

# GVA

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## Greater Norwich: Town Centres & Retail Study

October 2017

Volume 4: Household Survey Results

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q01 In which shop, town centre or local centre do you do most of your households main food shopping?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
Aldi, Norwich Road, Fakenham	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Aldi, North Quay, Great Yarmouth	2.0%	27	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Millennium Way, Oulton Broad, Lowestoft	2.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Larkman Lane, Norwich	1.2%	17	9.2%	13	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	3.2%	2	0.7%	0
Aldi, Plumstead Road, Norwich	1.0%	13	0.0%	0	8.7%	8	1.6%	1	2.8%	2	0.0%	0	0.9%	1	1.6%	1	0.8%	0
Aldi, Sprowston Road, Norwich	2.2%	31	5.6%	8	10.6%	10	12.0%	9	1.0%	1	1.0%	1	0.0%	0	3.4%	2	2.4%	1
Aldi, Lime Kiln Lane, Thetford	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	3.0%	40	0.0%	0	0.0%	0	0.0%	0	20.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	3.2%	44	5.5%	8	10.1%	10	17.9%	13	0.0%	0	0.0%	0	0.0%	0	18.6%	12	1.6%	0
Asda, Belvedere Road, Lowestoft	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hall Road, Norwich	2.6%	36	9.8%	14	5.4%	5	1.5%	1	4.2%	3	2.9%	2	6.8%	5	4.1%	3	6.9%	2
Budgens, Norwich Road, Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Norwich Road, Aylsham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Budgens, Bullock Fair Close, Harleston	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
Budgens, The Street, Poringland	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Aylsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Co-op, Hillside East, Bungay	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwich Road, Costessey	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Co-op, London Road, Harleston	0.0%	0	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, Middleton Lane, Hellesdon	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
Co-op, Holt Road, Horsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Church Plain, Loddon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Long Stratton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Co-op, Aylsham Road, Mile Cross	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cuckoofield Lane, Mulbarton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Colman Road, Norwich	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Laundry Lane, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unthank Road, Norwich	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Wymondham	0.3%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0
Iceland, Taylors Square, Beccles	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
Iceland, High Street, Gorleston on Sea, Great Yarmouth	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
Iceland, Anglia Square, Norwich	0.4%	5	0.8%	1	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Stephen's Street, Norwich	0.2%	2	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Attleborough	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Lidl, Norwich Road, Caister-on-Sea	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Holt Road, Cromer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Lidl, Kingston Road, Dereham	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Lidl, Holt Road, Fakenham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, Pasteur Road, Great Yarmouth	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Peto Way, Lowestoft	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, 7 Yarmouth Road, North Walsham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Lidl, Drayton Road, Norwich	0.3%	4	0.0%	0	0.9%	1	0.9%	1	0.0%	0	1.1%	1	0.9%	1	1.6%	1	0.0%	0
Lidl, Copenhagen Way, Norwich	0.5%	7	0.0%	0	3.8%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2
Lidl, London Road, Thetford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Longwater Retail Park, Norwich	0.2%	3	0.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Marks & Spencer, Rampant Horse Street, Norwich	0.5%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sweet Briar Retail Park, Norwich	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, George Westwood Way, Beccles	2.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	7	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Morrisons, Victoria Road, Diss	3.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	2	0.0%	0	0.0%	0
Morrisons, Clipbush Lane, Fakenham	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Morrisons, Blackwall Reach, Gorleston, Great Yarmouth	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 12 North Quay Retail Park, Lowestoft	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, 18 Tower Road, Lowestoft	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
Morrisons, 4 Albion Way, Riverside, Norwich	2.9%	39	2.2%	3	16.1%	15	11.8%	8	3.5%	3	10.7%	7	0.9%	1	3.5%	2	1.6%	1
Morrisons, Postmill Close, Wymondham	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	18	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Attleborough	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, St Nicholas Road, Great Yarmouth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bacton Road, North Walsham	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Sainsbury's Superstore, Brazen Gate, Norwich	2.2%	30	8.8%	12	14.8%	14	0.8%	1	0.0%	0	3.5%	2	1.6%	1	0.0%	0	0.7%	0
Sainsbury's Superstore, Pound Lane, Norwich	2.0%	28	0.8%	1	2.9%	3	3.5%	2	25.3%	19	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, William Frost Way, New Costessey, Longwater, Norwich	3.5%	48	18.8%	26	0.0%	0	2.3%	2	2.5%	2	1.0%	1	6.5%	5	15.3%	10	3.9%	1
Sainsbury's Superstore, Forest Retail Park, Thetford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Sheringham	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
Sainsbury's Local, Stephens Street, Norwich	0.3%	4	0.8%	1	0.0%	0	0.0%	0	0.9%	1	2.2%	1	0.8%	1	0.0%	0	0.7%	0
Tesco Extra, Blue Boar Lane, Sprowston	4.0%	55	0.0%	0	11.1%	11	31.7%	22	16.5%	13	0.0%	0	1.0%	1	4.7%	3	1.6%	1
Tesco Extra, Kingston Road, Dereham	3.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.8%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	3.5%	48	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Norwich Road, Aylsham	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.8%	15

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Tesco Superstore, Westwood Way, Beccles	3.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	12	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, St Saviours Interchange, Bury St Edmonds	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
Tesco Superstore, Victoria Road, Diss	1.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Fakenham Road, Drayton	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	15	0.7%	0
Tesco Superstore, Oak Street, Fakenham	0.6%	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
Tesco Superstore, Leisure Way, Lowestoft	2.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Harford Bridge, Ipswich Road, Norwich	2.7%	37	7.0%	10	0.9%	1	0.0%	0	0.8%	1	21.2%	13	13.3%	10	1.7%	1	0.0%	0
Tesco Superstore, Cromer Road, Sheringham	0.6%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	1.4%	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
Tesco Superstore, Thetford Road, Watton, Thetford	1.8%	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
Tesco Metro, Guildhall Hill, Norwich	0.2%	2	0.0%	0	0.9%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dereham Road, Norwich	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
Tesco Express, Groven Road, Norwich	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fakenham Road, Taverham	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
Waitrose, Cromer Road, North Walsham	1.0%	14	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Eaton Centre, Norwich	2.3%	31	18.5%	26	1.9%	2	0.0%	0	1.9%	1	2.7%	2	0.0%	0	0.8%	0	0.7%	0
Waitrose, Church Street, Saxmundham	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
Waitrose, Castle Acre Road, Swaffham	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
Waitrose, Norwich Road, Wymondham	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.4%	9	0.0%	0	0.0%	0
Aldi, Mere Street, Diss	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Budgens, Kerridge Way, Holt	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Briston	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
Co-op, Earlham Road, Norwich	0.2%	3	2.0%	3	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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Co-op, Main Street, Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Dereham	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
Co-op, Saxons Way, Halesworth	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Brundall	0.0%	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
Local shops, Norwich City 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
Morrisons, Holt Road, Cromer	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
Morrisons, Station Road, East Dereham	1.7%	24	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.6%	1
Morrisons, The Paddocks, Catton, Spixworth	0.9%	12	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0	1.0%	1	6.2%	4	0.0%	0
Morrisons, Tower Road, Pakefield, Lowestoft	1.1%	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
Roys, Stalham Road, Wroxham	0.2%	3	0.0%	0	0.0%	0	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Roys, Wendene, Bowthorpe	0.2%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Road, Norwich	0.2%	2	0.0%	0	1.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ipswich Road, Norwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Market Road, Stalham	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarmouth Road, Caister-on-Sea	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	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	0.9%	0
Other Zone 9	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Other 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	0.0%	0
Other Zone 11	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 15	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
Other Outside Survey Area	0.2%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1363	138		95	71	76	63	73		65		32						
Sample:	1395	97		96	94	91	92	94		91		94						

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q01A Which internet / home delivery retailer do you use for most of your households main food shopping?</b>																		
<i>Those who do their main food shopping via the Internet at Q01 AND Excl. Nulls &amp; SFT</i>																		
Asda	16.8%	23	0.0%	0	0.0%	0	11.8%	1	0.0%	0	0.0%	0	14.4%	1	34.3%	2	36.0%	2
Morrisons	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
Iceland	0.0%	0	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	20.8%	29	66.7%	3	100.0%	10	36.7%	2	22.4%	2	46.4%	3	0.0%	0	40.9%	3	6.5%	0
Tesco	55.8%	78	33.3%	1	0.0%	0	39.7%	2	60.3%	5	53.6%	3	85.6%	7	24.7%	2	52.2%	2
Ocado	0.0%	0	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	4.3%	6	0.0%	0	0.0%	0	0.0%	0	17.3%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	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
Budgens	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
HelloFresh	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
Milk & 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	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.4%	1	0.0%	0	0.0%	0	11.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.0%	0	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:		139		4		10		5		9		6		9		6		4
Sample:		107		3		4		6		9		8		6		9		6

**Q02 How do you normally travel to (LOCATION MENTIONED AT Q01)?**

*Not those who do their main food shopping via the Internet at Q01*

Car / van (as driver)	77.5%	1056	57.5%	79	57.1%	54	72.0%	51	81.1%	62	78.8%	49	84.2%	61	88.8%	58	86.5%	27
Car / van (as passenger)	9.2%	125	14.5%	20	8.1%	8	10.0%	7	12.1%	9	10.9%	7	6.8%	5	7.1%	5	4.6%	1
Motorecycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	3.0%	41	6.4%	9	9.3%	9	3.1%	2	0.8%	1	4.4%	3	0.8%	1	2.4%	2	1.5%	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
Taxi	0.3%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.8%	106	18.1%	25	18.4%	17	6.0%	4	3.2%	2	2.7%	2	8.2%	6	0.9%	1	7.4%	2
Bicycle	0.7%	10	1.8%	3	4.1%	4	0.0%	0	0.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.3%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	16	0.9%	1	0.9%	1	8.8%	6	2.0%	2	2.1%	1	0.0%	0	0.8%	0	0.0%	0
Weighted base:		1363		138		95		71		76		63		73		65		32
Sample:		1395		97		96		94		91		92		94		91		94

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q03 When you undertake your main food and grocery shopping at (LOCATION MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]</b>																		
<i>Not those who do their main food shopping via the Internet at Q01</i>																		
Yes - buying fuel	2.0%	27	2.8%	4	1.9%	2	5.3%	4	1.8%	1	0.0%	0	3.4%	2	7.7%	5	1.6%	1
Yes - leisure activity	2.8%	39	1.6%	2	3.9%	4	0.0%	0	2.7%	2	6.6%	4	1.8%	1	3.3%	2	2.5%	1
Yes - non-food shopping	10.9%	148	8.9%	12	5.6%	5	9.8%	7	12.5%	10	12.5%	8	10.8%	8	10.0%	6	8.0%	3
Yes - other food shopping	11.8%	161	9.5%	13	6.0%	6	17.1%	12	3.5%	3	14.8%	9	6.4%	5	5.8%	4	6.9%	2
Yes - travelling to / from school / college / university	0.6%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Yes - travelling to / from work	3.6%	49	1.0%	1	2.0%	2	4.3%	3	0.9%	1	4.0%	3	3.4%	2	5.2%	3	12.1%	4
Yes - visiting café / pub / restaurant	1.9%	26	2.4%	3	3.7%	4	0.0%	0	1.0%	1	0.9%	1	3.5%	3	2.4%	2	1.6%	1
Yes - visiting family / friends	2.1%	29	2.4%	3	4.0%	4	0.8%	1	3.8%	3	1.0%	1	3.5%	3	1.8%	1	10.1%	3
Yes - visiting financial service such as bank, building society, Post Office	3.4%	46	3.6%	5	0.0%	0	0.0%	0	0.8%	1	8.9%	6	5.2%	4	2.5%	2	1.6%	1
Yes - visiting health service such as doctor, dentist, hospital	1.1%	15	2.4%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	3.3%	2	1.7%	1	0.0%	0
Yes - visiting other service such as laundrette, hairdresser, recycling	0.4%	6	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	0	0.8%	0
Yes - visiting the market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Yes - Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	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
No	64.0%	873	73.1%	101	73.5%	70	66.6%	47	69.6%	53	56.0%	35	70.0%	51	56.4%	37	53.2%	17
(Don't know)	2.7%	37	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%	0	2.8%	2	9.3%	6	4.7%	1
Weighted base:	1363	138	95	71	76	63	73	65	32									
Sample:	1395	97	96	94	91	92	94	91	94									

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q04 Is there any other shop, town centre or local centre that you use to do your households main shopping?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
Aldi, High Street, Brandon	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
Aldi, Norwich Road, Fakenham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.9%	0
Aldi, North Quay, Great Yarmouth	1.1%	16	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Millennium Way, Oulton Broad, Lowestoft	2.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Larkman Lane, Norwich	0.9%	12	5.4%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.8%	1	1.7%	1	0.0%	0
Aldi, Plumstead Road, Norwich	0.9%	13	0.0%	0	6.9%	7	0.8%	1	6.1%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Sprowston Road, Norwich	1.8%	25	0.0%	0	9.3%	9	16.5%	11	0.8%	1	1.1%	1	0.0%	0	4.0%	3	0.7%	0
Aldi, Lime Kiln Lane, Thetford	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmonds	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
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	3.4%	47	0.0%	0	0.0%	0	0.0%	0	21.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	2.8%	39	2.8%	4	7.8%	8	15.7%	11	0.0%	0	0.0%	0	0.9%	1	19.0%	12	2.6%	1
Asda, Belvedere Road, Lowestoft	2.4%	33	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hall Road, Norwich	2.7%	38	7.3%	10	3.5%	4	0.0%	0	2.5%	2	3.9%	3	6.8%	5	1.9%	1	18.2%	6
Budgens, Norwich Road, Aylsham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Budgens, Bullock Fair Close, Harleston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Plumstead Road, Thorpe Hamlet, Norwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, The Street, Poringland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Aylsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Co-op, Hillside East, Bungay	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwich Road, Costessey	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Harleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Harleston	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
Co-op, Middleton Lane, Hellesdon	0.2%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Co-op, Holt Road, Horsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0
Co-op, Church Plain, Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Cuckoofield Lane, Mulbarton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dereham Road, New Costessey	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
Co-op, Colman Road, Norwich	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cromer Road, Norwich	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dereham Road, Norwich	0.3%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Approach, Norwich	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
Co-op, Woodgrove Parade, Catton Grove Road, Norwich	0.1%	2	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Wymondham	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Southdown Road, Great Yarmouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Taylors Square, Beccles	0.0%	0	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, Nelson Place, East Dereham	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
Iceland, Anglia Square, Norwich	0.3%	4	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Stephen's Street, Norwich	0.5%	7	1.8%	3	3.0%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	0	0.0%	0
Iceland, Minstergate Street, Thetford	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
Lidl, Queens Road, Attleborough	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	2	0.0%	0	0.0%	0
Lidl, Norwich Road, Caister-on-Sea	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Holt Road, Cromer	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kingston Road, Dereham	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Lidl, Holt Road, Fakenham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Pasteur Road, Great Yarmouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Peto Way, Lowestoft	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
Lidl, 7 Yarmouth Road, North Walsham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lidl, Drayton Road, Norwich	0.3%	5	1.0%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.7%	0
Lidl, Copenhagen Way, Norwich	0.4%	5	0.8%	1	1.9%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Lidl, London Road, Thetford	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
Marks & Spencer, London Road North, Lowestoft	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
Marks & Spencer, Longwater Retail Park, Norwich	0.3%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Rampant Horse Street, Norwich	0.6%	8	1.6%	2	2.6%	3	0.0%	0	1.7%	1	0.8%	1	0.8%	1	0.8%	0	0.8%	0
Marks & Spencer, Sweet Briar Retail Park, Norwich	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morrisons, George Westwood Way, Beccles	1.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	3.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.4%	2	0.0%	0	0.0%	0
Morrisons, Clipbush Lane, Fakenham	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Blackwall Reach, Gorleston, Great Yarmouth	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	0
Morrisons, 12 North Quay Retail Park, Lowestoft	0.8%	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
Morrisons, 18 Tower Road, Lowestoft	0.9%	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
Morrisons, 4 Albion Way, Riverside, Norwich	3.6%	50	4.6%	6	20.4%	21	10.8%	7	6.9%	5	8.2%	5	1.0%	1	4.1%	3	1.8%	1
Morrisons, Postmill Close, Wymondham	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	24.4%	18	0.0%	0	0.9%	0
Sainsbury's Superstore, High Street, Attleborough	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0
Sainsbury's Superstore, St Nicholas Road, Great Yarmouth	0.7%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bacton Road, North Walsham	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3
Sainsbury's Superstore, Brazen Gate, Norwich	2.4%	33	7.1%	10	18.2%	18	0.8%	1	0.0%	0	3.4%	2	0.8%	1	0.0%	0	0.7%	0
Sainsbury's Superstore, Pound Lane, Norwich	2.0%	27	1.0%	1	4.1%	4	12.1%	8	13.0%	10	0.0%	0	1.0%	1	0.8%	0	1.6%	0
Sainsbury's Superstore, William Frost Way, New Costessey, Longwater, Norwich	3.8%	53	20.1%	28	0.0%	0	1.6%	1	3.1%	2	0.8%	1	8.1%	6	12.0%	8	7.4%	2
Sainsbury's Superstore,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Forest Retail Park, Thetford									
Sainsbury's Local, High Street, Sheringham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Stephens Street, Norwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Blue Boar Lane, Sprowston	3.5%	49	0.0%	0	10.3%	10	21.4%	15	12.8%
Tesco Extra, Kingston Road, Dereham	2.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	3.6%	49	0.0%	0	0.0%	0	0.0%	0	6.3%
Tesco Superstore, Norwich Road, Aylsham	0.7%	9	0.0%	0	0.9%	1	0.0%	0	0.0%
Tesco Superstore, Westwood Way, Beccles	2.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Victoria Road, Diss	1.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Fakenham Road, Drayton	0.8%	10	0.0%	0	0.0%	0	1.9%	1	0.0%
Tesco Superstore, Oak Street, Fakenham	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Leisure Way, Lowestoft	2.1%	29	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Harford Bridge, Ipswich Road, Norwich	3.2%	44	11.4%	16	2.6%	3	0.0%	0	2.6%
Tesco Superstore, Cromer Road, Sheringham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Brocks Road, Swaffham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Kilverstone, Thetford	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Thetford Road, Watton, Thetford	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Guildhall Hill, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Thorpe Mariott, Acres Way, Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Cromer Road, Norwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Unthank Road, Norwich	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Tesco Express, Fakenham Road, Taverham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Waitrose, Cromer Road, North Walsham	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.8%	2
Waitrose, Eaton Centre, Norwich	2.0%	28	16.3%	22	0.0%	0	0.0%	0	0.9%	1	5.6%	4	0.0%	0	1.0%	1	0.7%	0
Waitrose, Church Street, Saxmundham	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
Waitrose, Castle Acre Road, Swaffham	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
Waitrose, Norwich Road, Wymondham	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	11	0.0%	0	0.0%	0
Aldi, Mere Street, Diss	1.7%	24	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Budgens, Kerridge Way, Holt	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
Co-op, Church Street, Briston	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
Co-op, Earlham Road, Norwich	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Acle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Dereham	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
Co-op, Saxons Way, Halesworth	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
Co-op, The Street, Rickinghall	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
Local shops, Aylsham	0.0%	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
Local shops, Norwich City Centre	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Holt Road, Cromer	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, Station Road, East Dereham	1.4%	19	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.2%	1
Morrisons, The Paddocks, Catton, Spixworth	1.0%	13	0.0%	0	0.9%	1	8.0%	6	5.3%	4	0.0%	0	0.0%	0	3.2%	2	1.7%	1
Morrisons, Tower Road, Pakefield, Lowestoft	0.9%	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
Roys, Stalham Road, Wroxham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Roys, Wendene, Bowthorpe	0.4%	5	3.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Road, Norwich	0.2%	2	0.0%	0	0.0%	0	1.8%	1	1.0%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Superstore, Ipswich Road, Norwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.6%	1	0.0%	0	0.0%	0
Tesco Superstore, Old Market Road, Stalham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarmouth Road, Caister-on-Sea	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
Other Zone 1	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Other Zone 2	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	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	0.9%	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	0.0%	0
Other Zone 10	0.6%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 11	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	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	0.0%	0
Other Zone 14	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
Other Zone 15	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
Other Outside Survey Area	0.7%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Weighted base:	1385		137		101		69		79		64		75		65		31	
Sample:	1402		96		97		91		94		93		93		91		91	

**Q04A Which other internet / home delivery retailer do you use for your households main food shopping?***Those who do their main food shopping via the Internet at Q04 AND Excl. Nulls & SFT*

Asda	8.0%	8	35.6%	1	0.0%	0	25.3%	1	0.0%	0	0.0%	0	10.6%	1	16.4%	1	5.9%	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
Iceland	0.9%	1	0.0%	0	24.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	7.9%	8	0.0%	0	0.0%	0	12.0%	1	14.2%	1	0.0%	0	9.3%	1	0.0%	0	47.3%	2
Tesco	13.3%	13	0.0%	0	0.0%	0	0.0%	0	14.2%	1	11.8%	1	19.7%	1	0.0%	0	32.6%	2
Ocado	0.0%	0	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	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	1	0.0%	0	0.0%	0	4.7%	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
Budgens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HelloFresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & 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	0.0%	0
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	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)	0.0%	0	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 response	67.4%	68	64.4%	3	75.6%	3	62.7%	3	71.6%	4	74.8%	3	60.4%	4	83.6%	5	9.5%	0
Weighted base:	101		4		4		5		5		5		6		6		5	
Sample:	81		3		3		5		5		6		7		8		8	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q05 Where do you most of your household's small scale 'top-up' food shopping?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
Aldi, Norwich Road, Fakenham	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
Aldi, North Quay, Great Yarmouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Millennium Way, Oulton Broad, Lowestoft	1.9%	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
Aldi, Larkman Lane, Norwich	0.5%	6	3.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Plumstead Road, Norwich	0.6%	7	0.0%	0	3.8%	3	1.1%	1	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sprowston Road, Norwich	0.8%	8	0.0%	0	5.2%	4	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	0
Aldi, Lime Kiln Lane, Thetford	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
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	0.2%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft	1.6%	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
Asda, Hall Road, Norwich	0.5%	5	0.0%	0	1.3%	1	1.1%	1	1.8%	1	2.4%	1	2.0%	1	0.0%	0	0.0%	0
Budgens, Norwich Road, Acle	1.1%	12	0.0%	0	0.0%	0	0.0%	0	17.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Norwich Road, Aylsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2
Budgens, High Street, Cromer	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
Budgens, Bullock Fair Close, Harleston	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Budgens, Plumstead Road, Thorpe Hamlet, Norwich	0.4%	5	0.0%	0	5.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Street, Poringland	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.0%	9	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Watton	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
Co-op, Market Place, Aylsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Co-op, Market Square, Beccles	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Swines Green, Beccles	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hillside East, Bungay	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwich Road,	0.7%	8	5.9%	6	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Costessey																		
Co-op, Broad Street, Eye	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
Co-op, London Road, Harleston	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
Co-op, Market Place, Harleston	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
Co-op, Middleton Lane, Hellesdon	0.3%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Holt Road, Horsford	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8	1.8%	0
Co-op, Church Plain, Loddon	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	12	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Long Stratton	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	22.3%	14	0.0%	0	0.0%	0
Co-op, Cuckoofield Lane, Mulbarton	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4	1.0%	1	0.0%	0	0.0%	0
Co-op, Dereham Road, New Costessey	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Colman Road, Norwich	0.5%	5	5.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Cromer Road, Norwich	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Dereham Road, Norwich	0.4%	4	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-op, Hall Road, Norwich	0.8%	8	1.3%	1	8.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Laundry Lane, Norwich	0.5%	6	1.3%	1	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Lovelace Road, North Park Avenue, Norwich	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Neighbourhood Centre, Heyford Road, Norwich	0.1%	1	1.4%	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 Approach, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Unthank Road, Norwich	0.2%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Witard Road, Heartsease Estate, Norwich	0.3%	3	0.0%	0	1.1%	1	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodgrove Parade, Catton Grove Road, Norwich	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Crostwide Lane, Spixworth	1.0%	11	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	12.0%	7	0.0%	0
Co-op, Friar Tuck Road, Tuckswood	0.8%	9	7.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Limetree Avenue,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Wymondham																		
Co-op, Market Place, Wymondham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0
Iceland, High Street, Gorleston on Sea, Great Yarmouth	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
Iceland, Britten Centre, Lowestoft	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Anglia Square, Norwich	0.2%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Stephen's Street, Norwich	0.2%	3	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, Thetford	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
Lidl, Queens Road, Attleborough	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Lidl, Norwich Road, Caister-on-Sea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Holt Road, Cromer	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
Lidl, Kingston Road, Dereham	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
Lidl, Holt Road, Fakenham	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
Lidl, Pasteur Road, Great Yarmouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 7 Yarmouth Road, North Walsham	0.5%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Lidl, Drayton Road, Norwich	0.8%	9	1.4%	1	6.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.1%	0
Lidl, Copenhagen Way, Norwich	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, London Road, Thetford	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
Marks & Spencer, Longwater Retail Park, Norwich	0.4%	5	2.5%	3	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.0%	0
Marks & Spencer, Rampant Horse Street, Norwich	0.5%	5	1.1%	1	3.6%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sweet Briar Retail Park, Norwich	0.3%	3	0.0%	0	1.1%	1	2.3%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.8%	0
Morrisons, George Westwood Way, Beccles	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Clipbush Lane, Fakenham	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
Morrisons, Blackwall Reach, Gorleston, Great Yarmouth	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 12 North Quay	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

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Retail Park, Lowestoft																		
Morrisons, 4 Albion Way, Riverside, Norwich	1.2%	13	0.0%	0	7.1%	6	9.1%	5	0.9%	1	1.2%	1	0.0%	0	2.9%	2	0.0%	0
Morrisons, Postmill Close, Wymondham	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	32.8%	20	0.0%	0	0.0%	0
Sainsbury's Superstore, High Street, Attleborough	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Sainsbury's Superstore, St Nicholas Road, Great Yarmouth	0.6%	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
Sainsbury's Superstore, Bacton Road, North Walsham	2.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2
Sainsbury's Superstore, Brazen Gate, Norwich	0.8%	8	0.0%	0	7.1%	6	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.7%	8	0.0%	0	1.1%	1	2.6%	1	6.9%	5	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sainsbury's Superstore, William Frost Way, New Costessey, Longwater, Norwich	1.1%	12	4.2%	4	0.0%	0	7.5%	4	0.0%	0	0.0%	0	3.0%	2	3.5%	2	0.0%	0
Sainsbury's Superstore, Forest Retail Park, Thetford	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
Sainsbury's Local, High Street, Sheringham	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
Sainsbury's Local, Stephens Street, Norwich	0.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blue Boar Lane, Sprowston	1.4%	15	0.0%	0	2.5%	2	14.2%	7	3.3%	2	1.3%	1	0.0%	0	4.8%	3	0.0%	0
Tesco Extra, Kingston Road, Dereham	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Norwich Road, Aylsham	1.2%	13	0.0%	0	1.1%	1	7.5%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	1	25.2%	7
Tesco Superstore, Westwood Way, Beccles	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Road, Diss	0.6%	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
Tesco Superstore, Fakenham Road, Drayton	0.8%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	13.5%	8	0.0%	0
Tesco Superstore, Oak Street, Fakenham	1.0%	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
Tesco Superstore, Leisure Way, Lowestoft	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

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November 2016

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Tesco Superstore, Harford Bridge, Ipswich Road, Norwich	0.7%	8	4.9%	5	1.1%	1	0.0%	0	0.0%	0	2.4%	1	1.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Cromer Road, Sheringham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brocks Road, Swaffham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thetford Road, Watton, Thetford	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco Metro, Guildhall Hill, Norwich	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Thorpe Mariott, Acres Way, Drayton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0
Tesco Express, Great Melton Road, Earlham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Cromer Road, Norwich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	5	0.0%	0
Tesco Express, Dereham Road, Norwich	0.2%	2	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Groven Road, Norwich	0.5%	6	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Unthank Road, Norwich	0.1%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fakenham Road, Taverham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Waitrose, Cromer Road, North Walsham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Waitrose, Eaton Centre, Norwich	1.6%	18	15.6%	16	1.3%	1	0.0%	0	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Norwich Road, Wymondham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0
Aldi, Mere Street, Diss	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Kerridge Way, Holt	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Co-op, Church Street, Briston	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Earlham Road, Norwich	0.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Acle	1.1%	12	0.0%	0	0.0%	0	0.0%	0	17.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Dereham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Swaffham Road, East Dereham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Saxons Way,	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Halesworth																		
Co-op, The Street, Brundall	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Rickingham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Aylsham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Local shops, Blofield	0.5%	5	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dickleburgh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, East Harling	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
Local shops, Gorleston-on-Sea	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Norwich City Centre	0.6%	7	3.8%	4	3.5%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holt Road, Cromer	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Morrisons, Station Road, East Dereham	0.8%	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
Morrisons, The Paddocks, Catton, Spixworth	0.5%	6	0.0%	0	0.0%	0	7.6%	4	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Morrisons, Tower Road, Pakefield, Lowestoft	1.1%	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
Roys, Stalham Road, Wroxham	0.3%	3	0.0%	0	0.0%	0	1.1%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys, Wendene, Bowthorpe	0.8%	9	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Spar, Ollands Road, Reepham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	5
Tesco Express, Bell Lane, Belton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Road, Norwich	0.4%	4	0.0%	0	4.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Superstore, Ipswich Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Old Market Road, Stalham	3.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarmouth Road, Caister-on-Sea	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
Other Zone 1	0.7%	8	7.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.8%	9	1.1%	1	9.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Other Zone 3	0.2%	3	0.0%	0	2.4%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	1.0%	11	0.0%	0	1.4%	1	1.1%	1	14.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	7	0.0%	0	0.0%	0
Other Zone 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	5.8%	2
Other Zone 8	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	6.3%	2
Other Zone 9	1.4%	16	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	4.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 11	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Other Zone 13	1.1%	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
Other Zone 14	0.8%	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
Other Zone 15	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other Outside Survey Area	2.1%	23	4.9%	5	2.3%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1099	100	80	51	69	51	61	59	27									
Sample:	1091	72	74	71	82	72	75	78	71									

### Q05A Which internet / home delivery retailer do you use for most of your households TOP-UP food shopping?

*Those who do their main food shopping via the Internet at Q05 AND Excl. Nulls & SFT*

Asda	13.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.6%	1	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
Iceland	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	62.4%	3	0.0%	0	0.0%	0	0.0%	0	100.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HelloFresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	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
Milkman	21.5%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	44.4%	1	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.0%	0	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)	0.0%	0	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:	5	0	0	1	1	0	1	0	0									
Sample:	8	0	0	1	1	0	2	0	0									

