

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE			
Q01 In which of the following visitor categories would you class yourself ?																
Local shopper	88.0%	161	74.5%	35	92.6%	126	89.7%	35	87.1%	74	89.7%	52	85.7%	78	90.5%	76
On holiday	1.1%	2	0.0%	0	1.5%	2	0.0%	0	1.2%	1	1.7%	1	1.1%	1	0.0%	0
Day tripper / visitor	10.9%	20	25.5%	12	5.9%	8	10.3%	4	11.8%	10	8.6%	5	13.2%	12	9.5%	8
Base:		183		47		136		39		85		58		91		84

Q02A Where are you staying, while on holiday, please can you give me the name of the town / village
Those who are on holiday at Q01

Other	100.0%	2	0.0%	0	100.0%	2	0.0%	0	100.0%	1	100.0%	1	100.0%	1	0.0%	0
Base:		2		0		2		0		1		1		1		0

Q02B Where are you staying, while on holiday, please can you give me the name of the accomodation
Those who are on holiday at Q01

Private	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
(Don't know)	50.0%	1	0.0%	0	50.0%	1	0.0%	0	100.0%	1	0.0%	0	100.0%	1	0.0%	0
Base:		2		0		2		0		1		1		1		0

Q02C Where are you staying, while on holiday, please can you give me the type of accomodation
Those who are on holiday at Q01

B&B	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camping in tent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile 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
Youth hostel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungalow	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
Pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Private House	50.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Friends / relatives	50.0%	1	0.0%	0	50.0%	1	0.0%	0	100.0%	1	0.0%	0	100.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2		0		2		0		1		1		1		0

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	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
Q03 How long will you be on holiday in (TOWN / VILLAGE MENTIONED AT Q.2) ?								
<i>Those who are on holiday at Q01</i>								
1-2 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3-4 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5-6 days	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 week, 1 day – 2 weeks	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 weeks, 1 day – 3 weeks	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 weeks, 1 day – 4 weeks	50.0%	1	0.0%	0	50.0%	1	0.0%	0
4 weeks, 1 day or more	50.0%	1	0.0%	0	50.0%	1	0.0%	0
Base:		2		0		2		0

Q04 Is this your first holiday to (TOWN / VILLAGE MENTIONED AT Q.2) ?								
<i>Those who are on holiday at Q01</i>								
Yes	50.0%	1	0.0%	0	50.0%	1	0.0%	0
No	50.0%	1	0.0%	0	50.0%	1	0.0%	0
Base:		2		0		2		0

Q05 How often do you go on holiday to (TOWN / VILLAGE MENTIONED AT Q.2) ?								
<i>Those who said No at Q04</i>								
Once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every other month	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a three to four months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every six months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every year	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two years	100.0%	1	0.0%	0	100.0%	1	0.0%	0
Once every three years	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every four years	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every five years	0.0%	0	0.0%	0	0.0%	0	0.0%	0
First time	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
Base:		1		0		1		0

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Q06 How did you travel here (CENTRE WHERE INTERVIEWING IS TAKING PLACE) today ?																
Car	55.2%	101	55.3%	26	55.1%	75	43.6%	17	64.7%	55	50.0%	29	61.5%	56	47.6%	40
Bus	9.8%	18	6.4%	3	11.0%	15	17.9%	7	4.7%	4	12.1%	7	3.3%	3	16.7%	14
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.5%	1	2.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Taxi	1.1%	2	0.0%	0	1.5%	2	2.6%	1	1.2%	1	0.0%	0	0.0%	0	2.4%	2
Walk	29.0%	53	27.7%	13	29.4%	40	30.8%	12	27.1%	23	31.0%	18	28.6%	26	29.8%	25
Cycle	2.7%	5	6.4%	3	1.5%	2	0.0%	0	1.2%	1	5.2%	3	5.5%	5	0.0%	0
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
Other	1.6%	3	2.1%	1	1.5%	2	2.6%	1	1.2%	1	1.7%	1	1.1%	1	2.4%	2
Base:		183		47		136		39		85		58		91		84

Q07 Where did you park today , if you are unsure of the car park name, could you please tell me what is near to the car park,
Those who said car, cycle or motorcycle at Q06

Tesco	23.6%	25	6.9%	2	29.9%	23	5.9%	1	33.9%	19	15.6%	5	19.7%	12	27.5%	11
Other	23.6%	25	27.6%	8	22.1%	17	17.6%	3	28.6%	16	15.6%	5	24.6%	15	20.0%	8
George Yard	15.1%	16	24.1%	7	11.7%	9	35.3%	6	5.4%	3	21.9%	7	19.7%	12	10.0%	4
Sainsbury	10.4%	11	3.4%	1	13.0%	10	17.6%	3	8.9%	5	9.4%	3	11.5%	7	7.5%	3
Somerfield	6.6%	7	6.9%	2	6.5%	5	11.8%	2	5.4%	3	6.3%	2	4.9%	3	10.0%	4
(Don't know)	3.8%	4	10.3%	3	1.3%	1	0.0%	0	3.6%	2	6.3%	2	4.9%	3	2.5%	1
White Horse	1.9%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	6.3%	2	1.6%	1	2.5%	1
On street	1.9%	2	6.9%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	5.0%	2
I was dropped off	1.9%	2	0.0%	0	2.6%	2	0.0%	0	1.8%	1	3.1%	1	0.0%	0	5.0%	2
Disabled parking - Not specific	0.9%	1	3.4%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.5%	1
(Don't know)	10.4%	11	10.3%	3	10.4%	8	11.8%	2	7.1%	4	15.6%	5	13.1%	8	7.5%	3
Base:		106		29		77		17		56		32		61		40

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	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q08 How long did your journey take ?																
Less than 6 minutes	30.1%	55	23.4%	11	32.4%	44	33.3%	13	36.5%	31	19.0%	11	35.2%	32	23.8%	20
6-10 minutes	29.0%	53	25.5%	12	30.1%	41	17.9%	7	23.5%	20	43.1%	25	24.2%	22	34.5%	29
11-15 minutes	15.3%	28	12.8%	6	16.2%	22	17.9%	7	12.9%	11	17.2%	10	16.5%	15	13.1%	11
16-20 minutes	9.3%	17	12.8%	6	8.1%	11	7.7%	3	9.4%	8	10.3%	6	7.7%	7	11.9%	10
21-25 minutes	3.8%	7	2.1%	1	4.4%	6	7.7%	3	3.5%	3	1.7%	1	3.3%	3	4.8%	4
26-30 minutes	2.7%	5	2.1%	1	2.9%	4	2.6%	1	3.5%	3	1.7%	1	1.1%	1	3.6%	3
31-35 minutes	1.6%	3	2.1%	1	1.5%	2	5.1%	2	0.0%	0	1.7%	1	2.2%	2	1.2%	1
36-40 minutes	1.6%	3	4.3%	2	0.7%	1	5.1%	2	1.2%	1	0.0%	0	1.1%	1	2.4%	2
41-45 minutes	2.7%	5	6.4%	3	1.5%	2	0.0%	0	3.5%	3	3.4%	2	4.4%	4	1.2%	1
46-50 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
51-55 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
56-60 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
61-70 minutes	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	1.1%	1	1.2%	1
71-80 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
81-90 minutes	1.1%	2	2.1%	1	0.7%	1	0.0%	0	1.2%	1	1.7%	1	2.2%	2	0.0%	0
91-100 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
101-110 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
111-120 minutes	1.1%	2	4.3%	2	0.0%	0	2.6%	1	1.2%	1	0.0%	0	0.0%	0	2.4%	2
121 minutes plus	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)	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Base:		183		47		136		39		85		58		91		84

