.00	0.00 3.64 0.00	(
di, High Street, Hythe da, Bouverie Place, Folkestone o-op, Cheriton Road, Folkestone o-op, High Street, Folkestone o-op, Main Road, Sellindge eland, High Street, Hythe dl, Haven Drive, Hawkinge, Folkestone dl, Shellons Street, Folkestone cal Shops, Folkstone Town Centre cal Shops, Hythe Town Centre cal Shops, Stelling Minnis Village Centre larks & Spencer, Cheriton High Street, Folkestone	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	2.12 0.00 2.21	0.00 0.00 0.00	0.00 0.00 0.00	0.00 0.00 0.00	3.64 0.00 0.00	(5 (2
di, High Street, Hythe da, Bouverie Place, Folkestone o-op, Cheriton Road, Folkestone o-op, High Street, Folkestone o-op, Main Road, Sellindge eland, High Street, Hythe dl, Haven Drive, Hawkinge, Folkestone dl, Shellons Street, Folkestone scal Shops, Folkstone 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	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	2.12 0.00	0.00 0.00	0.00 0.00	0.00 0.00	3.64 0.00	0 5 0 2 11
di, High Street, Hythe da, Bouverie Place, Folkestone o-op, Cheriton Road, Folkestone o-op, Main Road, Sellindge eland, High Street, Hythe dl, Haven Drive, Hawkinge, Folkestone dl, Shellons Street, Folkestone ecal Shops, Folkstone Town Centre scal Shops, Hythe Town Centre scal Shops, Stelling Minnis Village Centre arks & Spencer, Cheriton High Street, Folkestone orrisons, Cheriton Road, Folkestone inisbury's Superstore, Military Road, Hythe	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 0.77 0.00	2.12 0.00 2.21 11.33 9.43 21.49	0.00 0.00 0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00 0.00 1.28	0.00 0.00 0.00 0.00 0.00 0.00 3.44	3.64 0.00 0.00 0.00 0.00 0.00	11 10 20
di, High Street, Hythe da, Bouverie Place, Folkestone o-op, Cheriton Road, Folkestone o-op, High Street, Folkestone o-op, Main Road, Sellindge eland, High Street, Hythe dl, Haven Drive, Hawkinge, Folkestone dl, Shellons Street, Folkestone ccal Shops, Folkstone Town Centre scal Shops, Hythe Town Centre scal Shops, Stelling Minnis Village Centre arks & Spencer, Cheriton High Street, Folkestone orrisons, Cheriton Road, Folkestone sinsbury's Superstore, Bouverie Road West, Folkestone	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 0.77	2.12 0.00 2.21 11.33 9.43	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	3.64 0.00 0.00 0.00 0.00	11 10 26 35
di, High Street, Hythe da, Bouverie Place, Folkestone o-op, Cheriton Road, Folkestone o-op, High Street, Folkestone o-op, Main Road, Sellindge eland, High Street, Hythe dl, Hawen Drive, Hawkinge, Folkestone dl, Shellons Street, Folkestone ccal Shops, Folkstone Town Centre ccal Shops, Hythe Town Centre ccal Shops, Stelling Minnis Village Centre arks & Spencer, Cheriton High Street, Folkestone orrisons, Cheriton Road, Folkestone inisbury's Superstore, Bouverie Road West, Folkestone inisbury's Superstore, Military Road, Hythe inisbury's Superstore, Park Farm Retail Park, West Park, Folkestone	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 0.0	0.00 0.00 0.00 0.00 0.00 0.00 0.08 0.00	0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0	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 1.13	0.00 0.00 0.00 0.00 0.00 0.00 0.20	0.00 0.00 0.00 0.00 0.77 0.00 2.39	2.12 0.00 2.21 11.33 9.43 21.49 30.94	0.00 0.00 0.00 0.00 0.00 0.00	0.00 0.00 0.00 0.00 0.00 1.28 0.00	0.00 0.00 0.00 0.00 0.00 3.44 0.62	3.64 0.00 0.00 0.00 0.00 0.00 0.00	0 5 0 2 11 10 26 35 5 2

Zone 11 Aldi, East Street, Sittingbourne	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 29.78	0.00	0.00	0.00 0.00	0.00 29.78
Aldi, Pepys Avenue, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.53	0.00	0.00	0.00	21.53
Asda, Trinity Trading Estate, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	38.77	0.00	0.00	0.00	38.77
Co-op, Bobbing Corner, Sittingbourne Co-op, Church Road, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.28 1.52	0.00	0.00	0.00	3.28 1.52
Co-op, Forbes Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.34	0.00	0.00	0.00	3.34
Co-op, Grove Park Shopping Centre, Sittingbourne Co-op, High Street, Sheerness	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 0.08
Co-op, London Road, Teynham, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.88	0.00	0.00	0.00	5.88
Co-op, Queens Road, Minster, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	3.58	0.00	0.00	0.00	3.64	0.00	0.00	0.00	7.22
Co-op, The Parade, Northwood Drive, Sittingbourne Co-op, The Street, Upchurch, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.51 5.53	0.00	0.00	0.00 2.69	6.51 8.22
Iceland, East Street, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.89	0.00	0.00	0.00	1.89
Lidl, West Street, Sittingbourne Local Shops, Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.38 3.41	0.00	0.00	7.03 0.00	23.40 3.41
Local Shops, Minster Village Centre, Isle of Sheppey	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, Sheerness Town Centre, Isle of Sheppey	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, Sittingbourne Town Centre Morrisons, Mill Way, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.40 27.09	0.00	0.00	0.00	4.40 27.09
Morrisons, Neats Court, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	26.59	0.00	0.00	2.94	29.53
Morrisons, North Lane, Faversham Sainsbury's Superstore, Avenue of Remembrance, Roman Square, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.07 29.16	0.00	0.00	0.00 5.63	14.07 34.79
Sainsbury's Superstore, Avenue of Reinfording, Homan Square, Strangbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.66	0.00	0.00	0.00	21.66
Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.34 7.70	0.00	0.00	0.00	6.34 7.70
Tesco Express, Chalkwell Road, Sittingbourne Tesco Superstore, Bridge Road, Sheerness	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.11	0.00	0.00	0.00	22.11
Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.30	0.00	0.00	1.59	0.00	0.00	0.00	0.00	30.91	1.89	0.00	0.00	34.68
Other - Zone 11 Zone 12	0.00 0.00	0.00 0.00	0.22 0.00	0.00 0.00	0.69 0.00	0.00 0.00	0.00 0.00	0.00	0.00 0.00	0.00 0.00	10.42 0.00	0.00 0.00	0.92 0.00	5.31 0.00	17.56 0.00
Aldi, Victoria Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.40	9.23	0.00	24.63
Asda, Kimberley Way, Ashford Ashford Designer Outlet, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.72 0.49	15.18 0.00	3.64 3.33	33.54 3.83
Co-op, Brookfield Court, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.56	2.97	0.00	6.53
Co-op, Churchfield Way, Wye	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00	1.30
Co-op, Faversham Road, Kennington, Ashford Co-op, Hunter Avenue, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30 4.01	0.00	0.00	1.30 4.01
Farmfoods, New Street, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	1.13	0.00	2.24
Iceland, High Street, Ashford Lidl, New Street, Ashford	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.75 6.46	3.54 2.57	0.00	10.29 9.03
Local Shops, Ashford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.90	0.00	0.00	1.90
Local Shops, Kennington Local Centre, Ashford	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 2.20	0.00	0.00 8.21
Marks & Spencer, County Square, Ashford Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.01 27.71	19.08	8.33	55.36
Tesco Express, Mace Lane, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	4.70	3.75	0.00	9.03
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.63 0.00	0.00	33.14 30.65	2.24 18.84	0.00	40.01 49.49
Waitrose, Sir Bernard Paget Drive, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.48	7.45	0.00	14.94
Other - Zone 12 Zone 13	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	0.95 0.00	0.00 0.00	11.85 0.00	0.00	0.00 0.00	12.81 0.00
Sainsbury's Superstore, Dymchurch Road, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00 14.73	0.00	15.10
Spar, Coast Drive, Greatstone, New Romney	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.62	0.00	1.62
Spar, High Street, New Romney Tesco Superstore, Highbury Works, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.28	0.00	0.00	2.81 25.15	0.00	2.81 27.43
Waitrose, Sayer's Lane, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.68	0.00	6.68
Other - Zone 13 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	0.00 0.00	0.00	0.00 0.00	0.00 0.00	0.00 0.00	1.61 0.00	16.86 0.00	0.00 0.00	18.47 0.00
Aldi, Ambley Road, Gillingham	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	40.77	40.77
Aldi, Duncan Road, Gillingham	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	14.31 15.84	14.31 15.84
Aldi, Langley Park Centre, Maidstone Aldi, Well Road, 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	72.46	72.46
Asda, Pier Road, Gillingham	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	44.82	44.82
Co-op, Egremont Road, Bearsted Co-op, Faversham Road, Lenham	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 0.70	0.00 4.95	0.00 5.65
Co-op, High Street, Cranbrook	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	19.02	19.02
Iceland, High Street, Gillingham Iceland, Rainham Shopping Centre, Rainham	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	22.89 0.00	22.89 0.00
Iceland, Water Lane, Chequers 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	11.34	11.34
Lidl, Broadway 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	2.94	2.94
Lidl, Farleigh Hill, Tovil, Maidstone Local Shops, Chatham Town Centre	0.00	0.00 0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.33 0.00	3.33 0.39
Local Shops, Maidstone 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	14.03	14.03
Local Shops, Staplehurst Village Centre Marks & Spencer, Hempstead Valley Shopping Centre, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.46	0.00	0.00	6.43 14.38	6.43 17.84
Marks & Spencer, Week Street, 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	2.62	2.62
Morrisons, Sutton Road, Maidstone Morrisons, Walderslade, Princes Avenue, Chatham	0.00	0.00 0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.83 0.00	48.58 25.68	51.41 25.80
Sainsbury's Local, High Street, Headcorn	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.76	6.43	8.19
Sainsbury's Superstore, Hempstead Valley, Gillingham Sainsbury's Superstore, Pentagon Shopping Centre, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.89 0.00	0.00	0.00	24.37 2.94	26.26 2.94
Sainsbury's Superstore, Romney Place, 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	16.38	16.38
Tesco Express (Esso), Tonbridge Road, 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	25.06 12.86	25.06 12.86
Tesco Express, Ashford Road, Bearsted Tesco Express, London Road, 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	2.12	2.12
Tesco Express, Sturdee Avenue, Gillingham	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	22.60	22.60
Tesco Extra, Courteney Road, Gillingham 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	7.23 1.75	0.00	0.00	78.91 46.12	86.14 47.87
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	3.33	3.33
Tesco Superstore, Farleigh Hill, Tovil Tesco Superstore, Grovewood Drive, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.83	0.00	0.00	0.00	0.00 1.89	0.00	0.00	16.96 63.89	16.96 67.61
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	13.34	13.34
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	1.40	66.33	67.73
Outside Survey Area 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	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 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 15.84	0.00 15.84
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	1.85	3.54	0.00	5.40
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 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 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 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, Linden Park Road, Tunbridge Wells 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, Aylesford	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.70	9.07
Sainsbury's Superstore, Wingfield Bank, Northfleet 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	0.00 6.43	0.00 6.43
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	2.94	2.94
Other - Outside Survey Area Total	0.00 118.84	0.00 29.34	0.00 21.72	0.00 24.97	0.00 103.63	0.69 92.32	0.00 363.52	0.00 38.69	4.87 250.24	0.00 225.43	0.00 378.06	4.05 215.24	0.92 183.92	36.76 881.95	47.29 2927.86
	5.04	20.04	4	2	. 55.55	22.02		30.00			_ , 0.00			-500	

TABLE 12 : Convenience Market Share

	2020	2025	2030	2035	2040
Total Expenditure in Catchment Area Expenditure retained In Catchment	,	,	,	£2,843.34 £2,758.75	, - ,
Market Share	97%	97%	97%	97%	97%
Outflow -Outside of Catchment	£77.47	£80.36	£82.39	£84.59	£87.10

TABLE 12A: Canterbury District Convenience Trade Flows												
	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							
Total Expenditure Available	£345.08	£357.51	£369.66	£378.91	£390.81							
Market Share	45%	45%	45%	45%	45%							
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							
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							

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	Convenience	Sales		
	floorspace	Floorspace	Density	Total	
	(sqm)	(sqm)	(£/sqm)	Turnover	
Zone 1					
Canterbury Riverside	287	287	8,000	2.29	
Land off Cockering Road Thannington	350	175	4,000	0.70	
Proposed Aldi, Sturry Road	1,320	1,056	9,070	9.58	
Zone 4					
Land South of Island Road, Westbere	222	222	8,000	1.78	
Land Coult of Island Road, Westbere	222	222	0,000	1.70	
Zone 5					
Proposed Lidl, Thanet Way	1,700	1,360	9,652	13.13	
Out of Canterbury Area					
Zone 9					
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 Conve	nience F	loorspac	e Capacit	ty	
	2020	2025	2030	2035	2040
Total Available Convenience Expenditure	345.08	357.51	369.66	378.91	390.81
Market Share	45%	45%	45%	45%	45%
Convenience Turnover In 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	11,492	11,492	11,492
Floorspace Capacity	(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							
Total Available Convenience Expenditure	345.08	357.51	369.66	378.91	390.81							
Market Share	23%	23%	23%	23%	23%							
Convenience Turnover In Herne Bay	79.88	82.76	85.57	87.71	90.47							
Total Convenience Turnover												
Growth in trading Turnover	79.88	80.52	80.52	80.52	80.52							
Capacity pre-commitments	0.00	2.24	5.05	7.19	9.95							
Turnover of Commitments	13.13	13.23	13.23	13.23	13.23							
Residual Expenditure	-13.13	-10.99	-8.18	-6.04	-3.29							
Benchmark Sales Density	11,400	11,492	11,492	11,492	11,492							
Floorspace Capacity	(1,151)	(957)	(712)	(526)	(286)							

TABLE 14B: Whitstable Convenience Floorspace Capacity												
	2020	2025	2030	2035	2040							
Total Available Convenience Expenditure	345.08	357.51	369.66	378.91	390.81							
Market Share	26%	26%	26%	26%	26%							
Convenience Turnover In Whitstable	103.90	107.64	111.30	114.08	117.67							
Total Convenience Turnover												
Growth in trading Turnover	103.90	104.73	104.73	104.73	104.73							
Capacity pre-commitments	0.00	2.91	6.57	9.35	12.94							
Turnover of Commitments	0.00	0.00	0.00	0.00	0.00							
Residual Expenditure	0.00	2.91	6.57	9.35	12.94							
Benchmark Sales Density	11,400	11,492	11,492	11,492	11,492							
Floorspace Capacity	-	253	572	814	1,126							

Canterbury City Council Retail and Leisure Study, July 2020 Canterbury City Council

8. Comparison Needs Assessment

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Page 153 of 154

TABLE A - Study Zone & Study Area Expenditure Per Head - Comparison Goods

Study	Zones
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	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 £47.9	8 £36.17	£35.58	£148.24	£138.20	£476.37	£59.77	£355.93	£328.95	£521.54	£306.49	£270.26 £	£1,260.57	£4,156.39
2025 - less SFT £191.	.42 £52.6	5 £39.89	£39.65	£163.72	£152.35	£531.53	£65.62	£389.98	£361.58	£584.38	£343.11	£299.70 £	£1,401.70	£4,617.28
2030 - Less SFT £225.	.72 £60.6	6 £46.46	£46.30	£189.93	£175.85	£616.19	£75.19	£444.76	£414.42	£677.67	£397.01	£344.53	£1,617.26	£5,331.96
2035 - Less SFT £268.	.15 £71.1	3 £51.77	£55.01	£224.89	£207.13	£731.47	£87.95	£520.84	£487.79	£803.65	£470.01	£405.02 £	£1,910.83	£6,295.64
2040 - Less SFT £323.	.61 £84.3	7 £60.76	£66.05	£268.58	£246.49	£876.62	£104.09	£615.41	£578.66	£964.10	£563.07	£481.99 £	£2,281.53	£7,515.34

					Zone 5					Zone 10 2			
Asda, Sturry Road, Canterbury Canterbury City Centre	1.4% 82.5%	0.0% 68.5%	0.0% 77.2%	1.3% 75.8%	0.0% 48.4%	0.0% 47.5%	0.0% 4.1%	0.0% 39.6%	0.0% 30.2%	0.0% 40.8%	0.0% 23.1%	0.0% 23.7%	0.0 11.0
Sainsbury's Superstore, Kingsmead Road, Canterbury St Dunstans, Canterbury	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
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Re Sturry Village Centre	5.1% 0.0%	6.0% 0.0%	5.0% 1.2%	3.5% 0.0%	1.7% 0.0%	0.9%	0.0%	0.0%	4.0% 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
Wincheap Retail Area, Canterbury Other - Zone 1	0.0%	4.7% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 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
Blean Village Centre 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
Meadow Grange Nursery, Honey Hill, Blean 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%	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%	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%	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
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% 0.0%	0.0%	0.0% 0.0%	0.0
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%	0.0
Canterbury Garden Centre, Herne Common, Herne Bay Canterbury Road, Herne Bay	0.0%	0.0%	0.0%	0.0% 2.4%	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%	0.0
Recluver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	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
Sea Street, Herne Bay Whitstable Town Centre	0.0%	0.0%	0.0%	0.0%	0.0% 5.8%	0.0% 21.6%	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%	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%	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%	0.0
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0% 10.2%	0.0% 5.5%	0.0%	0.0% 1.6%	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%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Tankerton Road, Tankerton Tesco Extra, Millstrood Road, Whitstable	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%	0.0%	0.0%	0.0
Other - Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0
Broadstairs Town Centre	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	1.0%	0.0%	0.0%	0.0%	0.0%	4.3
Margate Town Centre Minster-in-Thanet Village Centre	0.0% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0% 0.0%	5.5% 0.0%	1.8% 0.0%	1.0% 0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ker	0.0% 2.7%	0.0%	0.0% 3.2%	0.0% 11.5%	0.0% 25.0%	0.0% 10.0%	6.1% 76.9%	1.9% 37.9%	0.0% 29.7%	0.0% 1.1%	0.0%	0.0%	0.0
Other - Zone 7	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
Zone 8 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%	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
Sandwich Town Centre Wingham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9% 0.0%	0.0%	0.0%	0.0%	0.8%	0.0
Other - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 9 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% 0.0%	0.0
Deal Town Centre	0.0%	0.0%	1.0%	0.8%	0.0%	0.0%	0.0%	4.2%	13.6%	0.0%	0.0%	0.0%	0.0
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.0%	0.0%	1.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7% 0.0%	1.1% 0.0%	0.0%	0.0%	0.0
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover Other - Zone 9	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
Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Cheriton Village Centre Folkstone Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.2%	0.0% 30.4%	0.0%	0.0% 1.3%	0.0
Hythe Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0
Park Farm Retail Park, Folkestone 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%	1.7% 0.0%	1.1%	0.0%	0.9
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%	0.0
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone 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
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Faversham Town Centre 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%	1.3%	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%	6.1%	0.0%	0.0
Sittingbourne Retail Park, Sittingbourne 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%	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
Other - Zone 11 Zone 12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0
Asda, Kimberley Walk, Ashford Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.0%	0.0% 2.6%	0.0%	0.0%	0.0%	0.0%	0.0% 2.8%	0.0% 1.0%	0.0% 8.3%	0.0% 9.6%	0.0% 5.0%	1.1% 17.5%	0.0
Ashford Retail Park, Ashford	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0
Ashford Town Centre B&Q, Norman Road, Ashford	0.0% 0.0%	4.1% 0.0%	0.0%	1.6% 0.0%	1.4% 0.0%	0.9% 0.0%	0.0% 0.0%	4.6% 0.0%	1.2% 0.0%	5.9% 0.0%	0.0%	45.3% 0.0%	48.3 0.0
Gallagher Retail Park, Norman Road, Ashford 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%	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
Sainsbury's Superstore, Simone Weil Avenue, Ashford 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
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
Other - Zone 12 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%	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%	0.0
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6 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%	2.1%	0.0
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%	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%	0.0
Chatham Town Centre 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%	1.3% 0.0%	0.0%	0.9
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%	0.0
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	0.0%	0.0% 1.0%	0.0%	0.0%	0.0%	0.0% 0.9%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 5.0%	0.0%	0.0
Maidstone Town Centre Sainsbury's Superstore, Hempstead Valley, Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	1.2% 0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	1.3%	3.1
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
Tesco Extra, Courteney Road, Gillingham Other - Zone 14	0.0%	0.0%	0.0% 1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3% 0.8%	0.0%	0.0
Otter - Zone 14 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%	0.0
Abroad Asda, Maidstone Road, Chatham	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	2.6% 0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0
Bluewater Shopping Centre, Greenhithe	1.4%	4.2%	7.3%	0.0%	1.1%	1.5%	0.0%	0.0%	0.0%	2.9%	27.5%	4.7%	2.0
Central London Horsted Retail Park, Maidstone Road, Chatham	0.0%	0.0%	1.0% 0.0%	0.8%	0.0%	0.0%	0.0%	1.0%	0.9%	0.0%	3.6% 0.0%	0.0%	0.0
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1
Royal Tunbridge Wells Town Centre 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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	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%	1.3% 0.0%	0.0%	0.0