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q06 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
Next at Home, Costessey, Longwater, Norwich	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	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
Aylsham	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
Beccles	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	2.1%	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
Cambridge	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
Cromer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Dereham	2.0%	24	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	0	2.8%	1
Diss	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Fakenham	0.4%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	4.3%	51	0.0%	0	2.0%	2	0.0%	0	21.4%	13	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Harleston	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holt	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Ipswich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn	1.0%	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
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Lowestoft	3.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Newmarket	0.0%	0	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 Walsham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	73.6%	863	86.6%	103	93.3%	83	87.3%	54	71.7%	42	85.0%	45	88.6%	58	92.8%	47	88.5%	24
Sheringham	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
Thetford	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
Wroxham	0.4%	4	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0	3.3%	1
Wymondham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Cathedral Retail Park, Norwich (Brantano, TK Maxx, Framfoods, Toys R Us)	0.4%	4	2.1%	3	0.0%	0	1.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	1.5%	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
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	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
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.1%	13	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	2.2%	1	0.0%	0
Riverside Retail Park, Norwich (Morrison's, JJB,	1.7%	20	2.9%	3	4.7%	4	3.9%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Argos, Next, Boots, Currys)																		
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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	0.9%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowthorpe	0.2%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	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	0.9%	0
Forest Retail Park, Thetford	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
Gorleston-on-Sea	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	0.0%	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
Sainsbury's Superstore, Pound Lane, Norwich	0.3%	3	0.0%	0	0.0%	0	2.4%	1	1.0%	1	1.3%	1	0.0%	0	1.0%	0	0.0%	0
Southwold	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
Stalham	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
Tesco Extra, Blue Boar Lane, Sprowston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	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
Watton	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
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	0.0%	0
Other 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	0.0%	0
Other Outside Survey Area	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	1.0%	0	0.0%	0
Weighted base:	1173		119		89		62		59		52		65		50		27	
Sample:	1210		87		85		84		70		81		87		74		77	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q07 Where else do you do your household's shopping for clothes, footwear and other fashion goods?</b>																		
<i>Not those who said '(Don't know)' or '(Don't buy these goods)' at Q06 AND Excl. Nulls &amp; SFT</i>																		
Next at Home, Costessey, Longwater, Norwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Attleborough	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
Aylsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
Beccles	2.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	9	1.0%	1	0.0%	0	0.0%	0
Bury St Edmunds	2.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Cambridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.1%	1	0.9%	0
Cromer	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Dereham	2.0%	23	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	3.5%	1
Diss	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0
Fakenham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Great Yarmouth	7.4%	87	1.0%	1	0.0%	0	3.8%	2	29.9%	17	3.5%	2	2.4%	1	0.9%	0	0.0%	0
Harleston	0.4%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holt	0.9%	11	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Ipswich	1.0%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.8%	0
London	1.2%	14	2.9%	4	6.6%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1	0.8%	0
Long Stratton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Lowestoft	4.7%	55	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.2%	1	1.0%	1	0.0%	0	0.0%	0
North Walsham	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
Norwich	60.2%	709	83.7%	105	76.5%	71	75.9%	48	59.2%	34	70.0%	37	73.1%	43	74.9%	39	69.3%	21
Sheringham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	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
Wroxham	0.6%	7	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.0%	0	0.9%	0	7.0%	2
Wymondham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.6%	19	3.0%	4	0.0%	0	7.1%	4	0.0%	0	0.0%	0	4.0%	2	4.2%	2	1.8%	1
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	0.6%	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
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	2.5%	30	3.9%	5	10.6%	10	3.7%	2	2.5%	1	1.3%	1	0.0%	0	2.0%	1	5.4%	2
Sprowston Retail Park,	0.2%	2	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)																		
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	1.0%	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
Asda, Belvedere Road, Lowestoft	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Bowthorpe	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Brazen Gate, Norwich	0.2%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Costessey	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	0.6%	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
Hellesdon	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
Sainsbury's Superstore, Pound Lane, Norwich	0.4%	5	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Southwold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taverham	0.2%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blue Boar Lane, Sprowston	0.2%	2	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Wells-Next-The-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	0.1%	1	0.0%	0	1.1%	1	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	0.9%	0	0.0%	0
Other 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	0.0%	0
Other Outside Survey Area	0.9%	10	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.1%	1	1.1%	1	0.9%	0	1.8%	1
Weighted base:	1179		126		93		63		58		52		58		53		30	
Sample:	1202		87		89		85		69		75		78		78		87	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q08 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	0.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	5.3%	1
B&Q, Forest Retail Park, Thetford	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
B&Q, Pasteur Retail Park, Great Yarmouth	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
Homebase, Hall Road Retail Park, Norwich	0.5%	4	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Homebase, Holt Road, Cromer	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
Homebase, Sprowstone Retail Park, Norwich	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tower Road, Lowestoft	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Next at Home, Costessey, Longwater, Norwich	0.6%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Attleborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Aylsham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2
Beccles	2.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.4%	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
Cambridge	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
Cromer	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Dereham	2.3%	21	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Diss	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Fakenham	3.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.2%	1	3.2%	1
Great Yarmouth	4.1%	37	0.0%	0	0.0%	0	0.0%	0	14.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Holt	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
Ipswich	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
Kings Lynn	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	7.2%	66	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 Walsham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2
Norwich	40.7%	370	52.0%	41	49.2%	31	45.1%	21	35.8%	16	60.6%	28	70.9%	31	41.0%	14	39.0%	10
Sheringham	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
Thetford	1.3%	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
Wroxham	0.3%	2	0.0%	0	0.0%	0	2.5%	1	1.7%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Wymondham	1.0%	9	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	6	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	2.7%	25	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ	3.9%	35	18.7%	15	9.3%	6	2.4%	1	3.0%	1	8.8%	4	8.4%	4	2.9%	1	2.1%	1

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Aldiss, Bennetts, Pets at Home)																		
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.9%	17	3.0%	2	0.0%	0	8.3%	4	1.5%	1	2.4%	1	2.9%	1	9.4%	3	13.7%	3
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	1.0%	9	3.0%	2	1.8%	1	0.0%	0	4.5%	2	1.2%	1	1.4%	1	3.2%	1	0.0%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	8.0%	72	9.3%	7	23.2%	15	22.6%	10	30.3%	14	6.6%	3	0.0%	0	27.9%	10	12.5%	3
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	3.5%	32	3.4%	3	14.8%	9	5.4%	2	0.0%	0	2.6%	1	3.0%	1	3.2%	1	5.4%	1
Abroad	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
Asda, Drayon High Road, Hellesdon	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Costessey	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	1.9%	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
Hellesdon	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spixworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston	0.5%	4	0.0%	0	0.0%	0	8.3%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	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
Watton	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
Other Zone 2	0.3%	3	0.0%	0	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 7	0.1%	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
Other 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	0.0%	0
Other Zone 13	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
Other Outside Survey Area	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Weighted base:	909		79		63		46		45		47		43		35		25	
Sample:	935		57		57		59		60		68		60		56		62	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q09 Where do you do most of your household's shopping for DIY and decorating goods?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
B&Q Mini Warehouse, Neatmarket, Norwich (South of Norwich)	2.2%	28	2.5%	2	4.6%	4	1.0%	1	3.0%	2	5.7%	4	6.4%	4	0.0%	0	0.0%	0
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	21.3%	261	47.7%	43	40.8%	32	50.7%	29	15.6%	11	16.5%	10	30.6%	21	76.7%	45	47.0%	14
B&Q, Enterprise Way, Fakenham	3.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1
B&Q, Forest Retail Park, Thetford	2.2%	28	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, Pasteur Retail Park, Great Yarmouth	14.3%	176	0.0%	0	0.0%	0	0.0%	0	22.3%	15	7.6%	5	0.0%	0	0.0%	0	0.0%	0
Homebase, Easlea Road Moreton Hall Estate, Bury St Edmunds	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
Homebase, Hall Road Retail Park, Norwich	5.3%	65	24.4%	22	6.2%	5	4.0%	2	12.1%	8	11.9%	7	21.3%	15	0.8%	0	0.8%	0
Homebase, Holt Road, Cromer	2.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	2
Homebase, Sprowstone Retail Park, Norwich	3.7%	45	0.0%	0	15.0%	12	18.0%	10	16.0%	11	1.7%	1	7.7%	5	4.6%	3	0.9%	0
Homebase, Tower Road, Lowestoft	3.8%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Yaxham Road, East Dereham	3.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wickes, London Road, Thetford	0.5%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Peto Way, Lowestoft	1.9%	23	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wickes, Riverside Drive, off Gipping Way, Stowmarket	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
Acle	0.5%	6	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	0.8%	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
Aylsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2
Beccles	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	5	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	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
Cromer	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Dereham	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Diss	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fakenham	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
Great Yarmouth	1.8%	22	0.0%	0	0.0%	0	0.0%	0	4.1%	3	5.9%	4	0.0%	0	0.0%	0	0.0%	0
Harleston	0.5%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holt	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Ipswich	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

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Loddon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.9%	1	0.0%	0	0.0%	0
Lowestoft	3.1%	38	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 Walsham	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
Norwich	9.2%	113	17.2%	15	19.5%	15	9.7%	6	7.0%	5	16.2%	10	18.9%	13	3.0%	2	20.2%	6
Poringland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Reepham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	5.0%	1
Sheringham	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
Thetford	1.4%	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
Wroxham	0.3%	3	0.0%	0	0.0%	0	2.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Wymondham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	0.7%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	1.3%	16	3.9%	3	3.4%	3	0.0%	0	2.2%	2	9.8%	6	1.8%	1	0.0%	0	2.0%	1
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1	0.0%	0
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	1.3%	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
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	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
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	1.1%	14	0.0%	0	7.2%	6	5.3%	3	4.0%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.3%	3	0.0%	0	1.3%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridgehall Industria Park, Bridge Lane, Bury	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
B&Q, Euro Retail Park, The Sandlings, Ipswich	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
Brundall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Drayton	0.0%	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
Gorleston-on-Sea	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
Halesworth	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

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Hellesdon	0.1%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	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
Sprowston	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalham	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
Taverham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells-Next-The-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.2%	3	0.0%	0	1.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Other Zone 4	0.0%	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
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other 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	0.0%	0
Other 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	0.0%	0
Other Outside Survey Area	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Weighted base:	1229		90		80		57		68		63		69		59		29	
Sample:	1228		72		74		80		81		90		84		84		82	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q10 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	0.7%	6	0.0%	0	2.9%	2	1.4%	1	0.0%	0	1.6%	1	0.0%	0	3.9%	2	1.4%	0
B&Q, Enterprise Way, Fakenham	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
B&Q, Pasteur Retail Park, Great Yarmouth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Hall Road Retail Park, Norwich	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sprowstone Retail Park, Norwich	0.7%	6	0.0%	0	0.0%	0	10.0%	5	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tower Road, Lowestoft	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
Homebase, Yaxham Road, East Dereham	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
Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	1.8%	17	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Aylsham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	21.3%	4
Beccles	1.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	5	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.6%	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
Cromer	1.1%	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
Dereham	3.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.4%	0
Diss	3.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham	2.7%	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
Great Yarmouth	2.8%	26	0.0%	0	0.0%	0	0.0%	0	5.5%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Harleston	0.6%	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
Holt	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	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
Kings Lynn	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lowestoft	5.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	2.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	2
Norwich	33.0%	302	62.7%	60	58.7%	45	37.8%	19	38.1%	15	60.1%	25	54.4%	26	58.3%	24	43.5%	9
Reepham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Sheringham	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
Thetford	3.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wroxham	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
Wymondham	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	18.7%	9	0.0%	0	0.0%	0
Cathedral Retail Park, Norwich (Brantano, TK Maxx, Framfoods, Toys R Us)	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys,	4.9%	44	0.0%	0	0.0%	0	0.0%	0	6.2%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Focus, Halfords, Harveys, Lidl, Carpetright)																		
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	3.1%	28	9.3%	9	6.7%	5	4.4%	2	5.3%	2	10.5%	4	3.9%	2	2.8%	1	1.4%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	0.6%	6	1.2%	1	0.0%	0	7.7%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	6.7%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	1.0%	9	0.0%	0	7.2%	6	1.1%	1	3.6%	1	2.6%	1	0.0%	0	1.2%	0	0.0%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	0.7%	7	1.3%	1	3.6%	3	3.6%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	10.1%	93	20.5%	20	14.8%	11	24.9%	12	28.8%	11	2.8%	1	16.2%	8	27.6%	11	15.6%	3
Abroad	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	0.3%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	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
Halesworth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	0.2%	2	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughes Electrical, Mason Road, Norwich	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.4%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snellings, Laundry Lane, Blofield Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	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
Sprowston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Extra, Blue Boar Lane, Sprowston	0.2%	2	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	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
Watton	1.1%	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
Wells-Next-The-Sea	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
Other Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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	0.0% 0
Other Zone 10	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 1	0.0% 0	0.0% 0	0.0% 0
Other Outside Survey Area	0.5% 5	0.0% 0	0.0% 0	1.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	914	95	77	50	40	42	47	42	20
Sample:	963	71	73	63	49	66	65	60	55

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q11 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	0.4%	4	0.0%	0	0.0%	0	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Aylsham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	16.4%	4
Beccles	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	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
Cromer	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Dereham	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Diss	2.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Fakenham	2.6%	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
Great Yarmouth	3.1%	27	0.0%	0	0.0%	0	0.0%	0	9.0%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Harleston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holt	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft	4.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
North Walsham	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	38.4%	343	75.5%	71	61.7%	43	43.2%	22	33.4%	13	60.5%	27	61.6%	29	59.7%	21	41.8%	9
Reepham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Sheringham	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
Thetford	2.7%	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
Wroxham	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Wymondham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	8	0.0%	0	0.0%	0
Cathedral Retail Park, Norwich (Brantano, TK Maxx, Framfoods, Toys R Us)	0.8%	7	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	5.1%	46	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	1.7%	15	1.2%	1	5.5%	4	3.3%	2	3.6%	1	5.7%	3	3.9%	2	1.6%	1	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	0.8%	7	1.2%	1	0.0%	0	7.5%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	5.0%	44	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park,	0.9%	8	0.0%	0	8.4%	6	1.1%	1	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)																		
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	0.9%	8	0.0%	0	2.6%	2	5.7%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	11.3%	101	19.5%	18	17.9%	12	25.5%	13	30.2%	11	5.5%	2	14.8%	7	24.1%	9	30.7%	7
Abroad	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	0.1%	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
Blofield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.2%	1	0.0%	0	1.4%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	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
Halesworth	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	0.2%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughes Electrical, Mason Road, Norwich	0.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.2%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snellings, Laundry Lane, Blofield Heath	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	2.8%	1	1.0%	0
Southwold	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
Tesco Extra, Blue Boar Lane, Sprowston	0.3%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Watton	1.1%	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
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%	0
Other Zone 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 9	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other Zone 10	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	0.0%	0
Other Zone 15	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
Other Outside Survey Area	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Weighted base:	892		95		69		50		38		45		48		36		22	
Sample:	952		70		65		66		47		71		61		53		62	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q12 Where do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
Acle	0.9%	12	0.0%	0	0.0%	0	0.0%	0	15.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	1.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
Aylsham	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.8%	12
Beccles	4.4%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	10	1.0%	1	0.0%	0	0.0%	0
Bury St Edmunds	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
Cromer	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dereham	4.7%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	3.7%	1
Diss	4.1%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Fakenham	3.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	6.9%	90	0.0%	0	0.0%	0	0.0%	0	12.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	1.0%	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
Holt	1.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn	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
Loddon	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	0.0%	0	0.0%	0
London	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	10	0.0%	0	0.0%	0
Lowestoft	5.8%	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
North Walsham	2.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Norwich	28.5%	370	76.7%	98	71.8%	66	78.0%	50	28.9%	20	42.8%	26	27.2%	20	48.6%	26	33.8%	10
Poringland	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Reepham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	12.2%	4
Sheringham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Thetford	3.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wroxham	0.4%	5	0.0%	0	0.0%	0	1.8%	1	5.2%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Wymondham	2.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.5%	30	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	0.9%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	0.3%	4	0.0%	0	3.7%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.3%	17	4.7%	6	0.0%	0	1.7%	1	0.0%	0	2.1%	1	3.0%	2	10.8%	6	2.7%	1
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	1.8%	23	7.8%	10	6.9%	6	0.0%	0	5.1%	4	2.8%	2	1.0%	1	1.0%	1	0.9%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.0%	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
Aldi, Plumstead Road, Norwich	0.1%	2	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	1.2%	16	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft	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
Asda, Drayon High Road, Hellesdon	0.2%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0
Asda, Hall Road, Norwich	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowthorpe	0.2%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brazen Gate, Norwich	0.4%	6	2.2%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brundall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	1.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	9	0.0%	0	0.0%	0	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	0.0%	0
Drayton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.8%	0
Gorleston-on-Sea	1.3%	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
Halesworth	0.8%	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
Hellesdon	0.2%	3	0.0%	0	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.5%	6	0.0%	0	1.0%	1	1.1%	1	6.0%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Southwold	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spixworth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	5	0.0%	0
Sprowston	0.2%	3	0.0%	0	1.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalham	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
Taverham	0.0%	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
Tesco Extra, Blue Boar Lane, Sprowston	1.0%	13	0.0%	0	3.5%	3	6.1%	4	5.0%	3	0.0%	0	1.0%	1	0.9%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wells-Next-The-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.7%	9	5.9%	8	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Other Zone 2	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.2%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Other Zone 4	0.6%	7	0.0%	0	1.2%	1	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	2	0.0%	0	0.0%	0
Other Zone 7	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.3%	1	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	1.7%	0
Other Zone 9	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
Other Zone 10	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Other Zone 11	1.3% 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
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	0.0% 0
Other 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	0.0% 0
Other Zone 15	0.6% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.9% 1	0.0% 0
Other Outside Survey Area	0.6% 7	0.9% 1	0.0% 0	1.1% 1	0.0% 0	0.9% 1	0.0% 0	0.9% 0	0.0% 0
Weighted base:	1299	127	91	64	69	62	72	53	29
Sample:	1307	89	86	82	83	91	93	75	85

# Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q13 Where do you do most of your household's shopping on goods for recreational and luxury, including books, games, sports, pets and pet products, bicycles, jewellery?</b>																		
<i>Excl. Nulls &amp; SFT</i>																		
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acle	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	1.4%	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
Aylsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1
Beccles	3.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	1.6%	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
Cromer	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Dereham	3.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	4.6%	1
Diss	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
Fakenham	0.9%	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
Great Yarmouth	7.6%	50	0.0%	0	1.6%	1	0.0%	0	34.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.4%	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
Holt	1.2%	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
Ipswich	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
Kings Lynn	0.6%	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
Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0
Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Lowestoft	7.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	0.4%	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
Norwich	48.4%	317	89.5%	52	89.4%	49	66.0%	22	42.4%	10	75.6%	22	49.0%	17	84.5%	25	65.5%	11
Sheringham	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Thetford	2.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wroxham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Wymondham	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	6	0.0%	0	0.0%	0
Cathedral Retail Park, Norwich (Brantano, TK Maxx, Framfoods, Toys R Us)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	2
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	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
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	0.5%	3	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	3.6%	1	2.1%	1	1.7%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.4%	9	1.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	18.1%	6	3.8%	1	0.0%	0
North Quay Retail Park, Lowestoft (B&Q,	1.4%	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

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Carpentright, Currys, Lidl)																		
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	1.5%	10	0.0%	0	5.3%	3	15.4%	5	0.0%	0	5.9%	2	0.0%	0	1.7%	0	0.0%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	0.9%	6	0.0%	0	2.0%	1	4.2%	1	6.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.2%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	1.7%	11	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft	0.0%	0	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, Drayon High Road, Hellesdon	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
Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Costessey	0.5%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Forest Retail Park, Thetford	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
Gorleston-on-Sea	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
Halesworth	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
Hellesdon	0.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.2%	1	0.0%	0	0.0%	0	2.1%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	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
Stalham	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
Taverham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tesco Extra, Blue Boar Lane, Sprowston	0.6%	4	0.0%	0	0.0%	0	1.7%	1	3.7%	1	0.0%	0	2.1%	1	1.7%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	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
Watton	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
Wells-Next-The-Sea	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
Other Zone 1	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	0.6%	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
Other Zone 11	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 13	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Outside Survey Area	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Weighted base:	656		58		54		33		23		29		34		29		17	
Sample:	655		41		51		44		28		45		43		40		43	

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Meanscore: [Number of visits per week]</b>																		
<b>Q14 How often do you visit Norwich City Centre during the daytime?</b>																		
Daily	2.4%	36	8.0%	11	6.3%	7	3.9%	3	6.5%	6	0.9%	1	0.0%	0	7.0%	5	2.2%	1
5 - 6 times a week	0.5%	7	0.0%	0	3.4%	4	0.8%	1	0.9%	1	0.9%	1	0.0%	0	2.2%	2	0.7%	0
4 times a week	0.6%	9	3.3%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.5%	1	0.7%	0	0.0%	0
3 times a week	2.3%	35	7.0%	10	8.2%	9	7.5%	6	4.9%	4	0.8%	1	0.8%	1	2.2%	2	2.0%	1
Twice a week	4.5%	68	14.7%	21	7.8%	8	8.8%	7	3.1%	3	3.9%	3	2.9%	2	1.5%	1	5.1%	2
Once a week	12.5%	188	23.0%	33	34.0%	36	22.2%	17	12.3%	10	15.4%	11	15.6%	13	9.6%	7	7.5%	3
Once every 2 weeks	12.5%	188	12.7%	18	6.7%	7	13.8%	10	11.3%	10	23.1%	16	16.8%	14	26.3%	19	17.8%	6
Once a month	18.0%	270	10.5%	15	10.9%	11	14.8%	11	17.2%	15	13.3%	9	25.3%	21	20.4%	15	17.2%	6
Less often	28.2%	424	11.6%	16	13.6%	14	12.5%	9	26.1%	22	25.2%	17	17.6%	14	20.1%	14	27.2%	10
(Don't know / varies)	0.6%	9	0.0%	0	0.8%	1	0.8%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	2
(Never visit Norwich during the daytime - ONLY visit Norwich during the evening)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	1	0.0%	0	0.7%	0	0.0%	0
(Never visit Norwich ever)	17.5%	264	9.3%	13	8.3%	9	14.7%	11	12.9%	11	14.7%	10	19.6%	16	9.4%	7	15.8%	6
<i>Mean:</i>		<i>0.65</i>		<i>1.53</i>		<i>1.46</i>		<i>1.08</i>		<i>1.00</i>		<i>0.59</i>		<i>0.48</i>		<i>1.04</i>		<i>0.62</i>
Weighted base:		1502		142		105		76		85		69		82		72		36
Sample:		1502		100		100		100		100		100		100		100		100

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q15 What is usually the MAIN purpose of your trip to Norwich City Centre?</b>																		
<i>Not those who said '(Never visit Norwich ever)' at Q14</i>																		
Buy fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	5.1%	63	12.9%	17	9.4%	9	0.0%	0	2.8%	2	4.7%	3	10.9%	7	0.9%	1	1.7%	1
Leisure activity	4.5%	55	3.7%	5	5.1%	5	5.4%	3	7.4%	5	1.0%	1	1.0%	1	2.5%	2	1.6%	0
Non-food shopping	69.6%	863	42.2%	54	60.3%	58	54.2%	35	54.4%	40	66.0%	39	68.0%	45	74.4%	48	69.7%	21
Travelling to / from school / college / university	0.5%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Travelling to / from work	5.1%	63	12.1%	16	2.2%	2	11.7%	8	12.3%	9	4.2%	2	3.7%	2	9.3%	6	12.0%	4
Visiting café / pub / restaurant	1.9%	23	1.1%	1	3.2%	3	3.6%	2	1.8%	1	6.0%	4	1.0%	1	2.4%	2	1.5%	0
Visiting family / friends	3.6%	45	4.7%	6	3.7%	4	4.4%	3	1.7%	1	7.9%	5	5.7%	4	1.8%	1	10.1%	3
Visiting financial service such as bank, building society, Post Office	3.0%	38	10.9%	14	7.8%	7	11.0%	7	4.4%	3	3.7%	2	3.9%	3	1.5%	1	0.0%	0
Visiting health service such as doctor, dentist, hospital	0.7%	9	1.2%	2	0.0%	0	3.5%	2	0.8%	1	0.9%	1	1.1%	1	0.8%	0	1.5%	0
Visiting the market	0.5%	6	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Visiting other service such as laundrette, hairdresser, recycling	1.4%	17	1.7%	2	3.3%	3	1.9%	1	5.6%	4	0.0%	0	0.9%	1	0.8%	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
Window shopping / browsing	1.9%	23	3.6%	5	1.0%	1	1.7%	1	3.0%	2	2.8%	2	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	28	4.9%	6	1.9%	2	2.6%	2	2.0%	2	2.9%	2	2.8%	2	4.1%	3	1.1%	0
(Don't use any other services)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1239	129	96	64	74	59	66	65	30									
Sample:	1194	90	91	87	83	84	82	87	78									

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q16 When you visit Norwich City Centre, which other activities / services do you use? [MR]</b>																		
<i>Not those who said '(Never visit Norwich ever)' at Q14</i>																		
Buy fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	9.9%	123	19.2%	25	19.5%	19	9.4%	6	4.8%	4	5.6%	3	3.6%	2	0.8%	0	8.5%	3
Leisure activity	10.2%	127	5.7%	7	14.0%	13	3.0%	2	11.6%	9	10.4%	6	11.7%	8	6.0%	4	12.6%	4
Non-food shopping	17.9%	221	27.4%	35	26.2%	25	32.5%	21	23.8%	18	6.8%	4	9.1%	6	13.9%	9	17.0%	5
Travelling to / from school / college / university	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Travelling to / from work	2.3%	28	2.1%	3	2.9%	3	0.9%	1	7.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting café / pub / restaurant	29.3%	363	34.7%	45	31.1%	30	27.2%	18	19.3%	14	16.8%	10	39.5%	26	16.7%	11	23.4%	7
Visiting family / friends	5.2%	64	1.9%	3	9.0%	9	0.9%	1	4.5%	3	6.2%	4	5.8%	4	6.1%	4	1.5%	0
Visiting financial service such as bank, building society, Post Office	5.3%	66	15.5%	20	23.0%	22	6.8%	4	0.8%	1	5.8%	3	4.8%	3	4.9%	3	0.9%	0
Visiting health service such as doctor, dentist, hospital	2.5%	30	4.5%	6	6.7%	6	0.0%	0	2.6%	2	1.0%	1	5.1%	3	2.5%	2	1.7%	1
Visiting the market	0.5%	7	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling	1.2%	15	3.9%	5	0.9%	1	2.6%	2	0.8%	1	1.0%	1	1.8%	1	0.8%	0	2.6%	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	0.0%	0
Window shopping / browsing	0.5%	6	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	6	1.8%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't use any other services)	38.4%	476	25.8%	33	26.9%	26	34.6%	22	33.8%	25	56.3%	33	37.0%	24	55.1%	36	48.3%	15
Weighted base:	1239	129	96	64	74	59	66	65	30									
Sample:	1194	90	91	87	83	84	82	87	78									

# Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Meanscore: [Number of visits per week]</b>																		
<b>Q16X How often do you visit Riverside Norwich (the retail/leisure destination) during the daytime?</b>																		
Daily	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	0.5%	7	0.8%	1	1.1%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.8%	12	0.0%	0	1.9%	2	0.7%	1	0.8%	1	1.8%	1	0.0%	0	1.5%	1	0.0%	0
Once a week	5.9%	89	7.9%	11	15.3%	16	9.7%	7	13.3%	11	9.0%	6	2.4%	2	4.7%	3	2.2%	1
Once every 2 weeks	6.1%	91	4.8%	7	9.1%	10	20.4%	15	15.1%	13	5.9%	4	8.3%	7	7.8%	6	0.0%	0
Once a month	11.8%	178	5.2%	7	15.2%	16	10.2%	8	19.1%	16	22.5%	16	11.0%	9	24.2%	17	9.2%	3
Less often	31.2%	469	40.4%	57	11.6%	12	18.8%	14	27.0%	23	26.4%	18	34.4%	28	29.1%	21	44.5%	16
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	1
(Never visit Riverside Norwich during the daytime - ONLY visit Riverside Norwich during the evening)	1.4%	22	0.0%	0	5.9%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	5.1%	2
(Never visit Riverside Norwich ever)	42.0%	631	40.9%	58	37.3%	39	35.1%	27	24.7%	21	33.7%	23	43.2%	35	32.8%	23	37.4%	14
Mean:		0.20		0.18		0.47		0.41		0.31		0.25		0.13		0.22		0.10
Weighted base:		1502		142		105		76		85		69		82		72		36
Sample:		1502		100		100		100		100		100		100		100		100

**Q16Y Do you ever visit the Riverside and the city centre as part of the same trip? [PR]**

*Not those who said '(Never visit Riverside Norwich ever)' at Q16X*

Always	10.7%	93	2.7%	2	1.5%	1	0.0%	0	6.4%	4	4.0%	2	5.4%	2	5.6%	3	0.0%	0
Sometimes	37.8%	329	33.6%	28	20.8%	14	31.5%	15	43.4%	28	27.5%	13	17.0%	8	19.9%	10	46.4%	10
Never	51.3%	447	63.8%	53	77.6%	51	68.5%	34	50.3%	32	68.5%	31	77.7%	36	74.5%	36	53.6%	12
(Don't know / varies)	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
Weighted base:		871		84		66		49		64		46		46		48		23
Sample:		777		54		59		63		69		63		51		64		52

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q17 What do you like about Norwich City Centre? [MR]</b>																		
Everything	6.9%	104	14.7%	21	18.2%	19	12.9%	10	8.2%	7	5.3%	4	2.2%	2	3.6%	3	6.2%	2
Accessible by rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	12.4%	187	7.7%	11	17.1%	18	13.2%	10	13.4%	11	6.2%	4	14.9%	12	15.8%	11	10.4%	4
Clean / litter free	2.0%	30	2.4%	3	0.0%	0	0.0%	0	2.3%	2	4.5%	3	1.6%	1	2.8%	2	2.7%	1
Close to home	5.7%	85	12.5%	18	12.8%	13	7.2%	5	6.3%	5	7.7%	5	12.7%	10	9.6%	7	1.3%	0
Close to school / 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
Close to work / en route to work	0.4%	6	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Compact / easy to get around	7.8%	117	7.9%	11	11.1%	12	4.8%	4	4.3%	4	11.4%	8	7.7%	6	15.8%	11	5.7%	2
Easily accessible by foot / cycle	0.7%	10	2.7%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.7%	25	0.8%	1	1.0%	1	0.0%	0	0.9%	1	1.9%	1	3.0%	2	0.0%	0	0.0%	0
Free / cheap parking	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
Good bus service / accessible public transport	1.1%	16	2.4%	3	1.9%	2	2.3%	2	0.0%	0	0.0%	0	3.1%	3	1.4%	1	0.6%	0
Good disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Good facilities (e.g. seating, toilets)	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good foodstores	0.5%	7	2.6%	4	0.0%	0	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.1%	16	0.0%	0	0.8%	1	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	4.9%	74	10.5%	15	3.5%	4	5.7%	4	4.2%	4	6.7%	5	4.9%	4	6.7%	5	5.7%	2
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	1.6%	24	0.9%	1	0.8%	1	0.7%	1	1.7%	1	0.8%	1	0.7%	1	0.7%	0	1.3%	0
Good market	2.7%	40	7.0%	10	1.9%	2	3.2%	2	0.9%	1	1.0%	1	3.2%	3	1.5%	1	2.9%	1
Good places to eat	2.4%	35	1.0%	1	0.0%	0	7.4%	6	1.6%	1	3.4%	2	3.9%	3	2.2%	2	0.7%	0
Good pubs / bars	0.8%	11	1.0%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.8%	1	0.0%	0
Good quality of shops	10.8%	162	6.1%	9	8.9%	9	9.6%	7	8.1%	7	5.0%	3	11.1%	9	5.6%	4	7.9%	3
Good range of chain / well known stores	19.1%	287	21.2%	30	9.0%	9	11.8%	9	10.8%	9	15.3%	11	14.3%	12	10.8%	8	16.6%	6
Good range of non-food shops	32.7%	490	20.9%	30	35.9%	38	36.6%	28	25.2%	21	17.7%	12	22.3%	18	35.4%	25	24.7%	9
Good range of services (e.g. bank, library, hairdresser etc.)	1.7%	26	1.8%	3	2.1%	2	0.7%	1	2.3%	2	0.0%	0	2.3%	2	5.4%	4	0.0%	0
Good range of specialist / independent stores	7.1%	107	14.9%	21	5.6%	6	3.0%	2	0.8%	1	8.4%	6	1.5%	1	0.9%	1	8.8%	3
Good road access	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
Historic environment	7.7%	116	14.5%	21	8.4%	9	5.8%	4	7.0%	6	7.5%	5	10.6%	9	4.4%	3	14.9%	5
Library	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours / evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Low or discount prices	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy or crowded	1.1%	16	0.0%	0	2.9%	3	10.9%	8	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.6%	0
Pedestrianised areas	2.0%	29	3.4%	5	2.8%	3	2.5%	2	1.0%	1	2.7%	2	1.7%	1	2.9%	2	2.6%	1
Riverside environment	0.2%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.0%	1
Safe / secure	1.3%	19	1.7%	2	1.9%	2	0.0%	0	2.4%	2	0.9%	1	1.4%	1	2.2%	2	0.0%	0
Shops selling local or fairtrade 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	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
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	0.0%	0
Easy to get to by car	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Familiar / know where everything is	1.3%	19	9.9%	14	0.8%	1	0.0%	0	0.0%	0	2.8%	2	0.9%	1	0.7%	0	0.6%	0
Good charity 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
Good coffee shops	0.3%	4	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Good value 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
Jarrod 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	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	1.4%	1
Morrisons 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
Park & Ride service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Pleasant / friendly atmosphere	1.9%	29	2.0%	3	0.8%	1	0.0%	0	7.4%	6	1.7%	1	0.8%	1	1.5%	1	2.7%	1
Primark 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	0.0%	0
Undercover shopping	0.6%	10	0.0%	0	0.0%	0	6.7%	5	1.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose 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
Nothing / very little (Don't know)	18.1%	272	11.7%	17	16.9%	18	12.0%	9	15.2%	13	26.1%	18	22.7%	19	10.6%	8	15.4%	6
	5.1%	77	3.6%	5	1.1%	1	0.0%	0	9.6%	8	2.4%	2	1.7%	1	3.7%	3	8.0%	3
Weighted base:	1502	142	105	76	85	69	82	72	36									
Sample:	1502	100	100	100	100	100	100	100	100									