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	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q09 What is the main purpose of your visit here (CENTRE WHERE INTERVIEWING IS TAKING PLACE) today ?																
Food shopping (not take-away, café, restaurant)	26.8%	49	17.0%	8	30.1%	41	15.4%	6	22.4%	19	41.4%	24	18.7%	17	33.3%	28
Non-food shopping (e.g. electrical, household goods, flowers, clothes & shoes)	19.7%	36	14.9%	7	21.3%	29	25.6%	10	17.6%	15	19.0%	11	18.7%	17	20.2%	17
Financial services (e.g. banks, building societies, accountants)	14.8%	27	19.1%	9	13.2%	18	12.8%	5	16.5%	14	13.8%	8	16.5%	15	14.3%	12
Personal services (e.g. hairdressers, nail bar, beauty salon)	5.5%	10	0.0%	0	7.4%	10	0.0%	0	10.6%	9	1.7%	1	6.6%	6	3.6%	3
Other services (e.g. travel agents, estate agents)	1.6%	3	4.3%	2	0.7%	1	2.6%	1	0.0%	0	1.7%	1	3.3%	3	0.0%	0
Eating or drinking out	1.1%	2	0.0%	0	1.5%	2	2.6%	1	1.2%	1	0.0%	0	1.1%	1	1.2%	1
Work / business	9.8%	18	23.4%	11	5.1%	7	17.9%	7	10.6%	9	3.4%	2	9.9%	9	10.7%	9
Tourism / sight seeing	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Socialising	2.7%	5	2.1%	1	2.9%	4	0.0%	0	4.7%	4	1.7%	1	4.4%	4	1.2%	1
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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
Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	1.6%	3	2.1%	1	1.5%	2	2.6%	1	1.2%	1	1.7%	1	2.2%	2	1.2%	1
Browsing	5.5%	10	4.3%	2	5.9%	8	7.7%	3	4.7%	4	5.2%	3	6.6%	6	4.8%	4
On holiday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific 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
Other	5.5%	10	6.4%	3	5.1%	7	7.7%	3	4.7%	4	5.2%	3	6.6%	6	4.8%	4
Beach / Seafront	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 (Doctors/Hospital)	1.6%	3	2.1%	1	1.5%	2	0.0%	0	1.2%	1	3.4%	2	2.2%	2	1.2%	1
(Don't know)	3.3%	6	4.3%	2	2.9%	4	5.1%	2	3.5%	3	1.7%	1	2.2%	2	3.6%	3
Base:		183		47		136		39		85		58		91		84

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Q10 What else, if anything, will you be doing here (CENTRE WHERE INTERVIEWING IS TAKING PLACE) today ?																
Food shopping (not take-away, café, restaurant)	20.2%	37	12.8%	6	22.8%	31	15.4%	6	22.4%	19	19.0%	11	17.6%	16	21.4%	18
Non-food shopping (e.g. electrical, household goods, flowers, clothes & shoes)	28.4%	52	31.9%	15	27.2%	37	30.8%	12	27.1%	23	27.6%	16	28.6%	26	27.4%	23
Financial services (e.g. banks, building societies, accountants)	14.8%	27	10.6%	5	16.2%	22	7.7%	3	15.3%	13	19.0%	11	13.2%	12	17.9%	15
Personal services (e.g. hairdressers, nail bar, beauty salon)	1.1%	2	2.1%	1	0.7%	1	0.0%	0	0.0%	0	3.4%	2	2.2%	2	0.0%	0
Other services (e.g. travel agents, estate agents)	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Eating or drinking out	4.9%	9	4.3%	2	5.1%	7	2.6%	1	8.2%	7	1.7%	1	7.7%	7	2.4%	2
Work / business	1.1%	2	4.3%	2	0.0%	0	2.6%	1	1.2%	1	0.0%	0	1.1%	1	1.2%	1
Tourism / sight seeing	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	1.1%	1	0.0%	0
Socialising	3.3%	6	4.3%	2	2.9%	4	10.3%	4	1.2%	1	1.7%	1	2.2%	2	4.8%	4
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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
Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health & fitness / gym	0.5%	1	2.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Browsing	10.9%	20	10.6%	5	11.0%	15	10.3%	4	8.2%	7	15.5%	9	8.8%	8	14.3%	12
Specific shop	1.1%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	3.4%	2	1.1%	1	1.2%	1
Other	1.1%	2	0.0%	0	1.5%	2	2.6%	1	1.2%	1	0.0%	0	1.1%	1	1.2%	1
Beach / Seafront	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.5%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Nothing else)	26.2%	48	31.9%	15	24.3%	33	25.6%	10	30.6%	26	20.7%	12	26.4%	24	25.0%	21
(Don't know)	2.2%	4	0.0%	0	2.9%	4	5.1%	2	1.2%	1	1.7%	1	2.2%	2	1.2%	1
Base:		183		47		136		39		85		58		91		84

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	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q11 What have you bought or expect to buy today ?																
Food / groceries / off-licence alcohol sales	47.5%	87	29.8%	14	53.7%	73	33.3%	13	45.9%	39	58.6%	34	38.5%	35	54.8%	46
Other food	0.5%	1	2.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1
Clothes and footwear	23.0%	42	19.1%	9	24.3%	33	28.2%	11	23.5%	20	17.2%	10	20.9%	19	25.0%	21
Furniture / furnishings	1.6%	3	0.0%	0	2.2%	3	0.0%	0	1.2%	1	3.4%	2	2.2%	2	1.2%	1
Household goods / hardware	2.7%	5	2.1%	1	2.9%	4	2.6%	1	3.5%	3	1.7%	1	2.2%	2	3.6%	3
Chemist goods	8.7%	16	8.5%	4	8.8%	12	0.0%	0	7.1%	6	17.2%	10	8.8%	8	7.1%	6
Electrical goods	2.7%	5	2.1%	1	2.9%	4	5.1%	2	2.4%	2	1.7%	1	3.3%	3	2.4%	2
Leisure goods e.g. sportswear, books, toys, gifts	10.4%	19	10.6%	5	10.3%	14	10.3%	4	9.4%	8	12.1%	7	13.2%	12	6.0%	5
Other non food	5.5%	10	6.4%	3	5.1%	7	7.7%	3	5.9%	5	3.4%	2	6.6%	6	3.6%	3
Services (hairdressers, dry cleaners etc)	7.7%	14	6.4%	3	8.1%	11	5.1%	2	9.4%	8	6.9%	4	8.8%	8	6.0%	5
Restaurants / bars / pubs (drinks / snacks / lunch)	5.5%	10	6.4%	3	5.1%	7	2.6%	1	10.6%	9	0.0%	0	7.7%	7	3.6%	3
Nothing	14.8%	27	21.3%	10	12.5%	17	30.8%	12	9.4%	8	12.1%	7	17.6%	16	13.1%	11
Newspaper	1.1%	2	0.0%	0	1.5%	2	0.0%	0	1.2%	1	1.7%	1	1.1%	1	1.2%	1
Mobile phone	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)	4.4%	8	6.4%	3	3.7%	5	7.7%	3	2.4%	2	5.2%	3	2.2%	2	7.1%	6
Base:		183		47		136		39		85		58		91		84

Q12 How much have you spent or expect to spend in the shops today on food, groceries and off licence alcohol sales ?