										Zone 10 Z			
Asda, Sturry Road, Canterbury Canterbury City Centre	0.0% 37.9%	0.0% 38.9%	0.0% 64.7%	0.0% 19.5%	0.0% 27.3%	0.0% 32.7%	0.0% 3.2%	0.0% 22.2%	0.0% 16.6%	0.0% 11.2%	0.0% 13.8%	0.0% 9.8%	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
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Re	0.0%	0.0% 17.4%	0.0% 7.6%	0.0% 18.0%	0.0% 12.0%	0.0% 20.5%	0.0%	0.0%	0.0% 10.9%	0.0% 6.3%	0.0% 1.5%	0.0% 4.7%	0.0
Sturry Village Centre	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
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury Wincheap Retail Area, Canterbury	0.0% 12.9%	0.0% 18.0%	0.0% 12.4%	0.0% 17.3%	0.0% 12.2%	0.0%	0.0%	0.0% 4.8%	0.0% 9.5%	0.0% 4.0%	0.0% 2.7%	0.0% 2.1%	0.0
Other - Zone 1	0.0%	1.7% 0.0%	0.0%	1.3%	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%	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
Meadow Grange Nursery, Honey Hill, Blean 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%	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%	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%	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
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%	0.0
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%	0.0
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%	0.0
Canterbury Road, Herne Bay Eddington Business Park, Herne Bay	0.0%	0.0%	0.0% 0.0%	7.4% 0.0%	0.0%	2.9% 0.0%	0.0% 0.0%	1.6% 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%	0.0
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay 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%	0.0
Whitstable Town Centre	0.0%	2.8%	0.0%	2.6%	3.0%	22.3%	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%	0.09
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%	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%	0.0
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.0%	0.0%	0.0%	1.3%	1.2% 18.4%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road, Tankerton	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%	0.09
Tankerton Road, Tankerton Tesco Extra, Millstrood Road, Whitstable	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
Other - Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	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%	0.0
Broadstairs Town Centre	6.4%	0.0%	0.0%	0.0%	0.0%	2.9%	10.1%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0
Margate Town Centre Minster-in-Thanet Village Centre	0.0%	0.0%	0.0%	2.1% 0.0%	0.0%	0.0%	5.6% 0.0%	0.0%	3.9% 0.0%	1.3%	0.0%	0.0%	1.4' 0.0'
Ramsgate Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ker Other - Zone 7	10.1%	0.0%	6.7% 0.0%	19.0% 0.0%	20.7%	4.1% 0.0%	59.9% 0.0%	21.3%	17.6% 0.0%	3.0% 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%	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%	0.0
Littlebourne Village Centre Sandwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 19.5%	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
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%	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%	0.0
Deal Town Centre Dover Town Centre	0.0%	0.0% 1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3% 1.6%	8.5% 21.9%	0.0% 1.7%	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%	0.0
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover Other - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Cheriton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0
Folkstone Town Centre Hythe Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2% 0.0%	21.4% 10.6%	0.0%	1.7% 1.7%	1.4' 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%	4.2%	0.0%	0.0%	1.9
Sainsbury's Superstore, Bouverie Road West, Folkestone 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%	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%	0.0
Stelling Minnis Village Centre 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
Other - Zone 10	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	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% 5.2%	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%	0.0
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6% 8.9%	0.0%	0.0
Sittingbourne Town Centre	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	16.0%	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
Other - Zone 11 Zone 12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0
Asda, Kimberley Walk, Ashford 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% 1.9%	0.0%	0.0
Ashford Retail Park, Ashford	0.0%	0.0%	1.7%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	22.5%	20.9
Ashford Town Centre B&Q, Norman Road, Ashford	0.0%	2.8%	0.0%	0.0%	0.0%	2.3%	0.0%	1.6% 0.0%	1.2%	18.1% 0.0%	0.0%	40.5% 0.0%	39.6
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%	0.0
John Lewis, Fougeres Way, Ashford Kennington Local Centre. Ashford	2.7% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	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
Tesco Extra, Hythe Road, Willesborough, Ashford 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
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%	3.8%	0.0
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%	0.0
New Romney Town Centre 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% 2.1%	6.2° 0.0°
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	0.0%	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 Zone 14	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%	0.09
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%	0.0
B&Q, Will Adams Way, Gillingham Chatham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.6%	0.0%	0.0%	0.0%	0.0%	0.09
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%	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%	0.0
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6% 0.0%	0.0%	0.0%	0.0%	16.4% 0.0%	0.0%	0.0
Maidstone Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	6.0%	3.8%	3.8
Sainsbury's Superstore, 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%	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
Other - Zone 14	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5% 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%	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
Bluewater Shopping Centre, Greenhithe Central London	3.3% 0.0%	0.0%	0.0% 2.2%	0.0%	0.0%	1.8% 0.0%	0.0%	0.0%	1.6% 0.0%	1.3% 6.5%	0.0%	2.1% 0.0%	4.2°
Horsted Retail Park, 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
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells Town Centre	2.7% 0.0%	7.0% 0.0%	2.8% 0.0%	6.5% 0.0%	0.0%	0.0%	3.2% 0.0%	4.3% 0.0%	0.0%	3.4% 0.0%	6.6%	3.0% 0.0%	3.7 ¹ 1.4 ¹
Royal Tunbridge Wells Town Centre 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%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	5.7%	0.0%	3.79
South Aylesford Retail Park, Maidstone	0.0%		0.00/	0.00/	0.00/	0.00/	0.00/			0.00/		0.00/	
South Aylesford Retail Park, Maidstone Strood Town Centre 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%	0.09

										Zone 10 Z			
Asda, Sturry Road, Canterbury Canterbury City Centre	2.0% 85.3%	0.0% 78.0%	2.2% 83.8%	0.0% 79.3%	0.0% 38.8%	0.0% 29.6%	0.0% 1.9%	0.0% 43.6%	0.0% 18.0%	0.0% 11.5%	0.0% 24.6%	0.0% 13.5%	0.0 9.8
Sainsbury's Superstore, Kingsmead Road, Canterbury	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
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Re	0.0% 6.8%	0.0% 2.7%	0.0%	0.0% 6.6%	0.0% 1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 2.4%	0.0%	0.0
Sturry Village Centre	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
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury Wincheap Retail Area, Canterbury	0.0% 5.9%	0.0% 2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Other - Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	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
Meadow Grange Nursery, Honey Hill, Blean 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%	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%	0.0
Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Barham Village Centre 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
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
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
Zone 5 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%	0.0
Canterbury Road, Herne Bay	0.0%	2.7%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0
Eddington Business Park, Herne Bay Recluver Road, Beltinge, Herne Bay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.0%	0.0%	0.0%	0.0%	2.4%	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%	0.0
Whitstable Town Centre Other - Zone 5	0.0%	1.7%	0.0%	0.0%	6.7% 0.0%	52.6% 0.0%	0.0%	1.6% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
B&Q, Thanet Way, Chestfield, Whitstable 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% 1.8%	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%	0.0
Herne Bay Town Centre Sainsbury's Superstore, Reeves Way, Whitstable	0.0%	0.0%	0.0%	2.5%	32.8%	2.1%	0.0%	0.0%	0.0%	1.4%	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%	0.0%	0.0%	0.0
Tesco Extra, Millstrood Road, Whitstable	0.0%	1.7%	0.0%	0.0%	2.4%	1.7%	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%	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%	0.0
Broadstairs Town Centre Margate Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4% 2.4%	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
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ker	0.0%	0.0%	0.0%	0.0% 5.6%	0.0% 14.1%	0.0% 4.8%	9.2% 73.1%	4.9% 26.7%	0.0% 17.0%	0.0%	0.0%	0.0%	0.0
westwood Cross Snopping Centre & Retail Parks / Broadstairs Retail Park / East Ker Other - Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	4.8% 0.0%	73.1% 8.9%	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%	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%	0.0
Littlebourne Village Centre Sandwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 11.9%	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
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%	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%	0.0
Deal Town Centre Dover Town Centre	0.0%	0.0% 2.7%	3.6% 2.2%	0.0%	0.0%	0.0%	0.0%	5.9% 3.8%	33.0% 19.1%	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%	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%	1.4%	0.0%	0.0%	0.0%	0.0
Other - Zone 9 Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Cheriton Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0
Folkstone Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	46.4%	0.0%	1.6%	1.8
Hythe Town Centre Park Farm Retail Park, Folkestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.8% 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%	1.8%	0.0%	0.0%	0.0
Sainsbury's Superstore, Military Road, Hythe 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%	1.8%	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
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	0.0%	0.0% 2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4% 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%	0.0
Faversham Town Centre 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
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%	5.9%	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% 39.1%	0.0%	0.0
Sittingbourne Town Centre Tesco Superstore, Crescent Road, Faversham	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	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%	1.8%	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% 6.1%	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%	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%	0.0
Ashford Retail Park, Ashford Ashford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 12.0%	0.0%	0.0% 64.6%	2.9 51.8
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%	0.0
Gallagher Retail Park, Norman Road, Ashford 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%	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
Sainsbury's Superstore, Simone Weil Avenue, Ashford 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%	6.1% 5.7%	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%	2.4%	0.0
Other - Zone 12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0 8.5
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%	25.1
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	0.0%	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 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%	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%	0.0
B&Q, Will Adams Way, Gillingham 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
Chatham Town Centre 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%	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%	0.0
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.3%	0.0%	0.0%	0.0%	0.0%	0.0% 4.8%	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%	6.6%	0.0%	0.0
Sainsbury's Superstore, 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%	1.8%	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
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%	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%	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
Bluewater Shopping Centre, Greenhithe	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.4%	1.4%	8.1%	0.0%	0.0
Central London Horsted Retail Park, Maidstone Road, Chatham	0.0%	2.7% 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
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
Royal Tunbridge Wells Town Centre 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
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
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
Tesco Extra, Lunsford Park, Aylesford White Cliffs Business Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 4.2%	0.0%	0.0%	0.0%	0.0

										Zone 10 Z			
Asda, Sturry Road, Canterbury Canterbury City Centre	0.0% 54.9%	0.0% 47.4%	0.0% 56.6%	0.0% 66.5%	0.0% 28.7%	0.0% 56.2%	0.0% 16.9%	0.0% 34.1%	0.0% 39.7%	0.0% 12.0%	0.0% 6.3%	0.0% 3.2%	0.0 3.4
Sainsbury's Superstore, Kingsmead Road, Canterbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Re	0.0% 14.9%	0.0% 2.2%	0.0% 19.6%	0.0% 11.7%	0.0% 1.6%	0.0% 8.8%	0.0%	0.0%	0.0%	0.0%	0.0% 1.5%	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
Tesco Metro, Whitefriars Shop+B512ping Centre, Gravel Walk, Canterbury Wincheap Retail Area, Canterbury	0.0% 5.4%	0.0% 22.0%	0.0% 6.8%	0.0% 3.7%	0.0%	0.0% 3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Other - Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	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
Meadow Grange Nursery, Honey Hill, Blean 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%	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%	0.0
Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Barham Village Centre 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
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
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
Zone 5 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%	0.0
Canterbury Road, Herne Bay	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	12.0%	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%	0.0
Recluver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	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
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%	0.0
Whitstable Town Centre Other - Zone 5	0.0%	3.6% 0.0%	0.0%	1.4%	2.1% 0.0%	16.0% 0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0
Faversham Road, Seasalter 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%	3.6%	0.0%	0.0
Herne Bay Town Centre	0.0%	0.0%	0.0%	7.1%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sainsbury's Superstore, Reeves Way, Whitstable 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
Tesco Extra, Millstrood Road, Whitstable	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Other - Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 7 Asda, Westwood Road, Broadstairs	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
Broadstairs Town Centre	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	5.1%	13.7%	0.0%	0.0%	0.0%	0.0%	0.0
Margate Town Centre Minster-in-Thanet Village Centre	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
Ramsgate Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	2.4%	2.2%	0.0%	0.0%	0.0%	0.0
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ker Other - Zone 7	0.0%	2.9% 0.0%	0.0%	1.4% 0.0%	15.4% 0.0%	0.0%	60.4% 1.7%	16.5% 0.0%	16.2% 0.0%	0.0%	0.0%	0.0%	0.0
Otner - Zone 7 Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0
Littlebourne Village Centre Sandwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 3.9%	0.0%	0.0%	0.0%	0.0%	0.0
Wingham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0
Other - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 9 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%	0.0
Deal Town Centre	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	4.5%	0.0%	0.0%	0.0%	0.0
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4% 0.0%	20.6%	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%	0.0
Other - Zone 9	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
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%	0.0
Folkstone Town Centre	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.0%	0.0%	5.3%	1.5
Hythe Town Centre Park Farm Retail Park, Folkestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 2.8%	14.8% 5.0%	0.0%	0.0%	1.9
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
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%	0.0
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone 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
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
Other - Zone 10 Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Faversham Town Centre	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
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
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6% 0.0%	0.0%	0.0
Sittingbourne Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.3%	0.0%	0.0
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	5.7% 1.8%	0.0%	0.0
Zone 12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0
Asda, Kimberley Walk, Ashford Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.0%	0.0%	0.0%	0.0%	0.0% 2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2% 9.7%	0.0 7.3
Ashford Retail Park, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	6.7%	8.9
Ashford Town Centre B&Q, Norman Road, Ashford	6.4% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	12.0% 0.0%	0.0%	50.9% 0.0%	64.3 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%	0.0
John Lewis, Fougeres Way, Ashford	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	5.3%	0.0
Kennington Local Centre, Ashford 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% 1.6%	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%	3.2%	3.9
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford 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% 1.2%	0.0
Otner - Zone 12 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%	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%	1.5
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.9 0.0
Tesco Superstore, Highbury Works, Smallnythe Road, Tenterden 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%	0.0
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%	0.0
B&Q, Barker Road, Maidstone 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%	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%	1.1%	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%	1.8%	0.0%	0.0
Gillingham Retail Park, Ambley Road, Gillingham 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% 1.5%	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%	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
Sainsbury's Superstore, 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%	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
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%	0.0
Outside Survey Area Abroad	0.0% 3.3%	0.0% 2.2%	0.0% 2.3%	0.0%	0.0% 7.4%	0.0%	0.0% 5.1%	0.0%	0.0%	0.0%	0.0%	0.0% 2.8%	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
Bluewater Shopping Centre, Greenhithe	0.0%	0.0%	6.1%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	9.7%	29.4%	3.8%	0.0
Central London Horsted Retail Park, Maidstone Road, Chatham	3.3% 0.0%	0.0%	0.0% 0.0%	2.3% 0.0%	0.0%	2.1% 0.0%	0.0%	2.4% 0.0%	0.0%	0.0%	5.3% 0.0%	0.0%	0.0
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.0%	3.6%	6.1%	1.4%	13.5%	0.0%	0.0%	0.0%	2.2%	4.2%	12.1%	0.0%	1.9
Royal Tunbridge Wells Town Centre Sevenoaks Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6% 0.0%	3.5% 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
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
	0.000												
strood Town Centre Tesco Extra, Lunsford Park, Aylesford White Cliffs Business Park, Whitfield	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

						Zone 6				Zone 10			
	0.00% 29.47%	0.00% 24.25%	0.00% 10.24%	0.00% 39.52%	0.00% 29.34%	0.00% 25.83%	0.00% 2.23%	0.00% 17.60%	0.00% 6.43%	0.00% 1.81%	0.00% 6.98%	0.00% 5.11%	0.00
Sainsbury's Superstore, Kingsmead Road, Canterbury St Dunstans. 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
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Re	55.53%	55.91%	72.76%	49.23%	29.90%	43.96%	6.95%	15.52%	24.79%	0.00%	5.65%	3.24%	0.00
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.00%	0.00%	0.00%	0.00%	2.43% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Wincheap Retail Area, Canterbury	11.29%	8.42%	2.93%	0.00%	7.11%	0.00%	0.00%	4.20%	1.18%	0.00%	0.00%	4.00% 0.00%	1.31
Other - Zone 1 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
Blean 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
Chartham Village Centre Meadow Grange Nursery, Honey Hill, Blean	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
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - 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
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
Barham Village Centre Bridge 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
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
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
Zone 5 Canterbury Garden Centre, Herne Common, 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
Canterbury Road, Herne Bay	0.00%	0.00%	0.00%	5.34%	3.00%	1.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Eddington Business Park, Herne Bay 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
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay 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
Whitstable Town Centre	0.00%	8.42%	0.00%	0.00%	0.00%	11.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Other - Zone 5 Zone 6	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
B&Q, Thanet Way, Chestfield, Whitstable	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
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	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
Herne Bay Town Centre	0.00%	0.00%	1.47%	4.43%	20.37%	2.22%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road, Tankerton	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, Millstrood Road, Whitstable	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 6 Zone 7	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, Westwood Road, Broadstairs	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
Broadstairs Town Centre Margate Town Centre	0.00% 0.00%	0.00% 0.00%	1.91% 0.00%	0.00% 0.00%	0.00%	0.00%	9.96% 3.61%	7.11% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00% 0.00%	0.00
Minster-in-Thanet Village Centre Ramsgate 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
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ker	0.00%	0.00%	0.00%	0.00%	7.85%	3.92%	70.90%	39.34%	13.36%	0.00%	0.00%	0.00%	0.00
Other - Zone 7 Zone 8	0.00%	0.00%	0.00%	0.00%	0.00%	2.75% 0.00%	4.98% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00
Archers Low Nursery, Ash Road, Sandwich	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
Littlebourne Village Centre Sandwich Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 5.01%	0.00%	0.00%	0.00%	0.00%	0.00
Wingham 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
Other - Zone 8 Zone 9	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92% 0.00%	0.00%	0.00%	0.00%	0.00
B&Q, Honeywood Park Industrial Estate, Whitfield, Dover	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
Deal Town Centre Dover Town Centre	0.00%	0.00%	1.47% 0.00%	0.00%	0.00%	0.00%	0.00%	6.42% 0.00%	7.16% 15.05%	0.00% 2.36%	0.00%	0.00%	0.00
Sainsbury's Superstore, West Street, Deal	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, White Cliffs Park, Honeywood Parkway, Dover Other - Zone 9	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
Zone 10	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
Cheriton Village Centre Folkstone Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 1.60%	1.18% 7.01%	7.23% 36.87%	0.00%	1.11%	0.00 4.09
Hythe Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.17%	0.00%	0.00%	0.00
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00%	0.00% 0.00%	0.00%	0.00% 0.00%	0.00%	0.00%	0.00% 0.00%	0.00%	16.46% 0.00%	37.41% 0.00%	0.00% 0.00%	0.00% 0.00%	3.42 0.00
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	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
Stelling Minnis 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
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	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
Zone 11	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
Faversham Town Centre Minster Village Centre, Isle of Sheppey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.16% 0.00%	0.00%	0.00
Sheerness Town Centre, Isle of Sheppey	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
Sittingbourne Retail Park, Sittingbourne Sittingbourne Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	38.58% 29.84%	0.00%	0.00
Tesco Superstore, Crescent Road, Faversham	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 11 Zone 12	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, Victoria Road, Ashford	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, Kimberley Walk, Ashford Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 1.11%	0.00 2.12
Ashford Retail Park, Ashford	3.72%	1.50%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.92%	0.00%	38.76%	23.56
Ashford Town Centre B&Q, Norman Road, Ashford	0.00%	1.50% 0.00%	1.47% 0.00%	1.48% 0.00%	0.00%	1.70% 0.00%	0.00%	0.00%	1.18% 0.00%	3.61% 0.00%	1.33% 0.00%	40.67% 0.00%	48.33 0.00
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.81%	0.00%	6.01%	0.00
Kennington Local Centre, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.09
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	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, Moatfield Meadow, Kingsnorth, Ashford	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 12 Zone 13	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
New Romney 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%	1.31
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.23 1.31
Other - Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.62
Zone 14 B&Q, Barker Road, 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
B&Q, Will Adams Way, Gillingham	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
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, 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
Gillingham Retail Park, Ambley Road, Gillingham	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
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	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
Maidstone Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	1.31
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst 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
Tesco Extra, Courteney Road, Gillingham	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 14 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
Abroad	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 Bluewater Shopping Centre, Greenhithe	0.00%	0.00%	0.00% 1.47%	0.00%	0.00%	0.00% 3.92%	0.00%	0.00%	0.00% 2.73%	0.00% 1.81%	0.00% 5.65%	0.00%	0.00
Central London	0.00%	0.00%	3.37%	0.00%	0.00%	0.00%	0.00%	1.60%	0.00%	0.00%	0.00%	0.00%	0.00
Horsted Retail Park, Maidstone Road, Chatham Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.33% 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
Royal Tunbridge Wells Town Centre			0.000										
Royal Tunbridge Wells Town Centre 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%	
Royal Tunbridge Wells 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% 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

												Zone 12 Z	
Asda, Sturry Road, Canterbury Canterbury City Centre	0.0% 37.3%	0.0% 24.1%	0.0% 15.5%	0.0% 27.2%	4.0% 20.7%	0.0% 16.9%	0.0%	0.0% 25.6%	0.0% 8.8%	0.0% 1.5%	0.0% 4.3%	0.0% 6.1%	0.0
Sainsbury's Superstore, Kingsmead Road, Canterbury	1.8%	1.6%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Re	0.0% 52.8%	0.0% 53.9%	0.0% 71.3%	0.0% 63.6%	0.0% 41.7%	0.0% 40.1%	0.0% 1.6%	0.0% 13.5%	0.0% 28.7%	0.0% 3.0%	0.0% 2.8%	0.0% 3.0%	0.0
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.0% 2.3%	0.0%	0.0%	0.0%	2.0%	1.9% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Wincheap Retail Area, Canterbury	4.1%	11.7%	5.8%	0.0%	5.4%	1.9%	0.0%	0.0%	1.5%	0.0%	0.0%	1.7%	1.2
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%	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
Chartham Village Centre 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%	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%	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%	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
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%	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
Zone 5 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%	0.0
Canterbury Road, Herne Bay	0.0%	0.0%	0.0%	1.5%	3.3%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0
Eddington Business Park, Herne Bay 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%	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
Sea Street, Herne Bay Whitstable Town Centre	0.0%	0.0% 1.6%	0.0%	0.0%	0.0% 1.7%	0.0% 23.8%	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%	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%	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%	0.0
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0% 16.3%	0.0% 2.5%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0
Sainsbury's Superstore, Reeves Way, Whitstable 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%	0.09
Tesco Extra, Millstrood Road, Whitstable	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0
Asda, Westwood Road, Broadstairs	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
Broadstairs Town Centre	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0
Margate Town Centre Minster-in-Thanet Village Centre	0.0%	0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0%	5.3% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ker	0.0%	0.0%	0.0%	0.0% 1.9%	0.0% 5.0%	0.0% 1.9%	10.8% 69.7%	1.9% 35.2%	0.0% 19.1%	0.0%	1.6%	0.0%	0.0
Other - Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 8 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%	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
Sandwich Town Centre 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%	0.09
Other - Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Zone 9 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%	0.0
Deal Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.9%	0.0%	0.0%	0.0%	0.0
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.7% 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%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0
Other - Zone 9 Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0
Folkstone Town Centre Hythe Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9% 0.0%	0.0%	37.1% 9.0%	0.0%	0.0%	5.5° 1.2°
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0% 0.0%	32.4% 0.0%	0.0%	0.0%	3.9° 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%	0.0
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone 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
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
Other - Zone 10 Zone 11	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
Faversham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0
Minster Village Centre, Isle of Sheppey 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% 1.2%	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%	34.8%	0.0%	0.0
Sittingbourne Town Centre 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%	24.1% 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%	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%	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%	0.0
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, Ashford	0.0%	0.0% 1.6%	0.0% 4.6%	0.0%	0.0%	0.0%	2.2% 0.0%	0.0%	0.0% 1.5%	0.0% 4.0%	0.0%	7.1% 37.9%	1.5° 23.0°
Ashford Town Centre	0.0%	3.8%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	2.8%	27.7%	42.1
B&Q, Norman Road, Ashford 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%	0.0%	0.0% 0.0%	0.0% 4.8%	0.0
John Lewis, Fougeres Way, Ashford Kennington Local Centre, Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5% 0.0%	4.0% 0.0%	0.0%	1.7% 0.0%	3.7° 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%	3.8%	0.0
Tesco Extra, Hythe Road, Willesborough, Ashford 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%	1.7%	1.5° 0.0°
Other - Zone 12	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	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%	3.5
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden 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%	4.2° 0.0°
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%	0.0
B&Q, Barker Road, Maidstone 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%	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
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham 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%	0.09
Gillingham Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Hempstead Valley Shopping Centre, Hempstead, Gillingham Maidstone Town Centre	0.0%	0.0%	0.0%	0.0% 1.9%	0.0%	0.0%	0.0%	0.0% 2.5%	0.0%	0.0%	0.0% 5.9%	0.0% 1.7%	0.09
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
Staplehurst 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%	0.0%	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%	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%	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
Bluewater Shopping Centre, Greenhithe Central London	0.0%	0.0%	0.0%	0.0%	0.0%	3.9% 0.0%	1.6% 0.0%	3.0% 0.0%	3.4% 0.0%	1.5% 0.0%	5.5% 0.0%	2.6% 0.0%	5.9° 0.0°
Horsted Retail Park, Maidstone Road, Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells Town Centre	0.0%	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
Coulds Audonford Datail Dady Maid Co.	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.09
South Aylesford Retail Park, Maidstone Strood Town Centre	0.0%	0.0%	0.0%	0.076	0.076	0.0%	0.0%	0.076	0.076	0.0%	0.076	0.076	
		0.0% 0.0% 0.0%	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