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q18 How do you think Norwich City Centre could be improved? [MR]</b>																		
Better choice of shops	1.2%	18	2.4%	3	0.0%	0	1.6%	1	1.5%	1	1.0%	1	1.5%	1	0.7%	0	2.1%	1
Better facilities for pedestrians (including pedestrian crossings)	0.4%	6	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	4.4%	2
Better facilities for youth	0.0%	0	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 maintenance / cleanliness	1.1%	17	1.7%	2	4.7%	5	3.2%	2	0.7%	1	0.9%	1	0.7%	1	1.6%	1	1.5%	1
Better market provision	0.5%	7	1.8%	3	0.8%	1	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	0
Improve appearance / environment	0.9%	13	3.4%	5	0.8%	1	3.3%	2	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Improve bus services / access	3.7%	56	6.4%	9	4.1%	4	3.0%	2	2.2%	2	1.6%	1	0.7%	1	10.0%	7	7.7%	3
Improve rail services /access	0.2%	3	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Improve security, including CCTV	0.3%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	0
Improve signposting in centre	0.4%	5	0.0%	0	1.7%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer midweek opening hours/more evening activities	0.1%	2	0.8%	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 on Sunday	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
More banks / building societies	0.0%	0	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 car parking	13.1%	197	6.2%	9	15.9%	17	13.5%	10	14.1%	12	19.2%	13	19.5%	16	13.1%	9	10.3%	4
More large shops / department stores	0.5%	7	0.8%	1	2.1%	2	0.7%	1	0.0%	0	1.7%	1	0.0%	0	0.9%	1	0.7%	0
More leisure, sports or cultural facilities	0.5%	7	0.9%	1	1.9%	2	1.5%	1	0.0%	0	0.9%	1	0.9%	1	0.9%	1	0.0%	0
More pubs, restaurants, cafes	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More supermarkets / food shops	0.2%	3	0.8%	1	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	3.5%	52	5.7%	8	1.8%	2	5.6%	4	6.7%	6	4.1%	3	9.6%	8	7.4%	5	5.4%	2
More / better seating, toilets	0.5%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	0	5.1%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a specific type of service (e.g. supermarket, bank 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
Introduce a named 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	0.0%	0
A marina	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda 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
Better disabled access	0.4%	7	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	0
Better disabled parking	0.4%	7	1.6%	2	0.0%	0	1.5%	1	0.0%	0	0.8%	1	1.6%	1	0.7%	0	0.0%	0
Better use of Castle Mall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Bigger school	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots 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
Build a bigger 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
Cheaper Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0
Cheaper parking	4.6%	70	1.0%	1	0.8%	1	11.2%	8	8.8%	7	1.8%	1	1.7%	1	7.0%	2
Cheaper prices in the shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Demolish the stationery 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
Free car parking	0.3%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Help the homeless people outside the shops	0.3%	5	0.8%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the street lighting	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve tram services / access	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large IKEA store	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	2
Large 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
Less buses in the centre	0.1%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.4%	7	0.8%	1	1.1%	1	5.0%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Less charity 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
Less empty shops	1.1%	16	0.8%	1	1.7%	2	0.7%	1	0.0%	0	1.7%	1	0.7%	1	0.8%	1
Less estate agents	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 hairdressers	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 housing developments	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 pedestrianisation	0.4%	5	0.0%	0	2.8%	3	0.9%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	0
Less taxis	0.0%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / better road system	6.9%	104	11.5%	16	17.9%	19	15.6%	12	9.8%	8	8.6%	6	6.5%	5	11.4%	8
Longer opening hours on a Saturday	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 the speed limit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it less busy	1.2%	18	0.8%	1	0.0%	0	0.7%	1	0.7%	1	1.7%	1	0.7%	1	0.0%	0
Make it more compact	0.2%	3	0.8%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Make the pavements more even	0.5%	7	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	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
More / better cycle lanes	0.7%	10	1.8%	3	3.2%	3	0.0%	0	1.8%	2	0.8%	1	0.0%	0	1.5%	1
More / better doctors	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 clothing shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More DIY 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
More independent shops	1.0%	16	4.1%	6	1.0%	1	1.8%	1	0.0%	0	1.7%	1	2.3%	2	2.4%	2
More short-stay parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Park & Ride	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride on both sides of the city	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Rebuild the castle	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Reduce the speed of the	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
buses																		
Remove Anglia Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0								
Remove the ban on cars on St Stephen's Street	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Remove the pigeons	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Revamp it	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0								
Sainsbury's store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Small shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Stop people parking on double yellow lines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
Tesco store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
No need to improve (Don't know)	49.1%	738	40.0%	57	35.6%	37	38.8%	29	46.5%	39	46.6%	32	49.9%	41	39.3%	28	37.1%	13
Weighted base:	1502	142	105	76	85	69	82	72	36									
Sample:	1502	100	100	100	100	100	100	100	100									

**Meanscore: [Time in minutes]**

**Q19 How long do you spend in Norwich City Centre when you visit during the daytime for shopping and/or leisure?**

*Not those who said they '(Never visit Norwich during the daytime - ONLY visit Norwich during the evening)' or '(Never visit Norwich ever)' at Q14*

0 to 15 Minutes	0.2%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
16 to 30 minutes	0.5%	6	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0
31 to 59 minutes	2.0%	25	4.8%	6	6.0%	6	3.6%	2	1.0%	1	5.0%	3	3.7%	2	0.0%	0	7.7%	2
1 hour to 1 hour 29 minutes	3.8%	47	6.0%	8	12.9%	12	7.3%	5	1.7%	1	8.5%	5	0.0%	0	6.1%	4	3.2%	1
1 hour 30 minutes to 1 hour 59 minutes	9.1%	113	22.8%	29	11.1%	11	15.6%	10	14.6%	11	11.4%	7	14.0%	9	18.4%	12	10.0%	3
2 hours to 2 hours 29 minutes	11.4%	141	19.4%	25	24.7%	24	11.9%	8	8.4%	6	18.1%	11	12.8%	8	18.4%	12	8.5%	3
2 hours 30 to 2 hours 59 minutes	15.2%	187	18.1%	23	15.0%	14	18.7%	12	14.6%	11	19.3%	11	22.1%	14	14.7%	9	20.4%	6
3 hours to 3 hours 29 minutes	9.5%	118	10.6%	14	4.9%	5	7.0%	5	9.7%	7	16.6%	10	21.1%	14	11.1%	7	15.3%	5
3 hours 30 to 3 hours 59 minutes	14.3%	176	4.5%	6	13.3%	13	12.2%	8	14.2%	10	5.8%	3	14.5%	10	10.0%	6	11.2%	3
4 hours to 4 hours 29 minutes	8.5%	105	1.1%	1	3.0%	3	5.4%	4	7.7%	6	9.3%	5	4.1%	3	6.7%	4	1.9%	1
4 hours 30 to 4 hours 59 minutes	4.0%	49	2.7%	3	2.0%	2	3.7%	2	3.6%	3	1.1%	1	0.0%	0	7.1%	5	4.1%	1
5 hours or more (Don't know / varies)	18.2%	225	1.1%	1	5.3%	5	11.0%	7	18.6%	13	3.9%	2	3.8%	2	4.1%	3	11.9%	4
	3.3%	41	6.2%	8	1.8%	2	3.5%	2	5.8%	4	0.9%	1	1.0%	1	1.6%	1	5.9%	2
<b>Mean:</b>	<b>226.48</b>	<b>141.32</b>	<b>161.04</b>	<b>191.69</b>	<b>230.17</b>	<b>167.74</b>	<b>173.10</b>	<b>175.88</b>	<b>197.25</b>									
Weighted base:	1235	129	96	64	72	58	66	64	30									
Sample:	1189	90	91	87	81	83	82	86	78									

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q20 How do you normally travel to Norwich City Centre?</b>																		
<i>Not those who said '(Never visit Norwich ever)' at Q14</i>																		
Car / van (as driver)	63.0%	780	28.7%	37	21.3%	20	49.5%	32	74.9%	55	73.2%	43	76.2%	50	68.4%	44	86.7%	26
Car / van (as passenger)	4.3%	53	0.9%	1	3.2%	3	1.9%	1	6.5%	5	6.2%	4	3.3%	2	7.6%	5	3.2%	1
Walk	6.7%	82	33.6%	43	40.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Bus	19.0%	235	26.2%	34	28.4%	27	41.3%	27	17.6%	13	19.4%	11	17.6%	12	22.4%	15	8.1%	2
Taxi	0.5%	6	1.8%	2	0.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Train	3.7%	46	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Cycle	1.1%	13	6.7%	9	3.0%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle / moped	0.0%	0	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 (wheelchair, scooter etc.)	0.2%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.4%	5	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	16	2.1%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Weighted base:		1239		129		96		64		74		59		66		65		30
Sample:		1194		90		91		87		83		84		82		87		78

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q21 You stated that you visit Norwich City Centre by car; where do you usually park?</b>																		
<i>Those who travel by car at Q20</i>																		
Airport Park & Ride	2.7%	23	0.0%	0	4.7%	1	5.4%	2	1.1%	1	0.0%	0	0.0%	0	4.4%	2	20.3%	6
Costessey Park & Ride	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
Harford Park & Ride	4.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	17.5%	9	0.0%	0	0.0%	0
Postwick Park & Ride	3.2%	27	0.0%	0	0.0%	0	0.0%	0	16.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston Park & Ride	2.2%	18	0.0%	0	3.8%	1	7.5%	2	15.1%	9	0.0%	0	0.0%	0	1.0%	0	0.8%	0
Thickthorn Park & Ride	3.6%	30	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	13	3.4%	2	0.0%	0
Anglia Square	1.9%	16	3.3%	1	3.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Assembly House	0.5%	4	3.3%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.0%	0
Barn 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
Botolph 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
Castle Mall	16.5%	138	16.1%	6	30.7%	7	12.9%	4	15.9%	10	18.4%	9	1.3%	1	18.0%	9	15.0%	4
Chantry	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
Chapelfield East	23.6%	197	24.2%	9	9.0%	2	38.1%	13	2.3%	1	17.4%	8	23.9%	12	21.5%	11	24.7%	7
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
Colegate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Dukes Wharf	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
Edward 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
Intu Chapelfield	8.4%	70	11.0%	4	0.0%	0	18.3%	6	2.1%	1	3.9%	2	0.0%	0	9.9%	5	1.9%	1
John Lewis	8.3%	69	3.3%	1	16.5%	4	2.1%	1	7.8%	5	20.9%	10	7.5%	4	9.7%	5	9.0%	2
Lower Clarence 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
Magdalen Street	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
Monastery 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	0.0%	0
Norwich Station	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
Pottergate	0.3%	2	0.0%	0	3.8%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Road	0.9%	8	0.0%	0	8.5%	2	1.9%	1	3.4%	2	5.3%	2	1.1%	1	0.0%	0	0.0%	0
Riverside	2.4%	20	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	1.1%	1	7.6%	2
Rose Lane	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Rouen Road	0.7%	6	0.0%	0	0.0%	0	1.9%	1	2.5%	2	5.2%	2	2.4%	1	0.0%	0	0.0%	0
St Andrews	3.1%	26	0.0%	0	0.0%	0	4.0%	1	4.9%	3	1.5%	1	1.4%	1	7.0%	3	4.8%	1
St Crispins	0.0%	0	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 Giles	1.3%	10	0.0%	0	0.0%	0	2.1%	1	1.3%	1	3.8%	2	0.0%	0	8.2%	4	0.0%	0
St Helens Wharf	0.0%	0	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 Stephens Street	1.1%	9	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.3%	1	0.0%	0	0.0%	0
Surface 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
The Forum	1.1%	10	2.9%	1	7.9%	2	0.0%	0	0.0%	0	1.2%	1	1.1%	1	1.0%	0	1.7%	0
Wensum Sports Centre	0.0%	0	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 Wick Street	0.2%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayton High Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bignold Primary School, Bristol Terrace, Norwich	0.3%	3	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.8%	0
City College, Norwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Eastgate, Norwich	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

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Grapes Hill, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hall Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Jail Hill, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester Street, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Market Place, Norwich	0.3%	3	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NCP Multi Storey, St Stephens, Queens Road, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket Road, Cringelford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Norfolk Street, Norwich	0.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich Cathedral	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Oak Street, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Queensgate Centre, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Relatives / friends home	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pound Lane, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	0.0%	0
St Benedicts Street, Norwich	0.4%	3	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Assembly House, Theatre Street, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Theatre Street, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Westwick Street, Norwich	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1
Unthank Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Work Car Park	0.7%	6	9.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Varies - Car Parks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies - City Centre Car Parks	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.4%	1	0.0%	0	0.0%	0
Varies - Disabled Bays in City Centre	0.3%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies - On Street	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies - Park & Ride (Don't know)	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 park - get dropped off)	6.1%	51	2.9%	1	11.3%	3	0.0%	0	16.4%	10	2.6%	1	11.6%	6	5.5%	3
	0.6%	5	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	833		38		24		33		60		47		52		49	
Sample:	799		29		22		35		63		63		62		62	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Meanscore: [Number of visits per week]</b>																		
<b>Q22 How often do you visit Norwich City Centre, including Riverside during the evenings?</b>																		
<i>Not those who said '(Never visit Norwich ever)' at Q14</i>																		
Daily	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.4%	5	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Once a week	3.1%	39	2.1%	3	3.9%	4	2.0%	1	3.8%	3	0.9%	1	2.8%	2	1.8%	1	2.4%	1
Once every 2 weeks	5.3%	66	9.4%	12	3.9%	4	4.8%	3	5.6%	4	7.0%	4	3.7%	2	11.0%	7	8.9%	3
Once a month	12.4%	154	17.7%	23	16.7%	16	14.1%	9	8.9%	7	15.6%	9	11.6%	8	19.8%	13	16.1%	5
Less often	29.2%	362	16.6%	21	18.6%	18	14.6%	9	34.0%	25	28.1%	17	29.4%	19	32.1%	21	41.2%	13
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.0%	0
(Never)	49.2%	609	53.2%	69	55.8%	54	57.7%	37	47.7%	35	47.4%	28	52.6%	35	33.7%	22	30.5%	9
<i>Mean:</i>	<i>0.14</i>	<i>0.17</i>	<i>0.19</i>	<i>0.22</i>	<i>0.13</i>	<i>0.14</i>	<i>0.11</i>	<i>0.17</i>	<i>0.16</i>									
Weighted base:	1239	129	96	64	74	59	66	65	30									
Sample:	1194	90	91	87	83	84	82	87	78									

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q23 What are the reasons you visit Norwich City Centre / Riverside during the evenings? (e.g. what do you do?) [MR]</b>																		
<i>Not those who said '(Never visit Norwich ever)' at Q14 or never to visiting Norwich in the evenings at Q22</i>																		
Eating out	54.4%	342	69.9%	42	65.9%	28	50.5%	14	46.3%	18	55.2%	17	39.6%	12	50.1%	22	64.3%	14
Visit art / cultural venues	2.1%	13	3.9%	2	6.8%	3	4.2%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	2	0.0%	0
Visit cafes	0.8%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	7.6%	2
Visit family entertainment venues	3.9%	25	1.8%	1	4.4%	2	4.8%	1	1.6%	1	0.0%	0	13.0%	4	0.0%	0	7.6%	2
Visit film festivals	0.0%	0	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 health & fitness venues	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	1.4%	1	2.3%	0
Visit live music venues	1.0%	6	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.8%	1
Visit 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
Visit nightclubs	0.6%	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
Visit places of worship	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit pubs	16.6%	104	6.9%	4	12.1%	5	4.5%	1	6.6%	3	7.4%	2	31.6%	10	3.8%	2	4.6%	1
Visit sporting events / venues	0.6%	4	2.1%	1	2.1%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Visit the cinema	43.6%	275	39.6%	24	42.3%	18	43.0%	12	37.3%	14	45.4%	14	53.4%	17	45.6%	20	54.6%	12
Visit theatres	21.2%	134	23.8%	14	14.2%	6	38.4%	10	18.1%	7	19.0%	6	19.2%	6	18.4%	8	14.8%	3
Work reasons	0.6%	4	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ghost walks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Educational purposes	0.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Late night shopping	7.1%	45	3.9%	2	4.7%	2	2.3%	1	2.0%	1	6.6%	2	10.1%	3	15.0%	6	3.6%	1
Meeting family / friends	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.4%	1	0.0%	0
Special events e.g. firework displays	0.7%	4	0.0%	0	5.0%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Visit services	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
Walking the dog	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	8	0.0%	0	0.0%	0	2.0%	1	12.3%	5	0.0%	0	0.0%	0	1.3%	1	2.5%	1
Weighted base:		630		60		42		27		39		31		31		43		21
Sample:		555		41		37		27		46		43		33		53		41

**Q24 Which part of Norwich city centre do you visit most often during the evenings? [PR]***Not those who said '(Never visit Norwich ever)' at Q14 or never to visiting Norwich in the evenings at Q22*

City Centre	70.0%	441	92.1%	56	92.9%	39	82.6%	23	52.2%	20	64.7%	20	58.2%	18	78.0%	34	79.6%	17
Riverside	26.4%	166	3.7%	2	7.1%	3	13.1%	4	41.0%	16	33.3%	10	24.8%	8	14.1%	6	16.3%	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	0.0%	0
Visit both exactly 50/50	0.9%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	7.9%	3	0.0%	0
(Don't know)	2.7%	17	4.2%	3	0.0%	0	4.3%	1	3.3%	1	2.0%	1	17.0%	5	0.0%	0	4.0%	1
Weighted base:		630		60		42		27		39		31		31		43		21
Sample:		555		41		37		27		46		43		33		53		41

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q25 What would make you visit Norwich city centre in the evenings more often? [MR]</b>																		
Nothing	80.5%	1209	77.0%	109	84.2%	88	91.2%	69	78.1%	66	86.4%	60	68.5%	56	82.0%	59	80.7%	29
A good concert hall	0.4%	7	2.6%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better car access	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.6%	0
Better disabled access	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pubs / bars	0.3%	5	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	2.2%	2	0.0%	0
Cheaper prices in the cinema	0.3%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.7%	1	0.7%	1	0.0%	0	0.0%	0
Cheaper prices in the theatre	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0
Cheaper public transport	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
Cheaper to have a night out	0.4%	6	0.0%	0	1.0%	1	0.8%	1	0.9%	1	0.9%	1	0.8%	1	0.9%	1	0.0%	0
Felt safer / better policing	0.7%	10	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Free parking	0.2%	3	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Less nightclubs	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lived closer	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	1.3%	19	4.3%	6	0.0%	0	0.0%	0	4.9%	4	0.0%	0	3.1%	3	0.9%	1	1.4%	1
More activities for older people	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
More disabled parking	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for families to do	0.5%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	0.0%	0	4.4%	2
More late night cafes open	0.2%	3	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0
More parking	0.8%	12	0.8%	1	0.0%	0	0.7%	1	2.5%	2	0.0%	0	1.5%	1	0.9%	1	0.6%	0
More pedestrianisation	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More public transport running late at night	3.5%	52	0.8%	1	3.0%	3	1.6%	1	5.9%	5	3.5%	2	5.6%	5	5.2%	4	3.4%	1
More shows on at the Theatre	1.6%	24	0.9%	1	0.8%	1	0.7%	1	0.0%	0	2.4%	2	4.9%	4	1.6%	1	3.7%	1
More special events / cultural activities	1.7%	25	6.4%	9	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	2.6%	1
More sports facilities open later	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
More variety of films on at the cinema	0.3%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Offers on food and entertainment	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.8%	1	0.0%	0
Park & Ride ran later at night	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Public transport was cheaper	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops opened longer	1.2%	18	1.8%	3	0.0%	0	1.5%	1	0.0%	0	2.8%	2	4.7%	4	2.2%	2	0.7%	0
(Don't know)	3.7%	55	2.0%	3	5.9%	6	0.7%	1	3.9%	3	0.0%	0	0.7%	1	0.9%	1	0.9%	0
Weighted base:	1502		142		105		76		85		69		82		72		36	
Sample:	1502		100		100		100		100		100		100		100		100	

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q26 Which of the following centres do you visit most often? [PR]</b>																		
Anglia Square, Norwich	11.9%	179	30.0%	43	38.4%	40	27.0%	20	15.7%	13	5.6%	4	2.3%	2	16.2%	12	2.7%	1
Aylsham town centre	4.0%	60	1.8%	3	1.8%	2	3.8%	3	1.8%	2	0.0%	0	0.0%	0	12.8%	9	72.2%	26
Diss town centre	7.6%	114	4.3%	6	1.1%	1	0.0%	0	0.9%	1	3.5%	2	3.7%	3	0.0%	0	0.8%	0
Harleston town centre	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.8%	1	10.8%	7	1.6%	1	1.5%	1	0.0%	0
Wymondham town centre	7.8%	117	8.7%	12	4.5%	5	1.5%	1	3.0%	3	7.7%	5	60.6%	49	3.0%	2	0.0%	0
Loddon town centre	1.8%	27	2.9%	4	0.0%	0	0.0%	0	1.8%	2	28.9%	20	0.0%	0	0.0%	0	0.0%	0
Long Stratton town centre	1.7%	26	0.0%	0	1.7%	2	0.0%	0	1.6%	1	7.4%	5	21.5%	18	0.0%	0	0.0%	0
(Don't visit ANY of these centres / don't know)	62.8%	943	52.3%	74	52.6%	55	67.7%	51	74.4%	63	36.0%	25	10.2%	8	66.6%	48	24.3%	9
Weighted base:	1502	142	105	76	85	69	82	72	36									
Sample:	1502	100	100	100	100	100	100	100	100									

Meanscore: [Number of visits per week]

**Q27 How often do you visit (CENTRE MENTIONED AT Q26)?***Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26*

Daily	6.2%	35	1.9%	1	6.8%	3	2.3%	1	0.0%	0	9.2%	4	15.2%	11	4.3%	1	10.8%	3
5 - 6 times a week	1.9%	10	0.0%	0	1.8%	1	0.0%	0	0.0%	0	5.7%	3	3.7%	3	0.0%	0	4.8%	1
4 times a week	2.5%	14	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.2%	1	8.4%	6	0.0%	0	1.8%	0
3 times a week	6.0%	33	0.0%	0	4.8%	2	0.0%	0	0.0%	0	1.5%	1	15.3%	11	18.3%	4	12.2%	3
Twice a week	8.4%	47	3.3%	2	8.9%	4	20.4%	5	3.1%	1	5.3%	2	12.1%	9	0.0%	0	12.3%	3
Once a week	21.0%	117	11.9%	8	22.6%	11	9.6%	2	6.6%	1	31.2%	14	25.5%	19	10.8%	3	30.0%	8
Once every 2 weeks	8.8%	49	7.2%	5	12.1%	6	9.6%	2	7.5%	2	13.8%	6	11.1%	8	18.0%	4	5.7%	2
Once a month	14.9%	83	28.9%	20	21.7%	11	20.3%	5	12.5%	3	15.4%	7	6.9%	5	22.7%	5	18.7%	5
Less often	29.8%	166	46.8%	32	15.7%	8	37.9%	9	70.3%	15	16.6%	7	1.8%	1	25.8%	6	3.7%	1
(Don't know / varies)	0.6%	3	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.32	0.49	1.39	0.81	0.27	1.60	2.64	1.15	2.09									
Weighted base:	559	68	50	24	22	44	73	24	27									
Sample:	717	42	48	33	25	64	93	37	77									

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q28 What is usually the MAIN purpose of your trip to (CENTRE MENTIONED AT Q26)?</b>																		
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>																		
Buy fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	27.6%	154	16.3%	11	17.3%	9	16.3%	4	0.0%	0	25.6%	11	41.2%	30	16.8%	4	45.3%	12
Leisure activity	5.8%	32	6.0%	4	2.0%	1	4.7%	1	3.5%	1	5.2%	2	8.5%	6	7.0%	2	6.9%	2
Non-food shopping	30.5%	171	25.1%	17	49.7%	25	60.4%	15	54.3%	12	17.4%	8	9.7%	7	38.7%	9	26.1%	7
Travelling to / from school / college / university	1.2%	7	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.3%	1	1.9%	1
Travelling to / from work	5.0%	28	6.9%	5	6.3%	3	2.3%	1	0.0%	0	4.2%	2	2.8%	2	16.5%	4	5.0%	1
Visiting café / pub / restaurant	3.4%	19	12.0%	8	4.4%	2	9.3%	2	0.0%	0	5.4%	2	3.3%	2	2.1%	0	0.0%	0
Visiting family / friends	9.3%	52	13.1%	9	8.9%	4	2.6%	1	12.9%	3	16.2%	7	3.5%	3	8.2%	2	1.7%	0
Visiting financial service such as bank, building society, Post Office	8.6%	48	14.6%	10	3.6%	2	0.0%	0	0.0%	0	16.8%	7	19.8%	14	4.3%	1	3.6%	1
Visiting health service such as doctor, dentist, hospital	3.2%	18	0.0%	0	0.0%	0	0.0%	0	2.8%	1	7.8%	3	6.1%	4	2.1%	0	2.9%	1
Visiting the market	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.8%	0
Visiting other service such as laundrette, hairdresser, recycling	0.7%	4	0.0%	0	2.2%	1	2.3%	1	0.0%	0	0.0%	0	0.8%	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	0.0%	0
Window shopping / browsing	1.7%	9	4.1%	3	1.8%	1	2.3%	1	0.0%	0	1.4%	1	0.8%	1	0.0%	0	5.8%	2
(Don't know / varies)	2.3%	13	0.0%	0	3.8%	2	0.0%	0	26.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't use any other services)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	559	68	50	24	22	44	73	24	27									
Sample:	717	42	48	33	25	64	93	37	77									

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q29 When you visit (CENTRE MENTIONED AT Q26), which other activities / services do you use? [MR]</b>																		
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>																		
Buy fuel	0.4%	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
Food shopping	16.3%	91	14.4%	10	13.7%	7	11.8%	3	3.5%	1	23.7%	10	24.4%	18	15.2%	4	13.1%	4
Leisure activity	6.5%	36	0.0%	0	5.8%	3	2.3%	1	0.0%	0	5.5%	2	10.3%	8	0.0%	0	17.4%	5
Non-food shopping	18.3%	102	10.7%	7	18.2%	9	18.3%	4	6.3%	1	18.4%	8	42.3%	31	7.2%	2	19.3%	5
Travelling to / from school / college / university	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	1	0.0%	0	0.0%	0
Travelling to / from work	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Visiting café / pub / restaurant	12.0%	67	5.2%	3	6.3%	3	17.7%	4	24.1%	5	8.0%	4	9.4%	7	8.8%	2	18.0%	5
Visiting family / friends	4.0%	22	13.0%	9	1.8%	1	4.7%	1	3.1%	1	3.8%	2	6.2%	5	0.0%	0	4.7%	1
Visiting financial service such as bank, building society, Post Office	7.5%	42	1.6%	1	5.4%	3	2.8%	1	6.3%	1	9.5%	4	22.5%	16	0.0%	0	8.4%	2
Visiting health service such as doctor, dentist, hospital	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	10.1%	7	0.0%	0	4.3%	1
Visiting the market	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.1%	0	1.1%	0
Visiting other service such as laundrette, hairdresser, recycling	1.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	4.4%	3	0.0%	0	2.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.1%	6	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	5	2.1%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	0	0.0%	0
(Don't use any other services)	45.4%	254	59.8%	41	52.7%	26	57.2%	14	66.1%	14	44.2%	19	20.7%	15	68.8%	16	34.0%	9
Weighted base:		559		68		50		24		22		44		73		24		27
Sample:		717		42		48		33		25		64		93		37		77

**Q30 Do you choose to visit (CENTRE MENTIONED AT Q26) on market day?***Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26*

Yes - Always	4.3%	24	1.6%	1	2.0%	1	2.3%	1	0.0%	0	0.0%	0	9.4%	7	6.2%	1	7.3%	2
Yes - Sometimes	20.5%	115	23.6%	16	14.2%	7	2.3%	1	12.2%	3	9.5%	4	20.0%	15	28.9%	7	37.3%	10
No	64.8%	362	65.2%	44	51.9%	26	83.1%	20	78.8%	17	61.5%	27	59.9%	44	58.5%	14	53.7%	15
Doesn't have a market / didn't know it had a market	10.3%	58	9.5%	6	31.8%	16	12.4%	3	9.0%	2	28.9%	13	10.7%	8	6.4%	2	1.7%	0
Weighted base:		559		68		50		24		22		44		73		24		27
Sample:		717		42		48		33		25		64		93		37		77

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q31 What do you like about (CENTRE MENTIONED AT Q26)? [MR]</b>																		
<i>Not those who said 'Don't visit ANY of these centres / Don't know' at Q26</i>																		
Everything	1.2%	7	0.0%	0	0.0%	0	4.5%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Accessible by rail	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	12.9%	72	19.2%	13	3.6%	2	7.0%	2	3.5%	1	17.8%	8	9.5%	7	8.2%	2	36.4%	10
Clean / litter free	1.0%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.8%	1	2.1%	0	5.8%	2
Close to home	19.1%	107	5.4%	4	21.5%	11	7.9%	2	9.0%	2	23.1%	10	42.2%	31	16.2%	4	21.5%	6
Close to school / college / university	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	5.5%	31	9.5%	6	4.0%	2	4.5%	1	2.8%	1	8.6%	4	6.9%	5	2.1%	0	8.9%	2
Easily accessible by foot / cycle	0.9%	5	2.1%	1	1.8%	1	0.0%	0	2.8%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Easy to park	5.6%	31	7.2%	5	2.0%	1	5.6%	1	6.6%	1	16.2%	7	4.4%	3	4.3%	1	9.6%	3
Free / cheap parking	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.3%	1	1.1%	0
Good bus service / accessible public transport	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Good disabled access	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
Good facilities (e.g. seating, toilets)	0.6%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Good foodstores	1.0%	5	2.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.6%	1	0.8%	0
Good for a day out	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	2.3%	13	4.9%	3	8.1%	4	0.0%	0	3.5%	1	0.0%	0	3.3%	2	2.1%	0	6.9%	2
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	2.0%	11	2.1%	1	3.8%	2	0.0%	0	0.0%	0	1.2%	1	2.5%	2	0.0%	0	0.0%	0
Good market	2.3%	13	2.1%	1	3.6%	2	2.3%	1	0.0%	0	0.0%	0	2.5%	2	2.1%	0	5.2%	1
Good places to eat	1.4%	8	0.0%	0	1.8%	1	2.6%	1	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.8%	0
Good pubs / bars	0.8%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Good quality of shops	2.9%	16	1.6%	1	4.4%	2	4.5%	1	3.1%	1	4.0%	2	4.6%	3	2.1%	0	0.0%	0
Good range of chain / well known stores	2.2%	12	1.6%	1	3.8%	2	4.5%	1	0.0%	0	4.1%	2	0.8%	1	0.0%	0	1.8%	0
Good range of non-food shops	10.2%	57	5.4%	4	21.9%	11	11.8%	3	2.8%	1	1.4%	1	6.9%	5	11.1%	3	4.6%	1
Good range of services (e.g. bank, library, hairdresser etc.)	1.9%	10	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	8.6%	6	0.0%	0	1.0%	0
Good range of specialist / independent stores	9.5%	53	19.3%	13	11.8%	6	14.1%	3	5.9%	1	4.0%	2	9.5%	7	9.0%	2	7.7%	2
Good road 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
Historic environment	5.3%	30	3.9%	3	3.8%	2	2.8%	1	0.0%	0	4.3%	2	6.7%	5	0.0%	0	11.3%	3
Library	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Long opening hours /	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
evening activities																		
Low or discount prices	2.5%	14	11.4%	8	6.3%	3	7.6%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy or crowded	6.4%	36	3.7%	3	7.8%	4	0.0%	0	0.0%	0	16.1%	7	2.7%	2	16.3%	4	14.4%	4
Pedestrianised areas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Riverside environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe / secure	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Shops selling local or fairtrade 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	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
Close to family / friends	0.4%	2	0.0%	0	1.8%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Easy to get to by car	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0
Familiar / know where everything is	1.1%	6	0.0%	0	1.8%	1	2.3%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Good charity shops	0.3%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Good coffee 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
Good value shops	0.7%	4	1.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Jarrold 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
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
Morrisons store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride 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
Pleasant / friendly atmosphere	2.6%	14	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.3%	1	4.4%	3	2.3%	1	6.3%	2
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
Undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose store	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
Nothing / very little (Don't know)	18.1%	101	25.5%	17	22.0%	11	41.7%	10	33.6%	7	11.7%	5	10.3%	8	14.2%	3	5.7%	2
	4.0%	22	2.1%	1	6.0%	3	2.3%	1	9.8%	2	4.0%	2	4.3%	3	9.0%	2	0.0%	0
Weighted base:		559		68		50		24		22		44		73		24		27
Sample:		717		42		48		33		25		64		93		37		77