Those who have bought / expect to buy food / groceries / off licence alcohol sales at Q11

Less than £6	19.3%	17	53.3%	8	12.3%	9	0.0%	0	17.5%	7	26.5%	9	25.7%	9	17.0%	8
£6-£10	19.3%	17	13.3%	2	20.5%	15	38.5%	5	12.5%	5	20.6%	7	17.1%	6	19.1%	9
£11-£15	10.2%	9	6.7%	1	11.0%	8	7.7%	1	10.0%	4	11.8%	4	5.7%	2	14.9%	7
£16-£20	14.8%	13	6.7%	1	16.4%	12	0.0%	0	20.0%	8	14.7%	5	17.1%	6	12.8%	6
£21-£25	2.3%	2	0.0%	0	2.7%	2	7.7%	1	2.5%	1	0.0%	0	2.9%	1	2.1%	1
£26-£30	9.1%	8	13.3%	2	8.2%	6	7.7%	1	12.5%	5	5.9%	2	5.7%	2	8.5%	4
£31-£35	2.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	5.9%	2	2.9%	1	2.1%	1
£36-£40	4.5%	4	6.7%	1	4.1%	3	7.7%	1	2.5%	1	5.9%	2	2.9%	1	4.3%	2
£41-£45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46-£50	5.7%	5	0.0%	0	6.8%	5	7.7%	1	5.0%	2	5.9%	2	8.6%	3	4.3%	2
£51-£60	3.4%	3	0.0%	0	4.1%	3	7.7%	1	5.0%	2	0.0%	0	2.9%	1	4.3%	2
£61-£70	3.4%	3	0.0%	0	4.1%	3	7.7%	1	5.0%	2	0.0%	0	0.0%	0	6.4%	3
£71-£80	2.3%	2	0.0%	0	2.7%	2	0.0%	0	2.5%	1	2.9%	1	2.9%	1	2.1%	1
£81-£90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91-£100	2.3%	2	0.0%	0	2.7%	2	0.0%	0	5.0%	2	0.0%	0	2.9%	1	2.1%	1
£101+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / Refused)	1.1%	1	0.0%	0	1.4%	1	7.7%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Base:		88		15		73		13		40		34		35		47

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q13 How much have you spent or expect to spend in the shops today on non-food items such as clothing and footwear, household and electrical goods, leisure goods and gifts ?																
<i>Those who have bought / expect to buy non food items at Q11</i>																
Less than £6	21.1%	19	28.6%	6	18.8%	13	10.5%	2	23.8%	10	25.0%	7	21.7%	10	17.9%	7
£6-£10	11.1%	10	14.3%	3	10.1%	7	0.0%	0	4.8%	2	25.0%	7	13.0%	6	10.3%	4
£11-£15	7.8%	7	9.5%	2	7.2%	5	5.3%	1	11.9%	5	3.6%	1	6.5%	3	7.7%	3
£16-£20	14.4%	13	9.5%	2	15.9%	11	26.3%	5	9.5%	4	14.3%	4	13.0%	6	17.9%	7
£21-£25	4.4%	4	4.8%	1	4.3%	3	10.5%	2	4.8%	2	0.0%	0	0.0%	0	10.3%	4
£26-£30	13.3%	12	4.8%	1	15.9%	11	15.8%	3	11.9%	5	14.3%	4	15.2%	7	10.3%	4
£31-£35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36-£40	3.3%	3	4.8%	1	2.9%	2	5.3%	1	4.8%	2	0.0%	0	2.2%	1	5.1%	2
£41-£45	2.2%	2	0.0%	0	2.9%	2	0.0%	0	4.8%	2	0.0%	0	4.3%	2	0.0%	0
£46-£50	3.3%	3	4.8%	1	2.9%	2	5.3%	1	4.8%	2	0.0%	0	2.2%	1	5.1%	2
£51-£60	1.1%	1	0.0%	0	1.4%	1	0.0%	0	2.4%	1	0.0%	0	2.2%	1	0.0%	0
£61-£70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71-£80	1.1%	1	0.0%	0	1.4%	1	0.0%	0	2.4%	1	0.0%	0	2.2%	1	0.0%	0
£81-£90	1.1%	1	0.0%	0	1.4%	1	0.0%	0	2.4%	1	0.0%	0	2.2%	1	0.0%	0
£91-£100	5.6%	5	0.0%	0	7.2%	5	10.5%	2	2.4%	1	7.1%	2	6.5%	3	5.1%	2
£101+	3.3%	3	9.5%	2	1.4%	1	0.0%	0	7.1%	3	0.0%	0	2.2%	1	2.6%	1
(Don't know / Refused)	6.7%	6	9.5%	2	5.8%	4	10.5%	2	2.4%	1	10.7%	3	6.5%	3	7.7%	3
Base:		90		21		69		19		42		28		46		39

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q14 Why did you choose to come here (CENTRE WHERE INTERVIEWING IS TAKING PLACE) today ?																
Close to home / live here	64.5%	118	44.7%	21	71.3%	97	56.4%	22	62.4%	53	72.4%	42	56.0%	51	70.2%	59
Close to work / business meeting	9.8%	18	25.5%	12	4.4%	6	15.4%	6	11.8%	10	3.4%	2	12.1%	11	8.3%	7
Close to friends / relatives	3.3%	6	2.1%	1	3.7%	5	2.6%	1	3.5%	3	3.4%	2	4.4%	4	2.4%	2
Easy parking	2.2%	4	2.1%	1	2.2%	3	0.0%	0	0.0%	0	6.9%	4	3.3%	3	1.2%	1
Good 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
Good range of shops / services	2.2%	4	0.0%	0	2.9%	4	5.1%	2	0.0%	0	3.4%	2	2.2%	2	2.4%	2
Good range of food / drink outlets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting as a tourist	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Attractive environment / nice place	0.5%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Goods at discounted rate / cheaper goods / bargains	0.5%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Linked trips to bowling alley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linked trips to 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
To visit particular shops / services	4.9%	9	4.3%	2	5.1%	7	7.7%	3	5.9%	5	1.7%	1	6.6%	6	3.6%	3
To use particular 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
Other	6.6%	12	4.3%	2	7.4%	10	2.6%	1	8.2%	7	6.9%	4	6.6%	6	7.1%	6
Department store (BHS, M&S, 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
Hairdressers (not specific)	2.2%	4	2.1%	1	2.2%	3	0.0%	0	3.5%	3	1.7%	1	2.2%	2	2.4%	2
Somerfield	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1
Bank / financial services	2.7%	5	6.4%	3	1.5%	2	5.1%	2	2.4%	2	1.7%	1	2.2%	2	3.6%	3
Beach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
With family / friends	1.6%	3	0.0%	0	2.2%	3	2.6%	1	2.4%	2	0.0%	0	1.1%	1	2.4%	2
Health services	2.7%	5	2.1%	1	2.9%	4	5.1%	2	1.2%	1	3.4%	2	4.4%	4	1.2%	1
Leisure purposes / facilities	1.1%	2	4.3%	2	0.0%	0	2.6%	1	0.0%	0	1.7%	1	2.2%	2	0.0%	0
Browse / look around	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	1.1%	1	0.0%	0
Nice / friendly place / I like it	1.6%	3	0.0%	0	2.2%	3	0.0%	0	1.2%	1	3.4%	2	3.3%	3	0.0%	0
The market	1.6%	3	2.1%	1	1.5%	2	0.0%	0	2.4%	2	1.7%	1	1.1%	1	1.2%	1
To look for / buy a house / flat	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	2.2%	2	0.0%	0
(No particular reason)	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.1%	1	0.0%	0
(Don't know)	3.3%	6	6.4%	3	2.2%	3	7.7%	3	1.2%	1	3.4%	2	3.3%	3	3.6%	3
Base:	183	47	136	39	85	58	91	84								