	one 1 2	Zone 2 2	Zone 3 2	Zone 4 0.0%	Zone 5 . 0.0%	Zone 6 0.0%	Zone 7 2	Zone 8 2	Zone 9 2	Zone 10 2	Zone 11 2	Zone 12 Z	one 13
Asda, Sturry Road, Canterbury Canterbury City Centre	70.4%	62.3%	48.8%	45.8%	45.2%	38.3%	3.3%	17.9%	4.8%	17.3%	21.1%	6.6%	10.6
Sainsbury's Superstore, Kingsmead Road, 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%	0.0
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Re	10.9%	8.8%	27.1%	27.8%	2.6%	11.4%	0.0%	0.0%	8.8%	0.0%	5.0%	2.0%	0.0
Sturry Village Centre 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
Wincheap Retail Area, Canterbury	6.0%	14.2% 0.0%	19.6% 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	2.6% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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
Chartham Village Centre 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%	0.0
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%	0.0
Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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
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%	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
Zone 5 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%	0.0
Canterbury Road, Herne Bay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0
Eddington Business Park, Herne Bay 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%	0.0
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Sea Street, Herne Bay	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
Whitstable Town Centre	0.0%	0.0%	0.0%	2.3%	2.6%	15.7%	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%	0.0
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%	0.0
Faversham Road, Seasalter 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%	0.0
Herne Bay Town Centre	0.0%	3.6%	0.0%	0.0%	25.9%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sainsbury's Superstore, Reeves Way, Whitstable 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
Tesco Extra, Millstrood Road, Whitstable Other - Zone 6	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
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%	0.0
Asda, Westwood Road, Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Broadstairs Town Centre Margate Town Centre	0.0%	0.0%	0.0%	2.3%	0.0%	14.6%	2.0%	12.6% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Minster-in-Thanet Village Centre Ramsgate Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 10.1%	0.0% 6.3%	0.0%	0.0%	0.0%	0.0%	0.0
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ker	2.6%	6.6%	2.3%	21.7%	15.0%	10.5%	66.2%	34.7%	33.4%	1.8%	1.6%	0.0%	0.0
Other - Zone 7 Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
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%	0.0
Littlebourne Village Centre Sandwich Town Centre	0.0%	0.0%	0.0%	0.0%	0.0% 2.0%	0.0%	0.0%	0.0% 10.9%	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
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%	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%	0.0
Deal Town Centre Dover Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	7.7% 27.8%	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%	4.8%	0.0%	0.0%	0.0%	0.0
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover Other - Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1% 0.0%	1.5% 0.0%	0.0%	0.0%	0.0%	0.0
Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Cheriton Village Centre Folkstone Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.5%	0.0% 42.7%	0.0%	0.0% 1.6%	0.0 4.7
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
Park Farm Retail Park, Folkestone 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%	1.4% 1.8%	0.0%	0.0%	0.0
Sainsbury's Superstore, Military Road, Hythe 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% 1.8%	0.0%	0.0%	2.1
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
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 1.4%	0.0%	0.0%	0.0
Zone 11	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Faversham Town Centre 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%	2.1% 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%	8.8%	0.0%	0.0
Sittingbourne Retail Park, Sittingbourne Sittingbourne Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6% 13.8%	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
Other - Zone 11 Zone 12	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
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%	0.0
Asda, Kimberley Walk, Ashford 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% 2.7%	0.0%	0.0%	0.0% 1.4%	0.0%	1.6% 0.0%	0.0 2.1
Ashford Retail Park, Ashford Ashford Town Centre	0.0%	2.2%	0.0%	0.0%	0.0%	0.0% 2.9%	10.3%	0.0%	0.0%	5.4% 16.3%	0.0%	16.0% 72.3%	23.5 37.4
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%	0.0
Gallagher Retail Park, Norman Road, Ashford 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%	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
Sainsbury's Superstore, Simone Weil Avenue, Ashford 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 1.7
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
Other - Zone 12 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%	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%	0.0
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.0%	0.0%	0.0% 0.0%	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 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%	0.0
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%	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%	0.0
Chatham Town Centre 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%	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%	0.0
Gillingham Town Centre 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%	11.7%	0.0%	0.0 1.3
Maidstone Town Centre	0.0%	0.0%	2.3% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5% 0.0%	0.0%	4.1 0.0
Sainsbury's Superstore, 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%	0.0
Tesco Extra, Courteney Road, Gillingham 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%	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%	0.0
Abroad Asda, Maidstone Road, Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	2.1%	0.0%	4.3% 0.0%	0.0%	0.0%	0.0
Bluewater Shopping Centre, Greenhithe	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	12.6%	0.0%	8.2
Central London Horsted Retail Park, Maidstone Road, Chatham	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%	1.3
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%	0.0
Royal Tunbridge Wells Town Centre	0.0%	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													
Sevenoaks Town Centre 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%	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

					Zone 5		Zone 7	Zone 8		Zone 10 2	Zone 11 3	Zone 12 2	
Asda, Sturry Road, Canterbury Canterbury City Centre	0.00% 33.59%	0.00% 25.39%	0.00% 18.04%	0.00% 42.32%	2.46%	0.00% 5.69%	1.01%	7.44%	0.00% 2.67%	0.99%	4.46%	6.86%	0.00
Sainsbury's Superstore, Kingsmead Road, Canterbury St Dunstans, 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
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Re	39.97%	44.10%	52.62%	34.81%	12.72%	0.00%	1.01%	5.33%	5.24%	0.00%	6.53%	6.29%	0.009
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.00%	0.00%	1.25% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Wincheap Retail Area, Canterbury	16.00%	20.00%	6.67%	2.05%	0.00%	0.00%	0.00%	1.25%	1.90%	1.29%	0.00%	2.15%	0.009
Other - Zone 1 Zone 2	0.00%	0.00%	0.96% 0.00%	0.79% 0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.009
Blean Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 3.41%	0.00%	0.00%	0.00%	0.009
Chartham Village Centre Meadow Grange Nursery, Honey Hill, Blean	1.67% 6.21%	2.28% 3.41%	0.96% 0.00%	0.00% 0.79%	0.00%	0.00% 1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - Zone 2	1.28% 0.00%	0.00% 1.84%	3.49% 0.96%	0.00%	0.00%	0.00%	0.00%	1.25% 0.00%	0.00%	0.00%	0.00%	0.00%	0.909
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%	0.009
Barham Village Centre Bridge Village Centre	0.00%	0.00%	0.96% 0.00%	0.00%	0.00%	1.61% 0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.009
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%	0.009
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%	0.009
Zone 5 Canterbury Garden Centre, Herne Common, Herne Bay	0.00% 1.28%	0.00%	0.00%	0.00% 5.54%	0.00% 1.64%	0.00%	0.00% 1.32%	0.00% 1.25%	0.00%	0.00%	0.00%	0.00%	0.009
Canterbury Road, Herne Bay Eddington Business Park. Herne Bay	0.00%	0.00%	0.00%	3.33% 1.27%	2.15% 7.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
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%	0.009
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay 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%
Whitstable Town Centre	0.00%	0.00%	0.00%	4.75%	9.81%	63.30%	0.00%	1.25%	0.00%	0.00%	3.34%	0.00%	0.009
Other - Zone 5 Zone 6	0.00%	0.00%	0.00%	0.00%	2.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Thanet Way, Chestfield, Whitstable	0.00%	1.13%	0.00%	0.00%	10.51%	12.53%	0.00%	0.00%	0.00%	0.00%	2.23%	0.00%	0.009
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	0.00%	0.00%	0.00%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Herne Bay Town Centre	0.00%	0.00%	1.56%	3.09%	43.08%	0.00%	0.00%	1.25%	0.00%	0.00%	1.38%	0.00%	0.009
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road, Tankerton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Tesco Extra, Millstrood Road, Whitstable	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Other - Zone 6 Zone 7	0.00%	0.00%	0.00%	0.00%	1.33%	8.69% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Westwood Road, Broadstairs	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Broadstairs Town Centre Margate Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.00% 4.66%	5.18% 2.52%	0.00%	0.00%	0.00%	0.00%	0.009
Minster-in-Thanet Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.007
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ker	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 2.47%	6.29% 75.39%	2.52%	0.00% 7.41%	0.00%	0.00%	0.00%	0.009
Other - Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Zone 8 Archers Low Nursery, Ash Road, Sandwich	0.00%	0.00%	0.00% 0.96%	0.00%	0.00%	0.00%	0.00%	0.00% 4.55%	0.00%	0.00%	0.00%	0.00%	0.009
Littlebourne 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%	0.009
Sandwich Town Centre Wingham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.85%	0.00%	0.00%	0.00%	0.00%	0.009
Other - Zone 8	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.86%	0.00%	0.99%	0.00%	0.00%	0.009
Zone 9 B&Q, Honeywood Park Industrial Estate, Whitfield, Dover	0.00%	0.00%	0.00% 2.52%	0.00%	0.00% 4.13%	0.00%	0.00%	0.00% 2.90%	0.00% 14.21%	0.00%	0.00%	0.00%	0.009
Deal Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.52%	0.83%	0.00%	0.00%	0.00%	0.007
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.00%	0.00%	3.01% 0.00%	0.00%	0.00%	0.00%	0.00%	10.73% 0.00%	15.88% 0.00%	0.00%	0.00%	0.00%	0.009
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.007
Other - Zone 9 Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25% 0.00%	3.41% 0.00%	0.00%	0.00%	0.00%	0.00%
Cheriton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.007
Folkstone Town Centre Hythe Town Centre	0.00%	0.00%	1.56% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58% 0.00%	37.07% 9.41%	0.00%	0.00%	8.859
Park Farm Retail Park, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.07%	37.48%	0.00%	0.00%	3.55%
Sainsbury's Superstore, Bouverie Road West, Folkestone Sainsbury's Superstore, Military Road, Hythe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Stelling Minnis Village Centre Tesco Superstore, Cheriton High Street, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Other - Zone 10	0.00%	0.00%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.99%	0.00%	0.00%	0.009
Zone 11 Faversham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 5.84%	0.00%	0.00%
Minster Village Centre, Isle of Sheppey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85%	0.00%	0.009
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85% 28.23%	0.00%	0.009
Sittingbourne Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	32.20%	0.00%	0.009
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00%	0.00% 1.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 2.66%	0.00%	0.009
Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Aldi, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.189
Ashford Retail Park, Ashford Ashford Town Centre	0.00%	0.00%	0.00% 0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	1.34% 0.00%	0.00% 3.87%	0.00%	30.12% 35.08%	26.849 40.499
B&Q, Norman Road, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	9.83%	0.009
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Kennington Local Centre, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	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%	0.009
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford Other - Zone 12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.99%	0.00%	0.82% 8.03%	0.009
Otner - 20ne 12 Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.009
New Romney 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%	0.909
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.199
Other - Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.97%	0.00%	0.00%	0.009
Zone 14 B&Q, Barker Road, 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%	0.009
B&Q, Will Adams Way, Gillingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.70%	0.00%	0.009
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, 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%	0.009
Gillingham Retail Park, Ambley Road, Gillingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	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%	3.87% 0.00%	0.00%	0.00%
Maidstone 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%	0.909
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 1.25%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Courteney Road, Gillingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Other - Zone 14 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%	1.469 0.009
Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Asda, Maidstone Road, Chatham Bluewater Shopping Centre, 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%	0.009
Central London	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Horsted Retail Park, Maidstone Road, Chatham Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.009
Royal Tunbridge Wells 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%	0.009
Sevenoaks Town Centre South Aylesford Retail Park, 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%	0.009
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%	0.009
	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 White Cliffs Business Park, Whitfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	34.58%	0.00%	0.00%	0.00%	0.009

TABLE D.1 - Comparison Goods Market Share - Clothing & Footwear	Zone 1 Zo	one 2 Zo	one 3 Z	one 4 Zo	one 5 Ze	one 6 Z	one 7 Zo	ne 8 Z	one 9 Z	ono 10 - 7	one 11 Zo	no 12 7	ono 12 7	one 14 To	otal
Zone 1 Asda, Sturry Road, Canterbury	0.65	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	39.64 0.00	9.27 0.00	7.87 0.00	7.61 0.00	20.25 0.00	18.53 0.00	5.47 0.00	6.68 0.16	30.31 0.00	37.86 0.00	34.03 0.00	20.49 0.00	8.38	4.07 0.00	250.45 0.16
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.00 2.45	0.00	0.00 0.51	0.00	0.00	0.00	0.00	0.00	0.00 4.04	0.00	0.00	0.00	0.00	0.00	0.00 9.22
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.00	0.00	0.13	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48 0.00
Wincheap Retail Area, Canterbury Other - Zone 1	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Zone 2 Blean 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 0.00
Chartham Village Centre Meadow Grange Nursery, Honey Hill, Blean	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
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - 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
Zone 3 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	0.00
Bridge Village Centre 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
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
Zone 5 Canterbury Garden Centre, Herne Common, 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	0.00
Canterbury Road, Herne Bay Eddington Business Park, Herne Bay	0.00	0.00	0.00	0.24	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.00	1.45 0.00
Recluver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00 0.00	0.00	0.00	0.00	0.00 2.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.34
Sea Street, Herne Bay Whitstable Town Centre	0.00	0.00	0.00	0.00	0.00 2.41	0.00 8.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 10.96
Other - Zone 5 Zone 6	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
B&Q, Thanet Way, Chestfield, Whitstable Faversham Road, Seasalter	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
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.00	0.00	0.00	0.00	0.00 4.27	0.00 2.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 6.68
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road, Tankerton	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36 0.68
Tesco Extra, Millstrood Road, Whitstable Other - Zone 6	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
Zone 7	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, Westwood Road, Broadstairs Broadstairs Town Centre	0.00 1.55	0.00	0.00	0.00	0.00	0.00	0.00 5.10	0.00 0.16	0.00	0.00	0.00	0.00	0.00 3.31	0.00	0.00 10.12
Margate Town Centre Minster-in-Thanet Village Centre	0.00 0.00	0.00	0.00	0.00	0.00	2.14 0.00	2.37 0.00	0.16 0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.67 0.00
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00 1.30	0.00	0.00	0.00 1.16	0.00 10.45	0.00 3.89	8.20 103.30	0.33 6.38	0.00 29.85	0.00 1.06	0.00	0.00	0.00	0.00 2.51	8.53 160.39
Other - Zone 7 Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	1.55 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.55 0.00
Archers Low Nursery, Ash Road, Sandwich Littlebourne 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
Sandwich Town Centre Wingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.71	0.00	0.00	1.36
Other - Zone 8	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
Zone 9 B&Q, Honeywood Park Industrial Estate, Whitfield, Dover	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
Deal Town Centre Dover Town Centre	0.00	0.00	0.10 0.10	0.08	0.00	0.00	0.00	0.70	13.70 8.70	0.00 1.06	0.00	0.00	0.00	0.00	14.58 9.86
Sainsbury's Superstore, West Street, Deal Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	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 9 Zone 10	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
Cheriton Village Centre Folkstone Town Centre	0.00	0.00 0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.19	0.00 28.24	0.00	0.00 1.14	0.00 1.51	0.00	0.00 32.23
Hythe Town Centre Park Farm Retail Park, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.87 1.62	0.00	0.00	0.00	0.00	5.87 3.84
Sainsbury's Superstore, Bouverie Road West, Folkestone	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, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	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
Stelling Minnis Village Centre Tesco Superstore, Cheriton High Street, Folkestone	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 10 Zone 11	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
Faversham Town Centre Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93 0.00	0.00	0.00	0.00	1.93 0.00
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.99 0.00	0.00	0.00	0.00	8.99 0.00
Sittingbourne Town Centre Tesco Superstore, Crescent Road, Faversham	0.50 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.08	0.00	0.00	0.00	13.58
Other - Zone 11 Zone 12	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, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	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 0.92	0.00	0.00	0.00 0.92
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, Ashford	0.00 0.80	0.35	0.00	0.00	0.00	0.00	3.70 0.00	0.16	8.37 0.00	8.90 0.00	7.34 0.00	15.09 0.71	14.32	8.13 0.00	66.37 1.51
Ashford Town Centre	0.00	0.55	0.00	0.16	0.57	0.36	0.00	0.77	1.19	5.47	0.00	39.17	36.80	6.58	91.62
B&Q, Norman Road, Ashford Gallagher Retail Park, Norman Road, Ashford	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
John Lewis, Fougeres Way, Ashford Kennington Local Centre, Ashford	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, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	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	4.07 0.00	4.07 0.00
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford Other - Zone 12	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
Zone 13 New Romney 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
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.48	0.00	3.48 0.00
Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	0.00	1.85
B&Q, Barker Road, Maidstone B&Q, Will Adams Way, Gillingham	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
Chatham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.66	32.89	35.47
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham Gillingham Retail Park, Ambley Road, Gillingham	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
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 7.34	0.00	0.00	15.98 43.73	15.98 51.57
Maidstone Town Centre Sainsbury's Superstore, Hempstead Valley, Gillingham	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.00	0.00	16.56	1.14	2.37	123.55 0.00	144.09 0.00
Staplehurst Village Centre Tesco Extra, Courteney Road, Gillingham	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 5.99
Other - Zone 14 Outside Survey Area	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00	1.29
Abroad	0.00	0.00	0.10	0.00	0.00	0.00	3.47	0.00	0.91	0.00	0.00	0.00	0.00	0.00	4.48
Asda, Maidstone Road, Chatham Bluewater Shopping Centre, Greenhithe	0.00 0.65	0.00 0.57	0.00 0.75	0.00	0.00	0.00 0.57	0.00	0.00	0.00	0.00 2.68	0.00 40.49	0.00 4.06	0.00 1.51	0.00 84.85	0.00 136.59
Central London Horsted Retail Park, Maidstone Road, Chatham	0.00	0.00	0.10 0.00	0.08	0.00	0.00	0.00	0.16 0.00	0.91	0.00	5.28 0.00	0.00	0.00	3.28 0.00	9.82 0.00
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells Town Centre	0.00	0.00	0.00	0.00	0.00	1.04 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.00 3.28	1.89 3.28
Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.56	0.00	0.00	0.00	0.00 1.56
Strood Town Centre 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	1.93	0.00	0.00	0.00	1.93
White Cliffs Business Park, Whitfield Other - Outside Survey Area	0.00 0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00	0.00	0.00 18.50	1.19 25.24
Total	48.04	13.53	10.20	10.03	41.80	38.97	134.34	16.86	100.37	92.76	147.07	86.43	76.21	355.48	1172.10

TABLE D.2 - Comparison Goods Market Share - Furniture and Floor Coverings	Zone 1 Zo	one 2 Zo	one 3 Zo	one 4 Zo	one 5 Ze	one 6 Zo	one 7 Zo	ne 8 Zo	one 9 Ze	one 10 Zo	one 11 Zo	ne 12 Z	one 13 7	one 14 To	otal
Zone 1 Asda, Sturry Road, 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
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	6.91 0.00	2.00 0.00	2.50 0.00	0.74	4.34 0.00	4.84 0.00	1.65 0.00	1.42 0.00	6.33 0.00	3.94 0.00	7.69 0.00	3.22 0.00	2.97 0.00	0.00	48.55 0.00
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.00 2.45	0.00	0.00	0.00	1.90	0.00 3.04	0.00	0.00	0.00 4.17	0.00 2.22	0.00 0.84	0.00 1.54	0.00	0.00	0.00 18.03
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	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	0.00	0.19 0.00
Wincheap Retail Area, Canterbury Other - Zone 1	2.36 0.00	0.92	0.48	0.66 0.05	1.93 0.00	0.00	0.00	0.31	3.60 0.00	1.41 0.00	1.48 0.00	0.69	0.00	0.00	13.85 0.14
Zone 2 Blean 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
Chartham Village Centre Meadow Grange Nursery, Honey Hill, Blean	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
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - 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
Zone 3 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
Bridge Village Centre 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
Hersden Village Centre Zone 5	0.37	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	0.37
Canterbury Garden Centre, Herne Common, Herne Bay 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 0.81
Eddington Business Park, Herne Bay 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
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay 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
Whitstable Town Centre Other - Zone 5	0.00	0.14	0.00	0.10	0.48	3.30 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.02 0.00
Zone 6 B&Q, Thanet Way, Chestfield, Whitstable	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
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	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
Herne Bay Town Centre Sainsbury's Superstore, Reeves Way, Whitstable	0.00	0.00	0.00	0.05	2.91	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.83
Tankerton Road, Tankerton Tesco Extra. Millstrood Road. Whitstable	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.33
Other - Zone 6 Zone 7	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42
Asda, Westwood Road, Broadstairs Broadstairs Town Centre	0.00 1.17	0.00	0.00	0.00	0.00	0.00	0.00 5.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 7.05
Margate Town Centre Minster-in-Thanet Village Centre	0.00	0.00	0.00	0.08	0.00	0.00	2.86 0.00	0.00	1.47	0.45	0.00	0.00	0.41	0.00	5.27 0.00
Minister-in- Inanet village Centre Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00 0.00 1.84	0.00	0.00 0.26	0.00 0.00 0.72	0.00 0.00 3.29	0.26 0.61	7.72 30.52	0.00 0.00 1.36	0.00 6.69	0.00	0.00	0.00	0.00	0.00	7.99 46.34
Other - Zone 7	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
Zone 8 Archers Low Nursery, Ash Road, Sandwich	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
Littlebourne Village Centre Sandwich Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.25
Wingham Village Centre Other - Zone 8	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
Zone 9 B&Q, Honeywood Park Industrial Estate, Whitfield, Dover	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
Deal Town Centre Dover Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	3.22 8.35	0.00 0.59	0.00	0.00	0.00	0.00	3.50 9.13
Sainsbury's Superstore, West Street, Deal Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	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 9 Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.47 0.00	0.00	0.00	0.00	0.00	0.00	1.47 0.00
Cheriton Village Centre Folkstone Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.47	0.45 7.54	0.00	0.00 0.56	0.00	0.00	0.45 8.98
Hythe Town Centre Park Farm Retail Park, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.71 1.49	0.00	0.56	0.00	0.00	4.27 2.03
Sainsbury's Superstore, Bouverie Road West, Folkestone Sainsbury's Superstore, Military Road, Hythe	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, Retail Park, Park Farm Road, Folkestone Stelling Minnis 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
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	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 1.09
Zone 11 Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.92	0.00	0.00	0.00	0.00 2.92
Minster Village Centre, Isle of Sheppey Sheerness Town Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.69	0.00	0.00	0.00	0.00 3.69
Sittingbourne Retail Park, Sittingbourne Sittingbourne Town Centre	0.00 0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.97 8.92	0.00	0.00	0.00 2.13	4.97 12.05
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	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
Zone 12 Aldi, Victoria Road, Ashford	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, Kimberley Walk, Ashford Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.04	0.00	0.00	0.00	0.00 1.04
Ashford Retail Park, Ashford Ashford Town Centre	0.00	0.00	0.07	0.00	0.58	0.00	0.00	0.00	0.00	0.00 6.36	1.04	7.39 13.27	6.06 11.44	3.76 2.64	18.88 34.76
B&Q, Norman Road, Ashford Gallagher Retail Park, Norman Road, Ashford	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
John Lewis, Fougeres Way, Ashford Kennington Local Centre, Ashford	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	2.64	3.58 0.00
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	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, Moatfield Meadow, Kingsnorth, Ashford Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.25	0.00	0.00	0.00 1.25
Zone 13 New Romney 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 1.79	0.00	0.00 1.79
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.69
Other - Zone 13 Zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.69 0.00
B&Q, Barker Road, Maidstone B&Q, Will Adams Way, Gillingham	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
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	7.73 5.09	7.83 5.09
Gillingham Retail Park, Ambley Road, Gillingham Gillingham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 9.13	0.00	0.00	10.16 6.39	10.16 16.34
Hempstead Valley Shopping Centre, Hempstead, Gillingham Maidstone 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	13.61 27.72	13.61 33.52
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst 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
Tesco Extra, Courteney Road, Gillingham 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	0.00	0.00	0.00
Outside Survey Area Abroad	0.00 0.00	0.00	0.00 0.00												
Autour Asda, Maidstone Road, Chatham Bluewater Shopping Centre, Greenhithe	0.00 0.61	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 14.21
Bluewater Snopping Centre, Greennithe Central London Horsted Retail Park, Maidstone Road, Chatham	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	2.28 0.00	0.00	0.00	0.00 0.00	2.64 2.13	5.00 2.13
Roseto Retail Park, Malostorie Vodo, Citatriani Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells Town Centre	0.49 0.00	0.36	0.11	0.25	0.00	0.00	1.64	0.27	0.00	1.18	3.68	0.99	1.08	2.64 2.13	12.69 2.54
Royal Lunonoge Weils Town Centre Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.00 0.45	0.00 0.00 3.16	0.00	0.41 0.00 1.08	0.00 17.88	0.00 22.58
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
Tesco Extra, Lunsford Park, Aylesford White Cliffs Business Park, Whitfield Other - Outside Survey Area	0.00 0.00 1.17	0.00 0.00 0.00	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 0.00 0.00	0.00 0.00 0.33	0.00 0.61 0.61	0.00 0.00 0.45	0.00 0.00 0.84	0.00 0.00 0.00	0.00 0.00 0.41	0.00 0.00 4.77	0.00 0.61 8.65
Other - Outside Survey Area Total	18.23	5.13	3.87	3.81	15.86	14.79	50.97	6.40	38.08	35.20	55.80	32.79	28.92	134.88	444.73