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q32 How do you think (CENTRE MENTIONED AT Q26) could be improved? [MR]</b>																		
<i>Not those who said 'Don't visit ANY of these centres / Don't know' at Q26</i>																		
Better choice of shops	9.0%	50	3.5%	2	6.0%	3	2.3%	1	6.3%	1	0.0%	0	12.1%	9	4.1%	1	2.7%	1
Better facilities for pedestrians (including pedestrian crossings)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Better facilities for youth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Better maintenance / cleanliness	4.3%	24	5.4%	4	4.4%	2	27.6%	7	3.5%	1	2.9%	1	0.8%	1	9.6%	2	0.0%	0
Better market provision	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0
Better quality shops	3.2%	18	0.0%	0	6.0%	3	2.3%	1	0.0%	0	0.0%	0	14.9%	11	0.0%	0	0.0%	0
Improve appearance / environment	9.9%	55	22.5%	15	32.3%	16	29.3%	7	28.5%	6	1.4%	1	4.4%	3	11.9%	3	1.1%	0
Improve bus services / access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Improve rail services /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
Improve security, including CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve signposting in centre	0.0%	0	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 midweek opening hours/more evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on 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	0.0%	0
More banks / building societies	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%	0
More car parking	7.6%	43	3.5%	2	6.3%	3	7.0%	2	3.1%	1	8.3%	4	7.1%	5	2.1%	0	12.7%	3
More large shops / department stores	1.6%	9	0.0%	0	1.8%	1	2.3%	1	0.0%	0	2.6%	1	4.3%	3	2.1%	0	1.0%	0
More leisure, sports or cultural facilities	1.0%	5	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.8%	0
More pubs, restaurants, cafes	0.9%	5	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More supermarkets / food shops	1.8%	10	0.0%	0	7.8%	4	0.0%	0	0.0%	0	5.9%	3	3.5%	3	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	1.5%	8	0.0%	0	0.0%	0	0.0%	0	3.5%	1	2.8%	1	3.6%	3	2.1%	0	0.8%	0
More / better seating, toilets	0.8%	5	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a specific type of service (e.g. supermarket, bank 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
Introduce a named 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	0.0%	0
A marina	0.0%	0	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 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
Better disabled access	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Better disabled parking	0.2%	1	0.0%	0	0.0%	0	2.3%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Better use of Castle Mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger school	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.1%	0	0.0%	0
Boots 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
Build a bigger 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	1.0%	0
Cheaper 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
Cheaper parking	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Cheaper prices in the shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Demolish the stationery office	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0
Help the homeless people outside the 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
Improve the street lighting	0.0%	0	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 tram services / 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
Large IKEA 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
Large shopping centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0
Less buses in the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	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
Less charity shops	1.5%	8	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Less empty shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.1%	0	0.8%	0
Less estate agents	0.0%	0	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 hairdressers	0.0%	0	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 housing developments	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.6%	1
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less 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
Less traffic congestion / better road system	3.4%	19	0.0%	0	3.6%	2	0.0%	0	6.3%	1	3.8%	2	8.7%	6	2.6%	1	1.7%	0
Longer opening hours on a Saturday	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
Lower the speed limit	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Make it less 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
Make it more compact	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Make the pavements more even	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
Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More / better cycle lanes	0.0%	0	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 doctors	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	0	1.0%	0
More clothing shops	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
More DIY shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
More independent shops	1.5%	8	3.5%	2	2.2%	1	0.0%	0	0.0%	0	1.4%	1	3.6%	3	2.1%	0	0.0%	0
More short-stay parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	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
Park & Ride on both sides of the city	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	3.8%	1
Rebuild the castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Reduce the speed of the buses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove Anglia 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
Remove the ban on cars on St Stephen's 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
Remove the pigeons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Revamp it	0.9%	5	1.6%	1	6.1%	3	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's 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	0.8%	0
Small shopping mall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Stop people parking on double yellow lines	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco 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
No need to improve (Don't know)	42.0%	235	41.7%	28	32.0%	16	24.5%	6	26.3%	6	63.0%	28	35.3%	26	50.5%	12	57.1%	16
	9.9%	56	14.9%	10	9.4%	5	9.6%	2	16.0%	3	5.1%	2	6.0%	4	8.8%	2	1.7%	0
Weighted base:		559		68		50		24		22		44		73		24		27
Sample:		717		42		48		33		25		64		93		37		77

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Meanscore: [Time in minutes]</b>																		
<b>Q33 How long do you spend in (CENTRE MENTIONED AT Q26) when you visit during the daytime for shopping and/or leisure?</b>																		
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>																		
0 to 15 Minutes	2.3%	13	1.9%	1	8.6%	4	2.3%	1	0.0%	0	6.8%	3	1.8%	1	2.1%	0	0.0%	0
16 to 30 minutes	8.0%	45	6.6%	4	7.6%	4	22.3%	5	16.0%	3	13.1%	6	12.3%	9	9.3%	2	10.5%	3
31 to 59 minutes	25.2%	141	38.2%	26	24.6%	12	24.4%	6	9.8%	2	34.7%	15	38.6%	28	16.2%	4	32.9%	9
1 hour to 1 hour 29 minutes	19.4%	108	14.6%	10	18.2%	9	22.6%	5	8.7%	2	15.3%	7	20.0%	15	19.1%	5	16.1%	4
1 hour 30 minutes to 1 hour 59 minutes	10.7%	60	11.3%	8	6.1%	3	4.5%	1	9.4%	2	7.2%	3	10.1%	7	9.0%	2	14.1%	4
2 hours to 2 hours 29 minutes	14.7%	82	14.2%	10	9.4%	5	7.1%	2	16.4%	4	16.2%	7	5.9%	4	10.6%	3	14.5%	4
2 hours 30 to 2 hours 59 minutes	7.2%	40	6.3%	4	7.2%	4	9.8%	2	7.0%	2	0.0%	0	4.4%	3	6.2%	1	4.4%	1
3 hours to 3 hours 29 minutes	2.0%	11	1.6%	1	6.3%	3	0.0%	0	3.5%	1	1.4%	1	3.5%	3	2.1%	0	0.0%	0
3 hours 30 to 3 hours 59 minutes	1.0%	6	0.0%	0	2.0%	1	2.3%	1	2.8%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
4 hours to 4 hours 29 minutes	2.2%	12	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
4 hours 30 to 4 hours 59 minutes	0.3%	2	0.0%	0	2.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 hours or more	1.3%	7	1.9%	1	2.2%	1	2.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.4%	19	3.5%	2	3.8%	2	0.0%	0	4.0%	1	4.0%	2	3.3%	2	0.0%	0	6.3%	2
(Never visit it during the daytime for shopping and/or leisure)	2.3%	13	0.0%	0	0.0%	0	0.0%	0	22.6%	5	0.0%	0	0.0%	0	20.6%	5	1.1%	0
<b>Mean:</b>	<b>90.84</b>	<b>83.55</b>	<b>98.10</b>	<b>84.69</b>	<b>73.23</b>	<b>69.89</b>	<b>68.16</b>	<b>72.61</b>	<b>73.83</b>									
Weighted base:	559	68	50	24	22	44	73	24	27									
Sample:	717	42	48	33	25	64	93	37	77									

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q34 How do you normally travel to (CENTRE MENTIONED AT Q26)?</b>																		
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>																		
Car / van (as driver)	66.8%	374	41.2%	28	48.1%	24	42.7%	10	80.4%	17	82.8%	37	59.1%	43	87.4%	21	71.0%	19
Car / van (as passenger)	4.5%	25	4.9%	3	8.1%	4	4.5%	1	0.0%	0	4.0%	2	1.8%	1	0.0%	0	1.7%	0
Walk	13.6%	76	15.1%	10	22.1%	11	15.5%	4	6.6%	1	9.4%	4	32.2%	24	0.0%	0	16.2%	4
Bus	11.8%	66	33.2%	23	21.8%	11	37.2%	9	5.6%	1	3.8%	2	3.2%	2	12.6%	3	4.4%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.1%	6	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.9%	1	0.0%	0	0.8%	0
Motorcycle / moped	0.0%	0	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 (wheelchair, scooter etc.)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	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
	1.6%	9	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	2
Weighted base:		559		68		50		24		22		44		73		24		27
Sample:		717		42		48		33		25		64		93		37		77

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q35 You stated that you visit (CENTRE MENTIONED AT Q26) by car - where do you usually park?</b>																		
<i>Those who travel by car at Q34</i>																		
On-street	27.2%	108	40.6%	13	50.5%	14	49.3%	6	11.6%	2	16.1%	6	36.7%	16	13.6%	3	34.4%	7
Elsewhere (PLEASE WRITE IN NAME OF CAR PARK OR 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	0.0%	0
Airport Park & Ride, Norwich	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Aldi, Mere Street, Diss	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Anglia Square Car Park, Norwich	7.6%	30	12.1%	4	25.5%	7	15.4%	2	28.2%	5	3.4%	1	1.6%	1	13.3%	3	1.2%	0
Aylsham Medical Practice & Wingham Surgery	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
Aylsham Train Station	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Back Lane Car Park, Wymondham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0
Back of Post Office, Diss	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
Back of the High Street, Diss	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Barclays Bank, Market Place, Aylsham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Behind the Church, Diss	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
Botolph Street Car Park, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Bridge Street Car Park, Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Bullock Fair Close, Harleston	3.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	5	1.3%	1	0.0%	0	0.0%	0
Budgens, Norwich Road, Aylsham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	12.4%	2
Bullock Fair Close, Harleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgh Road Car Park, Aylsham	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
Buttlands Car Park, Aylsham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Car park near King's Head Meadow, Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Chapel Street Car Park, Diss	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
Chet Valley Medical Practice, George Lane, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Church Plain Car Park, Loddon	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Plain, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Harleston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Co-op, Market Place, Harleston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Co-op, The Street, Long Stratton	1.6%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	1	6.2%	2	7.4%	3	0.0%	0	0.0%	0
Council Car Park, Harleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Council Car Park, Wymondham	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
Diss Centre Car Park, Diss	0.4%	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
Diss Health Centre, Mount Street, Diss	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Fairland Court, Wymondham	0.2%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairland United Reformed Church, Wymondham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Gerald Giles, Ber Street, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Cinema, Anglia Square, Norwich	1.0%	4	4.5%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In the park, Diss	0.3%	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
Intu Chapelfield, St Stephens Street, Norwich	0.9%	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
John Lewis, All Saints Green, Norwich	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jubilee Family Centre, Aylsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Just off the main square, Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keys Fine Art Auctioneers Car Park, Aylsham	0.3%	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
Library Car Park, Aylsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Library Car Park, Diss	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
Library Car Park, Wymondham	2.8%	11	8.0%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	5.8%	3	0.0%	0	0.0%	0
Magdalen Street Car Park, Norwich	2.6%	10	3.6%	1	0.0%	0	10.7%	1	20.8%	4	1.8%	1	0.0%	0	5.3%	1	0.0%	0
Market Place Car Park, Aylsham	1.4%	6	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	14.5%	3
Market Street Car Park, Wymondham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Mere Street Car Park, Diss	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mill Road Car Park, Aylsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Morrisons, Postmill Close, Wymondham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1	3.0%	1	0.0%	0
Morrisons, Victoria Road, Diss	5.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Mount Street, Diss	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

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Near to Wymondham Abbey	0.5%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Norwich Road, Aylsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Park Road Car Park, Diss	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
Pitt Street Car Park, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Post Office Chapel Street, Diss	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
Relatives / friends home	1.5%	6	4.0%	1	3.2%	1	0.0%	0	0.0%	0	5.8%	2	1.6%	1	0.0%	0	0.0%	0
Shelfanger Road (East) Car Park, Diss	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Sprowston Recreation Ground, Norwich	0.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Johns Church, Harleston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swan Lane Car Park, Long Stratton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.8%	1	0.0%	0	0.0%	0
Tesco, Norwich Road, Aylsham	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	11.0%	2
Tesco, Victoria Close, Diss	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
The Aylsham Centre Car Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
The Main Square, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
The Staithe Car Park, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town Centre Car Park, Diss	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
Town Centre Car Park, Wymondham	1.8%	7	0.0%	0	0.0%	0	0.0%	0	7.4%	1	1.8%	1	8.9%	4	0.0%	0	0.0%	0
Various Car Parks, Aylsham	0.3%	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
Various Car Parks, Diss	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Various Car Parks, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Various Car Parks, Norwich	0.5%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Various Car Parks, Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Norwich Road, Wymondham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weavers Court Car Park, Diss	0.4%	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
Work Car Park	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Wymondham Central Hall, Back Lane, Wymondham	2.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	4	5.0%	1	0.0%	0
Wymondham Leisure Centre, Wymondham	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.8%	1	0.0%	0	0.0%	0
Wymondham Town car park Don't know / varies)	1.0%	4	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Weighted base:	399		31		28		12		17		38		45		21		20	
Sample:	509		25		26		17		19		55		56		31		53	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q36 Do you / your household visit / take part in any of the following leisure / cultural activities...? [MR/PR]</b>																		
Cafés	52.3%	785	47.8%	68	57.9%	61	49.4%	37	41.4%	35	62.9%	43	57.8%	47	52.9%	38	44.4%	16
Daytime eating out	45.8%	688	50.7%	72	43.6%	46	43.3%	33	38.5%	33	54.3%	37	39.8%	32	53.0%	38	47.1%	17
Evening eating out	50.6%	761	44.7%	63	41.5%	44	42.5%	32	65.4%	55	59.1%	41	43.7%	36	65.1%	47	58.1%	21
Pubs / bars	43.1%	647	38.0%	54	42.1%	44	38.0%	29	38.3%	32	46.7%	32	41.9%	34	54.9%	39	48.1%	17
Nightclubs	5.5%	83	1.8%	3	1.0%	1	0.0%	0	4.7%	4	1.0%	1	2.3%	2	13.2%	9	4.4%	2
Live music venues	18.4%	276	16.6%	24	17.2%	18	15.6%	12	19.7%	17	20.4%	14	16.8%	14	23.8%	17	17.9%	6
Cinemas	54.5%	819	61.9%	88	48.3%	51	41.6%	31	46.8%	40	43.8%	30	55.3%	45	65.6%	47	63.2%	23
Family entertainment venues (e.g. bowling, ice skating, trampolining, etc)	24.0%	360	22.8%	32	11.4%	12	21.4%	16	16.6%	14	22.4%	15	26.4%	22	25.8%	18	34.7%	13
Theatres	43.5%	653	55.2%	78	41.6%	44	56.0%	42	39.1%	33	60.9%	42	37.2%	30	60.0%	43	45.7%	17
Museums	24.9%	373	25.3%	36	23.9%	25	21.3%	16	16.4%	14	30.5%	21	18.7%	15	22.7%	16	31.8%	11
Health & fitness	17.2%	259	13.7%	20	12.2%	13	13.0%	10	13.9%	12	17.8%	12	19.5%	16	22.2%	16	27.5%	10
(None of these)	9.7%	146	11.6%	16	7.8%	8	17.1%	13	11.6%	10	6.2%	4	9.7%	8	2.2%	2	7.7%	3
Weighted base:	1502	142	105	76	85	69	82	72	36									
Sample:	1502	100	100	100	100	100	100	100	100									

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q37 Where do you go most often for cafés?</b>																		
<i>Those who said 'Cafés' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Attleborough	1.8%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham	2.4%	18	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	52.7%	7
Beccles	5.4%	40	0.0%	0	0.0%	0	1.5%	1	0.0%	0	16.0%	7	0.0%	0	0.0%	0	0.0%	0
Bury St Edmonds	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
Cromer	1.3%	10	0.0%	0	0.0%	0	7.2%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dereham	3.5%	26	2.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	2.2%	0
Diss	4.0%	29	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Fakenham	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Great Yarmouth	6.6%	49	0.0%	0	1.5%	1	0.0%	0	6.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Harleston	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0
Holt	2.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	12.7%	4	0.0%	0
Kings Lynn	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
Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lowestoft	4.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.3%	1	0.0%	0	0.0%	0
North Walsham	2.4%	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
Norwich	47.0%	348	96.3%	65	93.9%	57	82.9%	29	73.3%	24	46.6%	19	35.1%	16	70.2%	22	25.3%	3
Poringland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Reepham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	2
Sheringham	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Thetford	0.9%	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
Wroxham	0.1%	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
Wymondham	4.1%	31	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	58.0%	27	0.0%	0	0.0%	0
Other	2.6%	19	0.0%	0	0.0%	0	1.5%	1	6.2%	2	5.3%	2	0.0%	0	5.4%	2	1.8%	0
Brundall	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	8	0.0%	0	0.0%	0	0.0%	0
Coltishall	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	1.4%	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
Halesworth	0.6%	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
Oulton Broad	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
Riverside Retail Park, Norwich	0.1%	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
Southwold	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
Stalham	1.5%	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
Thorpe St Andrew	0.4%	3	0.0%	0	1.5%	1	2.2%	1	4.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton	0.6%	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
Weighted base:		741		68		61		36		33		42		46		31		13
Sample:		720		42		55		51		44		58		54		47		33

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q38 Where do you go most often for daytime eating out?</b>																		
<i>Those who said 'Daytime eating out' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Attleborough	1.3%	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
Aylsham	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	31.4%	4
Beccles	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	6	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Cromer	0.9%	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
Dereham	3.3%	21	3.3%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1
Diss	1.7%	11	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fakenham	0.7%	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
Great Yarmouth	8.2%	52	0.0%	0	0.0%	0	3.7%	1	2.0%	1	1.6%	1	0.0%	0	1.6%	0	0.0%	0
Harleston	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Holt	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	3	1.7%	0
Kings Lynn	0.4%	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
Loddon	0.2%	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
Long Stratton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0
Lowestoft	8.3%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
North Walsham	1.3%	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
Norwich	52.7%	334	88.4%	61	95.9%	42	84.5%	26	79.5%	24	45.0%	15	49.5%	15	61.9%	19	52.0%	7
Poringland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Reepham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Sheringham	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
Thetford	1.5%	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
Wroxham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Wymondham	1.5%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1	26.1%	8	0.0%	0	0.0%	0
Other	4.0%	25	3.3%	2	0.0%	0	1.8%	1	7.9%	2	7.4%	2	4.0%	1	11.6%	4	4.1%	1
Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brundall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	5	0.0%	0	0.0%	0	0.0%	0
Coltishall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.7%	0
Corston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0
Drayton	0.3%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0
Gorleston-on-Sea	1.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	0.2%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oulton Broad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich	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
Southwold	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
Stalham	1.4%	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
Thorpe St Andrew	0.7%	4	0.0%	0	4.1%	2	4.3%	1	2.2%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Wotton	0.5%	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
Weighted base:		634		68		44		31		30		33		29		31		13
Sample:		603		48		44		40		37		46		34		45		34

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q39 Where do you go most often for evening eating out?</b>																		
<i>Those who said 'Evening eating out' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Attleborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Aylsham	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	14.7%	3
Beccles	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	0.0%	0
Bury St Edmonds	0.9%	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
Cromer	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Dereham	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	1.6%	0
Diss	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	11.7%	4	0.0%	0	0.0%	0
Fakenham	0.8%	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
Great Yarmouth	7.3%	49	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Harleston	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
Holt	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Hoveton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2
Kings Lynn	0.5%	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
Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Lowestoft	6.0%	40	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0
North Walsham	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Norwich	57.8%	387	93.8%	53	98.0%	43	78.9%	22	76.7%	36	60.5%	22	55.4%	18	77.6%	28	63.8%	12
Reepham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.6%	0
Sheringham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Thetford	0.6%	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
Wymondham	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	27.5%	9	0.0%	0	0.0%	0
Other	4.9%	33	6.2%	3	0.0%	0	4.4%	1	7.3%	3	6.7%	2	0.0%	0	7.7%	3	1.2%	0
Acle	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binham	0.4%	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
Blofield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	5	0.0%	0	0.0%	0	0.0%	0
Drayton	0.5%	4	0.0%	0	0.0%	0	8.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%	0
Fressingfield	0.4%	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
Gorleston-on-Sea	2.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	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
Hellesdon	0.3%	2	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oulton Broad	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
Riverside Retail Park, Norwich	1.4%	9	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.6%	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
Stalham	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
Thorpe St Andrew	0.3%	2	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Watton	0.7%	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
Weighted base:	670		56		44		28		47		36		33		35		19	
Sample:	583		32		37		28		51		48		38		46		38	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q40 Where do you go most often for pubs / bars?</b>																		
<i>Those who said 'Pubs / bars' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Attleborough	2.3%	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
Aylsham	1.0%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.9%	1	0.0%	0	1.5%	0	27.5%	4
Beccles	3.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	5	0.0%	0	0.0%	0	0.0%	0
Cromer	1.3%	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
Dereham	3.3%	20	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Diss	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Fakenham	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Great Yarmouth	3.0%	18	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	1.0%	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
Holt	1.4%	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
Loddon	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	3	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	12.3%	4	0.0%	0	0.0%	0
Lowestoft	7.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
North Walsham	3.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.9%	0
Norwich	42.6%	256	93.3%	50	86.0%	36	68.2%	18	39.4%	11	42.8%	13	28.6%	9	49.8%	16	52.5%	7
Reepham	0.9%	5	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	5.1%	2	7.3%	1
Sheringham	0.5%	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
Thetford	0.8%	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
Wroxham	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
Wymondham	2.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	15	0.0%	0	0.0%	0
Other	12.8%	77	4.7%	3	11.9%	5	21.4%	6	20.9%	6	19.6%	6	13.1%	4	18.6%	6	7.3%	1
Acle	1.0%	6	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Binham	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
Blofield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Coltishall	0.5%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	5.0%	2	1.7%	0
Corston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.7%	0
Drayton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0
Fressingfield	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
Gorleston-on-Sea	1.2%	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
Halesworth	0.8%	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
Hellesdon	0.5%	3	0.0%	0	0.0%	0	10.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham	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
Oulton Broad	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
Riverside Retail Park, Norwich	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
Southwold	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
Thorpe St Andrew	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Watton	0.7%	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
Weighted base:		601		54		42		27		29		29		32		33		13
Sample:		547		36		41		32		37		43		36		41		33

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q41 Where do you go most often for nightclubs?</b>																		
<i>Those who said 'Nightclubs' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Great Yarmouth	5.3%	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
Lowestoft	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	89.1%	72	100.0%	3	100.0%	1	0.0%	0	100.0%	4	100.0%	1	100.0%	2	100.0%	9	100.0%	2
Oulton Broad	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich	2.0%	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
Weighted base:	81	3	1	0	4	1	2	9	2									
Sample:	37	2	1	0	5	1	2	5	1									
<b>Q42 Where do you go most often for live music venues?</b>																		
<i>Those who said 'Live music venues' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Carrow Road Stadium, Norwich	5.2%	13	5.3%	1	18.4%	3	5.3%	1	4.9%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Norwich Arts Centre, St Benedict's Street	4.5%	11	23.8%	5	6.4%	1	5.9%	1	4.9%	1	5.8%	1	5.0%	1	10.0%	2	0.0%	0
The Waterfront, King Street, Norwich	19.0%	46	11.9%	3	25.9%	4	5.3%	1	21.0%	3	5.3%	1	33.2%	4	34.2%	5	51.1%	2
UEA Students Union, Norwich	35.1%	85	30.2%	6	12.7%	2	51.9%	6	8.9%	1	33.3%	4	17.7%	2	37.4%	6	21.2%	1
OPEN, Bank Plan, Norwich	2.5%	6	11.8%	3	12.7%	2	5.3%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	5.7%	0
Other	20.6%	50	11.1%	2	5.6%	1	11.1%	1	39.3%	6	30.5%	4	27.7%	3	4.0%	1	15.7%	1
Central London	4.6%	11	6.0%	1	0.0%	0	0.0%	0	12.7%	2	0.0%	0	0.0%	0	3.2%	0	0.0%	0
St. Andrew's and Blackfriars' Hall, Norwich	1.2%	3	0.0%	0	5.6%	1	4.7%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
The Brickmakers, Spowston Road, Norwich	1.5%	4	0.0%	0	0.0%	0	10.5%	1	8.3%	1	5.3%	1	0.0%	0	4.0%	1	0.0%	0
The O2, Greenwich Peninsula, London	2.3%	6	0.0%	0	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Theatre Street, Norwich	3.5%	9	0.0%	0	5.6%	1	0.0%	0	0.0%	0	14.5%	2	6.3%	1	7.2%	1	6.3%	0
Weighted base:	243	21	16	12	15	12	12	15	5									
Sample:	210	15	15	12	18	18	15	17	9									

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q43 Where do you go most often to visit the cinema?</b>																		
<i>Those who said 'Cinemas' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Abbeygate Cinema, Hatter Street, Bury St. Edmunds	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
Aylsham Picture House, Holman House, Market Place, Aylsham	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
Cineworld, Park Way, Bury St. Edmunds	1.5%	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
East Coast Cinema, London Road South, Lowestoft	4.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Screen Cinema, Anglia Square, Norwich	3.2%	26	4.6%	4	10.1%	5	16.0%	5	1.9%	1	1.8%	1	1.7%	1	2.6%	1	16.2%	4
Hollywood Screen Cinema, Marine Parade, Great Yarmouth	4.3%	34	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Screen Cinema, Market Place, Fakenham	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Majestic Cinema, Tower Street, King's Lynn	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
Odeon, Wherry Road, Norwich	50.7%	408	40.0%	35	28.1%	14	51.7%	15	70.9%	28	53.0%	16	64.5%	28	55.3%	25	35.1%	8
Picturehouse, Cinema City, St Andrew's Street, Norwich	9.2%	74	25.4%	22	45.5%	23	3.7%	1	11.6%	5	5.7%	2	4.7%	2	6.1%	3	13.1%	3
Vue, Castle Mall, Golden Ball Street, Norwich	19.9%	160	30.0%	26	16.2%	8	26.7%	8	13.9%	6	33.3%	10	26.1%	11	34.8%	16	20.6%	5
Other	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.3%	1	1.2%	1	0.0%	0
Cinema City, St Andrews Street, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.3%	1
Fisher Theatre, Broad Street, Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Hollywood Screen Cinema, Market Place, Dereham	1.3%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regal Movieplex, Hans Place, Cromer	2.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Weighted base:	804		88		49		30		40		30		44		45		23	
Sample:	680		55		42		34		45		41		47		54		49	

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q44 Where do you go most often to visit family entertainment venues?</b>																		
<i>Those who said 'Family entertainment venues' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Hollywood Bowl Norwich, Wherry Road , Norwich	56.2%	191	92.7%	30	92.5%	11	71.1%	11	88.2%	11	68.5%	10	72.4%	13	42.0%	7	79.6%	8
Fakenham Superbowl, Bridge Street, Fakenham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strikes Bowl Multiplex, Lynn Road, King's Lynn	3.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0
Superbowl UK Regent, Regent Road, Great Yarmouth	6.4%	22	0.0%	0	0.0%	0	0.0%	0	5.9%	1	11.4%	2	0.0%	0	0.0%	0	0.0%	0
Hemsby Beach Holiday Park, Beach Road, Hemsby, Great Yarmouth	0.8%	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
Richardson's Family Entertainment Centre, Capital Trading Estate, Rant Score, Lowestoft	15.1%	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
Bury Bowl, The Autopark, Eastgate Street, Bury St. Edmunds	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Altitude Trampoline Park, Whiffler Road, Norwich, Whiffler Road, Norwich,	1.6%	5	0.0%	0	0.0%	0	25.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gravity Trampoline Park, The Riverside Centre, Koblenz Avenue, Norwich	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	6.8%	1	12.8%	2	0.0%	0
Namco Funscape, Barnard Road, Norwich	6.7%	23	7.3%	2	7.5%	1	3.7%	1	5.9%	1	16.0%	2	14.1%	3	42.1%	7	20.4%	2
Strikers, Aylsham Road, North Walsham	3.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0
Weighted base:		339		32		12		15		13		15		18		16		10
Sample:		225		12		11		12		15		21		14		20		11

# Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q45 Where do you go most often to visit theatres?</b>																		
<i>Those who said 'Theatres' at Q36 AND Excl. Nulls &amp; SFT</i>																		
Corn Exxchange Theatre, Kings Lynn	0.7%	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
Diss Corn Hall, Diss	0.4%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maddermarket Theatre, Norwich	2.1%	14	4.5%	3	6.6%	3	3.0%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	6.1%	1
Marina Theatre, Lowestoft	4.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Norwich Playhouse, Norwich	3.0%	19	3.5%	3	14.1%	6	4.3%	2	2.3%	1	0.0%	0	0.0%	0	2.9%	1	3.4%	1
Norwich Puppet Theatre, Norwich	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	8.1%	3	0.0%	0
Norwich Theatre Royal, Norwich	75.8%	489	89.0%	68	77.3%	34	64.7%	27	89.8%	30	84.2%	35	75.5%	22	84.1%	35	71.7%	12
Other Norwich, Norwich	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public Hall, Beccles	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
St. Georges Theatre, Great Yarmouth	0.8%	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
The Seagull, Lowestoft	1.4%	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
Theatre Royal, Bury St. Edmunds	3.7%	24	0.0%	0	0.0%	0	25.4%	11	0.0%	0	1.5%	1	13.7%	4	3.7%	2	15.9%	3
Bury St. Edmunds	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
Great Yarmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft	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%	0
Norwich	1.2%	8	0.0%	0	2.0%	1	1.3%	1	0.0%	0	2.8%	1	4.2%	1	0.0%	0	1.4%	0
Other	1.6%	10	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Central London	2.7%	17	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Sheringham Little Theatre, Station Road, Sheringham	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
The Fisher Theatre, Broad Street, Bungay	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	646		77		44		42		33		41		30		42		16	
Sample:	668		53		39		50		45		61		34		63		48	



# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q47 Where do you go most often for health &amp; fitness?</b>																		
<i>Those who said 'Health &amp; fitness' at Q36 AND Excl. Nulls &amp; SFT</i>																		
24/7 Fitness, Wherry Road, Riverside, Norwich	0.3%	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
Aylsham Community Gym, Cawstin Road, Alysham	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	2
Dimensions Fitness, Wherry Road, Norwich	0.4%	1	0.0%	0	8.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Fit Club, Hopper Way, Diss	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss leisure Centre, Victoria Road, Diss	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Eastern Rivers Community Gym, Crossway Terrace, Lodden	0.5%	1	0.0%	0	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit Club (East Anglia) Ltd, Chestnut Drive, Wymondham	0.8%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Harleston Community Leisure Facility, Wilderness Lane, Harleston	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
Long Stratton Leisure Centre, Swan Lane, Long Stratton	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	2	0.0%	0	0.0%	0
Nuffield Health, Fitness & Wellbeing Gym, Barrack Street, Norwich	1.7%	4	0.0%	0	9.4%	1	8.5%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Phoenix Gym, St. Mary's Works, Norwich	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Leisure Centre, Norwich	6.7%	16	6.2%	1	16.9%	2	21.2%	2	49.3%	5	6.5%	1	0.0%	0	0.0%	0	17.3%	2
Style Health and Fitness, Ber Street, Norwich	1.0%	2	0.0%	0	15.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
The Gym, Little London Street, Norwich	0.8%	2	7.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Wymonham Leisure Centre, Norwich Road, Wymondham	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.9%	7	0.0%	0	0.0%	0
Other	21.8%	52	6.2%	1	23.4%	3	15.5%	1	6.9%	1	27.6%	3	13.0%	2	22.8%	3	3.1%	0
Bannatyne Health & Racquet Club, St Andrews Business Park, Norwich	0.3%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne's Health Club & Spa, North Quay Retail Park, Peto Way, Lowestoft	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Bannatyne's Health Club & Spa, Northside Business Park, Thorpe St Andrew	2.0%	5	0.0%	0	9.4%	1	0.0%	0	13.1%	1	6.5%	1	0.0%	0	11.2%	2	0.0%	0
Breckland Leisure Centre & Waterworld, Croxton Road, Thetford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungy Leisure Centre, St Johns Hill, Bungay	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	0.0%	0	0.0%	0	0.0%	0
Carrefour Health and Beauty Norwich, Longwater Business Park, Costessey	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Dereham Leisure Centre, Station Road, Dereham	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	2.8%	0
Dunston Hall, Ipswich Road, Norwich	1.0%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0	0.0%	0
Eye	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holiday Inn Norwich, Ipswich Road, Norwich	1.4%	3	13.0%	2	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelling Heath Holiday Park, Weybourne, Holt	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marina Leisure Centre, Marine Parade, Great Yarmouth	5.1%	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
Norfolk Health & Racquets Club, Drayton High Road, Hellesdon, Norfolk	2.4%	6	0.0%	0	0.0%	0	54.8%	4	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0
Norwich	2.6%	6	13.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	2	0.0%	0
Park Farm Hotel & Leisure, Hethersett	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	1	8.3%	1	0.0%	0	0.0%	0
Phoenix Pool & Gym, Widgeon Close, Bradwell	1.9%	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
Potters Resort, Hopton-on-Sea	1.4%	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
Reepham	0.2%	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
Rossis Leisure, Tungate, North Walsham	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportspark, University of East Anglia, Norwich Research Park, Norwich	6.4%	15	39.2%	7	9.4%	1	0.0%	0	0.0%	0	14.5%	1	0.0%	0	4.5%	1	0.0%	0
The Edge, University of Leeds, Leeds	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Harford House, Hall Road, Norwich	1.1%	3	7.7%	1	0.0%	0	0.0%	0	0.0%	0	12.2%	1	0.0%	0	0.0%	0	0.0%	0
Victory Swim & Leisure Centre, Station Road, North Walsham	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.7%	4
Virgin Active, Drayton High	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	2	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Road, Norwich																		
Waterlane Leisure Centre, Water Lane, Lowestoft	11.2%	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
Watton Sports Centre, Dereham Road, Watton	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0
Wensum Valley Hotel, Golf and Country Club, Beech Avenue, Taverham	0.8%	2	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0	0.0%	0	8.1%	1	0.0%	0
Weighted base:	238	18	12	8	11	9	16	14	9									
Sample:	196	13	11	7	9	14	19	20	14									