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q15 How often do you visit this town (CENTRE WHERE INTERVIEWING IS TAKING PLACE), for the following reasons ?																
Shopping																
Everyday / most days	19.1%	35	19.1%	9	19.1%	26	17.9%	7	17.6%	15	20.7%	12	16.5%	15	22.6%	19
2-3 times a week	36.6%	67	19.1%	9	42.6%	58	20.5%	8	38.8%	33	44.8%	26	39.6%	36	32.1%	27
Once a week	20.8%	38	27.7%	13	18.4%	25	25.6%	10	20.0%	17	19.0%	11	18.7%	17	22.6%	19
Once a fortnight	8.2%	15	6.4%	3	8.8%	12	17.9%	7	7.1%	6	3.4%	2	6.6%	6	10.7%	9
Once a month	3.3%	6	6.4%	3	2.2%	3	5.1%	2	1.2%	1	5.2%	3	2.2%	2	4.8%	4
Every 1-6 months	2.7%	5	2.1%	1	2.9%	4	2.6%	1	3.5%	3	1.7%	1	2.2%	2	2.4%	2
Every 7-12 months	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Less often	3.8%	7	8.5%	4	2.2%	3	2.6%	1	5.9%	5	1.7%	1	4.4%	4	3.6%	3
Never	2.7%	5	4.3%	2	2.2%	3	0.0%	0	4.7%	4	1.7%	1	5.5%	5	0.0%	0
(Don't know)	2.2%	4	6.4%	3	0.7%	1	7.7%	3	0.0%	0	1.7%	1	3.3%	3	1.2%	1
Base:		183		47		136		39		85		58		91		84
Services																
Everyday / most days	4.9%	9	2.1%	1	5.9%	8	7.7%	3	2.4%	2	5.2%	3	5.5%	5	4.8%	4
2-3 times a week	23.0%	42	21.3%	10	23.5%	32	15.4%	6	27.1%	23	22.4%	13	18.7%	17	23.8%	20
Once a week	33.9%	62	23.4%	11	37.5%	51	33.3%	13	34.1%	29	34.5%	20	31.9%	29	38.1%	32
Once a fortnight	12.6%	23	21.3%	10	9.6%	13	23.1%	9	9.4%	8	10.3%	6	9.9%	9	15.5%	13
Once a month	8.2%	15	2.1%	1	10.3%	14	5.1%	2	3.5%	3	17.2%	10	11.0%	10	6.0%	5
Every 1-6 months	4.9%	9	6.4%	3	4.4%	6	2.6%	1	5.9%	5	5.2%	3	7.7%	7	1.2%	1
Every 7-12 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	4.9%	9	10.6%	5	2.9%	4	7.7%	3	7.1%	6	0.0%	0	4.4%	4	6.0%	5
Never	6.6%	12	8.5%	4	5.9%	8	2.6%	1	9.4%	8	5.2%	3	9.9%	9	3.6%	3
(Don't know)	1.1%	2	4.3%	2	0.0%	0	2.6%	1	1.2%	1	0.0%	0	1.1%	1	1.2%	1
Base:		183		47		136		39		85		58		91		84
Day time eating / drinking																
Everyday / most days	2.7%	5	4.3%	2	2.2%	3	2.6%	1	3.5%	3	1.7%	1	3.3%	3	2.4%	2
2-3 times a week	7.1%	13	4.3%	2	8.1%	11	12.8%	5	5.9%	5	5.2%	3	7.7%	7	7.1%	6
Once a week	15.8%	29	8.5%	4	18.4%	25	20.5%	8	11.8%	10	19.0%	11	15.4%	14	14.3%	12
Once a fortnight	7.7%	14	2.1%	1	9.6%	13	10.3%	4	9.4%	8	3.4%	2	6.6%	6	9.5%	8
Once a month	8.2%	15	10.6%	5	7.4%	10	7.7%	3	8.2%	7	8.6%	5	7.7%	7	9.5%	8
Every 1-6 months	3.8%	7	0.0%	0	5.1%	7	0.0%	0	5.9%	5	3.4%	2	4.4%	4	2.4%	2
Every 7-12 months	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Less often	6.6%	12	2.1%	1	8.1%	11	5.1%	2	7.1%	6	6.9%	4	3.3%	3	9.5%	8
Never	45.4%	83	61.7%	29	39.7%	54	38.5%	15	45.9%	39	48.3%	28	49.5%	45	41.7%	35
(Don't know)	2.2%	4	6.4%	3	0.7%	1	2.6%	1	1.2%	1	3.4%	2	1.1%	1	3.6%	3
Base:		183		47		136		39		85		58		91		84

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Night time restaurants / bars																
Everyday / most days	1.1%	2	4.3%	2	0.0%	0	2.6%	1	1.2%	1	0.0%	0	2.2%	2	0.0%	0
2-3 times a week	3.8%	7	8.5%	4	2.2%	3	5.1%	2	3.5%	3	1.7%	1	4.4%	4	3.6%	3
Once a week	3.3%	6	4.3%	2	2.9%	4	2.6%	1	3.5%	3	3.4%	2	1.1%	1	3.6%	3
Once a fortnight	4.4%	8	6.4%	3	3.7%	5	2.6%	1	7.1%	6	1.7%	1	4.4%	4	4.8%	4
Once a month	3.8%	7	6.4%	3	2.9%	4	5.1%	2	5.9%	5	0.0%	0	5.5%	5	2.4%	2
Every 1-6 months	4.9%	9	2.1%	1	5.9%	8	10.3%	4	5.9%	5	0.0%	0	3.3%	3	7.1%	6
Every 7-12 months	2.7%	5	2.1%	1	2.9%	4	2.6%	1	1.2%	1	5.2%	3	2.2%	2	3.6%	3
Less often	3.8%	7	4.3%	2	3.7%	5	5.1%	2	4.7%	4	1.7%	1	3.3%	3	4.8%	4
Never	71.0%	130	59.6%	28	75.0%	102	64.1%	25	67.1%	57	82.8%	48	72.5%	66	69.0%	58
(Don't know)	1.1%	2	2.1%	1	0.7%	1	0.0%	0	0.0%	0	3.4%	2	1.1%	1	1.2%	1
Base:		183		47		136		39		85		58		91		84