TABLE D.3 - Comparison Goods Market Share - Books, Stationary, DVDs and Videos	Zone 1 Zo	one 2 Zo	one 3 Zo	one 4 Zo	one 5 Ze	one 6 Zo	one 7 Zo	one 8 Zo	one 9 Ze	one 10 Zo	one 11 Zo	ne 12 - 70	one 13 Z	one 14 T	otal
Zone 1 Asda, Sturry Road, Canterbury	0.17	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	7.41 0.00	1.91 0.00	1.55 0.00	1.44 0.02	2.93 0.00	2.08 0.00	0.47	1.33 0.00	3.27 0.00	1.92 0.00	6.55 0.00	2.11 0.00	1.35 0.00	0.00	34.32 0.02
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.00 0.59	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 1.53
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Wincheap Retail Area, Canterbury Other - Zone 1	0.51 0.00	0.07	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62 0.00
Zone 2 Blean 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
Chartham Village Centre Meadow Grange Nursery, Honey Hill, Blean	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
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - 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
Zone 3 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
Bridge Village Centre 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
Hersden Village Centre 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
Canterbury Garden Centre, Herne Common, Herne Bay 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
Eddington Business Park, Herne Bay 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
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay Sea Street, Herne Bay	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18 0.00
Whitstable Town Centre Other - Zone 5	0.00	0.04	0.00	0.00	0.50	3.70	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	4.30 0.00
Zone 6 B&Q, Thanet Way, Chestfield, Whitstable	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
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.49
Herne Bay Town Centre Sainsbury's Superstore, Reeves Way, Whitstable	0.00	0.00	0.00	0.05	2.48	0.15	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	2.90 0.00
Sainsoury's Supersione, releves vivaly, writistable Tankerton Road, Tankerton Tesco Extra. Milistrood Road. Whitistable	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 6	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
Zone 7 Asda, Westwood Road, Broadstairs	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
Broadstairs Town Centre Margate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.08 0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.08 0.58
Minster-in-Thanet Village Centre Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.24	0.00 0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.39
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) Other - Zone 7	0.00	0.05	0.00	0.10	1.07 0.00	0.34	17.76 2.17	0.81	3.09 0.00	0.00	0.00	0.00	0.00	0.00	23.23 2.17
Zone 8 Archers Low Nursery, Ash Road, Sandwich	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
Littlebourne Village Centre Sandwich 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
Wingham Village Centre Other - Zone 8	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
Zone 9 B&Q. Honeywood Park Industrial Estate. Whitfield. Dover	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
Deal Town Centre Dover Town Centre	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.18 0.12	5.99 3.46	0.00	0.00	0.00	0.00	0.00	6.24 3.69
Sainsbury's Superstore, West Street, Deal Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	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 0.26
Other - Zone 9 Zone 10	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
Cheriton Village Centre Folkstone Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.26	0.23 7.79	0.00	0.00	0.00	0.00	0.23 8.55
Hythe Town Centre	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	2.82	0.00	0.00	0.00	0.00	2.86
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	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, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46 0.30	0.00	0.00	0.00	0.00	0.46 0.30
Stelling Minnis Village Centre Tesco Superstore, Cheriton High Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.23	0.00	0.00	0.00	0.00	0.00 0.23
Other - Zone 10 Zone 11	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	0.00	0.00	0.07 0.00
Faversham Town Centre Minster Village Centre, Isle of Sheppey	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
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.58	0.00	0.00	0.00	1.58 0.00
Sittingbourne Town Centre Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.40 0.00	0.00	0.00	0.00	10.40 0.47
Other - Zone 11 Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.49 0.00
Aldi, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	0.00	0.95
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, Ashford	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 4.64	0.00 5.05
Ashford Town Centre B&Q. Norman Road. Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.01 0.00	0.00	10.10	7.14	0.00	19.25 0.00
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford	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
Senington's Superstrey, Sainou Kennington's Superstrey, Simone Weil Avenue, Ashford	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 0.95
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.00	0.00	0.90 0.38
Other - Cone 12 Zone 13	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
New Romney Town Centre Tenterden 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	1.18	0.00	1.18 3.47
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden Other - Zone 13	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 13 Zone 14 B&Q, Barker Road, 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 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
B&Q, Will Adams Way, Gillingham	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
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, 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	6.49 0.00
Gillingham Retail Park, Ambley Road, Gillingham Gillingham 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 4.82	0.00 4.82
Hempstead Valley Shopping Centre, Hempstead, Gillingham Maidstone Town Centre	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	1.27 1.76	0.00	0.00	10.85 19.85	12.22 21.61
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.49 0.00
Tesco Extra, Courteney Road, Gillingham 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	0.00	4.08 2.88	4.08 2.88
Outside Survey Area Abroad	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 Bluewater Shopping Centre, 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 4.18	0.00 6.94
Central London Horsted Retail Park, Maidstone Road, Chatham	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells 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
Royal Lunonoge Wells Town Centre Sevenaeks Town Centre South Avlesford Retail Park. 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	0.00	0.00 0.00
Sourn Aylestora Retail Park, Maliostone Strood Town Centre 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	0.00	0.00
lesco Extra, Lunstord Park, Aylestord White Cliffs Business Park, Whitfield Other - Outside Survey Area	0.00 0.00 0.00	0.00 0.00 0.00	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	0.00 0.00 0.00	0.00 0.76 0.81	0.00 0.00 0.00	0.00 0.00 0.79	0.00	0.00 0.00 0.00	0.00 0.00 3.80	0.00 0.76 5.46
Other - Outside Survey Area Total	8.69	2.45	1.84	1.81	7.56	7.05	24.29	3.05	18.15	16.78	26.60	15.63	13.78	64.29	5.46 211.98

TABLE D.4 - Comparison Goods Market Share - Jewellery, Glassware, Watches and Clocks	Zone 1 Zo	ne 2 Zo	nno 3 70	ne 4 7	nne 5 70	one 6 Zo	nne 7 70	no 8 7	ne 9 7	nno 10 - 7	one 11 Zo	no 12 7	ne 13 7	no 14 T	otal
Zone 1 Asda. Sturry Road. 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
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	11.60 0.00	2.82	2.54 0.00	2.93 0.00	5.28	9.62 0.00	9.99	2.53 0.18	17.52 0.00	4.89 0.00	4.07	1.20	1.14	2.26 0.00	78.41 0.18
St Dunstans, 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
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Sturry Village Centre	3.14 0.00	0.13	0.88	0.52	0.30	1.50 0.00	0.00	0.00	0.00	0.00	0.95	0.74	0.00	0.00	8.16 0.00
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury Wincheap Retail Area, Canterbury	0.00 1.13	0.00 1.31	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 3.68
Other - Zone 1 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
Blean Village Centre Chartham 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
Meadow Grange Nursery, Honey Hill, Blean	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
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - 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
Zone 3 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
Bridge Village Centre 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
Hersden Village Centre 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
Canterbury Garden Centre, Herne Common, Herne Bay 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
Eddington Business Park, 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
Recluver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, 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 0.39
Sea Street, Herne Bay Whitstable Town Centre	0.00	0.00	0.00	0.00	0.00	0.00 2.75	0.00	0.00 0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.59
Other - Zone 5 Zone 6	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
B&Q, Thanet Way, Chestfield, Whitstable Faversham Road. Seasalter	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.35	0.00	0.00	0.00	0.00 2.35
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.00	0.00	0.00	0.00	0.00 3.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 4.29
Sainsbury's Superstore, Reeves Way, Whitstable	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
Tankerton Road, Tankerton Tesco Extra, Millstrood Road, Whitstable	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 6 Zone 7	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, Westwood Road, Broadstairs Broadstairs Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.25 3.04	0.00 1.02	0.00	0.00	0.00	0.00	0.00	0.00	1.25 4.54
Margate Town Centre Minster-in-Thanet Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.25 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.25 0.00
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00	0.00	0.00	0.00	0.00	0.00	3.82 35.66	0.18	0.99 7.13	0.00	0.00	0.00	0.00	0.00	4.98 47.09
Other - Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	1.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.01
Archers Low Nursery, Ash Road, Sandwich	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
Littlebourne Village Centre Sandwich 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 0.29
Wingham Village Centre Other - Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Zone 9 B&Q, Honeywood Park Industrial Estate, Whitfield, Dover	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
Deal Town Centre Dover Town Centre	0.00	0.42	0.00	0.00	0.00	0.00	0.00	0.18 0.18	1.97 9.11	0.00	0.00	0.00	0.00	0.00	2.56 9.29
Sainsbury's Superstore, West Street, Deal Tesco Extra. White Cliffs Park. Honeywood Parkway. Dover	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 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00	0.00	0.00	0.00	0.00	0.99
Zone 10 Cheriton 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
Folkstone Town Centre Hythe Town Centre	0.43 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.67 6.02	0.00	2.03 0.00	0.50 0.65	0.00	17.63 6.67
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22 0.00	2.05 0.00	0.00	0.00	0.00	0.00	3.27 0.00
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	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
Stelling Minnis Village Centre Tesco Superstore, Cheriton High Street, Folkestone	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 10 Zone 11	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
Faversham Town Centre Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.12	0.00	0.00	0.00	2.12 0.00
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.35	0.00	0.00	0.00	2.35 0.00
Sittingbourne Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.84	0.00	0.00	2.26	14.11
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00	0.00	0.00	0.00	0.00	1.84 0.00	0.00	0.00	0.00	0.00	3.66 1.17	0.00	0.00	0.00	5.50 1.17
Zone 12 Aldi, Victoria Road, Ashford	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, Kimberley Walk, Ashford Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.20 3.69	0.00 2.44	0.00	1.20 6.62
Ashford Retail Park, Ashford Ashford Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 4.89	0.73	2.54 19.36	3.00 21.55	0.00 1.73	6.27 49.63
B&Q, Norman Road, Ashford Gallagher Retail Park, Norman Road, Ashford	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
John Lewis, Fougeres Way, Ashford Kennington Local Centre, Ashford	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.92	0.00	2.03	0.00	0.00	4.26 0.00
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00	1.73	2.33 2.50
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	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 12 Zone 13	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.46
New Romney Town Centre Tenterden 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 0.46	0.50 0.65	0.00	0.50 1.11
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden Other - Zone 13	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
Zone 14 B&Q, Barker Road, 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	0.00	0.00
B&Q, Will Adams Way, Gillingham Chatham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.73	0.00	0.00	0.00 7.68	0.00 8.41
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham Gillingham Retail Park, Ambley Road, Gillingham	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	2.80	3.98 0.00
Gillingham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	0.00	5.07	6.02 21.84
Hempstead Valley Shopping Centre, Hempstead, Gillingham Maidstone 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	23.42	23.42
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst 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
Tesco Extra, Courteney Road, Gillingham 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	0.00	17.63 6.26	17.63 6.26
Outside Survey Area Abroad	0.00 0.70	0.00	0.00	0.00	0.00 1.36	0.00	0.00 3.04	0.00	0.00	0.00	0.00	0.00 1.06	0.00	0.00 2.26	0.00 8.67
Asda, Maidstone Road, Chatham Bluewater Shopping Centre, 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 49.94
Central London Horsted Retail Park, Maidstone Road, Chatham	0.70	0.00	0.00	0.10	0.00	0.36	0.00	0.18	0.00	0.00	3.44	0.00	0.00	2.26	7.05 0.00
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.00	0.22	0.27	0.06	2.48	0.00	0.00	0.00	0.99	1.72	7.83	0.00	0.65	5.07	19.28
Royal Tunbridge Wells Town Centre Sevenoaks Town Centre	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	2.26 0.00	5.19 0.00
South Aylesford Retail Park, Maidstone 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	22.38 0.00	22.38 0.00
Tesco Extra, Lunsford Park, Aylesford White Cliffs Business Park, Whitfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.72	0.00	0.00	0.00	0.00	0.00	0.00 2.72
Other - Outside Survey Area Total	2.06 21.12	0.22 5.95	0.11 4.48	0.12 4.41	0.00 18.38	0.00 17.14	0.00 59.07	0.00 7.41	0.75 44.13	0.00 40.79	0.00 64.67	0.00 38.00	1.14 33.51	4.53 156.31	8.93 515.39

TABLE D.5 - Comparison Goods Market Share - Bulky Electrical Goods	Zone 1 Zo	one 2 Zo	one 3 Ze	one 4 Zo	one 5 Z	one 6 Zo	one 7 Ze	one 8 Zo	one 9 Z	one 10 Z	one 11 Zo	ne 12 Z	one 13 Z	one 14 T	otal
Zone 1 Asda, Sturry Road, 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
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	1.46 0.00	0.34	0.11	0.41	1.26 0.00	1.04 0.00	0.31 0.00	0.31 0.00	0.66	0.17 0.00	1.06 0.00	0.45	0.00	0.00	7.56 0.00
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.00 2.74	0.00	0.00	0.00	1.29	0.00 1.76	0.00	0.00	0.00 2.56	0.00	0.00	0.00	0.00	0.00 2.45	0.00 15.22
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Wincheap Retail Area, Canterbury Other - Zone 1	0.56 0.00	0.12	0.03	0.00	0.31	0.00	0.00	0.07	0.12	0.00	0.00	0.36	0.10	0.00	1.66 0.00
Zone 2 Blean 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
Chartham Village Centre Meadow Grange Nursery, Honey Hill, Blean	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
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - 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
Zone 3 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
Bridge Village Centre 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
Hersden Village Centre 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
Canterbury Garden Centre, Herne Common, Herne Bay 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 0.25
Eddington Business Park, Herne Bay Reduver 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
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay 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
Whistable Town Centre Other - Zone 5	0.00	0.12	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59
Zone 6 B&Q, Thanet Way, Chestfield, Whitstable	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
Faversham Road, Seasalter	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
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.00	0.00	0.02	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00 1.29
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road, Tankerton	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, Millstrood Road, Whitstable Other - Zone 6	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
Zone 7 Asda, Westwood Road, Broadstairs	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
Broadstairs Town Centre Margate Town Centre	0.00	0.00	0.02	0.00	0.00	0.00	1.38 0.50	0.12	0.00	0.00	0.00	0.00	0.00	0.00	1.52 0.50
Minster-in-Thanet Village Centre Ramsgate 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 0.22
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) Other - Zone 7	0.00	0.00	0.00	0.00	0.34	0.16 0.11	9.79	0.68	1.38	0.00	0.00	0.00	0.00	0.00	12.35 0.80
Zone 8 Archers Low Nursery, Ash Road, Sandwich	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
Littlebourne Village Centre Sandwich 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
Wingham Village Centre Other - Zone 8	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
Zone 9 B&O, Honeywood Park Industrial Estate. Whitfield. Dover	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
Deal Town Centre	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.11	0.74	0.00	0.00	0.00	0.00	0.00	0.87
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.55 0.00	0.23	0.00	0.00	0.00	0.00	1.78 0.00
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover Other - Zone 9	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
Zone 10 Cheriton Village Centre	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.12	0.00 0.69	0.00	0.00	0.00	0.00	0.00 0.91
Folkstone Town Centre Hythe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.72	3.52 0.40	0.00	0.00	0.32	0.00	4.59 0.40
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.70 0.00	3.57 0.00	0.00	0.00	0.27	0.00	5.54 0.00
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	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
Stelling Minnis Village Centre Tesco Superstore, Cheriton High Street, Folkestone	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 10 Zone 11	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
Faversham Town Centre Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.33
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 5.84	0.00	0.00	0.00	0.00 5.84
Sittingbourne Town Centre Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	4.51 0.00	0.00	0.00	0.00	4.60 0.00
Other - Zone 11 Zone 12	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, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	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
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, Ashford	0.00 0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10 3.44	0.17 1.85	0.63 2.64	0.90 8.43
Ashford Town Centre B&Q. Norman Road. Ashford	0.00	0.02	0.02	0.02	0.00	0.07	0.00	0.00	0.12	0.34	0.20	3.62 0.00	3.79 0.00	0.00	8.19 0.00
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.53	0.00	1.52 0.00	2.22 0.12
Kennington Local Centre, Ashford Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.32
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	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 - Cone 12 Zone 13	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
New Romney Town Centre Tenterden 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	0.10 0.41	0.00	0.10 0.41
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10
Zone 13 Zone 14 B&Q, Barker Road, 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	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
B&Q, Will Adams Way, Gillingham Chatham 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	0.48	0.48
Chaudain Fown Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham Gillingham Retail Park, Ambley Road, Gillingham	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
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	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	1.42	1.42
Maidstone Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.10	4.50	4.87
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst 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
Tesco Extra, Courteney Road, Gillingham 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	0.00	0.00	0.00
Outside Survey Area Abroad	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
Asda, Maidstone Road, Chatham Bluewater Shopping Centre, Greenhithe	0.00	0.00	0.00	0.00	0.00	0.00 0.16	0.00	0.00	0.00 0.28	0.00 0.17	0.00 0.85	0.00	0.00	0.00 1.12	0.00 2.60
Central London Horsted Retail Park, Maidstone Road, Chatham	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00 0.96	0.00	0.00	0.00 8.71	0.06 9.66
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells 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 0.63
Sevenoaks Town Centre South Avlesford Retail Park, 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	0.00 4.69	0.00 4.69
Stroot Town Centre Tesco Extra. Lunsford Park. Avlesford	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
White Cliffs Business Park, Whitfield Other - Outside Survey Area	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16 0.00	0.00	0.00	0.00	0.00	0.00	0.16 1.57
Total	4.94	1.39	1.05	1.03	4.30	4.01	13.81	1.73	10.32	9.54	15.12	8.89	7.84	36.56	120.54