**GEN Gender of respondent.**

Male	34.3%	515	45.7%	65	28.6%	30	32.5%	25	43.7%	37	30.7%	21	23.6%	19	43.2%	31	30.8%	11
Female	65.7%	987	54.3%	77	71.4%	75	67.5%	51	56.3%	48	69.3%	48	76.4%	62	56.8%	41	69.2%	25
Weighted base:	1502	142	105	76	85	69	82	72	36									
Sample:	1502	100	100	100	100	100	100	100	100									

**AGE Could I ask how old you are please?**

18 to 24	5.6%	84	0.0%	0	0.0%	0	5.0%	4	9.8%	8	0.0%	0	0.0%	0	19.0%	14	8.8%	3
25 to 34	12.8%	192	10.8%	15	5.9%	6	15.1%	11	4.9%	4	5.4%	4	9.9%	8	0.0%	0	22.1%	8
35 to 44	16.2%	243	8.3%	12	5.4%	6	7.7%	6	15.0%	13	16.5%	11	24.3%	20	17.4%	12	8.1%	3
45 to 54	17.3%	259	13.3%	19	16.3%	17	10.7%	8	16.9%	14	20.4%	14	20.4%	17	14.8%	11	16.0%	6
55 to 64	18.7%	280	26.5%	38	23.4%	25	21.0%	16	27.6%	23	25.6%	18	17.1%	14	19.8%	14	15.2%	6
65 +	27.0%	406	37.7%	53	46.6%	49	38.5%	29	22.7%	19	29.8%	21	25.2%	21	28.9%	21	28.8%	10
(Refused)	2.5%	38	3.4%	5	2.4%	3	2.1%	2	3.1%	3	2.2%	2	3.1%	3	0.0%	0	0.9%	0
Weighted base:	1502	142	105	76	85	69	82	72	36									
Sample:	1502	100	100	100	100	100	100	100	100									

**ADU How many adults, including yourself, aged 16 years or over old are there living in your household ?**

One	15.9%	239	15.4%	22	30.6%	32	17.1%	13	13.3%	11	18.7%	13	13.5%	11	14.1%	10	14.3%	5
Two	56.6%	850	61.8%	88	58.4%	61	58.2%	44	56.8%	48	53.7%	37	57.8%	47	49.9%	36	75.3%	27
Three	14.6%	219	12.8%	18	6.9%	7	16.9%	13	21.4%	18	19.1%	13	17.0%	14	20.3%	14	5.1%	2
Four	6.8%	103	6.9%	10	1.0%	1	3.6%	3	3.9%	3	5.7%	4	6.7%	5	13.5%	10	3.6%	1
Five	1.3%	20	1.0%	1	1.9%	2	0.8%	1	0.0%	0	0.8%	1	1.5%	1	0.8%	1	0.7%	0
Six or more	0.8%	13	1.0%	1	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.8%	1	0.0%	0
(Refused)	3.9%	59	1.1%	2	1.2%	1	3.5%	3	3.8%	3	1.1%	1	3.6%	3	0.7%	0	0.9%	0
Weighted base:	1502	142	105	76	85	69	82	72	36									
Sample:	1502	100	100	100	100	100	100	100	100									

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>CHI How many children aged under 16 are there living in your household?</b>																		
None	65.8%	989	85.8%	122	85.1%	89	77.0%	58	76.0%	64	68.8%	47	62.8%	51	76.9%	55	63.6%	23
One	13.6%	204	6.3%	9	10.0%	10	9.0%	7	8.7%	7	10.4%	7	10.8%	9	7.0%	5	16.3%	6
Two	12.5%	188	6.7%	10	1.0%	1	10.4%	8	10.0%	8	13.4%	9	14.8%	12	13.2%	9	15.8%	6
Three	3.5%	53	0.0%	0	2.7%	3	0.0%	0	0.8%	1	6.3%	4	6.5%	5	0.8%	1	2.1%	1
Four	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	1.4%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	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
(Refused)	4.0%	60	1.1%	2	1.2%	1	3.5%	3	4.5%	4	1.1%	1	3.6%	3	0.7%	0	0.9%	0
Weighted base:		1502		142		105		76		85		69		82		72		36
Sample:		1502		100		100		100		100		100		100		100		100

<b>CAR How many cars does your household own or have the use of?</b>																		
None	7.7%	116	16.5%	23	22.0%	23	9.7%	7	1.5%	1	5.5%	4	4.6%	4	5.1%	4	2.7%	1
One	36.7%	551	45.5%	65	55.7%	58	57.6%	44	32.5%	28	31.4%	22	30.1%	25	29.5%	21	31.5%	11
Two	36.3%	545	26.7%	38	19.3%	20	22.2%	17	37.2%	31	44.8%	31	42.0%	34	49.5%	35	53.0%	19
Three or more	15.1%	227	8.4%	12	1.8%	2	6.9%	5	23.6%	20	16.2%	11	19.7%	16	16.0%	11	11.9%	4
(Refused)	4.2%	63	2.9%	4	1.2%	1	3.5%	3	5.2%	4	2.1%	1	3.6%	3	0.0%	0	0.9%	0
Weighted base:		1502		142		105		76		85		69		82		72		36
Sample:		1502		100		100		100		100		100		100		100		100

<b>EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]</b>																		
Working full time	50.4%	757	40.1%	57	36.5%	38	36.7%	28	58.4%	49	47.1%	32	48.5%	40	62.8%	45	54.1%	20
Working part time	9.7%	146	8.2%	12	10.4%	11	4.4%	3	7.5%	6	8.7%	6	16.3%	13	5.2%	4	11.7%	4
Retired on State Pension ONLY	11.4%	171	11.2%	16	23.3%	24	16.2%	12	9.4%	8	12.6%	9	11.9%	10	7.6%	5	13.6%	5
Retired NOT on State Pension ONLY	17.5%	263	33.1%	47	22.9%	24	23.6%	18	13.7%	12	20.1%	14	13.9%	11	17.1%	12	16.0%	6
Student	0.3%	5	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Unemployed	1.0%	15	0.0%	0	2.0%	2	1.5%	1	0.8%	1	0.8%	1	0.0%	0	0.8%	1	0.7%	0
Housewife / husband	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	3	0.0%	0	0.0%	0
Carer	0.5%	8	0.0%	0	0.0%	0	5.9%	4	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / long-term sick	1.7%	25	1.9%	3	1.9%	2	0.9%	1	0.8%	1	2.5%	2	2.6%	2	0.0%	0	0.8%	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
(Refused)	7.1%	106	5.6%	8	2.9%	3	5.8%	4	6.9%	6	7.3%	5	3.6%	3	5.0%	4	3.0%	1
Weighted base:		1502		142		105		76		85		69		82		72		36
Sample:		1502		100		100		100		100		100		100		100		100

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>QUOTA Zone</b>																		
Zone 1	9.5%	142	100.0%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.0%	105	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.0%	76	0.0%	0	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.6%	85	0.0%	0	0.0%	0	0.0%	0	100.0%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.6%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0
Zone 6	5.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	82	0.0%	0	0.0%	0
Zone 7	4.8%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	72	0.0%	0
Zone 8	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	36
Zone 9	7.1%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	13.2%	198	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	13.9%	209	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	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
Zone 13	5.9%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	7.5%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	7.1%	107	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:		1502		142		105		76		85		69		82		72		36
Sample:		1502		100		100		100		100		100		100		100		100

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>PC Postcode Sector</b>																		
IP138	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP186	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP190	0.8%	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
IP198	1.0%	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
IP199	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP200	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
IP209	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP214	0.8%	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
IP215	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP221	0.6%	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
IP222	0.8%	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
IP224	0.9%	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
IP225	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
IP237	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP238	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP241	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP242	0.9%	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
IP243	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
IP256	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IP257	1.2%	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
NR1 1	0.4%	6	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR1 2	1.1%	17	0.0%	0	16.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR1 3	0.6%	9	0.0%	0	8.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR1 4	1.2%	18	0.0%	0	16.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR103	2.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.0%	34	0.0%	0	0.0%	0
NR104	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.6%	13	0.0%	0
NR105	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	13	0.0%	0
NR116	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	10	0.0%	0
NR117	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR118	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR120	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR127	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
NR128	0.4%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR129	1.5%	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
NR133	2.4%	37	0.0%	0	0.0%	0	0.0%	0	43.3%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR134	0.8%	12	0.0%	0	0.0%	0	0.0%	0	14.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR135	0.7%	10	0.0%	0	0.0%	0	0.0%	0	11.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR136	0.7%	11	0.0%	0	0.0%	0	0.0%	0	12.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR146	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	18	0.0%	0	0.0%	0	0.0%	0
NR147	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	10	0.0%	0	0.0%	0	0.0%	0
NR148	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	10	0.0%	0	0.0%	0	0.0%	0
NR151	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	15	0.0%	0	0.0%	0	0.0%	0
NR152	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	21	0.0%	0	0.0%	0
NR161	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	11	0.0%	0	0.0%	0
NR162	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
NR171	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR172	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR180	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.3%	28	0.0%	0	0.0%	0
NR189	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	10	0.0%	0	0.0%	0
NR191	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR192	1.5%	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
NR2 2	0.6%	10	6.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR2 3	0.9%	14	9.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR2 4	0.2%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR203	1.0%	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
NR204	0.9%	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
NR205	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
NR210	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR217	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR218	0.8%	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
NR219	1.0%	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
NR231	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
NR242	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR256	1.1%	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
NR257	0.2%	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
NR268	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR270	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR279	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
NR280	1.8%	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
NR289	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR293	1.8%	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
NR294	1.6%	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
NR295	0.9%	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
NR3 1	0.2%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 2	0.9%	13	0.0%	0	12.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 3	1.1%	17	0.0%	0	16.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 4	1.5%	22	0.0%	0	21.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR302	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR303	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR304	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR305	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR310	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR316	0.9%	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
NR317	1.1%	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
NR318	1.5%	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
NR319	2.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR321	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR322	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
NR323	1.0%	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
NR324	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR325	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
NR330	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
NR337	1.3%	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
NR338	1.7%	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
NR339	0.8%	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
NR340	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
NR347	1.3%	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
NR348	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR349	1.6%	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
NR351	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR352	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	12	0.0%	0	0.0%	0	0.0%	0
NR4 6	2.5%	37	26.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR4 7	1.9%	29	20.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR5 0	1.6%	24	16.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR5 8	0.5%	8	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR5 9	1.2%	18	12.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR6 5	0.9%	13	0.0%	0	0.0%	0	17.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR6 6	0.8%	12	0.0%	0	0.0%	0	16.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR6 7	1.1%	17	0.0%	0	0.0%	0	22.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR7 0	0.6%	10	0.0%	0	0.0%	0	0.0%	0	11.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR7 8	1.7%	25	0.0%	0	0.0%	0	33.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR7 9	0.5%	8	0.0%	0	0.0%	0	10.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR8 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
NR8 6	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	17	0.0%	0
NR9 3	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0	0.0%	0
NR9 4	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
NR9 5	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	15	0.0%	0	0.0%	0
Weighted base:	1502	142		105	76	85	69	82	72								36	
Sample:	1502	100		100	100	100	100	100	100								100	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q01 In which shop, town centre or local centre do you do most of your households main food shopping?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Aldi, Norwich Road, Fakenham	0.7%	10	5.1%	5	0.0%	0	0.0%	0
Aldi, North Quay, Great Yarmouth	2.0%	27	0.0%	0	13.3%	23	0.0%	0
Aldi, Millennium Way, Oulton Broad, Lowestoft	2.2%	29	0.0%	0	4.0%	7	12.4%	22
Aldi, Larkman Lane, Norwich	1.2%	17	0.0%	0	0.0%	0	0.0%	0
Aldi, Plumstead Road, Norwich	1.0%	13	0.0%	0	0.0%	0	0.0%	0
Aldi, Sprowston Road, Norwich	2.2%	31	0.0%	0	0.0%	0	0.0%	0
Aldi, Lime Kiln Lane, Thetford	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	3.0%	40	0.0%	0	14.1%	25	0.0%	0
Asda, Drayon High Road, Hellesdon	3.2%	44	1.3%	1	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft	1.6%	22	0.0%	0	0.0%	0	12.3%	22
Asda, Hall Road, Norwich	2.6%	36	0.0%	0	0.0%	0	2.7%	0
Budgens, Norwich Road, Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Norwich Road, Aylsham	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Budgens, Bullock Fair Close, Harleston	0.1%	2	0.0%	0	0.0%	0	14.8%	2
Budgens, The Street, Poringland	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Aylsham	0.1%	1	0.9%	1	0.0%	0	0.0%	0
Co-op, Hillside East, Bungay	0.7%	9	0.0%	0	0.0%	0	2.5%	4
Co-op, Norwich Road, Costessey	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Harleston	0.0%	0	0.0%	0	0.0%	0	3.5%	0
Co-op, Middleton Lane, Hellesdon	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Co-op, Holt Road, Horsford	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Plain, Loddon	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Long Stratton	0.3%	4	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Co-op, Aylsham Road, Mile Cross	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, Cuckoofield Lane, Mulbarton	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, Colman Road, Norwich	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, Laundry Lane, Norwich	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, Unthank Road, Norwich	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, Market Place, Wymondham	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, Taylors Square, Beccles	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Gorleston on Sea, Great Yarmouth	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Anglia Square, Norwich	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, St Stephen's Street, Norwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Attleborough	1.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	14.5%	16	0.0%	0
Lidl, Norwich Road, Caister-on-Sea	0.3%	5	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Holt Road, Cromer	0.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kingston Road, Dereham	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	6.2%	6
Lidl, Holt Road, Fakenham	0.4%	6	1.3%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	3.8%	4
Lidl, Pasteur Road, Great Yarmouth	0.9%	13	0.0%	0	5.4%	9	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Peto Way, Lowestoft	0.5%	7	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 7 Yarmouth Road, North Walsham	0.6%	9	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Drayton Road, Norwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Copenhagen Way, Norwich	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Thetford	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, Longwater Retail Park, Norwich	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, Rampant Horse Street, Norwich	0.5%	6	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sweet Briar Retail Park, Norwich	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, George Westwood Way, Beccles	2.4%	32	0.0%	0	0.9%	2	12.8%	23	3.6%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Morrisons, Victoria Road, Diss	3.0%	41	0.0%	0	0.0%	0	0.0%	0	28.1%	4	43.1%	35	0.0%	0	0.0%	0
Morrisons, Clipbush Lane, Fakenham	1.8%	25	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	20
Morrisons, Blackwall Reach, Gorleston, Great Yarmouth	1.4%	19	0.0%	0	9.9%	17	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 12 North Quay Retail Park, Lowestoft	1.0%	13	0.0%	0	0.0%	0	7.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 18 Tower Road, Lowestoft	0.3%	4	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 4 Albion Way, Riverside, Norwich	2.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Postmill Close, Wymondham	1.6%	22	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Sainsbury's Superstore, High Street, Attleborough	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	12	0.0%	0
Sainsbury's Superstore, St Nicholas Road, Great Yarmouth	0.5%	6	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bacton Road, North Walsham	2.3%	32	31.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Brazen Gate, Norwich	2.2%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Sainsbury's Superstore, William Frost Way, New Costessey, Longwater, Norwich	3.5%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's Superstore, Forest Retail Park, Thetford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	7.6%	8	0.0%	0
Sainsbury's Local, High Street, Sheringham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stephens Street, Norwich	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 Extra, Blue Boar Lane, Sprowston	4.0%	55	2.0%	2	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Road, Dereham	3.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	31.1%	31
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	3.5%	48	0.0%	0	26.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Norwich Road, Aylsham	1.2%	16	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Tesco Superstore, Westwood Way, Beccles	3.0%	40	0.0%	0	0.0%	0	15.0%	26	0.9%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Superstore, St Saviours Interchange, Bury St Edmonds	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tesco Superstore, Victoria Road, Diss	1.7%	23	0.0%	0	0.0%	0	0.0%	0	12.2%	2	25.1%	20	0.0%	0	0.0%	0
Tesco Superstore, Fakenham Road, Drayton	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oak Street, Fakenham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	7
Tesco Superstore, Leisure Way, Lowestoft	2.1%	29	0.0%	0	2.4%	4	13.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Harford Bridge, Ipswich Road, Norwich	2.7%	37	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Superstore, Cromer Road, Sheringham	0.6%	8	7.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	1.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	15.7%	17	0.0%	0
Tesco Superstore, Thetford Road, Watton, Thetford	1.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	24	0.0%	0
Tesco Metro, Guildhall Hill, Norwich	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, Dereham Road, Norwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Tesco Express, Groven Road, Norwich	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, Fakenham Road, Taverham	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, Cromer Road, North Walsham	1.0%	14	1.9%	2	5.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Eaton Centre, Norwich	2.3%	31	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Saxmundham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Castle Acre Road, Swaffham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	3.4%	3
Waitrose, Norwich Road, Wymondham	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Aldi, Mere Street, Diss	1.4%	19	0.0%	0	0.0%	0	0.0%	0	12.5%	2	19.1%	15	0.0%	0	0.0%	0
Budgens, Kerridge Way, Holt	0.8%	11	9.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Church Street, Briston	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Earlham Road, Norwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Co-op, Main Street, Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Dereham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Saxons Way, Halesworth	0.6%	8	0.0%	0	0.0%	0	4.7%	8
Co-op, The Street, Brundall	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Norwich City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holt Road, Cromer	1.0%	14	14.0%	14	0.0%	0	0.0%	0
Morrisons, Station Road, East Dereham	1.7%	24	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Paddocks, Catton, Spixworth	0.9%	12	0.0%	0	0.0%	0	0.0%	0
Morrisons, Tower Road, Pakefield, Lowestoft	1.1%	14	0.0%	0	0.0%	0	8.1%	14
Roys, Stalham Road, Wroxham	0.2%	3	0.7%	1	0.0%	0	0.0%	0
Roys, Wendene, Bowthorpe	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Road, Norwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ipswich Road, Norwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Old Market Road, Stalham	0.7%	10	1.3%	1	4.9%	8	0.0%	0
Tesco Superstore, Yarmouth Road, Caister-on-Sea	0.7%	10	0.0%	0	5.0%	9	0.8%	1
Other Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 9	0.1%	2	1.4%	1	0.0%	0	0.0%	0
Other Zone 10	0.1%	1	0.0%	0	0.8%	1	0.0%	0
Other Zone 11	0.1%	1	0.0%	0	0.0%	0	0.7%	1
Other Zone 15	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Survey Area	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1363		99		174		177	
Sample:	1395		94		92		90	
							13	
							81	
							107	
							101	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
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**Q01A Which internet / home delivery retailer do you use for most of your households main food shopping?***Those who do their main food shopping via the Internet at Q01 AND Excl. Nulls & SFT*

Asda	16.8%	23	59.0%	5	11.2%	3	21.9%	7	0.0%	0	15.8%	1	31.3%	2	0.0%	0
Morrisons	0.9%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	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	20.8%	29	8.5%	1	0.0%	0	9.6%	3	8.6%	0	8.5%	1	13.1%	1	25.2%	2
Tesco	55.8%	78	7.5%	1	75.5%	18	64.5%	21	58.4%	1	75.7%	6	55.6%	3	74.8%	5
Ocado	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	4.3%	6	9.4%	1	13.3%	3	0.0%	0	25.5%	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
Budgens	0.1%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0	0.0%	0	0.0%	0
HelloFresh	0.9%	1	15.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & 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
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	0.4%	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 / can't remember)	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:		139		8		24		32		1		8		6		7
Sample:		107		6		8		10		11		9		6		6

**Q02 How do you normally travel to (LOCATION MENTIONED AT Q01)?***Not those who do their main food shopping via the Internet at Q01*

Car / van (as driver)	77.5%	1056	73.0%	72	84.7%	148	85.4%	151	81.5%	11	81.1%	65	79.2%	85	81.7%	82
Car / van (as passenger)	9.2%	125	6.9%	7	8.8%	15	5.4%	10	10.8%	1	6.7%	5	10.1%	11	13.8%	14
Motorecycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	3.0%	41	0.8%	1	1.4%	3	2.9%	5	0.9%	0	2.3%	2	4.6%	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
Taxi	0.3%	5	0.0%	0	0.9%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Walk	7.8%	106	18.0%	18	1.8%	3	5.6%	10	4.3%	1	7.3%	6	5.2%	6	3.8%	4
Bicycle	0.7%	10	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.3%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	16	0.7%	1	0.7%	1	0.0%	0	2.6%	0	1.6%	1	0.9%	1	0.0%	0
Weighted base:		1363		99		174		177		13		81		107		101
Sample:		1395		94		92		90		89		92		94		95

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q03 When you undertake your main food and grocery shopping at (LOCATION MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]</b>																
<i>Not those who do their main food shopping via the Internet at Q01</i>																
Yes - buying fuel	2.0%	27	0.0%	0	1.6%	3	1.5%	3	0.0%	0	0.0%	0	0.8%	1	1.7%	2
Yes - leisure activity	2.8%	39	1.9%	2	2.6%	5	3.2%	6	0.0%	0	2.7%	2	2.3%	2	5.7%	6
Yes - non-food shopping	10.9%	148	7.7%	8	17.4%	30	10.6%	19	20.6%	3	15.3%	12	11.0%	12	5.7%	6
Yes - other food shopping	11.8%	161	17.0%	17	16.7%	29	10.0%	18	20.5%	3	14.0%	11	15.7%	17	13.1%	13
Yes - travelling to / from school / college / university	0.6%	8	1.3%	1	0.0%	0	0.8%	1	2.9%	0	0.0%	0	1.5%	2	1.5%	2
Yes - travelling to / from work	3.6%	49	1.3%	1	7.5%	13	2.7%	5	6.0%	1	9.0%	7	3.0%	3	0.0%	0
Yes - visiting café / pub / restaurant	1.9%	26	1.2%	1	2.8%	5	2.3%	4	4.3%	1	3.5%	3	0.0%	0	0.0%	0
Yes - visiting family / friends	2.1%	29	3.6%	4	1.7%	3	0.0%	0	10.4%	1	1.1%	1	1.6%	2	0.0%	0
Yes - visiting financial service such as bank, building society, Post Office	3.4%	46	0.8%	1	5.0%	9	1.6%	3	12.7%	2	3.2%	3	3.0%	3	8.7%	9
Yes - visiting health service such as doctor, dentist, hospital	1.1%	15	2.2%	2	0.7%	1	1.6%	3	3.0%	0	0.9%	1	0.0%	0	0.0%	0
Yes - visiting other service such as laundrette, hairdresser, recycling	0.4%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	2	0.7%	1
Yes - visiting the market	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	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
Window shopping / browsing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
No	64.0%	873	68.6%	68	56.7%	99	64.2%	114	38.2%	5	61.6%	50	57.1%	61	65.7%	66
(Don't know)	2.7%	37	1.4%	1	0.7%	1	6.6%	12	2.7%	0	0.0%	0	4.9%	5	1.6%	2
Weighted base:		1363		99		174		177		13		81		107		101
Sample:		1395		94		92		90		89		92		94		95

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q04 Is there any other shop, town centre or local centre that you use to do your households main shopping?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Aldi, High Street, Brandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Norwich Road, Fakenham	0.4%	5	1.4%	1	0.0%	0	0.0%	0
Aldi, North Quay, Great Yarmouth	1.1%	16	0.0%	0	7.6%	13	0.0%	0
Aldi, Millennium Way, Oulton Broad, Lowestoft	2.4%	34	0.0%	0	2.5%	4	13.0%	24
Aldi, Larkman Lane, Norwich	0.9%	12	0.0%	0	0.0%	0	0.0%	0
Aldi, Plumstead Road, Norwich	0.9%	13	0.0%	0	0.0%	0	0.0%	0
Aldi, Sprowston Road, Norwich	1.8%	25	0.0%	0	0.0%	0	0.0%	0
Aldi, Lime Kiln Lane, Thetford	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Asda, Western Way, Bury St Edmonds	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	3.4%	47	4.3%	4	15.0%	26	0.0%	0
Asda, Drayon High Road, Hellesdon	2.8%	39	2.6%	3	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft	2.4%	33	0.0%	0	0.0%	0	17.1%	32
Asda, Hall Road, Norwich	2.7%	38	4.3%	4	0.0%	0	0.0%	0
Budgens, Norwich Road, Aylsham	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Budgens, Bullock Fair Close, Harleston	0.2%	3	0.0%	0	0.0%	0	25.4%	3
Budgens, Plumstead Road, Thorpe Hamlet, Norwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, The Street, Poringland	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Aylsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Hillside East, Bungay	0.2%	3	0.0%	0	0.0%	0	0.9%	2
Co-op, Norwich Road, Costessey	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Harleston	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Co-op, Market Place, Harleston	0.1%	1	0.0%	0	0.0%	0	7.6%	1
Co-op, Middleton Lane, Hellesdon	0.2%	2	0.0%	0	0.0%	0	0.7%	1

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Co-op, Holt Road, Horsford	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Plain, Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Cuckoofield Lane, Mulbarton	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dereham Road, New Costessey	0.1%	1	0.0%	0	0.8%	1	0.0%	0
Co-op, Colman Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Cromer Road, Norwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dereham Road, Norwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Approach, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodgrove Parade, Catton Grove Road, Norwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Wymondham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Southdown Road, Great Yarmouth	0.2%	3	0.0%	0	1.7%	3	0.0%	0
Iceland, Taylors Square, Beccles	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Iceland, Nelson Place, East Dereham	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Anglia Square, Norwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Iceland, St Stephen's Street, Norwich	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Queens Road, Attleborough	0.9%	13	0.0%	0	0.0%	0	0.0%	0
Lidl, Norwich Road, Caister-on-Sea	0.4%	6	0.0%	0	3.2%	5	0.0%	0
Lidl, Holt Road, Cromer	0.7%	10	10.3%	10	0.0%	0	0.0%	0
Lidl, Kingston Road, Dereham	1.1%	16	0.0%	0	0.0%	0	0.0%	0
Lidl, Holt Road, Fakenham	0.5%	7	0.0%	0	0.0%	0	0.0%	0
Lidl, Pasteur Road, Great Yarmouth	0.5%	7	0.0%	0	2.3%	4	1.5%	3
Lidl, Peto Way, Lowestoft	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Lidl, 7 Yarmouth Road, North Walsham	0.6%	9	7.6%	8	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Lidl, Drayton Road, Norwich	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Copenhagen Way, Norwich	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Marks & Spencer, London Road North, Lowestoft	0.4%	5	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Longwater Retail Park, Norwich	0.3%	5	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Rampant Horse Street, Norwich	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sweet Briar Retail Park, Norwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, George Westwood Way, Beccles	1.9%	27	0.0%	0	0.9%	2	9.7%	18	3.5%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	3.0%	41	0.0%	0	0.0%	0	0.9%	2	21.6%	3	38.2%	33	0.7%	1	0.0%	0
Morrisons, Clipbush Lane, Fakenham	1.3%	18	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	13
Morrisons, Blackwall Reach, Gorleston, Great Yarmouth	1.3%	18	0.0%	0	10.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 12 North Quay Retail Park, Lowestoft	0.8%	12	0.0%	0	0.0%	0	6.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 18 Tower Road, Lowestoft	0.9%	13	0.0%	0	0.0%	0	6.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 4 Albion Way, Riverside, Norwich	3.6%	50	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Postmill Close, Wymondham	1.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Sainsbury's Superstore, High Street, Attleborough	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	12.6%	13	0.0%	0
Sainsbury's Superstore, St Nicholas Road, Great Yarmouth	0.7%	10	0.0%	0	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bacton Road, North Walsham	2.0%	28	22.4%	22	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Brazen Gate, Norwich	2.4%	33	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	2.0%	27	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, William Frost Way, New Costessey, Longwater, Norwich	3.8%	53	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	4.8%	5
Sainsbury's Superstore,	0.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	6.9%	7	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Forest Retail Park, Thetford								
Sainsbury's Local, High Street, Sheringham	0.1%	1	0.8%	1	0.0%	0	0.0%	0
Sainsbury's Local, Stephens Street, Norwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blue Boar Lane, Sprowston	3.5%	49	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Kingston Road, Dereham	2.3%	32	0.8%	1	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	3.6%	49	0.0%	0	25.9%	44	0.0%	0
Tesco Superstore, Norwich Road, Aylsham	0.7%	9	1.3%	1	0.0%	0	0.0%	0
Tesco Superstore, Westwood Way, Beccles	2.9%	40	0.0%	0	0.0%	0	13.4%	25
Tesco Superstore, Victoria Road, Diss	1.5%	21	0.0%	0	0.0%	0	9.8%	1
Tesco Superstore, Fakenham Road, Drayton	0.8%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oak Street, Fakenham	1.3%	18	5.0%	5	0.0%	0	0.0%	0
Tesco Superstore, Leisure Way, Lowestoft	2.1%	29	0.0%	0	3.9%	7	12.1%	23
Tesco Superstore, Harford Bridge, Ipswich Road, Norwich	3.2%	44	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cromer Road, Sheringham	0.3%	5	4.0%	4	0.0%	0	0.0%	0
Tesco Superstore, Brocks Road, Swaffham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Kilverstone, Thetford	1.0%	14	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Thetford Road, Watton, Thetford	1.2%	17	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Guildhall Hill, Norwich	0.1%	1	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Thorpe Mariott, Acres Way, Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cromer Road, Norwich	0.0%	1	0.6%	1	0.0%	0	0.0%	0
Tesco Express, Unthank Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fakenham Road, Taverham	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Waitrose, Cromer Road, North Walsham	1.4%	19	8.7%	9	5.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Eaton Centre, Norwich	2.0%	28	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Church Street, Saxmundham	0.1%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Castle Acre Road, Swaffham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.1%	3
Waitrose, Norwich Road, Wymondham	1.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	1.5%	2
Aldi, Mere Street, Diss	1.7%	24	0.0%	0	0.0%	0	0.0%	0	10.9%	1	21.9%	19	0.0%	0	0.0%	0
Budgens, Kerridge Way, Holt	0.4%	5	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, Church Street, Briston	0.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Earlham Road, Norwich	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, Main Street, Acle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Dereham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Saxons Way, Halesworth	0.3%	4	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Rickinghall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Aylsham	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, Norwich City 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, Holt Road, Cromer	0.8%	12	11.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Road, East Dereham	1.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	13.0%	13
Morrisons, The Paddocks, Catton, Spixworth	1.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Tower Road, Pakefield, Lowestoft	0.9%	12	0.0%	0	0.0%	0	6.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys, Stalham Road, Wroxham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys, Wendene, Bowthorpe	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, Magdalen Road, Norwich	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, Ipswich Road, Norwich	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, Old Market Road, Stalham	0.5%	7	0.0%	0	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarmouth Road, Caister-on-Sea	0.4%	6	0.0%	0	2.4%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 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

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Other Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	0.1%	2	0.0%	0	0.7%	1	0.0%	0
Other Zone 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 9	0.1%	1	1.2%	1	0.0%	0	0.0%	0
Other Zone 10	0.6%	9	0.0%	0	4.8%	8	0.0%	0
Other Zone 11	0.3%	5	0.0%	0	0.0%	0	2.2%	4
Other Zone 13	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Other Zone 14	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 15	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Survey Area	0.7%	10	0.0%	0	0.0%	0	0.9%	2
Weighted base:	1385		99	171	187	13	87	106
Sample:	1402		94	91	92	93	98	93

**Q04A Which other internet / home delivery retailer do you use for your households main food shopping?***Those who do their main food shopping via the Internet at Q04 AND Excl. Nulls & SFT*

Asda	8.0%	8	0.0%	0	13.6%	3	0.0%	0	0.0%	0	0.0%	0	14.8%	1	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
Iceland	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	7.9%	8	0.0%	0	6.5%	1	0.0%	0	0.0%	0	34.5%	1	16.4%	1	12.8%	1
Tesco	13.3%	13	0.0%	0	27.2%	5	6.7%	1	0.0%	0	0.0%	0	14.8%	1	25.6%	2
Ocado	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	2.5%	3	0.0%	0	0.0%	0	0.0%	0	15.8%	0	0.0%	0	27.6%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HelloFresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & 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
Milkman	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	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)	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 response	67.4%	68	100.0%	5	52.7%	10	93.3%	21	84.3%	1	65.6%	1	26.2%	2	61.7%	4
Weighted base:	101		5	19	22	1	2	6	6							
Sample:	81		2	6	8	5	3	6	6							