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Q16 What do you like about this town (CENTRE WHERE INTERVIEWING IS TAKING PLACE) ?																
Good shops	16.9%	31	6.4%	3	20.6%	28	20.5%	8	15.3%	13	17.2%	10	13.2%	12	20.2%	17
Good range of services	3.8%	7	4.3%	2	3.7%	5	7.7%	3	1.2%	1	5.2%	3	3.3%	3	3.6%	3
Good range of entertainment / restaurants / public 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
Goods at discounted rate / cheaper goods / bargains	1.1%	2	0.0%	0	1.5%	2	2.6%	1	1.2%	1	0.0%	0	0.0%	0	2.4%	2
Attractive environment / nice place	6.0%	11	6.4%	3	5.9%	8	2.6%	1	5.9%	5	6.9%	4	6.6%	6	4.8%	4
Clean / well maintained streets	3.8%	7	0.0%	0	5.1%	7	0.0%	0	5.9%	5	3.4%	2	3.3%	3	4.8%	4
Easy to park	4.9%	9	6.4%	3	4.4%	6	0.0%	0	5.9%	5	6.9%	4	8.8%	8	1.2%	1
Easy accessible from home	23.5%	43	21.3%	10	24.3%	33	17.9%	7	23.5%	20	27.6%	16	26.4%	24	20.2%	17
Easy accessible from work	1.1%	2	0.0%	0	1.5%	2	0.0%	0	2.4%	2	0.0%	0	2.2%	2	0.0%	0
Good value for money	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 safety / security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linked trips to bowling alley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linked trips to 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
Particular shops / services	3.8%	7	0.0%	0	5.1%	7	2.6%	1	4.7%	4	3.4%	2	3.3%	3	3.6%	3
Particular 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
Other	18.6%	34	14.9%	7	19.9%	27	10.3%	4	23.5%	20	17.2%	10	22.0%	20	16.7%	14
The beach	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 is friendly	4.4%	8	4.3%	2	4.4%	6	2.6%	1	4.7%	4	5.2%	3	2.2%	2	6.0%	5
Individual 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
It's compact	1.6%	3	0.0%	0	2.2%	3	0.0%	0	2.4%	2	1.7%	1	2.2%	2	1.2%	1
Born and bred here	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.1%	1	0.0%	0
Convenient	1.6%	3	2.1%	1	1.5%	2	2.6%	1	2.4%	2	0.0%	0	3.3%	3	0.0%	0
Greensward	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 my local / home town	2.2%	4	0.0%	0	2.9%	4	5.1%	2	2.4%	2	0.0%	0	1.1%	1	2.4%	2
Not too big	2.2%	4	0.0%	0	2.9%	4	0.0%	0	3.5%	3	1.7%	1	2.2%	2	2.4%	2
Pedestrian areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quaint	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Quiet / beautiful	3.3%	6	6.4%	3	2.2%	3	2.6%	1	3.5%	3	3.4%	2	4.4%	4	2.4%	2
Not busy / not crowded	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	1.1%	2	2.1%	1	0.7%	1	0.0%	0	0.0%	0	3.4%	2	1.1%	1	1.2%	1
It's familiar	1.1%	2	2.1%	1	0.7%	1	0.0%	0	1.2%	1	1.7%	1	1.1%	1	1.2%	1
(Nothing / very little)	24.0%	44	25.5%	12	23.5%	32	33.3%	13	20.0%	17	24.1%	14	18.7%	17	27.4%	23
(Don't know)	7.7%	14	12.8%	6	5.9%	8	10.3%	4	8.2%	7	5.2%	3	9.9%	9	6.0%	5
Base:		183		47		136		39		85		58		91		84

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q17 What do you dislike about this town (CENTRE WHERE INTERVIEWING IS TAKING PLACE) ?																
Poor range of comparison retailers (i.e. non-food)	19.7%	36	19.1%	9	19.9%	27	20.5%	8	22.4%	19	15.5%	9	22.0%	20	16.7%	14
Poor range of food stores	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lack of culture	1.6%	3	0.0%	0	2.2%	3	2.6%	1	2.4%	2	0.0%	0	1.1%	1	2.4%	2
Lack of atmosphere	6.0%	11	6.4%	3	5.9%	8	7.7%	3	5.9%	5	5.2%	3	3.3%	3	8.3%	7
Expensive restaurants / café operators	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park near shops	4.4%	8	0.0%	0	5.9%	8	2.6%	1	5.9%	5	3.4%	2	3.3%	3	3.6%	3
Poor public transport	1.1%	2	2.1%	1	0.7%	1	2.6%	1	1.2%	1	0.0%	0	1.1%	1	1.2%	1
Too busy / crowded	3.3%	6	4.3%	2	2.9%	4	5.1%	2	4.7%	4	0.0%	0	4.4%	4	2.4%	2
Too many 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
Traffic congestion makes it difficult to get there by car	3.3%	6	8.5%	4	1.5%	2	5.1%	2	4.7%	4	0.0%	0	1.1%	1	6.0%	5
Danger of vehicles in some streets / not pedestrianised	1.6%	3	4.3%	2	0.7%	1	0.0%	0	1.2%	1	3.4%	2	1.1%	1	2.4%	2
Streets dirty or badly maintained / in poor condition	9.8%	18	6.4%	3	11.0%	15	7.7%	3	7.1%	6	15.5%	9	14.3%	13	6.0%	5
Particular shops / services missing	3.3%	6	0.0%	0	4.4%	6	0.0%	0	7.1%	6	0.0%	0	4.4%	4	2.4%	2
Particular leisure facilities missing	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Other	17.5%	32	17.0%	8	17.6%	24	15.4%	6	14.1%	12	24.1%	14	14.3%	13	21.4%	18
High parking charges	7.1%	13	6.4%	3	7.4%	10	0.0%	0	10.6%	9	6.9%	4	6.6%	6	8.3%	7
Feel unsafe	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 toilets are not nice / lack 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
Too many charity shops	3.3%	6	2.1%	1	3.7%	5	0.0%	0	4.7%	4	3.4%	2	3.3%	3	3.6%	3
Too many estate agents	3.3%	6	4.3%	2	2.9%	4	0.0%	0	4.7%	4	3.4%	2	3.3%	3	3.6%	3
Parking - Not specific	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	1.1%	1	1.2%	1
Too many empty shops	1.1%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.4%	2
Construction / building work	1.1%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	3.4%	2	1.1%	1	1.2%	1
Yobs/ anti-social behaviour / crime	4.9%	9	4.3%	2	5.1%	7	12.8%	5	3.5%	3	1.7%	1	4.4%	4	6.0%	5
Lack of / poor parking	0.5%	1	2.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Too many banks / building societies	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Not enough to do / nothing to do	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Run down buildings (Nothing / very little)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	23.0%	42	17.0%	8	25.0%	34	25.6%	10	23.5%	20	19.0%	11	24.2%	22	21.4%	18
	7.7%	14	14.9%	7	5.1%	7	10.3%	4	3.5%	3	12.1%	7	7.7%	7	8.3%	7
Base:		183		47		136		39		85		58		91		84

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
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Q18 What types of improvements would persuade your household to visit this town (CENTRE WHERE INTERVIEWING IS TAKING PLACE) more often ?