TABLE D.6 - Comparison Goods Market Share - Non Bulky Electrical Goods	Zone 1 Zo	one 2 Zo	one 3 Zo	one 4 Zo	one 5 Ze	one 6 Z	one 7 Zo	ne 8 Zo	one 9 Zo	one 10 Z	one 11 Zo	ne 12 Z	one 13 Z	one 14 T	otal
Zone 1 Asda, Sturry Road, Canterbury	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	15.37 0.73	2.79 0.19	1.36 0.25	2.35 0.00	7.41 0.00	5.65 0.00	0.00	3.70 0.00	7.56 0.00	1.20 0.00	5.48 0.00	4.51 0.00	0.00	0.00	57.38 1.17
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.00 21.75	0.00 6.26	0.00 6.24	0.00 5.47	0.00 14.97	0.00 13.42	0.00 1.90	0.00 1.95	0.00 24.68	0.00 2.41	0.00 3.50	0.00 2.25	0.00	0.00	0.00 104.80
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.00 0.96	0.00	0.00	0.00	0.74	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.38 0.96
Wincheap Retail Area, Canterbury Other - Zone 1	1.69 0.00	1.36	0.51	0.00	1.92 0.00	0.65	0.00	0.00	1.28 0.00	0.00	0.00	1.28 0.00	0.77	0.00	9.45 0.00
Zone 2 Blean 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	0.00 0.00
Charlham Village Centre Meadow Grange Nursery, Honey Hill, Blean	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
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - 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
Zone 3 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	0.00 0.00
Bridge Village Centre 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	0.00	0.00
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
Zone 5 Canterbury Garden Centre, Herne Common, 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
Canterbury Road, Herne Bay Eddington Business Park, Herne Bay	0.00 0.00	0.00	0.00	0.13	1.19 0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.94 0.00
Recluver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, 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
Sea Street, Herne Bay Whitstable Town Centre	0.00	0.00 0.19	0.00	0.00	0.00	0.00 7.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 8.73
Other - Zone 5 Zone 6	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
B&Q, Thanet Way, Chestfield, Whitstable Faversham Road, Seasalter	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
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.00	0.00	0.00	0.00	0.00 5.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 6.70
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road. Tankerton	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
Tainkeron Road, Tainkeron Tesco Extra, Millstrood Road, Whitstable Other - Zone 6	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85 0.00
Other - Zone 6 Zone 7 Asda, Westwood Road, Broadstairs	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 1.90	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
Broadstairs Town Centre	0.73	0.00	0.00	0.00	0.00	0.00	8.18	1.21	0.00	0.00	0.00	0.00	0.00	0.00	1.90 10.12
Margate Town Centre Minster-in-Thanet Village Centre	0.00 0.00	0.00	0.00	0.00	0.00	0.00	6.15 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.15 0.00
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00 0.00	0.00	0.00	0.00 0.17	0.00 1.78	0.00 0.65	12.43 80.34	0.27 5.09	0.00 16.47	0.00	1.98 0.00	0.00	0.00	0.00	14.68 104.50
Other - Zone 7 Zone 8	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
Archers Low Nursery, Ash Road, Sandwich Littlebourne 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
Sandwich Town Centre Wingham 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
Other - Zone 8 Zone 9	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
B&Q, Honeywood Park Industrial Estate, Whitfield, Dover Deal 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
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.52	0.00	0.00	0.00	0.00	0.00	13.52
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.27
Other - Zone 9 Zone 10	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
Cheriton Village Centre Folkstone Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 29.56	0.00	0.00	0.00 3.63	0.00	0.00 33.46
Hythe Town Centre Park Farm Retail Park, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 13.78	7.13 25.79	0.00	0.00	0.77 2.53	0.00	7.89 42.11
Sainsbury's Superstore, Bouverie Road West, Folkestone Sainsbury's Superstore, Military Road, Hythe	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, Retail Park, Park Farm Road, Folkestone Stelling Minnis 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
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.20	0.00	0.00	0.00	0.00	0.00 1.20
Zone 11 Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 10.86	0.00	0.00	0.00	0.00 11.50
Minster Village Centre, Isle of Sheppey Sheemess Town Centre, Isle of Sheppey	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 1.52
Sittingbourne Retail Park, Sittingbourne Sittingbourne Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	43.95 30.41	0.00	0.00	0.00 4.38	43.95 34.78
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	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
Zone 12	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, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	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 1.00	0.00	0.00
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, Ashford	0.00	0.00 0.19	0.00	0.00	0.00	0.00	2.48 0.00	0.00	0.00 1.28	0.00 3.15	0.00	5.30 28.11	15.07	0.00 7.73	8.79 55.93
Ashford Town Centre B&Q, Norman Road, Ashford	0.00	0.44	0.00	0.20	0.00	0.00	0.00	0.00	0.00	4.81 0.00	3.50 0.00	20.55 0.00	27.56 0.00	0.00	57.06 0.00
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.28	0.00 3.14	0.00	3.53 1.28	0.00 2.39	0.00	3.53 8.09
Kennington Local Centre, Ashford Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.85	0.00	0.00	0.00 2.85
Tesco Extra, Hythe Road, Willesborough, Ashford Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.28 0.00	1.00 0.00	0.00	2.28 0.00
Other - Zone 12 Zone 13	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
New Romney Town Centre Tenterden 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 2.30	0.00	0.00 2.30
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.77	0.00	2.77
Zone 14 B&O Barker Road 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	0.00	0.00
B&Q, Will Adams Way, Gillingham Chatham 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 36.13	0.00 36.13
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham Gillingham Retail Park, Ambley Road, Gillingham	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
Gillingham Town Centre	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.76	9.60
Hempstead Valley Shopping Centre, Hempstead, Gillingham Maidstone Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 7.46	0.00 1.28	0.00	37.17 65.13	37.17 74.39
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst 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
Tesco Extra, Courteney Road, Gillingham 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	0.00	8.77 0.00	8.77 0.00
Outside Survey Area Abroad	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
Asda, Maidstone Road, Chatham Bluewater Shopping Centre, Greenhithe	0.00	0.00	0.00	0.00	0.00	0.00 1.29	0.00 1.90	0.00	0.00 2.95	0.00 1.20	0.00 6.89	0.00 1.95	0.00 3.86	0.00 23.60	0.00 44.08
Central London Horsted Retail Park, 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 9.17	0.00	0.00	0.00 72.91	0.00 82.08
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells 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 4.38
Royal runnings wells rown centre Sevenoaks Town Centre South Aylesford Retail Park. Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.52	0.00	0.00	0.00 30.68	0.00 32.19
South Aylestord Retail Park, Maiostone Stond Town Centre 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	0.00	0.00	0.00 1.00
White Cliffs Business Park, Whitfield	0.00	0.00	0.00	0.00 0.00 0.13	0.00 0.00 0.00	0.00	0.00 0.00 0.00	0.00	1.67	0.00	0.00	0.00	0.00	0.00 0.00 5.42	1.00 1.67 6.50
Other - Outside Survey Area Total	0.00 41.23	0.19 11.61	0.00 8.75	0.13 8.61	0.00 35.87	0.00 33.44	0.00 115.28	0.00 14.46	0.00 86.13	0.00 79.61	0.00 126.21	0.00 74.17	0.77 65.40	5.42 305.06	6.50 1005.85

TABLE D.7 - Comparison Goods Market Share - Toys and Sporting goods	Zone 1 Zo	one 2 Zo	one 3 Zo	one 4 Zo	one 5 Z	one 6 Z	one 7 Zo	ne 8 Z	one 9 Zi	one 10 Z	one 11 Zu	one 12 Zo	ine 13 Zi	one 14 To	otal
Zone 1 Asda, Sturry Road, 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
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	16.67 0.00	4.16 0.00	2.45 0.00	0.00	9.32 0.00	7.35 0.00	2.19 0.00	1.48 0.00	2.37 0.00	7.93 0.00	15.27 0.00	2.80 0.00	3.98 0.00	0.00	78.25 0.00
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Sturry Village Centre	0.00 2.59 0.00	0.00 0.59 0.00	0.00 1.36 0.00	0.00 1.38 0.00	0.00 0.54 0.00	0.00 2.18 0.00	0.00 0.00 0.00	0.00 0.00 0.00	0.00 4.36 0.00	0.00 0.00 0.00	0.00 3.62 0.00	0.00 0.84 0.00	0.00 0.00 0.00	0.00 0.00 0.00	0.00 17.44 0.00
Stury Vindage Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury Wincheap Retail Area. Canterbury	0.00 0.00 1.41	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 Zone 2	0.61 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	0.61 0.00
Blean Village Centre Chartham 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
Meadow Grange Nursery, Honey Hill, Blean Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr 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 2 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 Village Centre Bridge 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
Zone 4 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
Zone 5 Canterbury Garden Centre, Herne Common, 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
Canterbury Road, Herne Bay Eddington Business Park, Herne Bay	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.54
Recluver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	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
Sea Street, Herne Bay Whitstable Town Centre	0.00	0.00	0.00	0.00 0.12	0.00 0.54	0.00 3.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.68
Other - Zone 5 Zone 6	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
B&Q, Thanet Way, Chestfield, Whitstable Faversham Road, Seasalter	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
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.00	0.00	0.00	0.00	0.00 5.35	0.00 0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 6.14
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road, Tankerton	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, Millstrood Road, Whitstable Other - Zone 6	0.00	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	0.67
Zone 7 Asda, Westwood Road, Broadstairs Broadstairs 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 0.00 0.00	0.00
Margate Town Centre	0.00	0.00	0.00 0.00 0.00	0.00	0.00 0.00 0.00	0.00 2.81	3.55 1.35	1.05 0.00	0.00	0.00	0.00 0.00 0.00	0.00	0.00	0.00	4.60 4.28
Minster-in-Thanet Village Centre Ramsgate Town Centre Williage Centre & Data! Data / Bendation Data! Data / Foot /	0.00 0.00 0.61	0.00 0.00 0.44	0.00 0.00 0.11	0.00 0.00 1.07	0.00 0.00 3.10	0.00 0.00 2.01	0.00 6.68 43.83	0.00 0.52 2.88	0.00 0.00 16.53	0.00 0.00 0.82	0.00 0.00 1.16	0.00 0.00 0.00	0.00 0.00 0.00	0.00	0.00 7.20 72.56
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) Other - Zone 7 Zone 8	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
Archers Low Nursery, Ash Road, Sandwich Littlebourne 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	0.00
Sandwich Town Centre Wingham Village Centre	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	1.32
Other - Zone 8 Zone 9	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
B&Q, Honeywood Park Industrial Estate, Whitfield, Dover Deal 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
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23 0.00	13.76	0.00	0.00	0.00	0.00	0.00	13.99
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover Other - Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.76	0.00	0.00	0.00	0.00	0.00	0.93
Zone 10 Cheriton 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	0.00
Folkstone Town Centre Hythe Town Centre	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.76	19.54	0.00	0.67	1.76	0.00	22.89 0.00
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.62 0.82
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.00	0.79 0.82
Stelling Minnis Village Centre Tesco Superstore, Cheriton High Street, Folkestone	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 10 Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.62 0.00
Faversham Town Centre Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.51 0.00	0.00	0.00	0.00	1.51 0.00
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.41 1.87	0.00	0.00	0.00	6.41 1.87
Sittingbourne Town Centre Tesco Superstore, Crescent Road, Faversham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.02 0.00	0.00	0.00	0.00	10.02 0.00
Other - Zone 11 Zone 12	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.00	0.00	0.00	0.00	1.51 0.00	0.00	0.00	0.00	1.51 0.00
Aldi, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	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 1.77	0.00 0.00 0.00	0.00 0.00 0.00	0.00 0.00 0.62	0.00 0.00 0.00	0.00 0.67 0.00	0.00 0.00 0.79	0.00 0.00 0.00	0.00 0.67 3.19
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, Ashford Ashford Town Centre	0.00	0.15 0.00	0.00	0.00	0.00	0.00	6.84	0.00	0.00	2.45 7.47	0.00	6.81 30.80	8.83 14.06	5.87 3.24	30.95 56.14
B&Q, Norman Road, Ashford	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
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford Kennington Local Centre. Ashford	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, Simone Weil Avenue, Ashford Tesco Extra. Hythe Road, Willesborough, Ashford	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, Moatfield Meadow, Kingsnorth, Ashford Other - Zone 12	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
Zone 13 New Romney 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
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.49
Other - Zone 13 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	0.00	0.00	0.00
B&Q, Barker Road, Maidstone B&Q, Will Adams Way, Gillingham	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
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, 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	19.63 0.00	19.63 0.00
Gillingham Retail Park, Ambley Road, Gillingham Gillingham 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	8.50 6.27	8.50 6.27
Hempstead Valley Shopping Centre, Hempstead, Gillingham Maidstone Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.52 8.37	0.00	0.49 1.52	25.89 45.86	34.90 55.86
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst 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	3.24 0.00	3.24 0.00
Tesco Extra, Courteney Road, Gillingham 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	0.00	0.00	2.62 2.00	2.62 2.00
Outside Survey Area Abroad	0.00 0.00	0.00	0.00	0.00	0.00	0.00 0.73	0.00	0.00 0.17	0.00	0.00 1.95	0.00	0.00	0.00	0.00 2.00	0.00 4.86
Asda, Maidstone Road, Chatham Bluewater Shopping Centre, Greenhithe	0.00 0.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.25	0.00 9.10	0.00	0.00 3.09	10.11 9.11	10.11 23.35
Central London Horsted Retail Park, Maidstone Road, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.49	0.00	0.66
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells 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	2.62 2.62	2.62
Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.51	0.00	0.00	0.00 18.38	0.00 19.90
Strood Town Centre 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	0.00	0.00
White Cliffs Business Park, Whitfield Other - Outside Survey Area Total	0.00 0.99 23.68	0.00 0.00 6.67	0.00 0.00 5.03	0.00 0.00 4.95	0.00 0.00 20.61	0.00 0.00 19.21	0.00 0.00 66.22	0.00 0.00 8.31	4.73 0.00 49.47	0.00 0.82 45.72	0.00 3.62 72.49	0.00 0.00 42.60	0.00 0.64 37.57	0.00 7.25 175.22	4.73 13.30 577.74
- 	23.00	0.07	0.03	4.00	20.01	10.21	22.00	5.51	40.41		. 2.40	-2.00	001		J

Part	TABLE D.8 - Comparison Goods Market Share - Gardening and DIY															
Control Cont																
Second Second	Canterbury City Centre	1.49	0.32	0.17	0.39	0.09	0.20	0.12	0.12	0.25	0.08	0.60	0.55	0.00	0.35	4.74
Part	St Dunstans, 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
Section Personal																
Mathematical	Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury															
Part	Other - Zone 1	0.00	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.09
March Marc	Blean 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
Company Comp	Meadow Grange Nursery, Honey Hill, Blean	0.28	0.04	0.00	0.01	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Stere Mary Career Anne 1969 200 201			0.00						0.02						0.00	
Supplier Sup																
Contact State Carrier State Part Personal Part Contact State Carrier State Part Personal Part Contact State Carrier State Part Personal Part Per	Bridge 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
Chamber Comment Member 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	
Satzeris menumen menum	Canterbury Garden Centre, Herne Common, Herne Bay	0.06	0.00	0.00	0.05	0.06	0.00	0.16	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.35
Semental Semental Manusem After Semental Sementa				0.01	0.01	0.27		0.00	0.00	0.00	0.00	0.00	0.00	0.00		0.29
Sementicularise mines of the properties of the p																
Chee Farmin 100																
Big Performent Charment C	Other - Zone 5	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
New Park Park Park Park Park Park Park Park	B&Q, Thanet Way, Chestfield, Whitstable	0.00	0.01	0.00	0.00	0.41	0.45	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	1.17
Semblande Meren Me	Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe															
Tamber Tamber Same Manuel Same	Herne Bay Town Centre	0.00	0.00	0.01	0.03	1.66	0.00	0.00	0.02	0.00	0.00	0.19	0.00	0.00	0.00	1.91
Che L' Dat Al Amenon Hauth Broadman (1986) 20 10 10 10 10 10 10 10 10 10 10 10 10 10	Tankerton Road, Tankerton	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
Mak Marken Shand mismatem files files mismaters in the files mismaters in the files mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in the files of the mismaters in th	Other - Zone 6	0.00	0.00	0.00	0.00	0.05	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36
Magnet Free Control Co	Asda, Westwood Road, Broadstairs	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
Marium Plange Transport Plane Flore Design Flore Flore Design Flore																
Name of Control Register from the District from the Plant Flant International Plant Flant International Plant Flant International Plant Flant International Plant Flant International Plant Flant International Plant Flant International Plant Flant International Plant Flant International Plant Flant International Plant Flant International Plant In	Minster-in-Thanet Village Centre	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Teal Plane Personal	Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00	0.00	0.00	0.01	0.05	0.09	9.34	0.35	0.69	0.00	0.00	0.00	0.00	0.00	10.53
Manuscript Company Manuscript	Zone 8	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
Margin Margin Caree 100	Littlebourne 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
Chee Chee																
Bull- Information Charles 100 200	Other - Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.08	0.00	0.00	0.00	0.00	0.22
Door Total Career Career	B&Q, Honeywood Park Industrial Estate, Whitfield, Dover	0.00	0.00	0.02	0.00	0.16	0.00	0.00	0.04	1.32	0.00	0.00	0.00	0.00	0.00	1.54
Tool Face Name Criter Pack Pa	Dover Town Centre	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.17	1.47	0.00	0.00	0.00	0.00	0.00	1.66
Chimar - Town 9 Chimar - T																
Content Part	Other - Zone 9															
Pine Found Care Pine P	Cheriton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08
Seminary Supporting Nourier Repealment 0.00	Hythe Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.80	0.00	0.00	0.00	0.00	0.80
Semberly Specemen Millary Risked, shipped (1986) and shipped (1986) an	Sainsbury's Superstore, Bouverie Road West, Folkestone	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
Selfrig Nilyeg Cerlye Cross Seprents Nilyeg Cerlye Cross Seprents Nilyeg Cerlye Cross Seprents Nilyeg Cerly Cross Seprents Nilyeg Seprents N	Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone														0.00	
Chest	Stelling Minnis 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
Feembass Margin Centre 100 1	Other - Zone 10	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.08	0.08	0.00	0.00	0.00	0.00	0.18
Sementa Company Comp	Faversham Town Centre	0.00	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	0.79
Stern Confrience 1	Minster Village Centre, Isle of Sheppey Sheerness Town Centre, Isle of Sheppey															
Cherr - Zeen 1 1																
Zone 12 Content Cont																
Asda Kimberley Wak, Aethord 0 00 00 00 00 00 00 00 00 00 00 00 00	Zone 12	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
Ashford Feelal Plark, Ashford	Asda, Kimberley Walk, Ashford	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
BAC), Norman Road, Ashford	Ashford Retail Park, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	2.40	1.89	0.00	4.41
Gallaigher Fleate Plark, Norman Fload, Ashford																
Kenninghi Ceal Centre, Ashbrids 0.00 0	Gallagher Retail Park, Norman Road, Ashford	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 Extr. Hyther Road, Williesbrorogh, Asthord 100 000 000 000 000 000 000 000 000 000	Kennington Local Centre, Ashford	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
Oher - Zone 12 Zone 13 Cone 14 Cone 15 Cone 14 Cone 15	Tesco Extra, Hythe Road, Willesborough, Ashford	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
New Normey Tom Centre	Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.64	0.13	0.00	0.85
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden									0.00							
Chest-Zone 13	Tenterden 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	0.86	0.00	0.86
BAC, Barker Road, Maistatone 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.43
Chathant Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Many's Island, Chatham	B&Q, Barker Road, 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	1.05	1.05
Gillingham Retail Park, Ambey Road, Gillingham Collingham Tom Centre Collingham Centre Collingham Tom Centre Collingham Ce	Chatham 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	1.48	1.48
Californian Town Centre Californian Town Centre Californian Town Centre Californian Town Centre Californian Town Centre Californian Town Centre Californian Town Centre Californian	Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham Gillingham Retail Park, Ambley Road, Gillingham			0.00											0.00	
Maidstone Town Centres	Gillingham Town Centre															
Staplehust Village Centre 0.00	Maidstone 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	0.06	7.17	7.24
Other - Came 14	Staplehurst Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.06	0.00	0.08
Outside Survey Area 100 0.00	l esco Extra, Courteney Road, Gillingham Other - Zone 14															
Asda Maistone Road, Chatham 0.00 <t< td=""><td></td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td><td>0.00</td></t<>		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
Central London	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
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays 00 0 00 00 00 00 00 00 00 00 00 00 00	Central London	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Royal Trubridge Wells Town Centre 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	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
South Ayesford Fetal Plark, Midistone 0.0	Royal Tunbridge Wells 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	0.35	0.35
Tesco Extra, Lunsford Park, Aylesford 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	3.65	3.77
Other - Outside Survey Area 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.	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	0.00	0.00
Total 4.43 1.25 0.94 0.93 3.85 3.59 12.39 1.55 9.25 8.55 13.56 7.97 7.03 32.77 108.07	Other - 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	0.07	0.00	1.96	2.03
	I Vidi	4.43	1.25	0.94	0.93	3.85	3.59	12.39	1.55	9.25	0.55	13.56	1.97	1.03	34.//	100.07