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q05 Where do you most of your household's small scale 'top-up' food shopping?</b>																
<i>Excl. Nulls &amp; SFT</i>																
Aldi, Norwich Road, Fakenham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Aldi, North Quay, Great Yarmouth	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Millennium Way, Oulton Broad, Lowestoft	1.9%	21	0.0%	0	0.0%	0	13.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Larkman Lane, Norwich	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Aldi, Plumstead Road, Norwich	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Sprowston Road, Norwich	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Lime Kiln Lane, Thetford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	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, Belvedere Road, Lowestoft	1.6%	18	0.0%	0	0.0%	0	11.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hall Road, Norwich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Norwich Road, Acle	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Norwich Road, Aylsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Cromer	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Bullock Fair Close, Harleston	0.7%	8	0.0%	0	0.0%	0	0.0%	0	52.8%	6	2.2%	1	0.0%	0	0.0%	0
Budgens, Plumstead Road, Thorpe Hamlet, Norwich	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, The Street, Poringland	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Watton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, Market Place, Aylsham	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, Market Square, Beccles	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Swines Green, Beccles	0.4%	4	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hillside East, Bungay	1.0%	11	0.0%	0	0.0%	0	2.8%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Norwich Road,	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Costessey								
Co-op, Broad Street, Eye	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Harleston	0.3%	3	0.0%	0	0.0%	0	1.0%	2
Co-op, Market Place, Harleston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Middleton Lane, Hellesdon	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Holt Road, Horsford	0.8%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Plain, Loddon	1.1%	12	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Long Stratton	1.5%	16	0.0%	0	0.0%	0	0.0%	0
Co-op, Cuckoofield Lane, Mulbarton	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Dereham Road, New Costessey	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Colman Road, Norwich	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-op, Cromer Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Dereham Road, Norwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Hall Road, Norwich	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Co-op, Laundry Lane, Norwich	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Co-op, Lovelace Road, North Park Avenue, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Neighbourhood Centre, Heyford Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Station Approach, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Unthank Road, Norwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Witard Road, Heartsease Estate, Norwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, Woodgrove Parade, Catton Grove Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Crostwide Lane, Spixworth	1.0%	11	0.0%	0	0.0%	0	0.0%	0
Co-op, Friar Tuck Road, Tuckswood	0.8%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, Limetree Avenue,	0.4%	4	0.0%	0	1.0%	1	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Wymondham																
Co-op, Market Place, Wymondham	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, Gorleston on Sea, Great Yarmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Britten Centre, Lowestoft	0.2%	3	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Anglia Square, Norwich	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, St Stephen's Street, Norwich	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Minstergate Street, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Lidl, Queens Road, Attleborough	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	9.4%	7	0.0%	0
Lidl, Norwich Road, Caister-on-Sea	0.4%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Holt Road, Cromer	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kingston Road, Dereham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.7%	2
Lidl, Holt Road, Fakenham	0.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Lidl, Pasteur Road, Great Yarmouth	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 7 Yarmouth Road, North Walsham	0.5%	6	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Drayton Road, Norwich	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Copenhagen Way, Norwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Thetford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0
Marks & Spencer, Longwater Retail Park, Norwich	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Rampant Horse Street, Norwich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sweet Briar Retail Park, Norwich	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, George Westwood Way, Beccles	1.0%	11	0.0%	0	0.0%	0	6.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	0.9%	10	0.0%	0	0.0%	0	0.0%	0	4.4%	0	14.2%	9	0.0%	0	0.0%	0
Morrisons, Clipbush Lane, Fakenham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	8
Morrisons, Blackwall Reach, Gorleston, Great Yarmouth	0.8%	8	0.0%	0	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 12 North Quay	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Retail Park, Lowestoft																
Morrisons, 4 Albion Way, Riverside, Norwich	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Postmill Close, Wymondham	2.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Sainsbury's Superstore, High Street, Attleborough	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	16.0%	12	0.0%	0
Sainsbury's Superstore, St Nicholas Road, Great Yarmouth	0.6%	7	0.0%	0	4.1%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Bacton Road, North Walsham	2.4%	27	31.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Brazen Gate, Norwich	0.8%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.7%	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, William Frost Way, New Costessey, Longwater, Norwich	1.1%	12	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Forest Retail Park, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's Local, High Street, Sheringham	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Stephens Street, Norwich	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, Blue Boar Lane, Sprowston	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Kingston Road, Dereham	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	8	13.7%	11
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	0.4%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Norwich Road, Aylsham	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Westwood Way, Beccles	1.0%	11	0.0%	0	0.0%	0	6.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Victoria Road, Diss	0.6%	7	0.0%	0	0.0%	0	0.0%	0	3.2%	0	10.7%	6	0.0%	0	0.0%	0
Tesco Superstore, Fakenham Road, Drayton	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Oak Street, Fakenham	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	11
Tesco Superstore, Leisure Way, Lowestoft	0.8%	9	0.0%	0	1.9%	3	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Tesco Superstore, Harford Bridge, Ipswich Road, Norwich	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Cromer Road, Sheringham	0.6%	6	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Brocks Road, Swaffham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Tesco Superstore, Kilverstone, Thetford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Tesco Superstore, Thetford Road, Watton, Thetford	1.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	18	0.0%	0
Tesco Metro, Guildhall Hill, Norwich	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, Thorpe Mariott, Acres Way, Drayton	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, Great Melton Road, Earlham	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, Cromer Road, Norwich	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 Express, Dereham Road, Norwich	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, Groven Road, Norwich	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Unthank Road, Norwich	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, Fakenham Road, Taverham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cromer Road, North Walsham	0.8%	8	10.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Eaton Centre, Norwich	1.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Norwich Road, Wymondham	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Aldi, Mere Street, Diss	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8	0.0%	0	0.0%	0
Budgens, Kerridge Way, Holt	0.6%	7	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Street, Briston	0.4%	4	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Earlham Road, Norwich	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Main Street, Acle	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Market Place, Dereham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6
Co-op, Old Swaffham Road, East Dereham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	6
Co-op, Saxons Way,	1.7%	19	0.0%	0	0.0%	0	11.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Halesworth																
Co-op, The Street, Brundall	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, Rickinghall	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	5	0.0%	0	0.0%	0
Local shops, Aylsham	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, Blofield	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dickleburgh	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4	0.0%	0	0.0%	0
Local shops, East Harling	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0
Local shops, Gorleston-on-Sea	0.8%	8	0.0%	0	6.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Norwich City Centre	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holt Road, Cromer	0.2%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Station Road, East Dereham	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	9
Morrisons, The Paddocks, Catton, Spixworth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Tower Road, Pakefield, Lowestoft	1.1%	12	0.0%	0	0.0%	0	7.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys, Stalham Road, Wroxham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roys, Wendene, Bowthorpe	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ollands Road, Reepham	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 Express, Bell Lane, Belton	0.8%	8	0.0%	0	6.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Magdalen Road, Norwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ipswich Road, Norwich	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, Old Market Road, Stalham	3.0%	33	1.7%	1	23.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Yarmouth Road, Caister-on-Sea	0.7%	8	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.7%	8	0.0%	0	0.0%	0	2.5%	4	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 8	0.6%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other Zone 9	1.4%	16	19.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	4.3%	47	0.0%	0	33.1%	45	0.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other Zone 11	3.4%	37	0.0%	0	0.0%	0	22.5%	35	1.0%	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	3.1%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Other Zone 13	1.1%	13	0.9%	1	0.0%	0	1.0%	2	0.0%	0	17.0%	10	0.0%	0	0.0%	0
Other Zone 14	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	9	0.0%	0
Other Zone 15	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	17.7%	15
Other Outside Survey Area	2.1%	23	0.9%	1	2.0%	3	0.0%	0	0.0%	0	10.7%	6	2.2%	2	3.1%	3
Weighted base:	1099	77	136	157	11	60	75	84								
Sample:	1091	68	71	69	78	67	68	75								

### Q05A Which internet / home delivery retailer do you use for most of your households TOP-UP food shopping?

*Those who do their main food shopping via the Internet at Q05 AND Excl. Nulls & SFT*

Asda	13.9%	1	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
Iceland	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	62.4%	3	100.1%	1	0.0%	0	0.0%	0	59.0%	0	0.0%	0	100.0%	2	0.0%	0
Ocado	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	0.0%	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
Budgens	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HelloFresh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milk & More	2.1%	0	0.0%	0	0.0%	0	0.0%	0	41.3%	0	0.0%	0	0.0%	0	0.0%	0
Milkman	21.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wiltshire Farm Foods	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)	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:	5	1	0	0	0	0	2	0								
Sample:	8	1	0	0	2	0	1	0								

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q06 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?</b>																
<i>Excl. Nulls &amp; SFT</i>																
Next at Home, Costessey, Longwater, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Aylsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	1.3%	15	0.0%	0	1.0%	2	6.5%	10	5.8%	1	1.0%	1	0.0%	0	0.0%	0
Bury St Edmunds	2.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	10	16.2%	15	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cromer	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dereham	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	10	13.8%	12
Diss	0.6%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	1	8.9%	6	0.0%	0	0.0%	0
Fakenham	0.4%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Great Yarmouth	4.3%	51	1.5%	1	19.8%	32	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.4%	4	0.7%	1	0.0%	0	0.9%	1	13.7%	2	1.1%	1	0.0%	0	0.0%	0
Holt	0.2%	3	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.4%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Kings Lynn	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	11.3%	9
London	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	3.7%	43	0.0%	0	3.2%	5	25.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newmarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	0.5%	5	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	73.6%	863	81.8%	69	58.5%	96	60.3%	88	70.6%	8	68.6%	48	52.7%	48	62.0%	52
Sheringham	0.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.3%	4	0.0%	0
Wroxham	0.4%	4	0.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cathedral Retail Park, Norwich (Brantano, TK Maxx, Framfoods, Toys R Us)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	1.5%	18	0.0%	0	10.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	0.1%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.2%	3
Riverside Retail Park, Norwich (Morrison's, JJB,	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.8%	5	2.8%	2

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Argos, Next, Boots, Currys)								
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	0.2%	3	0.0%	0	1.7%	3	0.0%	0
Asda, Belvedere Road, Lowestoft	0.2%	3	0.0%	0	0.0%	0	1.9%	3
Asda, Drayon High Road, Hellesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bowthorpe	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	1.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	0.2%	3	0.0%	0	1.6%	3	0.0%	0
Hellesdon	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.0%	0	0.9%	1
Stalham	0.1%	2	0.0%	0	1.0%	2	0.0%	0
Tesco Extra, Blue Boar Lane, Sprowston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	0.1%	1	0.0%	0	0.8%	1	0.0%	0
Watton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	0.1%	1	0.0%	0	0.9%	1	0.0%	0
Other Outside Survey Area	0.4%	4	0.0%	0	0.0%	0	0.9%	1
Weighted base:	1173		84		164		146	
Sample:	1210		80		83		77	
							12	
							70	
							91	
							83	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q07 Where else do you do your household's shopping for clothes, footwear and other fashion goods?</b>																
<i>Not those who said '(Don't know)' or '(Don't buy these goods)' at Q06 AND Excl. Nulls &amp; SFT</i>																
Next at Home, Costessey, Longwater, Norwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Attleborough	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Aylsham	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	2.7%	32	0.0%	0	0.0%	0	14.3%	22	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	2.6%	31	0.0%	0	0.0%	0	0.0%	0	1.1%	0	30.4%	19	11.3%	11	0.0%	0
Cambridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	1.3%	1
Cromer	0.4%	4	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dereham	2.0%	23	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6	15.2%	12
Diss	1.0%	12	0.0%	0	0.0%	0	0.0%	0	5.6%	1	14.6%	9	0.8%	1	0.0%	0
Fakenham	0.5%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
Great Yarmouth	7.4%	87	1.4%	1	31.7%	52	6.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.4%	4	0.0%	0	0.0%	0	0.0%	0	16.4%	2	2.4%	1	0.0%	0	0.0%	0
Holt	0.9%	11	10.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Ipswich	1.0%	12	0.0%	0	0.0%	0	2.9%	4	1.3%	0	9.1%	6	0.0%	0	0.9%	1
Kings Lynn	1.2%	14	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	7.3%	6
London	1.2%	14	1.5%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.9%	1
Long Stratton	0.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	4.7%	55	0.0%	0	4.4%	7	29.5%	45	4.2%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	0.3%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	60.2%	709	59.9%	52	44.3%	72	37.6%	57	56.3%	6	37.4%	23	56.9%	54	60.6%	47
Sheringham	0.2%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	6.9%	6	0.0%	0
Wroxham	0.6%	7	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	0.7%	9	0.7%	1	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	5.4%	4
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	0.6%	7	0.0%	0	1.6%	3	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	2.5%	30	0.8%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	1	5.6%	5	0.0%	0
Sprowston 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

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)								
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	1.0%	12	0.0%	0	7.1%	12	0.0%	0
Asda, Belvedere Road, Lowestoft	0.2%	3	0.0%	0	0.0%	0	1.8%	3
Asda, Drayon High Road, Hellesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bowthorpe	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Brazen Gate, Norwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	2.1%	0
Central London	0.1%	2	0.0%	0	0.0%	0	1.1%	0
Costessey	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	0.6%	7	0.0%	0	3.3%	5	1.0%	1
Hellesdon	0.1%	1	0.9%	1	0.0%	0	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.4%	5	0.0%	0	0.0%	0	1.8%	3
Southwold	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Taverham	0.2%	3	0.0%	0	0.0%	0	1.1%	0
Tesco Extra, Blue Boar Lane, Sprowston	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Wells-Next-The-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	0.1%	1	0.0%	0	0.9%	1	0.0%	0
Other Outside Survey Area	0.9%	10	1.5%	1	1.0%	2	0.9%	1
Weighted base:	1179		86		163		152	
Sample:	1202		82		84		77	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q08 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?</b>																
<i>Excl. Nulls &amp; SFT</i>																
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	0.4%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Forest Retail Park, Thetford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
B&Q, Pasteur Retail Park, Great Yarmouth	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Hall Road Retail Park, Norwich	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Homebase, Holt Road, Cromer	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sprowstone Retail Park, Norwich	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tower Road, Lowestoft	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next at Home, Costessey, Longwater, Norwich	0.6%	5	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.2%	3	0.0%	0
Aylsham	0.3%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	2.2%	20	0.0%	0	0.0%	0	10.9%	15	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Bury St Edmunds	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	8	6.8%	4	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Cromer	0.6%	6	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dereham	2.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	24.0%	16
Diss	2.3%	21	0.0%	0	0.0%	0	0.0%	0	20.9%	2	34.6%	18	1.2%	1	0.0%	0
Fakenham	3.3%	30	6.7%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	3	28.1%	19
Great Yarmouth	4.1%	37	1.0%	1	21.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.4%	3	0.0%	0	0.0%	0	1.1%	1	12.2%	1	0.0%	0	0.0%	0	0.0%	0
Holt	0.2%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.7%	6	0.0%	0	0.0%	0	2.4%	3	1.4%	0	5.7%	3	0.0%	0	0.0%	0
Kings Lynn	0.6%	6	9.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	7.2%	66	0.0%	0	3.9%	6	45.1%	60	1.1%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	0.5%	4	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	40.7%	370	46.0%	27	32.6%	46	23.6%	32	46.3%	5	28.6%	15	41.3%	26	40.8%	28
Sheringham	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	15.6%	10	0.0%	0
Wroxham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	2.7%	25	1.0%	1	15.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ	3.9%	35	1.0%	1	0.0%	0	0.0%	0	2.3%	0	1.5%	1	1.5%	1	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Aldiss, Bennetts, Pets at Home)																
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.9%	17	2.2%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	1.8%	17	0.0%	0	1.0%	1	10.4%	14	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	1.0%	9	0.0%	0	1.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	8.0%	72	1.3%	1	3.0%	4	1.2%	2	5.0%	0	0.0%	0	1.8%	1	3.4%	2
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	3.5%	32	2.3%	1	3.8%	5	2.2%	3	0.0%	0	0.0%	0	4.5%	3	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Asda, Drayon High Road, Hellesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.3%	3	0.0%	0	0.0%	0	1.0%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0
Costessey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	1.9%	17	0.0%	0	12.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spixworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Other Zone 2	0.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other 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
Other Zone 10	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other Zone 13	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.2%	2
Other Outside Survey Area	0.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Weighted base:		909		60		141		133		10		51		62		69
Sample:		935		61		73		62		69		64		63		64

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q09 Where do you do most of your household's shopping for DIY and decorating goods?</b>																
<i>Excl. Nulls &amp; SFT</i>																
B&Q Mini Warehouse, Neatmarket, Norwich (South of Norwich)	2.2%	28	0.0%	0	0.0%	0	0.9%	2	6.0%	1	1.0%	1	7.2%	7	0.8%	1
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	21.3%	261	30.6%	24	0.7%	1	2.3%	4	8.8%	1	16.1%	11	10.7%	11	3.7%	3
B&Q, Enterprise Way, Fakenham	3.6%	45	15.2%	12	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	30
B&Q, Forest Retail Park, Thetford	2.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5	21.3%	22	0.0%	0
B&Q, Pasteur Retail Park, Great Yarmouth	14.3%	176	0.0%	0	66.6%	122	19.0%	33	4.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Easlea Road Moreton Hall Estate, Bury St Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Homebase, Hall Road Retail Park, Norwich	5.3%	65	0.0%	0	0.0%	0	0.9%	2	5.0%	1	3.9%	3	0.0%	0	0.0%	0
Homebase, Holt Road, Cromer	2.0%	25	28.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sprowstone Retail Park, Norwich	3.7%	45	3.2%	3	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Tower Road, Lowestoft	3.8%	47	0.0%	0	0.9%	2	25.2%	44	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Yaxham Road, East Dereham	3.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	33.6%	31
Wickes, London Road, Thetford	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	2.4%	2	0.0%	0
Wickes, Peto Way, Lowestoft	1.9%	23	0.0%	0	1.7%	3	10.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Riverside Drive, off Gipping Way, Stowmarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Acle	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	10	0.0%	0
Aylsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	1.3%	17	0.0%	0	0.0%	0	6.1%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bury St Edmunds	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0
Cromer	0.6%	7	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Dereham	2.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	14	13.0%	12
Diss	1.5%	18	0.0%	0	0.0%	0	0.0%	0	5.1%	1	24.3%	17	0.0%	0	0.0%	0
Fakenham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4
Great Yarmouth	1.8%	22	0.0%	0	8.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.5%	7	0.0%	0	0.0%	0	0.0%	0	41.1%	5	1.9%	1	0.0%	0	0.0%	0
Holt	0.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Loddon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	3.1%	38	0.0%	0	0.0%	0	21.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	0.3%	4	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	9.2%	113	3.3%	3	10.2%	19	0.0%	0	11.0%	1	5.0%	3	8.0%	8	7.1%	6
Poringland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reepham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Sheringham	0.3%	4	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	11.2%	12	0.0%	0
Wroxham	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	0.7%	9	0.0%	0	4.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	1.3%	16	0.0%	0	0.8%	1	8.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	1.1%	14	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	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, Bridgehall Industria Park, Bridge Lane, Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
B&Q, Euro Retail Park, The Sandlings, Ipswich	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Brundall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.6%	8	0.0%	0	0.0%	0	2.5%	4	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.3%	4	0.0%	0	0.0%	0	2.2%	4	1.9%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Hellesdon	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Pound Lane, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Stalham	0.3%	3	0.0%	0	1.7%	3	0.0%	0
Taverham	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Watton	0.5%	6	0.0%	0	0.0%	0	0.0%	0
Wells-Next-The-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Other Zone 4	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	6.7%	1
Other Zone 6	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	0.1%	1	0.0%	0	0.7%	1	0.0%	0
Other Zone 13	0.2%	2	0.0%	0	0.0%	0	2.2%	0
Other Outside Survey Area	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1229	80	183	176	11	70	104	91
Sample:	1228	78	91	78	77	80	90	87

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q10 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?</b>																
<i>Excl. Nulls &amp; SFT</i>																
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
B&Q, Enterprise Way, Fakenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, Pasteur Retail Park, Great Yarmouth	0.4%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Hall Road Retail Park, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Sprowstone Retail Park, Norwich	0.7%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Tower Road, Lowestoft	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Yaxham Road, East Dereham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	15.0%	11	0.0%	0
Aylsham	0.6%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	1.7%	16	0.0%	0	0.0%	0	8.1%	11	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmunds	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	1.0%	1	0.0%	0
Cromer	1.1%	10	17.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dereham	3.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	7	33.0%	22
Diss	3.0%	28	0.0%	0	0.0%	0	0.0%	0	9.3%	1	55.6%	27	0.0%	0	0.0%	0
Fakenham	2.7%	24	6.3%	4	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	30.9%	21
Great Yarmouth	2.8%	26	0.0%	0	19.8%	22	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.6%	5	0.0%	0	0.0%	0	0.0%	0	36.3%	3	4.0%	2	0.0%	0	0.0%	0
Holt	0.5%	4	7.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.2%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Kings Lynn	0.8%	7	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.5%	2
Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	5.5%	50	0.0%	0	7.6%	8	30.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	2.1%	19	29.4%	17	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	33.0%	302	13.1%	7	19.5%	22	9.3%	13	33.5%	3	15.9%	8	15.4%	11	23.6%	16
Reepham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheringham	0.3%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	3.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	36.2%	27	0.0%	0
Wroxham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Cathedral Retail Park, Norwich (Brantano, TK Maxx, Framfoods, Toys R Us)	0.3%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys,	4.9%	44	0.0%	0	37.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Focus, Halfords, Harveys, Lidl, Carpetright)																
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	3.1%	28	0.0%	0	0.0%	0	1.2%	2	9.2%	1	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	6.7%	61	0.0%	0	2.4%	3	41.7%	57	2.6%	0	0.0%	0	1.0%	1	0.0%	0
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	1.0%	9	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	10.1%	93	7.0%	4	7.3%	8	1.1%	1	1.3%	0	0.0%	0	0.0%	0	1.2%	1
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0
Halesworth	0.6%	6	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughes Electrical, Mason Road, Norwich	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, Pound Lane, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snellings, Laundry Lane, Blofield Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston	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, Blue Boar Lane, Sprowston	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 Extra, Pasteur Road, Southtown, Great Yarmouth	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	10	0.0%	0
Wells-Next-The-Sea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Other Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Other Zone 9	0.1% 1	1.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other 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
Other Outside Survey Area	0.5% 5	2.3% 1	0.0% 0	0.9% 1	0.0% 0	0.0% 0	0.0% 0	2.5% 2
Weighted base:	914	56	111	137	9	48	75	67
Sample:	963	68	62	67	63	60	71	70

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q11 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?</b>																
<i>Excl. Nulls &amp; SFT</i>																
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attleborough	1.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	14.2%	10	0.0%	0
Aylsham	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	1.8%	16	0.0%	0	0.0%	0	10.4%	11	1.2%	0	1.5%	1	0.0%	0	0.0%	0
Bury St Edmunds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	0.0%	0	0.0%	0
Cromer	1.5%	13	16.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dereham	2.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	27.3%	17
Diss	2.9%	26	0.0%	0	0.0%	0	0.0%	0	16.7%	2	50.8%	23	0.0%	0	0.0%	0
Fakenham	2.6%	24	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	20
Great Yarmouth	3.1%	27	0.9%	1	18.6%	22	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.5%	4	0.0%	0	0.0%	0	0.0%	0	23.8%	2	4.2%	2	0.0%	0	0.0%	0
Holt	0.4%	4	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Lynn	0.8%	7	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.7%	2
Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	4.9%	44	0.0%	0	4.8%	6	34.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	1.3%	11	14.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	38.4%	343	25.6%	20	24.7%	29	8.2%	9	33.3%	3	24.4%	11	25.3%	18	27.8%	17
Reepham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheringham	0.3%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	2.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	3	28.2%	20	0.0%	0
Wroxham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cathedral Retail Park, Norwich (Brantano, TK Maxx, Framfoods, Toys R Us)	0.8%	7	0.0%	0	3.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	5.1%	46	0.8%	1	35.8%	43	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	1.7%	15	0.0%	0	0.0%	0	1.5%	2	8.6%	1	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	0.8%	7	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Quay Retail Park, Lowestoft (B&Q, Carpetright, Currys, Lidl)	5.0%	44	0.0%	0	3.4%	4	35.8%	38	2.4%	0	0.0%	0	1.1%	1	0.0%	0
Riverside Retail Park,	0.9%	8	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)																
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	0.9%	8	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	11.3%	101	13.5%	10	4.6%	5	1.4%	1	6.8%	1	0.0%	0	0.0%	0	5.2%	3
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blofield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0
Gorleston-on-Sea	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.5%	5	0.0%	0	0.0%	0	3.8%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Hellesdon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hughes Electrical, Mason Road, Norwich	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, Pound Lane, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snellings, Laundry Lane, Blofield Heath	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Southwold	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blue Boar Lane, Sprowston	0.3%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	9	0.0%	0
Other Zone 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 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
Other Zone 9	0.5%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	0.2%	2	0.0%	0	1.1%	1	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	1.3%	1	0.0%	0	0.0%	0
Other Zone 15	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Other Outside Survey Area	0.5%	4	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Weighted base:		892		76		119		106		9		46		72		61
Sample:		952		75		64		62		64		57		68		67

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q12 Where do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?</b>								
<i>Excl. Nulls &amp; SFT</i>								
Acle	0.9%	12	0.0%	0	0.8%	2	0.0%	0
Attleborough	1.7%	22	0.0%	0	0.0%	0	0.0%	0
Aylsham	1.0%	14	1.4%	1	0.0%	0	0.0%	0
Beccles	4.4%	57	0.0%	0	0.0%	0	26.6%	45
Bury St Edmunds	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Cromer	1.2%	16	14.2%	13	0.0%	0	1.6%	3
Dereham	4.7%	61	0.0%	0	0.0%	0	0.0%	0
Diss	4.1%	54	0.0%	0	0.0%	0	6.5%	1
Fakenham	3.3%	43	9.1%	8	0.0%	0	0.0%	0
Great Yarmouth	6.9%	90	0.7%	1	42.9%	81	0.0%	0
Harleston	1.0%	13	0.0%	0	0.0%	0	0.9%	2
Holt	1.5%	19	19.7%	18	0.0%	0	0.0%	0
Kings Lynn	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Loddon	0.5%	6	0.0%	0	0.0%	0	0.0%	0
London	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.8%	10	0.0%	0	0.0%	0	0.0%	0
Lowestoft	5.8%	75	0.0%	0	2.1%	4	41.9%	71
North Walsham	2.5%	33	34.9%	32	0.0%	0	0.0%	0
Norwich	28.5%	370	7.3%	7	11.5%	22	1.7%	3
Poringland	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Reepham	0.6%	8	0.0%	0	0.0%	0	0.0%	0
Sheringham	0.4%	6	5.3%	5	0.0%	0	0.0%	0
Thetford	3.3%	43	0.0%	0	0.0%	0	0.0%	0
Wroxham	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Wymondham	2.4%	31	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	0.9%	12	0.0%	0	5.9%	11	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.3%	17	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	1.8%	23	0.0%	0	0.0%	0	0.9%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	0.2%	2	0.0%	0	0.8%	2	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	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, Plumstead Road, Norwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	1.2%	16	0.0%	0	6.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft	0.4%	5	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	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, Hall Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowthorpe	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brazen Gate, Norwich	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brundall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	1.4%	18	0.0%	0	0.0%	0	5.1%	9	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Drayton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	1.3%	17	0.0%	0	9.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.8%	10	0.0%	0	0.0%	0	5.6%	10	2.6%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	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, Pound Lane, Norwich	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.3%	5	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spixworth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalham	0.4%	5	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taverham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Blue Boar Lane, Sprowston	1.0%	13	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	0.2%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	15	0.0%	0
Wells-Next-The-Sea	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Other Zone 1	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	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 4	0.6%	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 6	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 7	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 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
Other Zone 9	0.4%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 10	2.2%	28	0.0%	0	15.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Other Zone 11	1.3% 17	0.0% 0	0.0% 0	9.9% 17	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	2.0% 1	0.0% 0	0.0% 0
Other Zone 14	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.8% 1	0.0% 0
Other Zone 15	0.6% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.6% 7
Other Outside Survey Area	0.6% 7	0.0% 0	1.4% 3	0.8% 1	0.0% 0	1.0% 1	0.0% 0	0.0% 0
Weighted base:	1299	93	188	170	13	65	104	97
Sample:	1307	86	93	85	91	79	95	94

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q13 Where do you do most of your household's shopping on goods for recreational and luxury, including books, games, sports, pets and pet products, bicycles, jewellery?</b>								
<i>Excl. Nulls &amp; SFT</i>								
B&Q Warehouse, Boundary Road, Norwich (North of Norwich)	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Acle	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Attleborough	1.4%	9	0.0%	0	0.0%	0	0.0%	0
Aylsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Beccles	3.5%	23	0.0%	0	0.0%	0	21.8%	19
Bury St Edmunds	1.6%	10	0.0%	0	0.0%	0	0.0%	0
Cromer	0.7%	4	8.4%	4	0.0%	0	0.0%	0
Dereham	3.8%	25	0.0%	0	0.0%	0	0.0%	0
Diss	2.4%	16	0.0%	0	0.0%	0	13.9%	1
Fakenham	0.9%	6	4.3%	2	0.0%	0	0.0%	0
Great Yarmouth	7.6%	50	1.2%	1	52.3%	40	0.0%	0
Harleston	0.4%	2	0.0%	0	0.0%	0	46.7%	2
Holt	1.2%	8	11.0%	5	0.0%	0	0.0%	0
Ipswich	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Kings Lynn	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft	7.6%	50	0.0%	0	7.2%	5	51.5%	44
North Walsham	0.4%	2	4.9%	2	0.0%	0	0.0%	0
Norwich	48.4%	317	58.1%	29	9.5%	7	8.7%	7
Sheringham	0.6%	4	6.8%	3	0.0%	0	0.0%	0
Thetford	2.8%	19	0.0%	0	0.0%	0	0.0%	0
Wroxham	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	1.0%	7	0.0%	0	0.0%	0	0.0%	0
Cathedral Retail Park, Norwich (Brantano, TK Maxx, Framfoods, Toys R Us)	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Gapton Hall Retail Park, Great Yarmouth (Currys, Focus, Halfords, Harveys, Lidl, Carpetright)	0.2%	1	0.0%	0	1.6%	1	0.0%	0
Hall Road Retail Park, Norwich (Homebase, WJ Aldiss, Bennetts, Pets at Home)	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Longwater Retail Park, Norwich (Pets at Home, Staples, The Range)	1.4%	9	0.0%	0	0.0%	0	0.0%	0
North Quay Retail Park, Lowestoft (B&Q,	1.4%	9	0.0%	0	0.0%	0	10.3%	9

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Carpetright, Currys, Lidl)																
Riverside Retail Park, Norwich (Morrisons, JJB, Argos, Next, Boots, Currys)	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston Retail Park, Norwich (JJB, Pets at Home, Harveys, Land of Leather, Furniture Village)	0.9%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sweet Briar Retail Park, Norwich (Currys, PC World, Allied Carpets, Carpet Right)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Acle New Road, Runham, Vauxhall, Great Yarmouth	1.7%	11	0.0%	0	13.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Belvedere Road, Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Drayon High Road, Hellesdon	0.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	0	0.0%	0	0.0%	0	0.0%	0
Costessey	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forest Retail Park, Thetford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Gorleston-on-Sea	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesworth	0.4%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	0.2%	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, Pound Lane, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalham	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taverham	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, Blue Boar Lane, Sprowston	0.6%	4	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pasteur Road, Southtown, Great Yarmouth	0.4%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Wells-Next-The-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other Zone 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
Other Zone 4	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	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	0.6%	4	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 11	0.3%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 13	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	0	3.3%	1	0.0%	0	0.0%	0
Other Outside Survey Area	0.4%	3	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		656		50		76		86		5		38		60		62
Sample:		655		50		38		42		40		41		52		57

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Meanscore: [Number of visits per week]</b>																
<b>Q14 How often do you visit Norwich City Centre during the daytime?</b>																
Daily	2.4%	36	0.0%	0	0.0%	0	0.8%	2	1.6%	0	1.5%	1	0.0%	0	0.0%	0
5 - 6 times a week	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	0.6%	9	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	2.3%	35	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	4.5%	68	2.4%	3	5.2%	10	0.0%	0	0.9%	0	4.8%	4	1.4%	2	2.3%	2
Once a week	12.5%	188	4.9%	5	5.5%	11	10.3%	22	9.2%	1	1.5%	1	3.6%	4	14.5%	16
Once every 2 weeks	12.5%	188	18.4%	20	11.7%	23	7.4%	16	13.7%	2	11.2%	10	12.1%	14	4.4%	5
Once a month	18.0%	270	28.9%	31	21.6%	43	14.3%	30	22.6%	3	20.7%	18	20.4%	23	18.2%	20
Less often	28.2%	424	27.7%	30	41.1%	81	44.2%	92	31.5%	5	30.2%	27	37.5%	42	27.1%	29
(Don't know / varies)	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	1.5%	2
(Never visit Norwich during the daytime - ONLY visit Norwich during the evening)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Never visit Norwich ever)	17.5%	264	17.7%	19	14.1%	28	21.5%	45	20.4%	3	28.0%	25	24.3%	27	31.9%	34
<i>Mean:</i>		<i>0.65</i>		<i>0.30</i>		<i>0.36</i>		<i>0.33</i>		<i>0.39</i>		<i>0.37</i>		<i>0.23</i>		<i>0.30</i>
Weighted base:		1502		107		198		209		14		89		113		107
Sample:		1502		100		100		100		100		101		100		101