1st mention

Attract larger retailers	25.7%	47	12.8%	6	30.1%	41	25.6%	10	29.4%	25	20.7%	12	33.0%	30	16.7%	14
Attract less people / relieve over-crowding	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	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
Clean shopping streets	2.7%	5	2.1%	1	2.9%	4	5.1%	2	2.4%	2	1.7%	1	2.2%	2	3.6%	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
Create more shelters to protect from the weather	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 reduced shop 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
Improve choice of multiple shops	1.6%	3	0.0%	0	2.2%	3	2.6%	1	2.4%	2	0.0%	0	0.0%	0	3.6%	3
Improve range of independent / specialist shops	5.5%	10	6.4%	3	5.1%	7	5.1%	2	4.7%	4	6.9%	4	2.2%	2	9.5%	8
New shop	3.8%	7	0.0%	0	5.1%	7	2.6%	1	3.5%	3	5.2%	3	5.5%	5	2.4%	2
Improve public transport links	1.1%	2	2.1%	1	0.7%	1	0.0%	0	1.2%	1	1.7%	1	0.0%	0	2.4%	2
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
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
Improve safety of pedestrians	1.1%	2	4.3%	2	0.0%	0	0.0%	0	1.2%	1	1.7%	1	1.1%	1	1.2%	1
Improve play areas for children / more activities	1.1%	2	2.1%	1	0.7%	1	2.6%	1	0.0%	0	1.7%	1	0.0%	0	2.4%	2
Improve policing / other security measures	6.6%	12	6.4%	3	6.6%	9	12.8%	5	4.7%	4	5.2%	3	4.4%	4	9.5%	8
Improve layout of car parks	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
More parking spaces - long stay	2.7%	5	4.3%	2	2.2%	3	5.1%	2	2.4%	2	1.7%	1	1.1%	1	3.6%	3
More parking spaces - short stay	1.1%	2	2.1%	1	0.7%	1	0.0%	0	1.2%	1	1.7%	1	0.0%	0	1.2%	1
More parking spaces - type unspecified	2.2%	4	2.1%	1	2.2%	3	0.0%	0	3.5%	3	1.7%	1	4.4%	4	0.0%	0
Reduce cost of 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
Reduce road congestion	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	2.4%	2
Other Environmental Factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Transport Factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	11.5%	21	23.4%	11	7.4%	10	5.1%	2	11.8%	10	13.8%	8	8.8%	8	14.3%	12
Clean it up	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	1.1%	1	0.0%	0
Close pubs earlier	1.6%	3	0.0%	0	2.2%	3	2.6%	1	1.2%	1	1.7%	1	1.1%	1	2.4%	2
Improve anti-social	1.1%	2	0.0%	0	1.5%	2	0.0%	0	1.2%	1	1.7%	1	1.1%	1	1.2%	1

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE
behaviour								
Need a park & ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Late night pubs / clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianise area	0.5%	1	0.0%	0	0.7%	1	0.0%	0
Improve toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned / nothing in particular)	16.9%	31	17.0%	8	16.9%	23	15.4%	6
(Don't know)	10.4%	19	12.8%	6	9.6%	13	15.4%	6
Base:	183	47	136	39	85	58	91	84

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
2nd mention																
Attract larger retailers	3.8%	7	2.1%	1	4.4%	6	2.6%	1	4.7%	4	3.4%	2	1.1%	1	7.1%	6
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
Attract more people / make more lively	0.5%	1	2.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1
Clean shopping streets	2.2%	4	4.3%	2	1.5%	2	2.6%	1	2.4%	2	1.7%	1	4.4%	4	0.0%	0
Create more open spaces	1.1%	2	2.1%	1	0.7%	1	2.6%	1	1.2%	1	0.0%	0	1.1%	1	1.2%	1
Create more shelters to protect from the weather	1.6%	3	0.0%	0	2.2%	3	2.6%	1	2.4%	2	0.0%	0	1.1%	1	1.2%	1
Encourage reduced shop 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
Improve choice of multiple shops	3.3%	6	0.0%	0	4.4%	6	5.1%	2	2.4%	2	3.4%	2	2.2%	2	4.8%	4
Improve range of independent / specialist shops	6.6%	12	6.4%	3	6.6%	9	10.3%	4	5.9%	5	5.2%	3	6.6%	6	7.1%	6
New shop	0.5%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Improve public transport links	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	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
Increase frequency of public transport in the evenings	0.5%	1	2.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improve safety of pedestrians	1.1%	2	2.1%	1	0.7%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0	2.4%	2
Improve play areas for children / more activities	1.1%	2	0.0%	0	1.5%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.2%	1
Improve policing / other security measures	3.3%	6	4.3%	2	2.9%	4	5.1%	2	3.5%	3	1.7%	1	3.3%	3	3.6%	3
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
More parking spaces - long stay	1.1%	2	0.0%	0	1.5%	2	2.6%	1	1.2%	1	0.0%	0	2.2%	2	0.0%	0
More parking spaces - short stay	1.6%	3	0.0%	0	2.2%	3	0.0%	0	3.5%	3	0.0%	0	2.2%	2	1.2%	1
More parking spaces - type unspecified	1.6%	3	0.0%	0	2.2%	3	0.0%	0	3.5%	3	0.0%	0	1.1%	1	2.4%	2
Reduce cost of 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
Reduce road congestion	0.5%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other Environmental Factor	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Other Transport Factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.5%	10	4.3%	2	5.9%	8	0.0%	0	5.9%	5	6.9%	4	7.7%	7	3.6%	3
Clean it up	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Close pubs earlier	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 anti-social behaviour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need 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

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Late night pubs / clubs	0.5%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Pedestrianise area	0.5%	1	2.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Improve toilets	1.1%	2	2.1%	1	0.7%	1	0.0%	0	0.0%	0	3.4%	2	1.1%	1	1.2%	1
(None mentioned / nothing in particular)	33.9%	62	34.0%	16	33.8%	46	23.1%	9	31.8%	27	44.8%	26	37.4%	34	28.6%	24
(Don't know)	26.2%	48	31.9%	15	24.3%	33	33.3%	13	24.7%	21	24.1%	14	24.2%	22	28.6%	24
Base:		183		47		136		39		85		58		91		84