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5 Z	Zone 6 Z	one 7	Zone 8	Zone 9 Z	Zone 10	Zone 11	Zone 12 Z	Zone 13 Z	Zone 14	To
cone 1 sda, Sturry Road, Canterbury	0.48%	0.00%	0.11%	0.37%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
anterbury City Centre	59.02%	49.19%	51.29%	50.98%	34.33%	35.69%	4.24%	29.39%	19.18%	17.63%	14.33%	11.53%	6.59%	0.53%	6
ainsbury's Superstore, Kingsmead Road, Canterbury Dunstans, Canterbury	0.43%	0.40%	0.69%	0.06%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
urry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	22.00%	20.99%	29.15%	26.27%	13.69%	16.11%	0.63%	3.86%	11.32%	1.41%	2.16%	2.01%	0.00%	0.19%	6
urry Village Centre sco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.00% 0.56%	0.00%	0.39%	0.61%	0.57%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
încheap Retail Area, Canterbury	4.91%	11.71%	6.68%	2.36%	2.81%	0.90%	0.00%	0.96%	1.45%	0.46%	0.28%	0.81%	0.32%	0.11%	6
ther - Zone 1	0.36% 0.00%	0.18%	0.03%	0.16%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	
ean 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%	6
hartham Village Centre	0.04%	0.06%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	6
leadow Grange Nursery, Honey Hill, Blean /yevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury	0.16%	0.09%	0.00%	0.02%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
ther - Zone 2	0.00%	0.05%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
one 3 arham Village Centre	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.04%	0.00%	0.00%	0.00% 0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	
ridge 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%	6
one 4 ersden Village Centre	0.00% 0.22%	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%	
one 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%	6
canterbury Garden Centre, Herne Common, Herne Bay	0.03%	0.00%	0.00%	0.14% 2.46%	0.04% 1.18%	0.00%	0.03%	0.03% 3.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
ddington Business Park, Herne Bay	0.00%	0.00%	0.03%	0.03%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
ecluver Road, Beltinge, Herne Bay	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
ainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay ea Street, Herne Bay	0.00%	0.00%	0.00%	0.00%	2.42% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
/hitstable Town Centre	0.00%	1.47%	0.00%	1.27%	3.58%	23.07%	0.00%	0.41%	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	6
Other - Zone 5	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	,
&Q, Thanet Way, Chestfield, Whitstable	0.00%	0.03%	0.00%	0.00%	0.27%	0.33%	0.00%	0.00%	0.00%	0.00%	0.06%	0.00%	0.00%	0.00%	
aversham Road, Seasalter	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.54%	0.00%	0.00%	0.00%	
lerne Bay Road / St Johns Road / Swalecliffe lerne Bay Town Centre	0.00%	0.50%	0.00%	0.00% 1.35%	0.15% 18.47%	0.00% 3.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
ainsbury's Superstore, Reeves Way, Whitstable	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
ankerton Road, Tankerton esco Extra, Millstrood Road, Whitstable	0.00%	1.41% 0.09%	0.00%	0.00%	0.00% 0.74%	0.00%	0.00%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
ther - Zone 6	0.00%	0.00%	0.00%	0.00%	0.03%	0.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6
one 7 sda. Westwood Road. Broadstairs	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%	
roadstairs Town Centre	2.03%	0.00%	0.06%	0.00%	0.33%	0.31%	6.00%	6.64%	0.00%	0.00%	0.00%	0.00%	1.22%	0.00%	6
largate Town Centre linster-in-Thanet Village Centre	0.00%	0.00%	0.00%	0.55%	0.00%	3.58%	3.28% 0.00%	0.34%	0.41%	0.14%	0.00%	0.00%	0.15%	0.00%	
amsgate Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	8.83%	2.53%	0.28%	0.00%	0.38%	0.00%	0.00%	0.00%	
/estwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	2.20%	1.76%	1.93%	9.27%	15.46%	5.60%	69.39%	31.42%	22.99%	0.89%	0.22%	0.00%	0.00%	0.20%	
Nther - Zone 7 one 8	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	1.17% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
rchers Low Nursery, Ash Road, Sandwich	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6
ittlebourne Village Centre andwich Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 6.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
/ingham Village Centre	0.00%	0.00%	0.00%	0.00%	0.20%	0.00%	0.00%	0.44%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%	
ther - Zone 8	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.06%	0.03%	0.00%	0.00%	0.00%	0.00%	
one 9 &Q, Honeywood Park Industrial Estate, Whitfield, Dover	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
eal Town Centre	0.00%	0.87%	0.50%	0.23%	0.00%	0.00%	0.00%	3.23%	8.76%	0.00%	0.00%	0.00%	0.00%	0.00%	6
over Town Centre ainsbury's Superstore, West Street, Deal	0.00% 0.00%	0.32%	0.46%	0.00%	0.00%	0.00%	0.00%	1.32%	16.84% 0.67%	0.57%	0.00%	0.00%	0.00%	0.00%	
esco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	
Other - Zone 9	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.78%	0.00%	0.00%	0.00%	0.00%	0.00%	
theriton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.44%	0.00%	0.03%	0.00%	0.00%	
olkstone Town Centre	0.25%	0.59%	0.04%	0.00%	0.00%	0.00%	0.00%	0.50%	1.02%	34.67%	0.00%	1.52%	3.33%	0.00%	
lythe Town Centre Park Farm Retail Park, Folkestone	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 4.80%	8.13% 11.66%	0.00%	0.18%	0.52% 1.57%	0.00%	
ainsbury's Superstore, Bouverie Road West, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	b
ainsbury's Superstore, Military Road, Hythe ainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.29%	0.00%	
stelling Minnis 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%	6
esco Superstore, Cheriton High Street, Folkestone hther - Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	
ione 11	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%	6
aversham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%	0.00%	0.00%	3.92% 0.02%	0.00%	0.00%	0.00%	
finster Village Centre, Isle of Sheppey sheerness Town Centre, Isle of Sheppey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	
ittingbourne Retail Park, Sittingbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.59%	0.00%	0.00%	0.00%	6
idtingbourne Town Centre lesco Superstore, Crescent Road, Faversham	0.51%	0.00%	0.00%	0.00%	0.00%	0.06%	0.13%	0.00%	0.00%	0.00%	17.94% 0.70%	0.00%	0.00%	0.70%	
Other - Zone 11	0.00%	0.05%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	6
one 12 Idi, Victoria Road, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.31%	0.00%	0.00%	
sda, Kimberley Walk, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	0.00%	0.00%	6
shford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) shford Retail Park. Ashford	0.00%	0.73% 0.75%	0.00%	0.00%	0.33%	0.00%	1.67%	0.27%	2.35% 0.39%	2.90%	1.61% 0.34%	7.89% 16.77%	6.96% 13.73%	0.70%	
shford Town Centre	0.80%	2.41%	1.34% 0.07%	0.00% 1.08%	0.38%	0.00% 0.96%	1.44% 0.00%	0.00% 1.47%	0.71%	1.79% 9.63%	0.71%	45.57%	46.32%	1.95% 1.13%	6
&Q, Norman Road, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.26%	0.00%	0.02%	6
iallagher Retail Park, Norman Road, Ashford ohn Lewis, Fougeres Way, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.68%	0.00%	1.33%	0.00%	0.12%	
ennington Local Centre, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	
ainsbury's Superstore, Simone Weil Avenue, Ashford esco Extra, Hythe Road, Willesborough, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.44%	0.00%	0.46%	
esco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	6
ther - Zone 12 one 13	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.77%	0.05%	0.00%	
lew Romney 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%	1.34%	0.00%	6
enterden Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%	4.31%	0.00%	
esco Superstore, Highbury Works, Smallhythe Road, Tenterden Ither - Zone 13	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	0.00%	
one 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%	0.00%	0.00%	6
&Q, Barker Road, Maidstone &Q, Will Adams Way, Gillingham	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 0.17%	0.00%	0.00%	0.08%	
hatham Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%	0.00%	0.00%	0.51%	0.00%	0.24%	9.04%	6
lockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%	0.63%	6
illlingham Retail Park, Ambley Road, Gillingham illlingham 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%	1.63%	
lempstead Valley Shopping Centre, Hempstead, Gillingham	0.00%	0.28%	0.00%	0.00%	0.00%	0.32%	0.00%	0.00%	0.00%	0.00%	3.29%	0.00%	0.18%	12.59%	6
laidstone Town Centre	0.00%	0.00%	0.31%	0.47%	0.00%	0.34%	0.00%	0.77%	0.00%	0.00%	7.24%	1.20%	1.90%	25.16%	
ainsbury's Superstore, Hempstead Valley, Gillingham taplehurst Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%	0.00%	0.00%	0.26%	
esco Extra, Courteney Road, Gillingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	0.00%	0.00%	2.95%	6
Other - Zone 14 Outside Survey Area	0.00%	0.30%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.04%	1.90% 0.00%	
broad	0.41%	0.28%	0.56%	0.00%	0.92%	0.53%	1.37%	0.29%	0.26%	0.59%	0.00%	0.35%	0.00%	0.34%	6
usda, 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%	0.80%	6
Iluewater Shopping Centre, Greenhithe Central London	1.21% 0.41%	1.19% 0.14%	2.87% 0.61%	0.00%	0.65%	1.66%	0.40%	0.74%	1.15% 0.26%	3.03%	15.06% 1.67%	2.65%	3.58% 0.18%	12.54%	
lorsted Retail Park, Maidstone Road, Chatham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.94%	0.00%	0.00%	6.66%	6
akeside Retail Park & Shopping Centre, West Thurrock, Grays	0.29%	1.20%	1.06%	0.87%	1.67%	0.75%	0.34%	0.46%	0.28%	0.88%	2.21%	0.32%	0.96%	0.82%	,
toyal Tunbridge Wells Town Centre sevenoaks Town Centre	0.00% 0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	0.44%	0.00%	0.15%	1.46% 0.00%	
outh Aylesford Retail Park, Maidstone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	1.51%	0.00%	0.40%	7.75%	6
trood Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	0.00%	0.00%	0.00%	6
esco Extra, Lunsford Park, Aylesford Vhite Cliffs Business Park, Whitfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00% 4.23%	0.00%	0.00%	0.00%	0.37%	0.00%	
Other - Outside Survey Area	2.77%	0.85%	1.01%	0.93%	0.00%	0.00%	0.25%	0.99%	0.61%	0.39%	1.37%	0.39%	1.66%	3.79%	6
otal	100%	100%	100%		100%	100%		100%	100%		100%	100%	100%	100%	

Zone 1 Asda, Sturry Road, Canterbury	0.82	0.00	0.04	0.13	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	į
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	100.55 0.73	23.60	18.55 0.25	18.14	50.89	49.32 0.00	20.20	17.57 0.34	68.28	58.00 0.00	74.76 0.00	35.33	17.82	6.68	3
St Dunstans, 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)
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Rusturry Village Centre	37.48 0.00	10.07 0.00	10.54 0.14	9.35 0.22	20.30 0.84	22.26 1.00	2.98 0.00	2.30 0.00	40.30 0.00	4.63 0.00	11.28 0.00	6.16 0.00	0.00	2.45 0.00	
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.96 8.37	0.00 5.62	0.00 2.41	0.00	0.00 4.16	0.00 1.24	0.00	0.00 0.58	0.00 5.18	0.00 1.52	0.00 1.48	0.00 2.49	0.00 0.87	0.00 1.34)
Wincheap Retail Area, Canterbury Other - Zone 1	0.61	0.09	0.01	0.06	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00)
Zone 2 Blean 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	0.00	
Chartham Village Centre Meadow Grange Nursery, Honey Hill, Blean	0.07 0.28	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00	
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - Zone 2	0.06	0.00	0.03	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.06	0.00)
Other - Zone 2 Zone 3	0.00	0.02 0.00	0.01 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 Village Centre Bridge Village Centre	0.00	0.00	0.01	0.00	0.00	0.06	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	
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)
Hersden Village Centre Zone 5	0.37 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)
Canterbury Garden Centre, Herne Common, Herne Bay Canterbury Road, Herne Bay	0.06	0.00 0.07	0.00	0.05 0.88	0.06 1.75	0.00 0.49	0.16 0.00	0.02 2.17	0.00	0.00 0.23	0.00	0.00	0.00	0.00	
Eddington Business Park, Herne Bay Recluver Road, Beltinge, Herne Bay	0.00	0.00	0.01	0.01	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.00	3.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00)
Sea Street, Herne Bay Whitstable Town Centre	0.00	0.00 0.71	0.00	0.00 0.45	0.00 5.30	0.00 31.88	0.00	0.00 0.25	0.00	0.00	0.00 0.45	0.00	0.00	0.00	
Other - Zone 5 Zone 6	0.00	0.00	0.00	0.00	0.11 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
B&Q, Thanet Way, Chestfield, Whitstable	0.00	0.01	0.00	0.00	0.41	0.45	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00)
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	0.00	0.00	0.00	0.00	0.00 0.22	0.04	0.00	0.00	0.00	0.00	2.84 0.00	0.00	0.00	0.00	
Herne Bay Town Centre Sainsbury's Superstore, Reeves Way, Whitstable	0.00	0.24 0.00	0.03	0.48	27.37 0.00	4.65 0.36	0.00	0.28	0.00	0.23	0.45 0.00	0.00	0.00	0.00	
Tankerton Road, Tankerton	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00)
Tesco Extra, Millstrood Road, Whitstable Other - Zone 6	0.00	0.04	0.00	0.00	1.09 0.05	1.44 0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00)
Zone 7 Asda, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	0.00 3.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Broadstairs Town Centre Margate Town Centre	3.45 0.00	0.00	0.02	0.00	0.49	0.42 4.95	28.57 15.64	3.97 0.20	0.00	0.00 0.45	0.00	0.00	3.31 0.41	0.00)
Minster-in-Thanet Village Centre	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00)
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Ke	0.00 3.76	0.00 0.84	0.00	0.00 3.30	0.00 22.92	0.26 7.73	42.05 330.55	1.51 18.78	0.99 81.82	0.00 2.92	1.98 1.16	0.00	0.00	0.00 2.51	
Other - Zone 7 Zone 8	0.00	0.00	0.00	0.00	0.00	0.11 0.00	5.58 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00)
Archers Low Nursery, Ash Road, Sandwich	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00)
Littlebourne Village Centre Sandwich Town Centre	0.00	0.00	0.00	0.00	0.00 0.41	0.00	0.00	0.00 3.74	0.00	0.00	0.00	0.00 0.71	0.00	0.00	
Wingham Village Centre Other - Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26 0.14	0.00 0.20	0.00 80.0	0.00	0.00	0.00	0.00	
Zone 9	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)
B&Q, Honeywood Park Industrial Estate, Whitfield, Dover Deal Town Centre	0.00	0.00 0.42	0.02 0.18	0.00 80.0	0.16 0.00	0.00	0.00	0.04 1.93	1.32 31.19	0.00	0.00	0.00	0.00	0.00	
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.00	0.15	0.17 0.00	0.00	0.00	0.00	0.00	0.79	59.92 2.37	1.88 0.00	0.00	0.00	0.00	0.00	
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	1.02	0.00	0.00	0.00	0.00	0.00)
Other - Zone 9 Zone 10	0.00	0.22 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.02 0.00	2.77 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	0.00 0.00	
Cheriton Village Centre Folkstone Town Centre	0.00 0.43	0.00 0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.12 3.64	1.46 114.04	0.00	0.10 4.66	0.00 9.01	0.00	
Hythe Town Centre	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	26.75	0.00	0.56	1.41	0.00)
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.08 0.00	38.36 1.12	1.56 0.00	0.00	4.25 0.00	0.00	
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46 1.12	0.00	0.00	0.79	0.00	
Stelling Minnis 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)
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	0.00	0.00 0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.08	0.23 2.64	0.00	0.00	0.00	0.00	
Zone 11 Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00 0.65	0.00	0.00	0.00	0.00	0.00 20.45	0.00	0.00	0.00	
Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00)
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.64 60.46	0.00	0.00	0.00)
Sittingbourne Town Centre Tesco Superstore, Crescent Road, Faversham	0.87	0.00	0.00	0.00	0.00	0.09 2.30	0.63 0.00	0.00	0.00	0.00	93.55 3.66	0.00	0.00	8.77 0.00	
Other - Zone 11	0.00	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.53	0.00	0.00	0.00)
Zone 12 Aldi, Victoria Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	0.00 0.00)
Asda, Kimberley Walk, Ashford Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.00	0.00 0.35	0.00	0.00	0.00 0.49	0.00	0.00 7.96	0.00 0.16	0.00 8.37	0.00 9.53	0.00 8.38	2.80 24.18	0.00 18.80	0.00 8.77	
Ashford Retail Park, Ashford Ashford Town Centre	0.99 1.36	0.36 1.16	0.48	0.00	0.58 0.57	0.00 1.32	6.84	0.00	1.40 2.54	5.88	1.76 3.70	51.41 139.66	37.09 125.19	24.63 14.19	3
B&Q, Norman Road, Ashford	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	31.68 0.08	0.00	0.78	0.00	0.27	,
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford	0.00 0.49	0.00 0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.28	0.17 5.52	0.00	4.07 3.31	0.00 2.49	1.52 2.64	
Kennington Local Centre, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 4.41	0.32	0.00 5.80)
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.37	2.93	0.00)
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 80.0	0.00	0.44 2.35	0.00 0.13	0.00	
Zone 13 New Romney 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 0.00	0.00 3.63	0.00 0.00)
Tenterden Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	11.64	0.00)
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.54	2.87 0.21	0.00	
Zone 14 B&Q, Barker Road, 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	0.00	0.00	0.00	0.00 1.05)
B&Q, Will Adams Way, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.00	8.67	,
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	2.65 1.17	0.00	0.66	113.91 7.90	
Gillingham Retail Park, Ambley Road, Gillingham	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	20.60)
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	0.00	0.00 0.13	0.00	0.00	0.00	0.85 0.45	0.82	0.00	0.00	0.00	10.61 17.13	0.00	0.00 0.49	49.75 158.75	5
Maidstone Town Centre Sainsbury's Superstore, Hempstead Valley, Gillingham	0.00	0.00	0.11	0.17	0.00	0.46	0.00	0.46	0.00	0.00	37.77 0.49	3.67 0.00	5.14 0.00	317.21 3.24	
Staplehurst Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.06	0.00)
Tesco Extra, Courteney Road, Gillingham Other - Zone 14	0.00	0.00 0.14	0.00 0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93 4.24	0.00	0.00 0.10	37.17 23.98	
Outside Survey Area Abroad	0.00 0.70	0.00 0.13	0.00 0.20	0.00	0.00 1.36	0.00	0.00 6.51	0.00	0.00 0.91	0.00 1.95	0.00	0.00 1.06	0.00	0.00 4.27)
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	10.11	
Bluewater Shopping Centre, Greenhithe Central London	2.06 0.70	0.57 0.07	1.04 0.22	0.00 0.18	0.96 0.00	2.29 0.44	1.90 0.00	0.44 0.59	4.10 0.91	9.96 2.28	78.52 8.73	8.13 0.00	9.68 0.49	158.06 8.19	
Horsted Retail Park, Maidstone Road, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.13	0.00	0.00	84.02	2
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells Town Centre	0.49 0.00	0.58 0.00	0.38	0.31	2.48 0.00	1.04 0.00	1.64 0.00	0.27 0.00	0.99	2.90 0.66	11.51 2.27	0.99	2.59 0.41	10.33 18.35	5
Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.45	0.00 7.86	0.00	0.00 1.08	0.00 97.66)
Strood Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.00	0.00)
Tesco Extra, Lunsford Park, Aylesford White Cliffs Business Park, Whitfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 15.05	0.00	0.00	0.00	1.00 0.00	0.00	
Other - Outside Survey Area															

Zone 1				one 4 Z									Zone 13 Zo	
Asda, Sturry Road, Canterbury Canterbury City Centre	0.82 100.55	0.00 23.60	0.04 18.55	0.13 18.14	1.42 50.89	0.00 49.32	0.00 20.20	0.00 17.57	0.00 68.28	0.00 58.00	0.00 74.76	0.00 35.33	0.00 17.82	0.0 6.6
Sainsbury's Superstore, Kingsmead Road, Canterbury	0.73	0.19	0.25	0.02	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.0
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park)	0.00 37.48	0.00 10.07	0.00 10.54	0.00 9.35	0.00 20.30	0.00 22.26	0.00 2.98	0.00 2.30	0.00 40.30	0.00 4.63	0.00 11.28	0.00 6.16	0.00	0.0
Sturry Village Centre	0.00	0.00	0.14	0.22	0.84	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.48	0.00 2.49	0.00 0.87	0.00
Wincheap Retail Area, Canterbury Other - Zone 1	8.37 0.61	5.62 0.09	2.41 0.01	0.84	4.16 0.00	1.24 0.00	0.00	0.58	5.18 0.08	1.52 0.00	0.00	0.00	0.87	1.34
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
Blean Village Centre Chartham Village Centre	0.00 0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meadow Grange Nursery, Honey Hill, Blean	0.28	0.04	0.00	0.01	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - Zone 2	0.06 0.00	0.00	0.03 0.01	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.06	0.00
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
Barham Village Centre	0.00	0.00	0.01	0.00	0.00	0.06	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Bridge Village Centre 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
Hersden Village Centre	0.37	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
Zone 5 Canterbury Garden Centre, Herne Common, Herne Bay	0.00 0.06	0.00	0.00	0.00	0.00	0.00	0.00 0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Canterbury Road, Herne Bay	0.00	0.07	0.00	0.88	1.75	0.49	0.00	2.17	0.00	0.23	0.00	0.00	0.86	0.00
Eddington Business Park, Herne Bay Recluver Road, Beltinge, Herne Bay	0.00	0.00	0.01 0.00	0.01	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Altira Business Park, The Boulevard, Heme Bay	0.00	0.00	0.00	0.00	3.58	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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
Whitstable Town Centre Other - Zone 5	0.00	0.71	0.00	0.45	5.30 0.11	31.88	0.00	0.25	0.00	0.00	0.45	0.00	0.00	0.00
Zone 6	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
B&Q, Thanet Way, Chestfield, Whitstable Faversham Road, Seasalter	0.00	0.01	0.00	0.00	0.41	0.45 0.04	0.00	0.00	0.00	0.00	0.30 2.84	0.00	0.00	0.00
Herne Bay Road / St Johns Road / Swalecliffe	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Herne Bay Town Centre	0.00	0.24	0.03	0.48	27.37	4.65	0.00	0.28	0.00	0.23	0.45	0.00	0.00	0.00
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road, Tankerton	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Millstrood Road, Whitstable	0.00	0.04	0.00	0.00	1.09	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other - Zone 6 Zone 7	0.00	0.00	0.00	0.00	0.05	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	3.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Broadstairs Town Centre	3.45	0.00	0.02	0.00	0.49	0.42	28.57	3.97	0.00	0.00	0.00	0.00	3.31	0.00
Margate Town Centre Minster-in-Thanet Village Centre	0.00	0.00	0.00	0.19	0.00	4.95 0.04	15.64 0.00	0.20	1.47 0.00	0.45	0.00	0.00	0.41	0.00
Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.26	42.05	1.51	0.99	0.00	1.98	0.00	0.00	0.00
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) Other - Zone 7	3.76 0.00	0.84	0.70	3.30 0.00	22.92 0.00	7.73 0.11	330.55 5.58	18.78 0.00	81.82 0.00	2.92 0.00	1.16 0.00	0.00	0.00	2.51 0.00
Zone 8	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
Archers Low Nursery, Ash Road, Sandwich	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00
Littlebourne Village Centre Sandwich Town Centre	0.00	0.00	0.00	0.00	0.00 0.41	0.00	0.00	0.00 3.74	0.00	0.00	0.00	0.00 0.71	0.00	0.00
Wingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00
Other - Zone 8 Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.20 0.00	0.08	0.00	0.00	0.00	0.00
B&Q, Honeywood Park Industrial Estate, Whitfield, Dover	0.00	0.00	0.02	0.00	0.16	0.00	0.00	0.04	1.32	0.00	0.00	0.00	0.00	0.00
Deal Town Centre	0.00	0.42	0.18	0.08	0.00	0.00	0.00	1.93	31.19	0.00	0.00	0.00	0.00	0.00
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.00	0.15 0.00	0.17	0.00	0.00	0.00	0.00	0.79	59.92 2.37	1.88	0.00	0.00	0.00	0.00
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	1.02	0.00	0.00	0.00	0.00	0.00
Other - Zone 9 Zone 10	0.00 0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.02	2.77 0.00	0.00	0.00	0.00 0.00	0.00	0.00
Cheriton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	1.46	0.00	0.10	0.00	0.00
Folkstone Town Centre	0.43	0.28	0.01	0.00	0.00	0.00	0.00	0.30	3.64	114.04	0.00	4.66	9.01	0.00
Hythe Town Centre Park Farm Retail Park, Folkestone	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00 17.08	26.75 38.36	0.00 1.56	0.56	1.41 4.25	0.00
Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Military Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.79	0.00
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone Stelling Minnis Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.00	0.00
Tesco Superstore, Cheriton High Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00
Other - Zone 10 Zone 11	0.00	0.43	0.01 0.00	0.00	0.00	0.00	0.00	0.00	0.08	2.64 0.00	0.00	0.00	0.00	0.00
Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	20.45	0.00	0.00	0.00
Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.64 60.46	0.00	0.00	0.00
Sittingbourne Town Centre	0.87	0.00	0.00	0.00	0.00	0.09	0.63	0.00	0.00	0.00	93.55	0.00	0.00	8.77
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00	0.00 0.02	0.00 0.01	0.00	0.00	2.30 0.00	0.00	0.00	0.00	0.00	3.66 3.53	0.00	0.00	0.00
Zone 12	0.00	0.02	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, Victoria Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	0.00
Asda, Kimberley Walk, Ashford Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.00	0.00 0.35	0.00	0.00	0.00 0.49	0.00	0.00 7.96	0.00	0.00 8.37	0.00 9.53	0.00 8.38	2.80 24.18	0.00 18.80	0.00 8.77
Ashford Retail Park, Ashford	0.00	0.35	0.48	0.00	0.58	0.00	6.84	0.00	1.40	5.88	1.76	51.41	37.09	24.63
Ashford Town Centre	1.36	1.16	0.02	0.38	0.57	1.32	0.00	0.88	2.54	31.68	3.70	139.66	125.19	14.19
B&Q, Norman Road, Ashford Gallacher Retail Park, Norman Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.78 4.07	0.00	0.27 1.52
John Lewis, Fougeres Way, Ashford	0.49	0.31	0.02	0.00	0.00	0.00	0.00	0.00	1.28	5.52	0.00	3.31	2.49	2.64
Kennington Local Centre, Ashford Sainsbury's Superstore, Simone Weil Avenue, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 4.41	0.32	0.00 5.80
Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.37	2.93	0.00
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00
Other - Zone 12 Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	2.35	0.13 0.00	0.00
New Romney 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	3.63	0.00
Tenterden Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	11.64	0.00
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.54	2.87 0.21	0.00
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	0.00	0.00
B&Q, Barker Road, Maidstone B&Q, Will Adams Way, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.91	0.00	0.00	1.05 8.67
Chatham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.65	0.00	0.00	113.91
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham	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	7.90
Gillingham Retail Park, Ambley Road, Gillingham Gillingham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.82	0.00	0.00	0.00	0.00 10.61	0.00	0.00	20.60
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	0.00	0.00	0.00	0.00	0.00	0.85	0.82	0.00	0.00	0.00	17.13	0.00	0.00	49.75 158.75
Maidstone Town Centre	0.00	0.00	0.11	0.17	0.00	0.46	0.00	0.46	0.00	0.00	37.77	3.67	5.14	317.21
Sainsbury's Superstore, Hempstead Valley, Gillingham Staplehurst Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	3.24 0.00
Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.00	37.17
Other - Zone 14	0.00	0.14	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.24	0.00	0.10	23.98
Outside Survey Area Abroad	0.00 0.70	0.00 0.13	0.00	0.00	0.00 1.36	0.00 0.73	0.00 6.51	0.00 0.17	0.00 0.91	0.00 1.95	0.00	0.00 1.06	0.00	0.00 4.27
Asda, Maidstone Road, Chatham	0.70	0.00	0.20	0.00	0.00	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.11
Bluewater Shopping Centre, Greenhithe	2.06	0.57	1.04	0.00	0.96	2.29	1.90	0.44	4.10	9.96	78.52	8.13	9.68	158.06
Central London Horsted Retail Park, Maidstone Road, Chatham	0.70 0.00	0.07	0.22	0.18	0.00	0.44	0.00	0.59	0.91	2.28 0.00	8.73 10.13	0.00	0.49	8.19 84.02
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.49	0.58	0.38	0.31	2.48	1.04	1.64	0.27	0.99	2.90	11.51	0.99	2.59	10.33
Royal Tunbridge Wells Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	2.27	0.00	0.41	18.35
Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 7.86	0.00	0.00 1.08	0.00 97.66
Strood Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	7.86 1.93	0.00	1.08 0.00	97.66
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00
Tesco Extra, Lunsford Park, Aylesford														
Tesco Extra, Lunstror Park, Aylestord White Cliffs Business Park, Whitfield Other - Outside Survey Area	0.00 4.71	0.00 0.41	0.00	0.00	0.00	0.00	0.00 1.18	0.02	15.05 2.18	0.00 1.27	0.00 7.17	0.00 1.21	0.00 4.47	0.00 47.79