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q15 What is usually the MAIN purpose of your trip to Norwich City Centre?</b>								
<i>Not those who said '(Never visit Norwich ever)' at Q14</i>								
Buy fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	5.1%	63	1.6%	1	0.0%	0	2.4%	4
Leisure activity	4.5%	55	4.0%	4	6.6%	11	2.6%	4
Non-food shopping	69.6%	863	86.7%	76	76.3%	130	88.3%	145
Travelling to / from school / college / university	0.5%	7	0.0%	0	1.6%	3	0.0%	0
Travelling to / from work	5.1%	63	0.8%	1	4.2%	7	1.9%	3
Visiting café / pub / restaurant	1.9%	23	2.2%	2	0.7%	1	0.8%	1
Visiting family / friends	3.6%	45	2.3%	2	5.0%	8	2.4%	4
Visiting financial service such as bank, building society, Post Office	3.0%	38	0.0%	0	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	0.7%	9	0.7%	1	0.0%	0	0.0%	0
Visiting the market	0.5%	6	0.0%	0	0.7%	1	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling	1.4%	17	0.0%	0	0.8%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.9%	23	0.0%	0	2.5%	4	0.0%	0
(Don't know / varies)	2.2%	28	1.8%	2	1.6%	3	1.7%	3
(Don't use any other services)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1239	88	170	164	11	64	85	73
Sample:	1194	77	81	71	75	70	69	69

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q16 When you visit Norwich City Centre, which other activities / services do you use? [MR]</b>								
<i>Not those who said '(Never visit Norwich ever)' at Q14</i>								
Buy fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	9.9%	123	16.6%	15	12.8%	22	3.4%	6
Leisure activity	10.2%	127	8.5%	7	13.7%	23	12.2%	20
Non-food shopping	17.9%	221	9.4%	8	16.4%	28	12.2%	20
Travelling to / from school / college / university	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	2.3%	28	1.5%	1	5.1%	9	0.9%	1
Visiting café / pub / restaurant	29.3%	363	29.9%	26	60.0%	102	18.4%	30
Visiting family / friends	5.2%	64	6.3%	6	3.1%	5	5.7%	9
Visiting financial service such as bank, building society, Post Office	5.3%	66	1.5%	1	3.0%	5	0.8%	1
Visiting health service such as doctor, dentist, hospital	2.5%	30	3.4%	3	0.8%	1	1.0%	2
Visiting the market	0.5%	7	0.0%	0	0.7%	1	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling	1.2%	15	0.8%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.5%	6	0.9%	1	1.6%	3	0.0%	0
(Don't know / varies)	0.5%	6	0.0%	0	0.0%	0	0.9%	1
(Don't use any other services)	38.4%	476	42.6%	37	24.0%	41	50.6%	83
Weighted base:	1239	88	170	164	11	64	85	73
Sample:	1194	77	81	71	75	70	69	69

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
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Meanscore: [Number of visits per week]

**Q16X How often do you visit Riverside Norwich (the retail/leisure destination) during the daytime?**

Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	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 times a week	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Twice a week	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	6	0.0%	0
Once a week	5.9%	89	0.0%	0	5.1%	10	6.3%	13	0.0%	0	4.8%	4	1.4%	2	1.4%	2
Once every 2 weeks	6.1%	91	5.5%	6	2.9%	6	2.6%	5	2.7%	0	3.3%	3	5.1%	6	3.7%	4
Once a month	11.8%	178	20.4%	22	12.1%	24	7.5%	16	14.3%	2	11.7%	10	5.2%	6	5.4%	6
Less often	31.2%	469	32.8%	35	35.7%	71	41.0%	86	35.3%	5	21.1%	19	25.9%	29	32.4%	35
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Never visit Riverside Norwich during the daytime - ONLY visit Riverside Norwich during the evening)	1.4%	22	0.7%	1	5.8%	12	0.0%	0	1.0%	0	0.9%	1	0.0%	0	0.0%	0
(Never visit Riverside Norwich ever)	42.0%	631	40.5%	43	38.3%	76	42.6%	89	46.7%	7	58.2%	52	56.9%	64	56.3%	60
Mean:		0.20		0.12		0.14		0.14		0.09		0.12		0.19		0.11
Weighted base:		1502		107		198		209		14		89		113		107
Sample:		1502		100		100		100		100		101		100		101

**Q16Y Do you ever visit the Riverside and the city centre as part of the same trip? [PR]**

*Not those who said '(Never visit Riverside Norwich ever)' at Q16X*

Always	10.7%	93	19.6%	12	18.7%	23	21.1%	25	7.8%	1	11.7%	4	20.2%	10	6.8%	3
Sometimes	37.8%	329	40.6%	26	38.5%	47	59.7%	72	42.2%	3	51.3%	19	35.6%	17	42.9%	20
Never	51.3%	447	39.8%	25	42.8%	52	19.2%	23	49.9%	4	35.1%	13	42.7%	21	50.3%	24
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.6%	1	0.0%	0
Weighted base:		871		64		122		120		8		37		49		47
Sample:		777		47		55		46		48		33		34		39

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q17 What do you like about Norwich City Centre? [MR]</b>																
Everything	6.9%	104	8.4%	9	3.5%	7	4.3%	9	4.7%	1	11.7%	10	0.0%	0	1.4%	2
Accessible by rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment	12.4%	187	18.7%	20	17.6%	35	9.9%	21	21.1%	3	7.6%	7	9.6%	11	8.3%	9
Clean / litter free	2.0%	30	0.7%	1	3.5%	7	0.6%	1	1.0%	0	8.0%	7	0.0%	0	0.8%	1
Close to home	5.7%	85	6.9%	7	0.0%	0	0.0%	0	5.8%	1	2.5%	2	1.4%	2	7.5%	8
Close to school / 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
Close to work / en route to work	0.4%	6	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	7.8%	117	2.0%	2	3.4%	7	9.6%	20	10.7%	2	8.6%	8	7.7%	9	12.1%	13
Easily accessible by foot / cycle	0.7%	10	0.0%	0	0.7%	1	1.9%	4	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	1.7%	25	0.0%	0	4.4%	9	0.0%	0	3.3%	0	2.3%	2	3.8%	4	3.0%	3
Free / cheap parking	0.1%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good bus service / accessible public transport	1.1%	16	0.0%	0	0.0%	0	0.8%	2	0.8%	0	0.7%	1	0.7%	1	2.2%	2
Good disabled access	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 facilities (e.g. seating, 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
Good foodstores	0.5%	7	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.1%	16	0.0%	0	1.3%	3	1.9%	4	0.0%	0	0.0%	0	5.4%	6	0.9%	1
Good layout / shops close together	4.9%	74	3.9%	4	4.3%	9	2.6%	5	0.8%	0	0.0%	0	7.7%	9	4.5%	5
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	1.6%	24	0.7%	1	0.7%	1	3.4%	7	1.5%	0	0.7%	1	6.1%	7	0.7%	1
Good market	2.7%	40	1.3%	1	1.5%	3	6.1%	13	4.1%	1	0.9%	1	0.0%	0	1.4%	1
Good places to eat	2.4%	35	1.8%	2	2.9%	6	2.7%	6	0.8%	0	4.1%	4	1.7%	2	0.9%	1
Good pubs / bars	0.8%	11	1.2%	1	0.8%	2	1.3%	3	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Good quality of shops	10.8%	162	18.9%	20	6.4%	13	22.4%	47	5.9%	1	2.4%	2	10.0%	11	15.5%	17
Good range of chain / well known stores	19.1%	287	16.6%	18	41.9%	83	28.1%	59	18.5%	3	12.7%	11	14.7%	17	3.0%	3
Good range of non-food shops	32.7%	490	43.2%	46	40.8%	81	48.9%	102	23.1%	3	25.4%	23	34.1%	38	15.0%	16
Good range of services (e.g. bank, library, hairdresser etc.)	1.7%	26	0.0%	0	4.4%	9	0.6%	1	1.7%	0	0.8%	1	0.0%	0	1.6%	2
Good range of specialist / independent stores	7.1%	107	0.7%	1	21.9%	43	4.9%	10	7.2%	1	2.3%	2	6.8%	8	0.9%	1
Good road access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.8%	1	0.0%	0
Historic environment	7.7%	116	8.5%	9	7.6%	15	2.5%	5	11.7%	2	3.0%	3	11.9%	13	6.1%	7
Library	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Long opening hours / evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Low or discount prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Not too busy or crowded	1.1%	16	0.7%	1	0.0%	0	0.0%	0
Pedestrianised areas	2.0%	29	1.3%	1	0.0%	0	0.6%	1
Riverside environment	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Safe / secure	1.3%	19	0.7%	1	3.7%	7	0.0%	0
Shops selling local or fairtrade produce	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
Close to family / friends	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Familiar / know where everything is	1.3%	19	0.0%	0	0.0%	0	0.0%	0
Good charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good coffee shops	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Good value shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jarrod store	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons store	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride service	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Pleasant / friendly atmosphere	1.9%	29	0.7%	1	2.7%	5	0.0%	0
Primark store	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Undercover shopping	0.6%	10	0.0%	0	0.0%	0	0.8%	0
Waitrose store	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing / very little (Don't know)	18.1%	272	21.2%	23	19.4%	38	15.8%	33
	5.1%	77	4.7%	5	5.0%	10	4.6%	10
Weighted base:	1502	107	198	209	14	89	113	107
Sample:	1502	100	100	100	100	101	100	101

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q18 How do you think Norwich City Centre could be improved? [MR]</b>																
Better choice of shops	1.2%	18	2.0%	2	1.3%	3	0.7%	1	0.0%	0	0.9%	1	2.1%	2	0.0%	0
Better facilities for pedestrians (including pedestrian crossings)	0.4%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities for youth	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 maintenance / cleanliness	1.1%	17	2.4%	3	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.8%	1
Better market provision	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.7%	1
Better quality shops	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Improve appearance / environment	0.9%	13	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Improve bus services / access	3.7%	56	6.5%	7	5.7%	11	0.0%	0	2.8%	0	0.7%	1	3.2%	4	3.6%	4
Improve rail services /access	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Improve security, including CCTV	0.3%	4	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Improve signposting in centre	0.4%	5	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer midweek opening hours/more evening activities	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Longer opening hours on Sunday	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
More banks / building societies	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 car parking	13.1%	197	11.0%	12	6.8%	13	18.2%	38	10.9%	2	8.3%	7	15.2%	17	16.6%	18
More large shops / department stores	0.5%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
More leisure, sports or cultural facilities	0.5%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
More pubs, restaurants, cafes	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More supermarkets / food shops	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	3.5%	52	4.0%	4	0.7%	1	1.3%	3	0.8%	0	0.7%	1	4.3%	5	0.7%	1
More / better seating, toilets	0.5%	8	0.0%	0	0.8%	2	0.6%	1	0.8%	0	0.0%	0	0.0%	0	0.7%	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
Introduce a specific type of service (e.g. supermarket, bank 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
Introduce a named 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
A marina	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 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
Better disabled access	0.4%	7	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Better disabled parking	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.0%	0
Better use of Castle Mall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Bigger school	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Boots store	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a bigger Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	4.6%	70	5.3%	6	6.5%	13	6.9%	14
Cheaper prices in the shops	0.2%	3	0.0%	0	0.7%	1	0.0%	0
Demolish the stationery office	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free car parking	0.3%	4	0.0%	0	0.0%	0	1.3%	3
Help the homeless people outside the shops	0.3%	5	0.7%	1	0.0%	0	0.7%	1
Improve the street lighting	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Improve tram services / access	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Large IKEA store	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Large shopping centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less buses in the centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.4%	7	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less empty shops	1.1%	16	4.0%	4	0.7%	1	1.3%	3
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less hairdressers	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less housing developments	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.4%	5	0.0%	0	0.0%	0	0.0%	0
Less taxis	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / better road system	6.9%	104	3.8%	4	2.9%	6	1.9%	4
Longer opening hours on a Saturday	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower the speed limit	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it less busy	1.2%	18	0.6%	1	4.4%	9	0.0%	0
Make it more compact	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Make the pavements more even	0.5%	7	0.6%	1	0.7%	1	0.7%	1
Marks & Spencer store	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cycle lanes	0.7%	10	0.0%	0	0.0%	0	0.8%	0
More / better doctors	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothing shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0
More DIY shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.0%	16	0.0%	0	0.0%	0	0.0%	0
More short-stay parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Park & Ride on both sides of the city	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rebuild the castle	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Reduce the speed of the	0.0%	1	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
buses								
Remove Anglia Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the ban on cars on St Stephen's Street	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Remove the pigeons	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Revamp it	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's store	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop people parking on double yellow lines	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco store	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No need to improve (Don't know)	49.1%	738	43.4%	46	63.6%	126	59.7%	125
	10.5%	157	18.2%	19	7.1%	14	8.8%	18
Weighted base:	1502	107	198	209	14	89	113	107
Sample:	1502	100	100	100	100	101	100	101

**Meanscore: [Time in minutes]**

**Q19 How long do you spend in Norwich City Centre when you visit during the daytime for shopping and/or leisure?**

*Not those who said they '(Never visit Norwich during the daytime - ONLY visit Norwich during the evening)' or '(Never visit Norwich ever)' at Q14*

0 to 15 Minutes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
16 to 30 minutes	0.5%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31 to 59 minutes	2.0%	25	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
1 hour to 1 hour 29 minutes	3.8%	47	3.0%	3	0.9%	2	0.8%	1	4.0%	0	0.0%	0	2.0%	2	4.4%	3
1 hour 30 minutes to 1 hour 59 minutes	9.1%	113	15.1%	13	1.6%	3	2.4%	4	2.1%	0	1.1%	1	0.0%	0	1.0%	1
2 hours to 2 hours 29 minutes	11.4%	141	8.2%	7	3.2%	6	5.8%	10	14.2%	2	12.5%	8	2.9%	2	15.4%	11
2 hours 30 to 2 hours 59 minutes	15.2%	187	10.0%	9	9.4%	16	9.5%	16	6.0%	1	22.2%	14	18.6%	16	20.0%	15
3 hours to 3 hours 29 minutes	9.5%	118	11.8%	10	8.1%	14	5.0%	8	24.9%	3	8.6%	5	12.0%	10	2.1%	2
3 hours 30 to 3 hours 59 minutes	14.3%	176	14.1%	12	15.2%	26	25.4%	42	10.5%	1	21.3%	13	10.4%	9	18.1%	13
4 hours to 4 hours 29 minutes	8.5%	105	2.2%	2	14.9%	25	14.1%	23	21.8%	3	4.5%	3	16.0%	14	12.1%	9
4 hours 30 to 4 hours 59 minutes	4.0%	49	5.5%	5	8.1%	14	1.0%	2	4.3%	0	6.8%	4	3.9%	3	5.2%	4
5 hours or more (Don't know / varies)	18.2%	225	29.4%	26	33.6%	57	33.4%	55	12.3%	1	20.1%	13	25.0%	21	18.9%	14
	3.3%	41	0.0%	0	4.3%	7	2.6%	4	0.0%	0	2.9%	2	7.1%	6	1.4%	1
Mean:	226.48	253.84	297.01	289.79	228.97	247.39	267.11	236.76								
Weighted base:	1235	88	170	164	11	63	85	73								
Sample:	1189	77	81	71	75	69	69	69								

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		
<b>Q20 How do you normally travel to Norwich City Centre?</b>																
<i>Not those who said '(Never visit Norwich ever)' at Q14</i>																
Car / van (as driver)	63.0%	780	72.4%	64	71.7%	122	71.4%	117	83.1%	10	68.4%	44	71.7%	61	75.0%	55
Car / van (as passenger)	4.3%	53	12.0%	11	4.8%	8	1.7%	3	6.2%	1	4.5%	3	5.0%	4	2.5%	2
Walk	6.7%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	19.0%	235	13.1%	12	12.5%	21	14.5%	24	9.7%	1	9.0%	6	16.8%	14	22.5%	16
Taxi	0.5%	6	0.0%	0	0.9%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	3.7%	46	1.8%	2	3.3%	6	12.4%	20	0.0%	0	18.2%	12	5.3%	4	0.0%	0
Cycle	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle / moped	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 (wheelchair, scooter etc.)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.4%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't know / varies)	1.3%	16	0.0%	0	6.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1239		88		170		164		11		64		85		73
Sample:		1194		77		81		71		75		70		69		69

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q21 You stated that you visit Norwich City Centre by car; where do you usually park?</b>																
<i>Those who travel by car at Q20</i>																
Airport Park & Ride	2.7%	23	11.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3
Costessey Park & Ride	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Harford Park & Ride	4.1%	34	0.0%	0	2.2%	3	2.3%	3	18.7%	2	29.5%	14	2.5%	2	0.0%	0
Postwick Park & Ride	3.2%	27	0.0%	0	10.7%	14	2.3%	3	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sprowston Park & Ride	2.2%	18	3.6%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thickthorn Park & Ride	3.6%	30	0.0%	0	1.1%	1	0.0%	0	0.0%	0	6.3%	3	15.6%	10	0.0%	0
Anglia Square	1.9%	16	2.9%	2	6.7%	9	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Assembly House	0.5%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Barn Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Botolph 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
Castle Mall	16.5%	138	24.5%	18	33.7%	44	9.5%	11	19.7%	2	14.3%	7	3.6%	2	7.1%	4
Chantry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Chapelfield East	23.6%	197	27.1%	20	21.3%	28	25.9%	31	11.8%	1	26.0%	12	35.0%	23	32.1%	18
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
Colegate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dukes Wharf	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1
Edward 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
Intu Chapelfield	8.4%	70	3.6%	3	0.0%	0	20.8%	25	12.1%	1	0.0%	0	18.6%	12	18.8%	11
John Lewis	8.3%	69	0.8%	1	6.4%	8	12.0%	14	13.6%	1	8.8%	4	11.7%	8	2.7%	2
Lower Clarence 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
Magdalen Street	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.3%	1
Monastery 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
Norwich Station	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pottergate	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queens Road	0.9%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Riverside	2.4%	20	0.0%	0	2.1%	3	9.7%	12	0.0%	0	1.5%	1	0.0%	0	1.5%	1
Rose Lane	0.7%	6	0.9%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Rouen Road	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
St Andrews	3.1%	26	3.8%	3	5.3%	7	0.0%	0	1.2%	0	0.0%	0	1.5%	1	8.8%	5
St Crispins	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 Giles	1.3%	10	1.7%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.5%	1	1.5%	1
St Helens Wharf	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 Stephens Street	1.1%	9	0.9%	1	0.0%	0	2.6%	3	0.0%	0	3.2%	1	1.3%	1	0.0%	0
Surface 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
The Forum	1.1%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	4.2%	2
Wensum Sports Centre	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 Wick Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	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
Asda, Drayton High Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bignold Primary School, Bristol Terrace, Norwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City College, Norwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Eastgate, Norwich	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Grapes Hill, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hall Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Jail Hill, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Leicester Street, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Market Place, Norwich	0.3%	3	0.0%	0	0.0%	0	1.1%	1
NCP Multi Storey, St Stephens, Queens Road, Norwich	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Newmarket Road, Cringelford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Norfolk Street, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Norwich Cathedral	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Oak Street, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Queensgate Centre, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Relatives / friends home	0.4%	3	0.0%	0	2.3%	3	0.0%	0
Sainsbury's, Pound Lane, Norwich	0.1%	1	0.0%	0	0.0%	0	1.1%	0
St Benedicts Street, Norwich	0.4%	3	0.0%	0	0.0%	0	1.4%	0
The Assembly House, Theatre Street, Norwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Street, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Toys R Us, Westwick Street, Norwich	0.6%	5	0.0%	0	0.0%	0	1.1%	0
Unthank Road, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Work Car Park	0.7%	6	0.0%	0	0.0%	0	0.0%	0
Varies - Car Parks	0.2%	2	1.0%	1	0.0%	0	0.0%	0
Varies - City Centre Car Parks	0.4%	3	0.0%	0	0.0%	0	1.2%	1
Varies - Disabled Bays in City Centre	0.3%	2	0.0%	0	0.0%	0	1.3%	2
Varies - On Street	0.2%	1	0.0%	0	0.0%	0	1.1%	1
Varies - Park & Ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.1%	51	7.7%	6	6.4%	8	6.9%	8
(Don't park - get dropped off)	0.6%	5	5.7%	4	0.0%	0	0.0%	0
Weighted base:	833	74	130	120	10	47	65	57
Sample:	799	63	66	53	64	56	47	48

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Meanscore: [Number of visits per week]</b>								
<b>Q22 How often do you visit Norwich City Centre, including Riverside during the evenings?</b>								
<i>Not those who said '(Never visit Norwich ever)' at Q14</i>								
Daily	0.1%	1	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.4%	5	0.7%	1	0.0%	0	0.0%	0
Once a week	3.1%	39	1.5%	1	0.0%	0	5.4%	9
Once every 2 weeks	5.3%	66	0.8%	1	11.1%	19	1.0%	2
Once a month	12.4%	154	21.0%	18	5.5%	9	12.4%	20
Less often	29.2%	362	19.2%	17	29.7%	51	42.2%	69
(Don't know / varies)	0.2%	2	0.0%	0	0.0%	0	0.0%	0
(Never)	49.2%	609	56.8%	50	53.6%	91	39.0%	64
<i>Mean:</i>	<i>0.14</i>		<i>0.12</i>		<i>0.10</i>		<i>0.14</i>	
Weighted base:	1239	88	170	164	11	64	85	73
Sample:	1194	77	81	71	75	70	69	69

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q23 What are the reasons you visit Norwich City Centre / Riverside during the evenings? (e.g. what do you do?) [MR]</b>																
<i>Not those who said '(Never visit Norwich ever)' at Q14 or never to visiting Norwich in the evenings at Q22</i>																
Eating out	54.4%	342	56.0%	21	60.8%	48	51.5%	52	46.0%	2	29.1%	9	60.3%	28	44.3%	16
Visit art / cultural venues	2.1%	13	0.0%	0	5.2%	4	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0
Visit cafes	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Visit family entertainment venues	3.9%	25	1.8%	1	3.8%	3	10.2%	10	6.8%	0	0.0%	0	0.0%	0	0.0%	0
Visit film festivals	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 health & fitness venues	0.9%	6	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Visit live music venues	1.0%	6	0.0%	0	3.4%	3	0.0%	0	4.2%	0	2.1%	1	0.0%	0	2.5%	1
Visit 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
Visit nightclubs	0.6%	4	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	3.5%	2	2.0%	1
Visit places 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
Visit pubs	16.6%	104	14.6%	6	35.9%	28	30.9%	31	5.4%	0	16.7%	5	10.8%	5	4.5%	2
Visit sporting events / venues	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the cinema	43.6%	275	19.8%	8	39.3%	31	63.3%	63	51.4%	3	34.9%	10	33.0%	15	40.2%	15
Visit theatres	21.2%	134	20.1%	8	27.3%	22	15.8%	16	18.2%	1	26.7%	8	15.3%	7	32.9%	12
Work reasons	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Ghost walks	0.0%	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
Educational purposes	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Late night shopping	7.1%	45	16.6%	6	5.2%	4	4.0%	4	6.9%	0	14.4%	4	5.4%	2	13.7%	5
Meeting family / friends	0.8%	5	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.3%	1
Special events e.g. firework displays	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Visit services	0.4%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walking the dog	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)	1.3%	8	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		630		38		79		100		5		30		46		37
Sample:		555		32		37		38		32		28		32		35

**Q24 Which part of Norwich city centre do you visit most often during the evenings? [PR]***Not those who said '(Never visit Norwich ever)' at Q14 or never to visiting Norwich in the evenings at Q22*

City Centre	70.0%	441	58.1%	22	60.3%	48	63.5%	64	78.6%	4	59.3%	18	67.2%	31	78.4%	29
Riverside	26.4%	166	41.9%	16	39.7%	31	32.2%	32	19.0%	1	36.0%	11	32.8%	15	21.6%	8
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
Visit both exactly 50/50	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
(Don't know)	2.7%	17	0.0%	0	0.0%	0	4.3%	4	2.4%	0	2.4%	1	0.0%	0	0.0%	0
Weighted base:		630		38		79		100		5		30		46		37
Sample:		555		32		37		38		32		28		32		35

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q25 What would make you visit Norwich city centre in the evenings more often? [MR]</b>																
Nothing	80.5%	1209	87.0%	93	73.9%	146	80.0%	167	71.4%	10	87.3%	78	82.8%	93	79.6%	85
A good concert hall	0.4%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Better car access	0.3%	5	0.0%	0	0.7%	1	0.7%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pubs / bars	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	2
Cheaper parking	0.5%	8	0.7%	1	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in the cinema	0.3%	5	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cheaper prices in the theatre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cheaper public transport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Cheaper to have a night out	0.4%	6	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Felt safer / better policing	0.7%	10	0.7%	1	0.8%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Free parking	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Less nightclubs	0.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lived closer	0.2%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better restaurants	1.3%	19	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
More activities for older people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More disabled parking	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
More for families to do	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More late night cafes open	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More live music	0.4%	5	0.7%	1	0.0%	0	1.5%	3	0.9%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.8%	12	0.6%	1	0.0%	0	1.9%	4	5.3%	1	0.0%	0	0.0%	0	0.7%	1
More pedestrianisation	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More public transport running late at night	3.5%	52	3.7%	4	6.4%	13	3.5%	7	2.3%	0	0.8%	1	1.4%	2	3.1%	3
More shows on at the Theatre	1.6%	24	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	3	3.2%	4	5.8%	6
More special events / cultural activities	1.7%	25	0.7%	1	0.0%	0	4.3%	9	0.0%	0	1.5%	1	0.0%	0	0.8%	1
More sports facilities open later	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
More variety of films on at the cinema	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Offers on food and entertainment	0.7%	10	0.0%	0	0.0%	0	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride ran later at night	0.4%	6	0.6%	1	0.6%	1	0.0%	0	2.4%	0	1.4%	1	0.0%	0	0.7%	1
Public transport was cheaper	0.6%	9	0.0%	0	0.0%	0	4.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quieter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops opened longer (Don't know)	1.2%	18	0.0%	0	0.0%	0	1.3%	3	1.8%	0	2.3%	2	0.8%	1	0.8%	1
	3.7%	55	2.7%	3	14.6%	29	0.0%	0	15.9%	2	1.7%	1	2.3%	3	2.5%	3
Weighted base:	1502		107		198		209		14		89		113		107	
Sample:	1502		100		100		100		100		101		100		101	

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q26 Which of the following centres do you visit most often? [PR]</b>																
Anglia Square, Norwich	11.9%	179	9.9%	11	2.9%	6	4.6%	10	0.8%	0	0.7%	1	7.5%	8	8.1%	9
Aylsham town centre	4.0%	60	13.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1
Diss town centre	7.6%	114	0.0%	0	0.0%	0	5.0%	10	14.6%	2	85.2%	76	9.9%	11	0.7%	1
Harleston town centre	2.5%	37	0.6%	1	0.0%	0	3.9%	8	80.3%	12	5.1%	5	1.4%	2	0.0%	0
Wymondham town centre	7.8%	117	0.0%	0	3.4%	7	1.9%	4	0.0%	0	0.0%	0	21.5%	24	3.6%	4
Loddon town centre	1.8%	27	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Stratton town centre	1.7%	26	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 these centres / don't know)	62.8%	943	75.8%	81	93.7%	185	83.9%	175	4.3%	1	9.0%	8	59.0%	66	86.8%	93
Weighted base:	1502	107	198	209	14	89	113	107								
Sample:	1502	100	100	100	100	101	100	101								

Meanscore: [Number of visits per week]

**Q27 How often do you visit (CENTRE MENTIONED AT Q26)?***Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26*

Daily	6.2%	35	11.4%	3	0.0%	0	0.0%	0	28.2%	4	4.4%	4	0.0%	0	0.0%	0
5 - 6 times a week	1.9%	10	0.0%	0	0.0%	0	0.0%	0	10.8%	1	1.9%	2	0.0%	0	0.0%	0
4 times a week	2.5%	14	0.0%	0	0.0%	0	0.0%	0	15.9%	2	4.8%	4	0.0%	0	0.0%	0
3 times a week	6.0%	33	5.1%	1	0.0%	0	0.0%	0	11.8%	2	10.4%	8	0.0%	0	0.0%	0
Twice a week	8.4%	47	2.4%	1	0.0%	0	0.0%	0	7.9%	1	19.5%	16	5.1%	2	0.0%	0
Once a week	21.0%	117	19.8%	5	10.1%	1	0.0%	0	12.9%	2	44.6%	36	10.7%	5	12.2%	2
Once every 2 weeks	8.8%	49	5.4%	1	0.0%	0	13.4%	5	0.9%	0	5.2%	4	5.7%	3	10.8%	2
Once a month	14.9%	83	8.0%	2	12.7%	2	4.3%	1	3.7%	1	2.5%	2	29.7%	14	10.8%	2
Less often	29.8%	166	45.7%	12	77.1%	10	82.2%	28	7.1%	1	5.8%	5	48.7%	23	66.1%	9
(Don't know / varies)	0.6%	3	2.4%	1	0.0%	0	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.0%	0
Mean:	1.32	1.32	0.22	0.16	3.90	1.81	0.38	0.28								
Weighted base:	559	26	12	34	14	81	46	14								
Sample:	717	29	7	20	95	90	42	15								

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q28 What is usually the MAIN purpose of your trip to (CENTRE MENTIONED AT Q26)?</b>								
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>								
Buy fuel	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping	27.6%	154	10.1%	3	31.5%	4	4.8%	2
Leisure activity	5.8%	32	7.7%	2	24.2%	3	13.0%	4
Non-food shopping	30.5%	171	33.0%	9	12.7%	2	57.8%	19
Travelling to / from school / college / university	1.2%	7	3.4%	1	0.0%	0	0.0%	0
Travelling to / from work	5.0%	28	15.7%	4	0.0%	0	0.0%	0
Visiting café / pub / restaurant	3.4%	19	0.0%	0	0.0%	0	0.9%	0
Visiting family / friends	9.3%	52	12.1%	3	31.5%	4	20.5%	7
Visiting financial service such as bank, building society, Post Office	8.6%	48	2.4%	1	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	3.2%	18	2.4%	1	0.0%	0	3.8%	1
Visiting the market	0.6%	4	2.4%	1	0.0%	0	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling	0.7%	4	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.7%	9	0.0%	0	0.0%	0	0.8%	0
(Don't know / varies)	2.3%	13	10.8%	3	0.0%	0	0.0%	0
(Don't use any other services)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	559	26	12	34	14	81	46	14
Sample:	717	29	7	20	95	90	42	15

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q29 When you visit (CENTRE MENTIONED AT Q26), which other activities / services do you use? [MR]</b>																
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>																
Buy fuel	0.4%	2	0.0%	0	0.0%	0	5.6%	1	0.9%	1	1.7%	1	0.0%	0		
Food shopping	16.3%	91	9.8%	3	0.0%	0	17.7%	6	26.7%	4	21.0%	17	11.6%	5	5.1%	1
Leisure activity	6.5%	36	10.1%	3	12.7%	2	3.8%	1	7.4%	1	10.4%	8	3.5%	2	10.8%	2
Non-food shopping	18.3%	102	10.1%	3	11.5%	1	8.1%	3	42.5%	6	18.8%	15	13.8%	6	0.0%	0
Travelling to / from school / college / university	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	0.6%	4	8.0%	2	0.0%	0	0.0%	0	0.9%	0	1.0%	1	0.0%	0	0.0%	0
Visiting café / pub / restaurant	12.0%	67	15.9%	4	87.3%	11	16.2%	5	3.3%	0	9.0%	7	7.3%	3	12.2%	2
Visiting family / friends	4.0%	22	7.7%	2	0.0%	0	0.0%	0	3.4%	0	1.1%	1	0.0%	0	0.0%	0
Visiting financial service such as bank, building society, Post Office	7.5%	42	7.7%	2	0.0%	0	0.0%	0	15.5%	2	9.3%	8	3.5%	2	0.0%	0
Visiting health service such as doctor, dentist, hospital	3.2%	18	2.7%	1	0.0%	0	0.0%	0	6.8%	1	4.1%	3	0.0%	0	0.0%	0
Visiting the market	1.7%	10	4.7%	1	0.0%	0	8.1%	3	0.8%	0	1.1%	1	3.3%	2	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling	1.6%	9	0.0%	0	0.0%	0	0.0%	0	11.4%	2	0.8%	1	2.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	5.2%	2	0.0%	0
(Don't know / varies)	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.0%	1	0.0%	0	0.0%	0
(Don't use any other services)	45.4%	254	40.8%	11	12.7%	2	62.3%	21	13.7%	2	31.4%	25	60.5%	28	71.8%	10
Weighted base:		559		26		12		34		14		81		46		14
Sample:		717		29		7		20		95		90		42		15