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
3rd mention																
Attract larger retailers	2.7%	5	4.3%	2	2.2%	3	2.6%	1	3.5%	3	1.7%	1	1.1%	1	4.8%	4
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
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
Clean shopping streets	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
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
Create more shelters to protect from the weather	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 reduced shop 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
Improve choice of multiple shops	2.2%	4	2.1%	1	2.2%	3	0.0%	0	3.5%	3	1.7%	1	4.4%	4	0.0%	0
Improve range of independent / specialist shops	2.2%	4	2.1%	1	2.2%	3	2.6%	1	2.4%	2	1.7%	1	3.3%	3	1.2%	1
New 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
Improve public transport links	0.5%	1	2.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.1%	1	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
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
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
Improve play areas for children / more activities	1.6%	3	0.0%	0	2.2%	3	2.6%	1	1.2%	1	1.7%	1	0.0%	0	3.6%	3
Improve policing / other security measures	3.3%	6	4.3%	2	2.9%	4	0.0%	0	2.4%	2	6.9%	4	4.4%	4	2.4%	2
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
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
More parking spaces - short stay	1.1%	2	0.0%	0	1.5%	2	2.6%	1	1.2%	1	0.0%	0	2.2%	2	0.0%	0
More parking spaces - type unspecified	1.1%	2	0.0%	0	1.5%	2	0.0%	0	1.2%	1	1.7%	1	1.1%	1	0.0%	0
Reduce cost of parking	1.1%	2	0.0%	0	1.5%	2	0.0%	0	1.2%	1	1.7%	1	1.1%	1	1.2%	1
Reduce road congestion	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	1.1%	1	1.2%	1
Other Environmental Factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Transport Factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	2	2.1%	1	0.7%	1	0.0%	0	1.2%	1	1.7%	1	0.0%	0	2.4%	2
Clean it up	0.5%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Close pubs earlier	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 anti-social behaviour	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Need 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

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
Late night pubs / clubs	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1
Pedestrianise 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
Improve 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
(None mentioned / nothing in particular)	49.7%	91	55.3%	26	47.8%	65	46.2%	18	48.2%	41	53.4%	31	53.8%	49	44.0%	37
(Don't know)	30.1%	55	25.5%	12	31.6%	43	38.5%	15	28.2%	24	27.6%	16	24.2%	22	36.9%	31
Base:		183		47		136		39		85		58		91		84

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Q18CQ18 combined																
Attract larger retailers	32.2%	59	19.1%	9	36.8%	50	30.8%	12	37.6%	32	25.9%	15	35.2%	32	28.6%	24
Attract less people / relieve over-crowding	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Attract more people / make more lively	0.5%	1	2.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1
Clean shopping streets	5.5%	10	6.4%	3	5.1%	7	7.7%	3	5.9%	5	3.4%	2	7.7%	7	3.6%	3
Create more open spaces	1.1%	2	2.1%	1	0.7%	1	2.6%	1	1.2%	1	0.0%	0	1.1%	1	1.2%	1
Create more shelters to protect from the weather	1.6%	3	0.0%	0	2.2%	3	2.6%	1	2.4%	2	0.0%	0	1.1%	1	1.2%	1
Encourage reduced shop 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
Improve choice of multiple shops	7.1%	13	2.1%	1	8.8%	12	7.7%	3	8.2%	7	5.2%	3	6.6%	6	8.3%	7
Improve range of independent / specialist shops	14.2%	26	14.9%	7	14.0%	19	17.9%	7	12.9%	11	13.8%	8	12.1%	11	17.9%	15
New shop	4.4%	8	0.0%	0	5.9%	8	5.1%	2	3.5%	3	5.2%	3	6.6%	6	2.4%	2
Improve public transport links	2.2%	4	4.3%	2	1.5%	2	2.6%	1	1.2%	1	3.4%	2	1.1%	1	3.6%	3
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
Increase frequency of public transport in the evenings	0.5%	1	2.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Improve safety of pedestrians	2.2%	4	6.4%	3	0.7%	1	0.0%	0	1.2%	1	5.2%	3	1.1%	1	3.6%	3
Improve play areas for children / more activities	3.3%	6	2.1%	1	3.7%	5	5.1%	2	3.5%	3	1.7%	1	0.0%	0	6.0%	5
Improve policing / other security measures	13.1%	24	14.9%	7	12.5%	17	17.9%	7	10.6%	9	13.8%	8	12.1%	11	15.5%	13
Improve layout of car parks	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
More parking spaces - long stay	3.8%	7	4.3%	2	3.7%	5	7.7%	3	3.5%	3	1.7%	1	3.3%	3	3.6%	3
More parking spaces - short stay	3.8%	7	2.1%	1	4.4%	6	2.6%	1	5.9%	5	1.7%	1	4.4%	4	2.4%	2
More parking spaces - type unspecified	4.9%	9	2.1%	1	5.9%	8	0.0%	0	8.2%	7	3.4%	2	6.6%	6	2.4%	2
Reduce cost of parking	1.1%	2	0.0%	0	1.5%	2	0.0%	0	1.2%	1	1.7%	1	1.1%	1	1.2%	1
Reduce road congestion	2.7%	5	4.3%	2	2.2%	3	2.6%	1	4.7%	4	0.0%	0	1.1%	1	4.8%	4
Other Environmental Factor	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Other Transport Factor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	15.3%	28	23.4%	11	12.5%	17	5.1%	2	16.5%	14	19.0%	11	14.3%	13	16.7%	14
(None mentioned / nothing in particular)	50.8%	93	55.3%	26	49.3%	67	48.7%	19	48.2%	41	55.2%	32	54.9%	50	45.2%	38
(Don't know)	37.2%	68	38.3%	18	36.8%	50	43.6%	17	35.3%	30	36.2%	21	33.0%	30	42.9%	36
Clean it up	1.6%	3	0.0%	0	2.2%	3	2.6%	1	1.2%	1	1.7%	1	2.2%	2	1.2%	1
Close pubs earlier	1.6%	3	0.0%	0	2.2%	3	2.6%	1	1.2%	1	1.7%	1	1.1%	1	2.4%	2