TABLE G - Combined Comparison Goods Market Share Turnover			one 3 Z	one 4 Z	one 5 Zo	one 6 Zo	one 7 Ze	one 8 Z	one 9 Ze	ono 10 - 7	ono 11 7	ono 12 7	one 13 Z	ono 14 T	otal
Zone 1 Asda. Sturry Road. Canterbury	0.92	0.00	0.05	0.15	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.68
Canterbury City Centre	112.98	25.90	20.46	20.21	56.20	54.37	22.54	19.29	74.81	63.75	83.76	39.56	19.76	7.43	621.01
Sainsbury's Superstore, Kingsmead Road, Canterbury St Dunstans, Canterbury	0.82 0.00	0.21 0.00	0.27 0.00	0.03	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	1.70 0.00
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Sturry Village Centre	42.11 0.00	11.05	11.63 0.15	10.42 0.24	22.42 0.93	24.54 1.11	3.33	2.53 0.00	44.15 0.00	5.08	12.63	6.90 0.00	0.00	2.72 0.00	199.52 2.43
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury Wincheap Retail Area, Canterbury	1.07	0.00 6.16	0.00	0.00	0.00 4.60	0.00	0.00	0.00	0.00 5.67	0.00	0.00	0.00	0.00	0.00	1.07 40.01
Other - Zone 1	0.69	0.10	0.01	0.06	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.94
Zone 2 Blean 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
Chartham Village Centre	0.08	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.47
Meadow Grange Nursery, Honey Hill, Blean Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury	0.31 0.06	0.05 0.00	0.00 0.04	0.01 0.00	0.00	0.05	0.00	0.00 0.02	0.00	0.00	0.00	0.00	0.00 0.07	0.00	0.41 0.19
Other - Zone 2 Zone 3	0.00	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Barham Village Centre Bridge Village Centre	0.00	0.00	0.01	0.00	0.00	0.06	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.16
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
Hersden Village Centre Zone 5	0.42 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	0.42
Canterbury Garden Centre, Herne Common, Herne Bay Canterbury Road. Herne Bay	0.06	0.00 0.07	0.00	0.06 0.98	0.07 1.93	0.00 0.54	0.18	0.02 2.38	0.00	0.00 0.26	0.00	0.00	0.00 0.95	0.00	0.39 7.11
Eddington Business Park, Herne Bay	0.00	0.00	0.01	0.01	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32
Recluver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00 0.00	0.00	0.00	0.00	0.00 3.96	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10 3.96
Sea Street, Herne Bay Whitstable Town Centre	0.00	0.00 0.78	0.00	0.00	0.00 5.86	0.00 35.14	0.00	0.00	0.00	0.00	0.00 0.51	0.00	0.00	0.00	0.00 43.06
Other - Zone 5	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Zone 6 B&Q, Thanet Way, Chestfield, Whitstable	0.00	0.02	0.00	0.00	0.00 0.45	0.00 0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.30
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	3.18 0.00	0.00	0.00	0.00	3.23 0.24
Herne Bay Town Centre	0.00	0.27	0.03	0.54	30.23	5.13	0.00	0.31	0.00	0.26	0.50	0.00	0.00	0.00	37.27
Sainsbury's Superstore, Reeves Way, Whitstable Tankerton Road, Tankerton	0.00 0.00	0.00 0.74	0.00	0.00	0.00	0.39	0.00	0.00 0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.39 1.10
Tesco Extra, Millstrood Road, Whitstable Other - Zone 6	0.00	0.05	0.00	0.00	1.21	1.59 0.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.84 0.87
Zone 7 Zone 7 Asda, Westwood Road, Broadstairs	0.00 0.00	0.00	0.00	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	0.00 3.52
Broadstairs Town Centre	3.88	0.00	0.02	0.00	0.54	0.47	31.88	4.36	0.00	0.00	0.00	0.00	3.67	0.00	44.80
Margate Town Centre Minster-in-Thanet Village Centre	0.00	0.00	0.00	0.22	0.00	5.46 0.05	17.45 0.00	0.22	1.61 0.00	0.50	0.00	0.00	0.46	0.00	25.91 0.05
Ramsgate Town Centre Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	0.00 4.22	0.00 0.92	0.00 0.77	0.00 3.68	0.00 25.31	0.29 8.53	46.92 368.83	1.66 20.62	1.08 89.65	0.00 3.21	2.22 1.30	0.00	0.00	0.00 2.79	52.17 529.82
Other - Zone 7	0.00	0.00	0.00	0.00	0.00	0.12	6.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.35
Zone 8 Archers Low Nursery, Ash Road, Sandwich	0.00 0.00	0.00	0.00 0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Littlebourne Village Centre Sandwich Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 4.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00 5.35
Wingham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Other - Zone 8 Zone 9	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.22	0.09	0.00	0.00	0.00	0.00	0.46 0.00
B&Q, Honeywood Park Industrial Estate, Whitfield, Dover Deal Town Centre	0.00	0.00 0.46	0.03	0.00	0.18	0.00	0.00	0.05 2.12	1.44 34.18	0.00	0.00	0.00	0.00	0.00	1.69 37.05
Dover Town Centre	0.00	0.17	0.18	0.00	0.00	0.00	0.00	0.87	65.65	2.06	0.00	0.00	0.00	0.00	68.94
Sainsbury's Superstore, West Street, Deal Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.60 1.12	0.00	0.00	0.00	0.00	0.00	2.60 1.60
Other - Zone 9 Zone 10	0.00 0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.02	3.04 0.00	0.00	0.00	0.00	0.00	0.00	3.30 0.00
Cheriton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	1.60	0.00	0.11	0.00	0.00	1.85
Folkstone Town Centre Hythe Town Centre	0.49 0.00	0.31	0.02	0.00	0.00	0.00	0.00	0.33	3.99 0.00	125.35 29.41	0.00	5.21 0.63	9.99 1.57	0.00	145.68 31.65
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.71 0.00	42.17 1.23	1.74	0.00	4.71 0.00	0.00	67.33 1.23
Sainsbury's Superstore, Military Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.87	0.00	1.38
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone Stelling Minnis Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23 0.00	0.00	0.00	0.00	0.00	1.23 0.00
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	0.00 0.00	0.00 0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26 2.90	0.00	0.00	0.00	0.00	0.26 3.47
Zone 11	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
Faversham Town Centre Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.00	0.00	22.92 0.13	0.00	0.00	0.00	23.63 0.13
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.61 67.74	0.00	0.00	0.00	27.61 67.74
Sittingbourne Town Centre	0.98	0.00	0.00	0.00	0.00	0.10	0.70	0.00	0.00	0.00	104.82	0.00	0.00	9.76	116.36
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00	0.00	0.00 0.01	0.00	0.00	2.54 0.00	0.00	0.00	0.00	0.00	4.10 3.96	0.00	0.00	0.00	6.64 4.00
Zone 12 Aldi, Victoria Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.07	0.00	0.00	0.00 1.07
Asda, Kimberley Walk, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.13	0.00	0.00	3.13
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, Ashford	0.00 1.11	0.39	0.00 0.53	0.00	0.54	0.00	8.88 7.63	0.18	9.17 1.53	10.47 6.46	9.39 1.98	27.07 57.55	20.84 41.13	9.75 27.39	96.67 146.35
Ashford Town Centre B&Q, Norman Road, Ashford	1.52 0.00	1.27 0.00	0.03	0.43	0.63	1.46	0.00	0.96	2.78 0.00	34.82 0.09	4.14 0.00	156.35 0.88	138.82	15.78 0.30	358.99 1.27
Gallagher Retail Park, Norman Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	4.55	0.00	1.69	6.43
John Lewis, Fougeres Way, Ashford Kennington Local Centre, Ashford	0.55 0.00	0.34	0.02	0.00	0.00	0.00	0.00	0.00	1.40 0.00	6.07 0.00	0.00	3.70 0.00	2.77 0.36	2.93 0.00	17.77 0.36
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.93 3.77	0.00 3.25	6.45 0.00	11.38 7.03
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50	0.00	0.00	0.50
Zone 13	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
New Romney Town Centre Tenterden 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 1.29	4.02 12.91	0.00	4.02 14.20
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.18 0.23	0.00	3.18
Other - Zone 13 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	0.00	0.00	0.00	0.00
B&Q, Barker Road, Maidstone B&Q, Will Adams Way, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.02	0.00	0.00	1.16 9.64	1.16 10.66
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	2.97	0.00	0.73	126.67	130.48
Gillingham Retail Park, Ambley Road, Gillingham	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	22.91	22.91
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	0.00	0.00 0.15	0.00	0.00	0.00	0.93	0.92	0.00	0.00	0.00	11.89 19.20	0.00	0.00 0.54	55.32 176.52	69.05 196.90
Maidstone Town Centre Sainsbury's Superstore, Hempstead Valley, Gillingham	0.00 0.00	0.00	0.13	0.19	0.00	0.51	0.00	0.51	0.00	0.00	42.32 0.55	4.11 0.00	5.70	352.72	406.19
Staplehurst Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.07	0.00	0.09
Tesco Extra, Courteney Road, Gillingham Other - Zone 14	0.00	0.00 0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.16 4.75	0.00	0.00 0.11	41.34 26.67	43.50 31.79
Outside Survey Area Abroad	0.00 0.79	0.00 0.15	0.00 0.22	0.00	0.00 1.50	0.00	0.00 7.26	0.00	0.00 1.00	0.00 2.14	0.00	0.00	0.00	0.00 4.75	0.00 19.99
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	11.25	11.25
Bluewater Shopping Centre, Greenhithe Central London	2.31 0.79	0.62 0.07	1.15 0.24	0.00 0.20	1.06 0.00	2.52 0.48	2.12 0.00	0.48	4.49 1.00	10.95 2.50	87.99 9.78	9.11 0.00	10.73 0.54	175.75 9.10	309.29 25.36
Horsted Retail Park, Maidstone Road, Chatham Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.00 0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.35 12.90	0.00	0.00	93.42 11.48	104.77 40.59
Royal Tunbridge Wells Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	2.54	0.00	0.46	20.41	24.13
Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 8.81	0.00	0.00 1.20	0.00 108.60	0.00 119.10
Strood Town Centre 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	2.16	0.00	0.00	0.00	2.16
White Cliffs Business Park, Whitfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	16.49	0.00	0.00	0.00	0.00	0.00	16.74
Other - Outside Survey Area Total	5.30 191.42	0.45 52.65	0.40 39.89	0.37 39.65	0.00 163.72	0.00 152.35	1.32 531.53	0.65 65.62	2.38 389.98	1.39 361.58	8.04 584.38	1.35 343.11	4.96 299.70	53.14 1401.70	79.63 4617.38

TABLE H - Combined Comparison Goods Market Share To					one 5 Z	one 6 Z	one 7 Z	one 8 Z	one 9 Z	one 10 Z	one 11 Z	one 12 Z	Cone 13 Z	one 14 T	otal
Zone 1 Asda, Sturry Road, Canterbury	1.09	0.00	0.05	0.17	1.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.13
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	133.22 0.97	29.84 0.24	23.83 0.32	23.60 0.03	65.20 0.00	62.76 0.00	26.13 0.00	22.10 0.43	85.32 0.00	73.06 0.00	97.13 0.00	45.77 0.00	22.72 0.00	8.57 0.00	719.25 1.98
St Dunstans, Canterbury Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park	0.00 49.66	0.00 12.73	0.00 13.54	0.00 12.16	0.00 26.00	0.00 28.33	0.00 3.86	0.00 2.90	0.00 50.35	0.00 5.83	0.00 14.65	0.00 7.98	0.00	0.00 3.14	0.00 231.15
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	0.00 1.27	0.00	0.18	0.28	1.08	1.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.81 1.27
Wincheap Retail Area, Canterbury Other - Zone 1	11.09	7.10 0.11	3.10 0.01	1.09	5.33	1.57	0.00	0.72	6.47	1.92	1.92	3.23	1.11	1.72	46.39 1.10
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
Blean Village Centre Chartham Village Centre	0.00 0.10	0.00 0.04	0.00 0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.54
Meadow Grange Nursery, Honey Hill, Blean Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury	0.36 0.07	0.05	0.00	0.01	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48 0.22
Other - Zone 2 Zone 3	0.00	0.03	0.01 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Barham Village Centre	0.00	0.00	0.01	0.00	0.00	0.07	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.18
Bridge Village Centre 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 0.00	0.00	0.00	0.00 0.00	0.00	0.00	0.00 0.00
Hersden Village Centre Zone 5	0.50	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	0.50 0.00
Canterbury Garden Centre, Herne Common, Herne Bay Canterbury Road. Herne Bay	0.07	0.00	0.00	0.07 1.14	0.08 2.24	0.00 0.63	0.21	0.02 2.73	0.00	0.00 0.29	0.00	0.00	0.00 1.09	0.00	0.46 8.21
Eddington Business Park, Herne Bay Recluver Road, Beltinge, Herne Bay	0.00	0.00	0.01 0.00	0.02	0.35	0.00 0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38 0.12
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.00	4.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.59
Sea Street, Herne Bay Whitstable Town Centre	0.00	0.00 0.89	0.00	0.00 0.59	0.00 6.79	0.00 40.57	0.00	0.00 0.31	0.00	0.00	0.00 0.59	0.00	0.00	0.00	0.00 49.74
Other - Zone 5 Zone 6	0.00	0.00	0.00	0.00 0.00	0.15 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	0.15 0.00
B&Q, Thanet Way, Chestfield, Whitstable Faversham Road. Seasalter	0.00	0.02	0.00	0.00	0.52	0.57 0.06	0.00	0.00	0.00	0.00	0.39 3.69	0.00	0.00	0.00	1.50 3.74
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.00	0.00	0.00	0.00	0.28 35.07	0.00 5.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Sainsbury's Superstore, Reeves Way, Whitstable	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45
Tankerton Road, Tankerton Tesco Extra, Millstrood Road, Whitstable	0.00	0.86 0.05	0.00	0.00	0.00 1.40	0.00 1.83	0.00	0.41 0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.27 3.29
Other - Zone 6 Zone 7	0.00	0.00	0.00	0.00	0.07 0.00	0.94 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00 0.00
Asda, Westwood Road, Broadstairs Broadstairs Town Centre	0.00 4.58	0.00	0.00	0.00	0.00	0.00	4.08 36.95	0.00 4.99	0.00	0.00	0.00	0.00	0.00 4.21	0.00	4.08 51.92
Margate Town Centre	0.00	0.00	0.00	0.25	0.00	6.30	20.23	0.25	1.84	0.57	0.00	0.00	0.53	0.00	29.97
Minster-in-Thanet Village Centre Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.06	0.00 54.40	0.00 1.90	0.00 1.23	0.00	0.00 2.57	0.00	0.00	0.00	0.06 60.44
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail F Other - Zone 7	4.98 0.00	1.06	0.90	4.29 0.00	29.36 0.00	9.84 0.14	427.58 7.22	23.63	102.24 0.00	3.68 0.00	1.50 0.00	0.00	0.00	3.22 0.00	612.28 7.36
Zone 8 Archers Low Nursery, Ash Road, Sandwich	0.00	0.00	0.00 0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.10
Littlebourne 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
Sandwich Town Centre Wingham Village Centre	0.00	0.00	0.00	0.00	0.53 0.00	0.00	0.00	4.70 0.33	0.00	0.00	0.00	0.92 0.00	0.00	0.00	6.15 0.33
Other - Zone 8 Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17 0.00	0.25 0.00	0.11 0.00	0.00	0.00	0.00	0.00	0.53 0.00
B&Q, Honeywood Park Industrial Estate, Whitfield, Dover Deal Town Centre	0.00	0.00 0.53	0.03 0.23	0.00	0.20	0.00	0.00	0.06 2.43	1.64 38.98	0.00	0.00	0.00	0.00	0.00	1.93 42.27
Dover Town Centre	0.00	0.19	0.22	0.00	0.00	0.00	0.00	0.99	74.88	2.36	0.00	0.00	0.00	0.00	78.64
Sainsbury's Superstore, West Street, Deal Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.56	2.97 1.27	0.00	0.00	0.00	0.00	0.00	2.97 1.83
Other - Zone 9 Zone 10	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.02	3.46 0.00	0.00	0.00	0.00	0.00	0.00	3.76 0.00
Cheriton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15 4.55	1.84 143.67	0.00	0.13	0.00	0.00	2.12
Folkstone Town Centre Hythe Town Centre	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	33.71	0.00	6.03 0.72	11.48 1.80	0.00	36.28
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.34 0.00	48.33 1.41	2.02 0.00	0.00	5.41 0.00	0.00	77.11 1.41
Sainsbury's Superstore, Military Road, Hythe Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58 1.41	0.00	0.00	1.01	0.00	1.59 1.41
Stelling Minnis Village Centre Tesco Superstore, Cheriton High Street, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.29	0.00	0.00	0.00	0.00	0.00 0.29
Other - Zone 10	0.00	0.54	0.02	0.00	0.00	0.00	0.00	0.00	0.10	3.33	0.00	0.00	0.00	0.00	3.98
Zone 11 Faversham Town Centre	0.00	0.00	0.00	0.00 0.00	0.00	0.00 0.82	0.00	0.00 0.00	0.00 0.00	0.00	0.00 26.58	0.00	0.00	0.00	0.00 27.40
Minster Village Centre, Isle of Sheppey Sheerness Town Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15 32.02	0.00	0.00	0.00	0.15 32.02
Sittingbourne Retail Park, Sittingbourne Sittingbourne Town Centre	0.00 1.15	0.00	0.00	0.00	0.00	0.00	0.00 0.81	0.00	0.00	0.00	78.55 121.56	0.00	0.00	0.00 11.26	78.55 134.89
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00	0.00	0.00	0.00	0.00	2.93	0.00	0.00	0.00	0.00	4.76 4.59	0.00	0.00	0.00	7.69 4.63
Zone 12	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, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23 3.62	0.00	0.00	1.23 3.62
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford) Ashford Retail Park, Ashford	0.00 1.31	0.44 0.45	0.00 0.62	0.00	0.62 0.74	0.00	10.29 8.84	0.20	10.46 1.75	12.00 7.41	10.89 2.29	31.32 66.59	23.96 47.29	11.25 31.60	111.45 168.90
Ashford Town Centre B&Q, Norman Road, Ashford	1.80	1.46 0.00	0.03	0.50	0.73	1.68	0.00	1.10 0.00	3.17 0.00	39.91 0.11	4.81 0.00	180.91 1.01	159.59 0.00	18.21 0.34	413.90 1.46
Gallagher Retail Park, Norman Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	5.27	0.00	1.94	7.43 20.45
John Lewis, Fougeres Way, Ashford Kennington Local Centre, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.60 0.00	0.00	0.00	4.29 0.00	3.18 0.41	0.00	0.41
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.71 4.37	0.00 3.74	7.44 0.00	13.15 8.11
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford Other - Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.11	0.00	0.57 3.04	0.00 0.16	0.00	0.57 3.31
Zone 13 New Romney 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	0.00 4.62	0.00	0.00 4.62
Tenterden Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.49	14.84	0.00	16.33
Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.54	0.00	0.00 3.29	3.66 0.26	0.00	3.66 4.09
Zone 14 B&Q. Barker Road. 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	0.00 1.34	0.00 1.34
B&Q, Will Adams Way, Gillingham Chatham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.18	0.00	0.00	11.12 146.15	12.30 150.56
Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham	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	10.13	11.66
Gillingham Retail Park, Ambley Road, Gillingham Gillingham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00 1.08	0.00 1.06	0.00	0.00	0.00	0.00 13.78	0.00	0.00	26.43 63.82	26.43 79.75
Hempstead Valley Shopping Centre, Hempstead, Gillingham Maidstone Town Centre	0.00	0.17	0.00 0.15	0.00 0.22	0.00	0.57 0.59	0.00	0.00 0.58	0.00	0.00	22.26 49.08	0.00 4.75	0.62 6.56	203.67 406.97	227.29 468.89
Sainsbury's Superstore, Hempstead Valley, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	4.16	4.80
Staplehurst Village Centre Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00 2.51	0.00	0.00	0.00 47.69	0.11 50.20
Other - Zone 14 Outside Survey Area	0.00	0.18 0.00	0.13 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.50 0.00	0.00	0.13 0.00	30.77 0.00	36.71 0.00
Abroad Asda, Maidstone Road, Chatham	0.93	0.17 0.00	0.26	0.00	1.74	0.92	8.41 0.00	0.22	1.14	2.46 0.00	0.00	1.37	0.00	5.48 12.98	23.11 12.98
Bluewater Shopping Centre, Greenhithe	2.72	0.72	1.33	0.00	1.23	2.91	2.46	0.55	5.13	12.55	102.03	10.54	12.34	202.78	357.30
Central London Horsted Retail Park, Maidstone Road, Chatham	0.93 0.00	0.08	0.28 0.00	0.24 0.00	0.00	0.56 0.00	0.00	0.74 0.00	1.14 0.00	2.87 0.00	11.34 13.16	0.00	0.62 0.00	10.50 107.79	29.30 120.95
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays Royal Tunbridge Wells Town Centre	0.65	0.73	0.49	0.40	3.18 0.00	1.32	2.12 0.00	0.35	1.23	3.65 0.83	14.96 2.95	1.28 0.00	3.30 0.53	13.25 23.55	46.91 27.85
Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.57	0.00 10.22	0.00	0.00	0.00 125.30	0.00 137.46
Strood Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.51	0.00	0.00	0.00	2.51
Tesco Extra, Lunsford Park, Aylesford White Cliffs Business Park, Whitfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.02	0.00 18.80	0.00	0.00	0.00	1.27 0.00	0.00	1.27 18.83
Other - Outside Survey Area Total	6.24 225.72	0.51 60.66	0.47 46.46	0.43 46.30	0.00 189.93	0.00 175.85	1.53 616.19	0.74 75.19	2.72 444.76	1.60 414.42	9.32 677.67	1.57 397.01	5.70 344.53	61.31 1617.26	92.15 5331.96