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
Improve anti-social behaviour	1.6%	3	0.0%	0	2.2%	3	0.0%	0	2.4%	2	1.7%	1	2.2%	2	1.2%	1
Need 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
Late night pubs / clubs	1.1%	2	0.0%	0	1.5%	2	2.6%	1	1.2%	1	0.0%	0	0.0%	0	2.4%	2
Pedestrianise area	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	2.2%	2	0.0%	0
Improve toilets	1.1%	2	2.1%	1	0.7%	1	0.0%	0	0.0%	0	3.4%	2	1.1%	1	1.2%	1
Base:	183		47		136		39		85		58		91		84	
LOC Location:																
Braintree	100.0%	183	100.0%	47	100.0%	136	100.0%	39	100.0%	85	100.0%	58	100.0%	91	100.0%	84
Base:	183		47		136		39		85		58		91		84	
DAY Day of Work:																
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
Tuesday	14.2%	26	14.9%	7	14.0%	19	15.4%	6	15.3%	13	12.1%	7	20.9%	19	8.3%	7
Wednesday	30.1%	55	42.6%	20	25.7%	35	28.2%	11	25.9%	22	37.9%	22	26.4%	24	29.8%	25
Thursday	28.4%	52	23.4%	11	30.1%	41	41.0%	16	23.5%	20	25.9%	15	23.1%	21	35.7%	30
Friday	13.7%	25	10.6%	5	14.7%	20	12.8%	5	16.5%	14	10.3%	6	14.3%	13	14.3%	12
Saturday	13.7%	25	8.5%	4	15.4%	21	2.6%	1	18.8%	16	13.8%	8	15.4%	14	11.9%	10
Sunday	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:	183		47		136		39		85		58		91		84	
SEX Sex:																
Male	25.7%	47	100.0%	47	0.0%	0	25.6%	10	22.4%	19	29.3%	17	28.6%	26	22.6%	19
Female	74.3%	136	0.0%	0	100.0%	136	74.4%	29	77.6%	66	70.7%	41	71.4%	65	77.4%	65
Base:	183		47		136		39		85		58		91		84	
AGE Age Group:																
18 - 24 years	10.4%	19	14.9%	7	8.8%	12	48.7%	19	0.0%	0	0.0%	0	6.6%	6	15.5%	13
25 - 34 years	10.9%	20	6.4%	3	12.5%	17	51.3%	20	0.0%	0	0.0%	0	8.8%	8	14.3%	12
35 - 44 years	26.2%	48	27.7%	13	25.7%	35	0.0%	0	56.5%	48	0.0%	0	29.7%	27	21.4%	18
45 - 54 years	20.2%	37	12.8%	6	22.8%	31	0.0%	0	43.5%	37	0.0%	0	22.0%	20	19.0%	16
55 - 64 years	18.0%	33	14.9%	7	19.1%	26	0.0%	0	0.0%	0	56.9%	33	19.8%	18	15.5%	13
65+ years	13.7%	25	21.3%	10	11.0%	15	0.0%	0	0.0%	0	43.1%	25	12.1%	11	14.3%	12
(Refused)	0.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Base:	183		47		136		39		85		58		91		84	

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		
CAR Car: (Own or have use of)																
None	20.2%	37	19.1%	9	20.6%	28	30.8%	12	10.6%	9	27.6%	16	9.9%	9	31.0%	26
One	38.3%	70	38.3%	18	38.2%	52	38.5%	15	32.9%	28	44.8%	26	38.5%	35	38.1%	32
Two	31.1%	57	36.2%	17	29.4%	40	25.6%	10	43.5%	37	17.2%	10	39.6%	36	22.6%	19
Three or more	9.3%	17	6.4%	3	10.3%	14	5.1%	2	12.9%	11	6.9%	4	12.1%	11	7.1%	6
(Refused)	1.1%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.2%	1
Base:		183		47		136		39		85		58		91		84
INC Income: (Total Household)																
Under £15,000	15.8%	29	8.5%	4	18.4%	25	23.1%	9	15.3%	13	12.1%	7	4.4%	4	27.4%	23
£15,000-£20,000	6.0%	11	4.3%	2	6.6%	9	5.1%	2	7.1%	6	5.2%	3	3.3%	3	9.5%	8
£21,000-£30,000	6.6%	12	10.6%	5	5.1%	7	12.8%	5	4.7%	4	5.2%	3	9.9%	9	3.6%	3
£31,000-£40,000	8.2%	15	4.3%	2	9.6%	13	7.7%	3	11.8%	10	3.4%	2	6.6%	6	8.3%	7
£41,000-£50,000	3.3%	6	0.0%	0	4.4%	6	5.1%	2	4.7%	4	0.0%	0	6.6%	6	0.0%	0
£51,000-£60,000	1.6%	3	0.0%	0	2.2%	3	0.0%	0	3.5%	3	0.0%	0	3.3%	3	0.0%	0
£61,000-£70,000	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	2.2%	2	0.0%	0
£71,000-£80,000	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	2.2%	2	0.0%	0
£81,000-£90,000	1.1%	2	2.1%	1	0.7%	1	0.0%	0	2.4%	2	0.0%	0	2.2%	2	0.0%	0
£91,000-£100,000	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101,000-£150,000	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151,000+	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)	26.2%	48	29.8%	14	25.0%	34	43.6%	17	11.8%	10	34.5%	20	24.2%	22	29.8%	25
(Refused)	29.0%	53	36.2%	17	26.5%	36	2.6%	1	34.1%	29	39.7%	23	35.2%	32	21.4%	18
Base:		183		47		136		39		85		58		91		84
SEG SEG																
AB	15.3%	28	12.8%	6	16.2%	22	10.3%	4	16.5%	14	17.2%	10	30.8%	28	0.0%	0
C1	34.4%	63	42.6%	20	31.6%	43	25.6%	10	38.8%	33	32.8%	19	69.2%	63	0.0%	0
C2	23.5%	43	29.8%	14	21.3%	29	28.2%	11	22.4%	19	22.4%	13	0.0%	0	51.2%	43
DE	22.4%	41	10.6%	5	26.5%	36	35.9%	14	17.6%	15	20.7%	12	0.0%	0	48.8%	41
(Refused)	4.4%	8	4.3%	2	4.4%	6	0.0%	0	4.7%	4	6.9%	4	0.0%	0	0.0%	0
Base:		183		47		136		39		85		58		91		84

North Essex In Centre Shopper Survey 2005 for GVA Grimley

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE								
CWE Employment Status: (CWE)																
Working full-time	62.3%	114	59.6%	28	63.2%	86	66.7%	26	81.2%	69	32.8%	19	70.3%	64	56.0%	47
Working part-time	7.1%	13	8.5%	4	6.6%	9	2.6%	1	4.7%	4	12.1%	7	7.7%	7	6.0%	5
Unemployed	2.2%	4	4.3%	2	1.5%	2	2.6%	1	3.5%	3	0.0%	0	0.0%	0	3.6%	3
Retired	12.6%	23	19.1%	9	10.3%	14	0.0%	0	0.0%	0	39.7%	23	16.5%	15	9.5%	8
A housewife	6.0%	11	0.0%	0	8.1%	11	20.5%	8	2.4%	2	1.7%	1	0.0%	0	13.1%	11
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9.8%	18	8.5%	4	10.3%	14	7.7%	3	8.2%	7	13.8%	8	5.5%	5	11.9%	10	
Base:	183	47	136	39	85	58	91	84								
ETH Ethnicity																
White - British	94.5%	173	100.0%	47	92.6%	126	89.7%	35	95.3%	81	96.6%	56	93.4%	85	97.6%	82
White - Irish	1.6%	3	0.0%	0	2.2%	3	2.6%	1	2.4%	2	0.0%	0	3.3%	3	0.0%	0
Any other white background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - White and Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - White and Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - White and Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other mixed background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian and Asian British - Indian	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1	0.0%	0
Asian and Asian British - Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian and Asian British - Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Asian background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black and Black British - Caribbean	0.5%	1	0.0%	0	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Black and Black - African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2.7%	5	3.7%	5	5.1%	2	1.2%	1	3.4%	2	2.2%	2	1.2%	1			
Base:	183	47	136	39	85	58	91	84								