Asda, Sturry Road, Canterbury	1.29	0.00	0.06	0.20	2.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Canterbury City Centre	158.26	34.99	26.55	28.04	77.20	73.92	31.02	25.85	99.91	86.00	115.19	54.19	26.71	10.1
Sainsbury's Superstore, Kingsmead Road, Canterbury St Dunstans, Canterbury	1.15 0.00	0.28	0.36	0.04	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.0
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Sturry Village Centre	59.00 0.00	14.93	15.09 0.20	14.45	30.79 1.27	33.36 1.50	4.58 0.00	3.39	58.97 0.00	6.86	17.37	9.45	0.00	3.7
Sturry Village Centre Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	1.51	0.00	0.20	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Wincheap Retail Area, Canterbury	13.17 0.96	8.33 0.13	3.46 0.01	1.30	6.32	1.85	0.00	0.85	7.58 0.11	2.25 0.00	2.28	3.83	1.30	2.0
Other - Zone 1 Zone 2	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Blean Village Centre Chartham Village Centre	0.00 0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Meadow Grange Nursery, Honey Hill, Blean	0.12	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0
Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury Other - Zone 2	0.09	0.00	0.05 0.01	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.10	0.0
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	0.0
Barham Village Centre Bridge Village Centre	0.00	0.00	0.01	0.00	0.00	0.09	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00
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
Hersden Village Centre Zone 5	0.59 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
Canterbury Garden Centre, Herne Common, Herne Bay	0.09	0.00	0.00	0.08 1.36	0.10 2.66	0.00	0.25	0.03	0.00	0.00	0.00	0.00	0.00	0.00
Canterbury Road, Herne Bay Eddington Business Park, Herne Bay	0.00	0.00	0.01	0.02	0.41	0.00	0.00	3.19 0.00	0.00	0.00	0.00	0.00	1.28 0.00	0.00
Recluver Road, Beltinge, Herne Bay Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.00	0.00 5.44	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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
Whitstable Town Centre Other - Zone 5	0.00	1.05	0.00	0.70	8.04 0.17	47.78 0.00	0.00	0.36	0.00	0.00	0.70	0.00	0.00	0.00
Zone 6	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Thanet Way, Chestfield, Whitstable	0.00	0.02	0.00	0.00	0.61	0.67	0.00	0.00	0.00	0.00	0.47 4.37	0.00	0.00	0.00
Faversham Road, Seasalter Herne Bay Road / St Johns Road / Swalecliffe	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Herne Bay Town Centre Sainsbury's Superstore, Reeves Way, Whitstable	0.00	0.36	0.04	0.74	41.53 0.00	6.97 0.53	0.00	0.42	0.00	0.34	0.69	0.00	0.00	0.00
Tankerton Road, Tankerton	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Millstrood Road, Whitstable	0.00	0.06	0.00	0.00	1.66	2.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other - Zone 6 Zone 7	0.00 0.00	0.00	0.00 0.00	0.00	0.08	1.10 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Westwood Road, Broadstairs	0.00 5.44	0.00	0.00	0.00	0.00	0.00	4.84 43.87	0.00	0.00	0.00	0.00	0.00	0.00 4.95	0.00
Broadstairs Town Centre Margate Town Centre	0.00	0.00	0.03	0.00	0.74	7.42	24.01	0.30	2.15	0.67	0.00	0.00	0.62	0.00
Minster-in-Thanet Village Centre Ramsoate Town Centre	0.00	0.00	0.00	0.00	0.00	0.07	0.00 64.57	0.00 2.23	0.00 1.44	0.00	0.00 3.05	0.00	0.00	0.00
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs)	5.91	1.25	1.00	5.10	34.76	11.59	507.57	27.64	119.73	4.33	1.78	0.00	0.00	3.81
Other - Zone 7	0.00	0.00	0.00	0.00	0.00	0.17	8.57 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 8 Archers Low Nursery, Ash Road, Sandwich	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00
Littlebourne 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
Sandwich Town Centre Wingham Village Centre	0.00 0.00	0.00	0.00	0.00	0.63	0.00	0.00	5.50 0.39	0.00	0.00	0.00	1.08	0.00	0.00
Other - Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.29	0.13	0.00	0.00	0.00	0.00
Zone 9 B&Q, Honeywood Park Industrial Estate, Whitfield, Dover	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 1.92	0.00	0.00	0.00	0.00	0.00
Deal Town Centre	0.00	0.62	0.26	0.13	0.00	0.00	0.00	2.84	45.65 87.69	0.00 2.78	0.00	0.00	0.00	0.00
Dover Town Centre Sainsbury's Superstore, West Street, Deal	0.00	0.23	0.24	0.00	0.00	0.00	0.00	1.16	3.47	0.00	0.00	0.00	0.00	0.00
Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	1.49	0.00	0.00	0.00	0.00	0.00
Other - Zone 9 Zone 10	0.00 0.00	0.32	0.00 0.00	0.00	0.00	0.00	0.00	0.03	4.05 0.00	0.00	0.00 0.00	0.00	0.00	0.00
Cheriton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	2.16	0.00	0.15	0.00	0.00
Folkstone Town Centre Hythe Town Centre	0.68	0.42	0.02	0.00	0.00	0.00	0.00	0.44	5.33	169.10 39.67	0.00	7.14 0.86	13.50 2.12	0.00
Park Farm Retail Park, Folkestone Sainsbury's Superstore, Bouverie Road West, Folkestone	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.99 0.00	56.88 1.66	2.40 0.00	0.00	6.36 0.00	0.00
Sainsbury's Superstore, Military Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	1.18	0.00
Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66	0.00	0.00	0.00	0.00
Stelling Minnis Village Centre Tesco Superstore, Cheriton High Street, Folkestone	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 10	0.00	0.63	0.02	0.00	0.00	0.00	0.00	0.00	0.11	3.92	0.00	0.00	0.00	0.00
Zone 11 Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00 0.97	0.00	0.00	0.00	0.00	0.00 31.52	0.00	0.00	0.00
Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park, Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	37.98 93.16	0.00	0.00	0.00
Sittingbourne Town Centre	1.37	0.00	0.00	0.00	0.00	0.13	0.96	0.00	0.00	0.00	144.16	0.00	0.00	13.30
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00	0.00	0.00 0.01	0.00	0.00	3.45 0.00	0.00	0.00	0.00	0.00	5.64 5.45	0.00	0.00	0.00
Zone 12	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, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.46 4.29	0.00	0.00
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.00	0.52	0.00	0.00	0.74	0.00	12.22	0.24	12.25	14.12	12.92	37.08	28.17	13.29
Ashford Retail Park, Ashford Ashford Town Centre	1.56 2.13	0.53 1.71	0.69	0.00	0.88	0.00 1.98	10.50 0.00	0.00 1.29	2.05 3.72	8.72 46.97	2.72 5.70	78.83 214.17	55.59 187.61	37.34 21.51
B&Q, Norman Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	1.20	0.00	0.40
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford	0.00 0.77	0.00 0.46	0.00 0.02	0.00	0.00	0.00	0.00	0.00	0.00 1.87	0.26 8.18	0.00	6.24 5.07	0.00 3.74	2.30 4.00
Kennington Local Centre, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	0.00 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.76 5.17	0.00 4.40	8.79 0.00
Tesco Extra, Moatfield Meadow, Kingsnorth, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00
Other - Zone 12 Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	3.60 0.00	0.19	0.00
New Romney 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	5.43	0.00
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.76 0.00	17.45 4.30	0.00
Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63	0.00	3.90	0.31	0.00
Zone 14 B&Q, Barker Road, 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	1.59
B&Q, Will Adams Way, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00	13.14
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	4.09 1.81	0.00	0.98	172.68
Gillingham Retail Park, Ambley Road, Gillingham	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	31.23
Gillingham Town Centre	0.00	0.00	0.00	0.00	0.00	1.27	1.26	0.00	0.00	0.00	16.35 26.40	0.00	0.00	75.41 240.64
Hempstead Valley Shopping Centre, Hempstead, Gillingham Maidstone Town Centre	0.00 0.00	0.20	0.16	0.26	0.00	0.69	0.00	0.68	0.00	0.00	58.20	5.63	0.73 7.71	240.64 480.84
Sainsbury's Superstore, Hempstead Valley, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	4.92
Staplehurst Village Centre Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00 2.97	0.00	0.10	0.00 56.35
Other - Zone 14	0.00	0.21	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.53	0.00	0.15	36.35
Outside Survey Area Abroad	0.00 1.11	0.00	0.00	0.00	0.00 2.06	0.00 1.09	0.00 9.99	0.00	0.00 1.34	0.00 2.89	0.00	0.00 1.62	0.00	6.47
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	15.33
Bluewater Shopping Centre, Greenhithe Central London	3.24 1.11	0.84	1.49 0.31	0.00	1.46	3.43 0.65	2.92	0.65	6.00 1.34	14.77 3.37	121.00 13.45	12.47	14.50 0.73	239.59
Horsted Retail Park, Maidstone Road, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.61	0.00	0.00	127.36
Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.77	0.86	0.55	0.48	3.76 0.00	1.55	2.52	0.40	1.44	4.30 0.98	17.74	1.51	3.88 0.62	15.65
Royal Tunbridge Wells Town Centre 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	3.50 0.00	0.00	0.00	27.82 0.00
South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	12.11	0.00	1.62	148.04
Strood Town Centre 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	2.97 0.00	0.00	0.00 1.50	0.00
		0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.02	0.00	0.00	0.00	0.00	0.00
White Cliffs Business Park, Whitfield Other - Outside Survey Area	0.00 7.42	0.60	0.00	0.51	0.00	0.00	1.82	0.87	3.18	1.88	11.05	1.86	6.70	72.44

Zone 1 Asda, Sturry Road, Canterbury	1.56	0.00	0.07	0.25	2.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Canterbury City Centre Sainsbury's Superstore, Kingsmead Road, Canterbury	190.99 1.39	41.50 0.33	31.16 0.42	33.67 0.04	92.20 0.00	87.96 0.00	37.17 0.00	30.60 0.59	118.05 0.00	102.02 0.00	138.19 0.00	64.91 0.00	31.78 0.00	12.09 0.00
St Dunstans, 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
Sturry Road Retail Parks, Canterbury (includes Canterbury Retail Park, Maybrook Retail Park & Stour Retail Park) Sturry Village Centre	71.20 0.00	17.71	17.71 0.23	17.35 0.40	36.77 1.52	39.70 1.79	5.49 0.00	4.01 0.00	69.67 0.00	8.14 0.00	20.84	11.32	0.00	4.43 0.00
Tesco Metro, Whitefriars Shopping Centre, Gravel Walk, Canterbury	1.82 15.90	0.00 9.88	0.00 4.06	0.00 1.56	0.00 7.54	0.00 2.21	0.00	0.00	0.00 8.95	0.00 2.67	0.00 2.74	0.00 4.58	0.00 1.55	0.00 2.43
Wincheap Retail Area, Canterbury Other - Zone 1	1.16	0.15	0.02	0.10	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00
Zone 2 Blean 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
Chartham Village Centre	0.14	0.05	0.02	0.00	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00
Meadow Grange Nursery, Honey Hill, Blean Wyevale Garden Centre, Stour Business Park, Ashford Road, Nr Canterbury	0.52 0.11	0.07	0.00	0.01	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other - Zone 2	0.00	0.04	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 3 Barham Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.13	0.00	0.00	0.00	0.00	0.00
Bridge 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
Zone 4 Hersden Village Centre	0.00 0.71	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
Zone 5	0.00 0.11	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
Canterbury Garden Centre, Herne Common, Herne Bay Canterbury Road, Herne Bay	0.00	0.12	0.00	1.63	3.17	0.88	0.00	3.77	0.00	0.41	0.00	0.00	1.53	0.00
Eddington Business Park, Herne Bay Recluver Road. Beltinge. Herne Bay	0.00	0.00	0.02	0.02	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Altira Business Park, The Boulevard, Herne Bay	0.00	0.00	0.00	0.00	6.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sea Street, Herne Bay Whitstable Town Centre	0.00	0.00 1.24	0.00	0.00	0.00 9.61	0.00 56.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other - Zone 5	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6 B&Q, Thanet Way, Chestfield, Whitstable	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
Faversham Road, Seasalter	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	5.24	0.00	0.00	0.00
Herne Bay Road / St Johns Road / Swalecliffe Herne Bay Town Centre	0.00	0.00	0.00	0.00	0.39 49.60	0.00 8.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Superstore, Reeves Way, Whitstable	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tankerton Road, Tankerton Tesco Extra, Millstrood Road, Whitstable	0.00	1.19 0.07	0.00	0.00	0.00	0.00 2.57	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00
Other - Zone 6	0.00	0.00	0.00	0.00	0.09	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 7 Asda, Westwood Road, Broadstairs	0.00	0.00	0.00	0.00	0.00	0.00	0.00 5.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Broadstairs Town Centre	6.56	0.00	0.03	0.00	0.88	0.76	52.57	6.91	0.00	0.00	0.00	0.00	5.90	0.00
Margate Town Centre Minster-in-Thanet Village Centre	0.00	0.00	0.00	0.36	0.00	8.83 0.08	28.78	0.35	2.54 0.00	0.79	0.00	0.00	0.74	0.00
Ramsgate Town Centre	0.00	0.00	0.00	0.00	0.00	0.47	77.39	2.63	1.70	0.00	3.66	0.00	0.00	0.00
Westwood Cross Shopping Centre & Retail Parks / Broadstairs Retail Park / East Kent Retail Park (all at Broadstairs) Other - Zone 7	7.13 0.00	1.48	1.17	6.12 0.00	41.52 0.00	13.79 0.20	608.29 10.27	32.71	141.47 0.00	5.13 0.00	2.14	0.00	0.00	4.55
Zone 8	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
Archers Low Nursery, Ash Road, Sandwich Littlebourne Village Centre	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Sandwich Town Centre	0.00	0.00	0.00	0.00	0.75	0.00	0.00	6.51	0.00	0.00	0.00	1.30	0.00	0.00
Wingham Village Centre Other - Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.00
Zone 9	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
B&Q, Honeywood Park Industrial Estate, Whitfield, Dover Deal Town Centre	0.00	0.00	0.04	0.00	0.29	0.00	0.00	0.08	2.27 53.93	0.00	0.00	0.00	0.00	0.00
Dover Town Centre	0.00	0.27	0.28	0.00	0.00	0.00	0.00	1.38	103.61	3.30	0.00	0.00	0.00	0.00
Sainsbury's Superstore, West Street, Deal Tesco Extra, White Cliffs Park, Honeywood Parkway, Dover	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.10 1.76	0.00	0.00	0.00	0.00	0.00
Other - Zone 9	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.03	4.79	0.00	0.00	0.00	0.00	0.00
Zone 10 Cheriton Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.21	0.00 2.56	0.00	0.00 0.18	0.00	0.00
Folkstone Town Centre	0.82	0.50	0.02	0.00	0.00	0.00	0.00	0.52	6.30	200.60 47.06	0.00	8.56	16.06	0.00
Hythe Town Centre Park Farm Retail Park, Folkestone	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00 29.53	67.48	2.88	1.03	2.52 7.57	0.00
Sainsbury's Superstore, Bouverie Road West, Folkestone Sainsbury's Superstore, Military Road, Hythe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.97 0.82	0.00	0.00	0.00 1.41	0.00
Sainsbury's Superstore, Military Road, Hydre Sainsbury's Superstore, Retail Park, Park Farm Road, Folkestone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.97	0.00	0.00	0.00	0.00
Stelling Minnis 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
Tesco Superstore, Cheriton High Street, Folkestone Other - Zone 10	0.00	0.00 0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00 0.13	0.41 4.65	0.00	0.00	0.00	0.00
Zone 11 Faversham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00 1.16	0.00	0.00	0.00	0.00	0.00 37.81	0.00	0.00	0.00
Minster Village Centre, Isle of Sheppey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00
Sheerness Town Centre, Isle of Sheppey Sittingbourne Retail Park. Sittingbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	45.56 111.76	0.00	0.00	0.00
Sittingbourne Town Centre	1.65	0.00	0.00	0.00	0.00	0.16	1.16	0.00	0.00	0.00	172.94	0.00	0.00	15.88
Tesco Superstore, Crescent Road, Faversham Other - Zone 11	0.00	0.00	0.00	0.00	0.00	4.11 0.00	0.00	0.00	0.00	0.00	6.77 6.53	0.00	0.00	0.00
Zone 12	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, Victoria Road, Ashford Asda, Kimberley Walk, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.75 5.14	0.00	0.00
Ashford Designer Outlet, Ashford (also known as McArthur Glen, Ashford)	0.00	0.62	0.00	0.00	0.88	0.00	14.64	0.28	14.47	16.76	15.49	44.43	33.52	15.86
Ashford Retail Park, Ashford Ashford Town Centre	1.88 2.58	0.63 2.03	0.81	0.00	1.05	0.00 2.36	12.58	0.00 1.53	2.42 4.39	10.34 55.72	3.26 6.84	94.44 256.58	66.16 223.26	44.58 25.69
B&Q, Norman Road, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	1.44	0.00	0.48
Gallagher Retail Park, Norman Road, Ashford John Lewis, Fougeres Way, Ashford	0.00 0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 2.21	0.30 9.71	0.00	7.47 6.08	0.00 4.45	2.74 4.77
Kennington Local Centre, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00
Sainsbury's Superstore, Simone Weil Avenue, Ashford Tesco Extra, Hythe Road, Willesborough, Ashford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.10 6.19	0.00 5.23	10.49
Tesco Extra, Moatfield Meadow, Kingsnorth, 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	0.00	0.00
Other - Zone 12 Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	4.31 0.00	0.00	0.00
New Romney 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	6.47	0.00
Tenterden Town Centre Tesco Superstore, Highbury Works, Smallhythe Road, Tenterden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.11 0.00	20.76 5.12	0.00
Other - Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	4.67	0.37	0.00
Zone 14 B&Q, Barker Road, 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	0.00	0.00
B&Q, Will Adams Way, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.68	0.00	0.00	15.69
Chatham Town Centre Dockside Outlet Shopping Centre, Maritime Way, St Mary's Island, Chatham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	4.91 2.17	0.00	1.17 0.00	206.18 14.29
Gillingham Retail Park, Ambley Road, Gillingham	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	37.29
Gillingham Town Centre Hempstead Valley Shopping Centre, Hempstead, Gillingham	0.00	0.00	0.00	0.00	0.00	1.51 0.80	1.51 0.00	0.00	0.00	0.00	19.61 31.67	0.00	0.00	90.04 287.32
Maidstone Town Centre Sainsbury's Superstore, Hempstead Valley, Gillingham	0.00	0.00	0.19	0.31	0.00	0.83	0.00	0.80	0.00	0.00	69.82	6.74	9.17	574.13
Staplehurst Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.00	0.00	5.87
Tesco Extra, Courteney Road, Gillingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.56	0.00	0.00	67.28
Other - Zone 14 Outside Survey Area	0.00	0.25	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.83	0.00	0.18	43.41
Abroad	1.33	0.23	0.34	0.00	2.47	1.30	11.97	0.30	1.58	3.43	0.00	1.94	0.00	7.73
Asda, Maidstone Road, Chatham Bluewater Shopping Centre, Greenhithe	0.00 3.90	0.00 1.00	0.00 1.75	0.00	0.00 1.74	0.00 4.08	0.00 3.49	0.00	0.00 7.09	0.00 17.53	0.00 145.16	0.00 14.94	0.00 17.26	18.31
Central London	1.33	0.12	0.37	0.34	0.00	0.78	0.00	1.03	1.58	4.00	16.13	0.00	0.87	14.81
Horsted Retail Park, Maidstone Road, Chatham Lakeside Retail Park & Shopping Centre, West Thurrock, Grays	0.00 0.93	0.00 1.02	0.00	0.00	0.00 4.49	0.00 1.85	0.00 3.02	0.00	0.00 1.70	0.00 5.10	18.72 21.28	0.00	0.00 4.62	152.06
Royal Tunbridge Wells Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.16	4.19	0.00	0.74	33.22
Sevenoaks Town Centre South Aylesford Retail Park, Maidstone	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00 14.53	0.00	0.00 1.93	0.00
Strood Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.56	0.00	0.00	0.00
Tesco Extra Tunsford 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	1.78	0.00
White Cliffs Business Park, Whitfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	26.02	0.00	0.00	0.00	0.00	0.00

TABLE K : Sector Analysis 2019

	2019	2020	2025	2030	2035	2040
Expenditure Available	£4,156.39	£4,156.39	£4,617.28	£5,331.96	£6,295.64	£7,515.34
Market Share	21%	21%	•	•	21%	21%
Market Share turnover of Canterbury District	£877.98	£877.98	£975.33	£1,126.30	£1,329.86	£1,587.51
Inflow of Expenditure (5% of Canterbury City Centre Turnover)	£28.03	£28.03	£31.14	£35.96	£42.46	£50.68
Total Canterbury Turnover	£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 floorspace (sqm)	Comparison Floorspace (sqm)	Sales Density (£/sqm)	Total Turnover
1	Zone 1 Formula One Autocentre Land off Cockering Road Thannington South Canterbury Proposed Aldi, Sturry Road	157 350 1,400 1,320	157 175 350 264	4,000 4,000 4,000 4,132	0.63 0.70 1.40 1.09
	Zone 5 Herne Bay Bus Station Proposed Lidl, Thanet Way Herne Bay Golf Club Beach Street, Herne Bay	540 1,700 260 100	540 340 260 100	5,000 9,652 4,000 5,000	2.70 3.28 1.04 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

Turnovers based on GLH Assumptions, except Lidl which is based on UK Retail Rankings 2019

^{1 -} Assume 50% of retail floorspace for comparison goods

TABLE M : Future Comparison Floorspace Capacity

	2020	2025	2030	2035	2040
Total Available Comparision Expenditure	4,156.39	4,617.28	5,331.96	6,295.64	7,515.34
Market Share	21%	21%	21%	21%	21%
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	906.01	1,006.47	1,162.26	1,372.32	1,638.19
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	28.78
Turnover of Commitments	17.62	20.79	23.98	27.40	31.30
Residual Expenditure	-17.62	-83.10	-94.72	-63.76	-2.52
Benchmark Sales Density	7,000	8,258	9,526	10,884	12,435
Floorspace Capacity	(2,517)	(10,063)	(9,943)	(5,858)	(202)

Notes

Floorspace productivity taken from table 4b of Retail Planner Briefing Note 17 Negative capacity in brackets

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