**Q30 Do you choose to visit (CENTRE MENTIONED AT Q26) on market day?***Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26*

Yes - Always	4.3%	24	12.1%	3	0.0%	0	0.0%	0	11.8%	2	6.0%	5	1.9%	1	5.1%	1
Yes - Sometimes	20.5%	115	15.7%	4	0.0%	0	16.8%	6	41.2%	6	35.2%	28	17.5%	8	5.1%	1
No	64.8%	362	69.8%	18	87.3%	11	71.3%	24	47.0%	6	58.8%	48	78.7%	36	83.9%	12
Doesn't have a market / didn't know it had a market	10.3%	58	2.4%	1	12.7%	2	11.9%	4	0.0%	0	0.0%	0	1.9%	1	5.8%	1
Weighted base:		559		26		12		34		14		81		46		14
Sample:		717		29		7		20		95		90		42		15

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q31 What do you like about (CENTRE MENTIONED AT Q26)? [MR]</b>								
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>								
Everything	1.2%	7	5.0%	1	0.0%	0	0.0%	0
Accessible by rail	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Attractive environment	12.9%	72	22.9%	6	10.1%	1	21.1%	7
Clean / litter free	1.0%	6	0.0%	0	0.0%	0	0.0%	0
Close to home	19.1%	107	8.2%	2	0.0%	0	3.8%	1
Close to school / college / university	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	1.3%	7	12.7%	3	0.0%	0	0.0%	0
Compact / easy to get around	5.5%	31	0.0%	0	0.0%	0	3.8%	1
Easily accessible by foot / cycle	0.9%	5	0.0%	0	0.0%	0	0.0%	0
Easy to park	5.6%	31	0.0%	0	21.4%	3	8.1%	3
Free / cheap parking	1.4%	8	0.0%	0	0.0%	0	0.0%	0
Good bus service / accessible public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.2%	1	2.4%	1	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Good foodstores	1.0%	5	2.7%	1	0.0%	0	0.0%	0
Good for a day out	1.1%	6	3.4%	1	10.1%	1	8.1%	3
Good layout / shops close together	2.3%	13	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	2.0%	11	0.0%	0	0.0%	0	0.0%	0
Good market	2.3%	13	5.4%	1	0.0%	0	0.0%	0
Good places to eat	1.4%	8	0.0%	0	10.1%	1	4.3%	1
Good pubs / bars	0.8%	4	0.0%	0	0.0%	0	0.0%	0
Good quality of shops	2.9%	16	5.7%	1	0.0%	0	0.0%	0
Good range of chain / well known stores	2.2%	12	5.7%	1	0.0%	0	0.0%	0
Good range of non-food shops	10.2%	57	7.7%	2	0.0%	0	32.5%	11
Good range of services (e.g. bank, library, hairdresser etc.)	1.9%	10	2.7%	1	0.0%	0	0.0%	0
Good range of specialist / independent stores	9.5%	53	2.4%	1	10.1%	1	8.6%	3
Good road access	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic environment	5.3%	30	0.0%	0	11.5%	1	0.0%	0
Library	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Long opening hours /	0.1%	1	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
evening activities								
Low or discount prices	2.5% 14	3.0% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Not too busy or crowded	6.4% 36	5.4% 1	10.1% 1	0.0% 0	2.4% 0	1.6% 1	18.2% 8	0.0% 0
Pedestrianised areas	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.0% 0	0.0% 0	0.0% 0
Riverside environment	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.7% 1	0.0% 0
Safe / secure	0.5% 3	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.9% 1	0.0% 0	0.0% 0
Shops selling local or fairtrade 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
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
Close to family / friends	0.4% 2	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 car	0.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Familiar / know where everything is	1.1% 6	0.0% 0	0.0% 0	0.0% 0	2.4% 0	0.8% 1	1.9% 1	10.8% 2
Good charity shops	0.3% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Good coffee 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
Good value shops	0.7% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 1	0.0% 0	0.0% 0
Jarrold 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
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
Morrisons store	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.8% 0	0.8% 1	0.0% 0	0.0% 0
Park & Ride 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
Pleasant / friendly atmosphere	2.6% 14	0.0% 0	0.0% 0	0.0% 0	10.9% 2	5.1% 4	0.0% 0	5.8% 1
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
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
Waitrose store	0.3% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	3.5% 2	0.0% 0
Nothing / very little (Don't know)	18.1% 101	26.1% 7	12.7% 2	22.0% 7	8.8% 1	18.7% 15	7.7% 4	16.6% 2
Weighted base:	559	26	12	34	14	81	46	14
Sample:	717	29	7	20	95	90	42	15

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q32 How do you think (CENTRE MENTIONED AT Q26) could be improved? [MR]</b>																
<i>Not those who said 'Don't visit ANY of these centres / Don't know' at Q26</i>																
Better choice of shops	9.0%	50	3.0%	1	0.0%	0	0.0%	0	8.7%	1	37.9%	31	0.0%	0	0.0%	0
Better facilities for pedestrians (including pedestrian crossings)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.9%	1	0.0%	0	0.0%	0
Better facilities for youth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Better maintenance / cleanliness	4.3%	24	8.9%	2	0.0%	0	12.4%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Better market provision	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.8%	0	2.5%	2	3.5%	2	0.0%	0
Improve appearance / environment	9.9%	55	0.0%	0	0.0%	0	4.3%	1	1.8%	0	1.6%	1	0.0%	0	5.1%	1
Improve bus services / access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Improve rail services /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
Improve security, including CCTV	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
Improve signposting in centre	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 midweek opening hours/more evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours on 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
More banks / building societies	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	7.6%	43	7.7%	2	0.0%	0	3.8%	1	6.9%	1	12.9%	10	14.0%	6	5.8%	1
More large shops / department stores	1.6%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	0	1.6%	1	1.7%	1	0.0%	0
More leisure, sports or cultural facilities	1.0%	5	5.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
More pubs, restaurants, cafes	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
More supermarkets / food shops	1.8%	10	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.8%	1	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	1.5%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.5%	2	1.7%	1	0.0%	0
More / better seating, toilets	0.8%	5	0.0%	0	0.0%	0	0.0%	0	6.6%	1	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
Introduce a specific type of service (e.g. supermarket, bank 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
Introduce a named 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
A marina	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 store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.6%	4	0.0%	0	0.0%	0	4.8%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Better disabled parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Better use of Castle Mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger school	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Boots store	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Build a bigger Post Office	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Cheaper prices in the shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Demolish the stationery office	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Free car parking	1.0%	6	0.0%	0	0.0%	3.8%	1	6.1%
Help the homeless people outside the shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the street lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve tram services / access	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large IKEA store	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large shopping centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0
Less buses in the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cafes	0.1%	1	0.0%	0	0.0%	0	0.8%	1
Less charity shops	1.5%	8	0.0%	0	10.1%	1	0.0%	0
Less empty shops	0.2%	1	0.0%	0	0.0%	0	0.8%	0
Less estate agents	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Less hairdressers	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Less housing developments	1.0%	6	3.4%	1	0.0%	0	1.7%	0
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion / better road system	3.4%	19	5.1%	1	0.0%	0	8.1%	3
Longer opening hours on a Saturday	0.1%	1	2.4%	1	0.0%	0	0.0%	0
Lower the speed limit	0.1%	0	0.0%	0	0.0%	0	1.0%	0
Make it less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it more compact	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Make the pavements more even	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer store	0.1%	1	0.0%	0	0.0%	0	0.0%	0
More / better cycle lanes	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better doctors	0.3%	2	0.0%	0	0.0%	0	1.6%	0
More clothing shops	0.9%	5	0.0%	0	0.0%	0	1.6%	1
More DIY shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	1.5%	8	0.0%	0	0.0%	0	4.1%	1
More short-stay parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park & Ride on both sides of the city	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Rebuild the castle	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Meanscore: [Time in minutes]</b>								
<b>Q33 How long do you spend in (CENTRE MENTIONED AT Q26) when you visit during the daytime for shopping and/or leisure?</b>								
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>								
0 to 15 Minutes	2.3%	13	7.4%	2	0.0%	0	0.0%	0
16 to 30 minutes	8.0%	45	2.7%	1	0.0%	0	3.8%	1
31 to 59 minutes	25.2%	141	15.1%	4	0.0%	0	8.6%	3
1 hour to 1 hour 29 minutes	19.4%	108	9.2%	2	10.1%	1	19.6%	7
1 hour 30 minutes to 1 hour 59 minutes	10.7%	60	8.6%	2	10.1%	1	13.5%	5
2 hours to 2 hours 29 minutes	14.7%	82	22.6%	6	0.0%	0	37.2%	13
2 hours 30 to 2 hours 59 minutes	7.2%	40	0.0%	0	55.5%	7	8.6%	3
3 hours to 3 hours 29 minutes	2.0%	11	2.4%	1	0.0%	0	0.0%	0
3 hours 30 to 3 hours 59 minutes	1.0%	6	3.0%	1	0.0%	0	0.0%	0
4 hours to 4 hours 29 minutes	2.2%	12	21.4%	6	0.0%	0	8.6%	3
4 hours 30 to 4 hours 59 minutes	0.3%	2	0.0%	0	0.0%	0	0.0%	0
5 hours or more	1.3%	7	3.0%	1	11.5%	1	0.0%	0
(Don't know / varies)	3.4%	19	4.7%	1	12.7%	2	0.0%	0
(Never visit it during the daytime for shopping and/or leisure)	2.3%	13	0.0%	0	0.0%	0	0.0%	0
<b>Mean:</b>	<b>90.84</b>	<b>139.17</b>	<b>184.66</b>	<b>119.23</b>	<b>71.45</b>	<b>93.58</b>	<b>111.63</b>	<b>89.25</b>
<b>Weighted base:</b>	<b>559</b>	<b>26</b>	<b>12</b>	<b>34</b>	<b>14</b>	<b>81</b>	<b>46</b>	<b>14</b>
<b>Sample:</b>	<b>717</b>	<b>29</b>	<b>7</b>	<b>20</b>	<b>95</b>	<b>90</b>	<b>42</b>	<b>15</b>

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q34 How do you normally travel to (CENTRE MENTIONED AT Q26)?</b>																
<i>Not those who said '(Don't visit ANY of these centres / Don't know)' at Q26</i>																
Car / van (as driver)	66.8%	374	70.2%	18	68.5%	8	83.7%	28	50.6%	7	77.9%	63	82.3%	38	77.6%	11
Car / van (as passenger)	4.5%	25	2.4%	1	21.4%	3	3.8%	1	5.9%	1	6.0%	5	6.1%	3	0.0%	0
Walk	13.6%	76	5.7%	1	0.0%	0	0.0%	0	39.8%	5	10.8%	9	1.9%	1	5.1%	1
Bus	11.8%	66	21.7%	6	0.0%	0	3.8%	1	2.0%	0	5.2%	4	3.3%	2	6.4%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.1%	6	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Cycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle / moped	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 (wheelchair, scooter etc.)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	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
	1.6%	9	0.0%	0	10.1%	1	4.3%	1	0.0%	0	0.0%	0	4.7%	2	10.8%	2
Weighted base:		559		26		12		34		14		81		46		14
Sample:		717		29		7		20		95		90		42		15

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q35 You stated that you visit (CENTRE MENTIONED AT Q26) by car - where do you usually park?</b>																
<i>Those who travel by car at Q34</i>																
On-street	27.2%	108	34.3%	6	47.9%	5	34.5%	10	20.9%	2	16.0%	11	15.9%	7	7.5%	1
Elsewhere (PLEASE WRITE IN NAME OF CAR PARK OR 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
Airport Park & Ride, Norwich	0.3%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Mere Street, Diss	1.6%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	0	7.1%	5	0.0%	0	0.0%	0
Anglia Square Car Park, Norwich	7.6%	30	10.6%	2	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	28.0%	3
Aylsham Medical Practice & Wingham Surgery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aylsham Train Station	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Back Lane Car Park, Wymondham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Back of Post Office, Diss	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.9%	1	0.0%	0	0.0%	0
Back of the High Street, Diss	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Barclays Bank, Market Place, Aylsham	0.3%	1	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Behind the Church, Diss	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Botolph Street Car Park, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Street Car Park, Loddon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Bullock Fair Close, Harleston	3.6%	14	3.3%	1	0.0%	0	0.0%	0	48.5%	4	5.8%	4	0.0%	0	0.0%	0
Budgens, Norwich Road, Aylsham	1.0%	4	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bullock Fair Close, Harleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Burgh Road Car Park, Aylsham	0.2%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buttlands Car Park, Aylsham	0.6%	2	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car park near King's Head Meadow, Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Street Car Park, Diss	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chet Valley Medical Practice, George Lane, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Plain Car Park, Loddon	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Church Plain, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, London Road, Harleston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Co-op, Market Place, Harleston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Street, Long Stratton	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Council Car Park, Harleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Council Car Park, Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Diss Centre Car Park, Diss	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Diss Health Centre, Mount Street, Diss	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.6%	1
Fairland Court, Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fairland United Reformed Church, Wymondham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gerald Giles, Ber Street, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Cinema, Anglia Square, Norwich	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	2
In the park, Diss	0.3%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Chapelfield, St Stephens Street, Norwich	0.9%	4	0.0%	0	0.0%	0	9.2%	3	0.0%	0	0.0%	0	0.0%	0	7.5%	1
John Lewis, All Saints Green, Norwich	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.6%	1
Jubilee Family Centre, Aylsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Just off the main square, Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keys Fine Art Auctioneers Car Park, Aylsham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library Car Park, Aylsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library Car Park, Diss	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Library Car Park, Wymondham	2.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	6.6%	1
Magdalen Street Car Park, Norwich	2.6%	10	0.0%	0	23.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Place Car Park, Aylsham	1.4%	6	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Street Car Park, Wymondham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere Street Car Park, Diss	0.6%	2	0.0%	0	0.0%	0	5.5%	2	1.4%	0	0.0%	0	1.9%	1	0.0%	0
Mill Road Car Park, Aylsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Postmill Close, Wymondham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Victoria Road, Diss	5.7%	23	0.0%	0	0.0%	0	0.0%	0	7.2%	1	29.3%	20	3.9%	2	0.0%	0
Mount Street, Diss	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Near to Wymondham Abbey	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Norwich Road, Aylsham	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Park Road Car Park, Diss	0.2%	1	0.0%	0	0.0%	0	0.9%	1
Pitt Street Car Park, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Post Office Chapel Street, Diss	0.2%	1	0.0%	0	0.0%	0	0.9%	1
Relatives / friends home	1.5%	6	0.0%	0	0.0%	0	1.9%	1
Shelfanger Road (East) Car Park, Diss	0.6%	3	0.0%	0	0.0%	0	3.0%	2
Sprowston Recreation Ground, Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
St. Johns Church, Harleston	0.2%	1	0.0%	0	0.0%	0	1.6%	0
Swan Lane Car Park, Long Stratton	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Norwich Road, Aylsham	1.2%	5	10.2%	2	0.0%	0	0.0%	0
Tesco, Victoria Close, Diss	2.0%	8	0.0%	0	0.0%	0	3.5%	0
The Aylsham Centre Car Park	0.3%	1	0.0%	0	0.0%	0	0.0%	0
The Main Square, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0
The Staithe Car Park, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Town Centre Car Park, Diss	0.2%	1	0.0%	0	0.0%	0	1.9%	1
Town Centre Car Park, Wymondham	1.8%	7	0.0%	0	0.0%	0	2.7%	1
Various Car Parks, Aylsham	0.3%	1	7.0%	1	0.0%	0	0.0%	0
Various Car Parks, Diss	0.7%	3	0.0%	0	0.0%	0	3.1%	2
Various Car Parks, Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Various Car Parks, Norwich	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Various Car Parks, Wymondham	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Norwich Road, Wymondham	0.6%	2	0.0%	0	0.0%	0	3.9%	2
Weavers Court Car Park, Diss	0.4%	2	0.0%	0	0.0%	0	2.5%	2
Work Car Park	0.4%	2	0.0%	0	0.0%	0	1.1%	1
Wymondham Central Hall, Back Lane, Wymondham	2.1%	8	0.0%	0	0.0%	0	7.7%	3
Wymondham Leisure Centre, Wymondham	2.2%	9	0.0%	0	14.2%	2	0.0%	0
Wymondham Town car park	1.0%	4	0.0%	0	0.0%	0	5.8%	2
Don't know / varies)	14.2%	57	10.2%	2	14.2%	2	37.2%	11
Weighted base:		399		19		11		29
Sample:		509		24		6		17

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	
<b>Q36 Do you / your household visit / take part in any of the following leisure / cultural activities...? [MR/PR]</b>									
Cafés	52.3%	785 57.8%	62 57.9%	114 60.0%	126 48.0%	7 37.5%	33 43.3%	49 45.8%	49
Daytime eating out	45.8%	688 42.4%	45 57.1%	113 54.1%	113 48.2%	7 23.8%	21 30.2%	34 43.7%	47
Evening eating out	50.6%	761 47.6%	51 65.8%	130 59.4%	124 37.5%	5 24.4%	22 46.2%	52 35.2%	38
Pubs / bars	43.1%	647 58.0%	62 39.3%	78 47.6%	99 43.0%	6 30.3%	27 38.5%	43 45.6%	49
Nightclubs	5.5%	83 9.9%	11 12.3%	24 7.8%	16 0.0%	0 1.5%	1 7.7%	9 0.8%	1
Live music venues	18.4%	276 25.5%	27 17.7%	35 15.8%	33 21.2%	3 15.7%	14 12.8%	14 25.8%	28
Cinemas	54.5%	819 54.4%	58 56.8%	112 64.7%	135 48.3%	7 38.7%	34 53.9%	61 52.3%	56
Family entertainment venues (e.g. bowling, ice skating, trampolining, etc)	24.0%	360 25.0%	27 28.9%	57 41.4%	87 18.0%	3 9.6%	8 13.9%	16 19.2%	21
Theatres	43.5%	653 25.9%	28 46.7%	92 45.3%	95 38.7%	6 27.3%	24 35.6%	40 36.5%	39
Museums	24.9%	373 19.7%	21 26.9%	53 34.8%	73 27.3%	4 9.8%	9 26.6%	30 26.8%	29
Health & fitness	17.2%	259 13.8%	15 20.2%	40 20.3%	42 15.2%	2 15.3%	14 12.7%	14 22.0%	24
(None of these)	9.7%	146 5.4%	6 3.4%	7 8.7%	18 14.2%	2 18.6%	17 12.6%	14 17.2%	18
Weighted base:	1502	107	198	209	14	89	113	107	
Sample:	1502	100	100	100	100	101	100	101	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q37 Where do you go most often for cafés?</b>								
<i>Those who said 'Cafés' at Q36 AND Excl. Nulls &amp; SFT</i>								
Attleborough	1.8%	14	0.0%	0	0.0%	0	0.0%	0
Aylsham	2.4%	18	2.3%	1	8.1%	9	0.0%	0
Beccles	5.4%	40	0.0%	0	0.0%	0	29.2%	32
Bury St Edmonds	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Cromer	1.3%	10	11.1%	7	0.0%	0	0.0%	0
Dereham	3.5%	26	0.0%	0	0.0%	0	0.0%	0
Diss	4.0%	29	0.0%	0	0.0%	0	6.7%	0
Fakenham	1.2%	9	2.6%	2	0.0%	0	0.0%	0
Great Yarmouth	6.6%	49	0.0%	0	40.4%	43	2.3%	3
Harleston	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Holt	2.8%	21	23.4%	14	0.0%	0	0.0%	0
Kings Lynn	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft	4.4%	32	0.0%	0	2.9%	3	24.6%	27
North Walsham	2.4%	18	27.6%	17	1.5%	2	0.0%	0
Norwich	47.0%	348	23.8%	14	25.0%	27	32.4%	36
Poringland	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Reepham	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Sheringham	0.7%	5	6.8%	4	0.0%	0	0.0%	0
Thetford	0.9%	7	0.0%	0	0.0%	0	0.0%	0
Wroxham	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	4.1%	31	0.0%	0	0.0%	0	0.0%	0
Other	2.6%	19	2.3%	1	1.5%	2	1.3%	1
Brundall	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Bungay	1.7%	12	0.0%	0	0.0%	0	3.8%	4
Coltishall	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	1.4%	11	0.0%	0	10.0%	11	0.0%	0
Halesworth	0.6%	4	0.0%	0	0.0%	0	3.9%	4
Oulton Broad	0.2%	1	0.0%	0	0.0%	0	1.3%	1
Riverside Retail Park, Norwich	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.2%	1	0.0%	0	0.0%	0	1.2%	1
Stalham	1.5%	11	0.0%	0	10.6%	11	0.0%	0
Thorpe St Andrew	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Watton	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:	741		60	107	111	7	32	48
Sample:	720		54	56	50	46	38	42

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q38 Where do you go most often for daytime eating out?</b>																
<i>Those who said 'Daytime eating out' at Q36 AND Excl. Nulls &amp; SFT</i>																
Attleborough	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	3	1.9%	1
Aylsham	0.8%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beccles	1.8%	11	0.0%	0	0.0%	0	5.4%	6	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Bury St Edmonds	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	5.3%	2	0.0%	0
Cromer	0.9%	6	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Dereham	3.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.5%	18
Diss	1.7%	11	0.0%	0	0.0%	0	0.0%	0	5.8%	0	44.1%	8	0.0%	0	0.0%	0
Fakenham	0.7%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4
Great Yarmouth	8.2%	52	3.1%	1	42.6%	47	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harleston	0.9%	6	0.0%	0	0.0%	0	0.0%	0	41.1%	2	10.9%	2	0.0%	0	0.0%	0
Holt	1.9%	12	15.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Kings Lynn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	2
Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	8.3%	53	0.0%	0	7.7%	8	42.7%	44	1.9%	0	0.0%	0	0.0%	0	0.0%	0
North Walsham	1.3%	8	19.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	52.7%	334	29.6%	12	30.6%	34	47.9%	49	34.5%	2	15.1%	3	40.1%	13	30.6%	13
Poringland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reepham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheringham	0.4%	3	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thetford	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	27.8%	9	0.0%	0
Wroxham	0.3%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymondham	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other	4.0%	25	4.9%	2	1.1%	1	1.4%	1	7.4%	0	22.4%	4	4.7%	2	3.8%	2
Acle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brundall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bungay	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.9%	0	0.0%	0	0.0%	0	0.0%	0
Coltishall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	1.7%	11	0.0%	0	10.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hellesdon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Needham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0	0.0%	0	0.0%	0
Oulton Broad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich	0.3%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwold	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalham	1.4%	9	0.0%	0	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thorpe St Andrew	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wotton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3	0.0%	0
Weighted base:		634		41		110		102		6		18		32		43
Sample:		603		44		49		37		41		23		36		45

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q39 Where do you go most often for evening eating out?</b>								
<i>Those who said 'Evening eating out' at Q36 AND Excl. Nulls &amp; SFT</i>								
Attleborough	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Aylsham	0.9%	6	1.4%	1	0.0%	0	0.0%	0
Beccles	2.1%	14	0.0%	0	0.0%	0	11.5%	12
Bury St Edmunds	0.9%	6	0.0%	0	0.0%	0	0.0%	0
Cromer	0.4%	3	5.9%	3	0.0%	0	0.0%	0
Dereham	1.3%	9	0.0%	0	0.0%	0	0.0%	0
Diss	1.2%	8	0.0%	0	0.0%	0	2.4%	0
Fakenham	0.8%	6	1.8%	1	0.0%	0	0.0%	0
Great Yarmouth	7.3%	49	0.0%	0	38.9%	48	0.0%	0
Harleston	0.3%	2	0.0%	0	0.0%	0	34.4%	2
Holt	0.9%	6	10.3%	4	0.0%	0	0.0%	0
Hoveton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Kings Lynn	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Loddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Lowestoft	6.0%	40	0.0%	0	0.0%	0	37.4%	38
North Walsham	1.2%	8	16.5%	7	0.0%	0	0.0%	0
Norwich	57.8%	387	38.3%	16	35.2%	43	40.2%	41
Reepham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sheringham	0.3%	2	1.4%	1	0.0%	0	0.0%	0
Thetford	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Wymondham	1.6%	11	0.0%	0	1.0%	1	0.0%	0
Other	4.9%	33	8.2%	3	5.6%	7	4.0%	4
Acle	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Binham	0.4%	2	0.0%	0	1.3%	2	0.0%	0
Blofield	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bungay	0.8%	6	0.0%	0	0.0%	0	4.3%	0
Drayton	0.5%	4	1.4%	1	0.0%	0	0.0%	0
Fressingfield	0.4%	2	0.0%	0	0.0%	0	6.5%	0
Gorleston-on-Sea	2.9%	19	0.0%	0	15.5%	19	0.0%	0
Halesworth	0.2%	1	0.0%	0	0.0%	0	1.3%	1
Hellesdon	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Needham	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Oulton Broad	0.2%	1	0.0%	0	0.0%	0	1.5%	1
Riverside Retail Park, Norwich	1.4%	9	14.6%	6	0.0%	0	0.0%	0
Southwold	0.6%	4	0.0%	0	0.0%	0	4.2%	4
Stalham	0.4%	3	0.0%	0	2.4%	3	0.0%	0
Thorpe St Andrew	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Wotton	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Weighted base:	670	43	123	101	5	17	50	33
Sample:	583	36	59	48	29	23	37	33

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q40 Where do you go most often for pubs / bars?</b>								
<i>Those who said 'Pubs / bars' at Q36 AND Excl. Nulls &amp; SFT</i>								
Attleborough	2.3%	14	0.0%	0	0.0%	0	0.0%	0
Aylsham	1.0%	6	1.2%	1	0.0%	0	0.0%	0
Beccles	3.6%	22	0.0%	0	0.0%	0	17.5%	16
Cromer	1.3%	8	11.4%	7	0.0%	0	0.0%	0
Dereham	3.3%	20	0.0%	0	0.0%	0	0.0%	0
Diss	1.5%	9	0.0%	0	0.0%	0	2.3%	0
Fakenham	1.4%	9	2.3%	1	0.0%	0	0.0%	0
Great Yarmouth	3.0%	18	0.0%	0	20.8%	16	1.4%	1
Harleston	1.0%	6	1.0%	1	0.0%	0	0.0%	0
Holt	1.4%	8	12.8%	8	0.0%	0	0.0%	0
Loddon	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Long Stratton	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Lowestoft	7.2%	43	0.0%	0	0.0%	0	46.0%	42
North Walsham	3.5%	21	32.8%	20	0.0%	0	0.0%	0
Norwich	42.6%	256	19.8%	12	52.5%	39	21.1%	19
Reepham	0.9%	5	0.0%	0	0.0%	0	0.0%	0
Sheringham	0.5%	3	4.8%	3	0.0%	0	0.0%	0
Thetford	0.8%	5	0.0%	0	0.0%	0	0.0%	0
Wroxham	0.2%	1	2.2%	1	0.0%	0	0.0%	0
Wymondham	2.8%	17	0.0%	0	0.0%	0	0.0%	0
Other	12.8%	77	11.8%	7	13.2%	10	2.8%	3
Acle	1.0%	6	0.0%	0	3.5%	3	0.0%	0
Binham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blofield	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Bungay	0.7%	4	0.0%	0	0.0%	0	3.0%	3
Coltishall	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Corston	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Drayton	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Fressingfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Gorleston-on-Sea	1.2%	7	0.0%	0	9.9%	7	0.0%	0
Halesworth	0.8%	5	0.0%	0	0.0%	0	4.8%	4
Hellesdon	0.5%	3	0.0%	0	0.0%	0	0.0%	0
Needham	0.1%	0	0.0%	0	0.0%	0	0.0%	0
Oulton Broad	0.2%	1	0.0%	0	0.0%	0	1.6%	1
Riverside Retail Park, Norwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Southwold	0.3%	2	0.0%	0	0.0%	0	1.8%	2
Thorpe St Andrew	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Watton	0.7%	4	0.0%	0	0.0%	0	0.0%	0
Weighted base:	601	60	75	91	6	24	42	44
Sample:	547	46	31	40	32	23	32	44

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q41 Where do you go most often for nightclubs?</b>																
<i>Those who said 'Nightclubs' at Q36 AND Excl. Nulls &amp; SFT</i>																
Great Yarmouth	5.3%	4	0.0%	0	17.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lowestoft	1.8%	1	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	89.1%	72	100.0%	11	82.4%	20	80.2%	12	0.0%	0	100.0%	1	79.2%	6	100.0%	1
Oulton Broad	1.8%	1	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Retail Park, Norwich	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	2	0.0%	0
Weighted base:		81		11		24		15		0		1		8		1
Sample:		37		4		6		5		0		1		3		1
<b>Q42 Where do you go most often for live music venues?</b>																
<i>Those who said 'Live music venues' at Q36 AND Excl. Nulls &amp; SFT</i>																
Carrow Road Stadium, Norwich	5.2%	13	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	6.0%	1	11.5%	3
Norwich Arts Centre, St Benedict's Street	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0
The Waterfront, King Street, Norwich	19.0%	46	25.2%	5	4.3%	1	14.7%	4	25.8%	0	7.1%	1	53.7%	8	15.2%	4
UEA Students Union, Norwich	35.1%	85	49.8%	10	46.0%	15	51.8%	15	12.9%	0	38.8%	4	12.0%	2	39.6%	11
OPEN, Bank Plan, Norwich	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	20.6%	50	17.6%	3	28.2%	9	14.2%	4	61.3%	1	36.5%	4	28.4%	4	19.5%	5
Central London	4.6%	11	0.0%	0	12.2%	4	9.7%	3	0.0%	0	5.6%	1	0.0%	0	0.0%	0
St. Andrew's and Blackfriars' Hall, Norwich	1.2%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Brickmakers, Spowston Road, Norwich	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The O2, Greenwich Peninsula, London	2.3%	6	3.5%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	11.4%	3
Theatre Royal, Theatre Street, Norwich	3.5%	9	0.0%	0	9.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Weighted base:		243		20		33		28		2		11		14		27
Sample:		210		11		15		12		12		9		10		22

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q43 Where do you go most often to visit the cinema?</b>								
<i>Those who said 'Cinemas' at Q36 AND Excl. Nulls &amp; SFT</i>								
Abbeygate Cinema, Hatter Street, Bury St. Edmunds	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Aylsham Picture House, Holman House, Market Place, Aylsham	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Park Way, Bury St. Edmunds	1.5%	12	0.0%	0	0.0%	0	0.0%	0
East Coast Cinema, London Road South, Lowestoft	4.5%	36	1.1%	1	2.5%	3	24.4%	33
Hollywood Screen Cinema, Anglia Square, Norwich	3.2%	26	2.4%	1	0.0%	0	2.0%	3
Hollywood Screen Cinema, Marine Parade, Great Yarmouth	4.3%	34	0.0%	0	30.4%	34	0.0%	0
Hollywood Screen Cinema, Market Place, Fakenham	1.4%	11	4.1%	2	0.0%	0	0.0%	0
Majestic Cinema, Tower Street, King's Lynn	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Odeon, Wherry Road, Norwich	50.7%	408	50.5%	28	49.6%	55	52.2%	70
Picturehouse, Cinema City, St Andrew's Street, Norwich	9.2%	74	1.3%	1	2.3%	3	0.0%	0
Vue, Castle Mall, Golden Ball Street, Norwich	19.9%	160	12.8%	7	15.2%	17	18.2%	24
Other	1.2%	9	3.7%	2	0.0%	0	1.9%	3
Cinema City, St Andrews Street, Norwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Fisher Theatre, Broad Street, Bungay	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Hollywood Screen Cinema, Market Place, Dereham	1.3%	10	0.0%	0	0.0%	0	0.0%	0
Regal Movieplex, Hans Place, Cromer	2.0%	16	24.2%	13	0.0%	0	1.2%	2
Weighted base:	804		55	111	134	7	34	61
Sample:	680		46	52	51	39	35	43

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q44 Where do you go most often to visit family entertainment venues?</b>																
<i>Those who said 'Family entertainment venues' at Q36 AND Excl. Nulls &amp; SFT</i>																
Hollywood Bowl Norwich, Wherry Road , Norwich	56.2%	191	61.6%	16	38.7%	22	37.6%	30	81.8%	2	50.5%	3	65.2%	9	31.3%	6
Fakenham Superbowl, Bridge Street, Fakenham	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	2
Strikes Bowl Multiplex, Lynn Road, King's Lynn	3.1%	10	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	34.3%	7
Superbowl UK Regent, Regent Road, Great Yarmouth	6.4%	22	5.0%	1	31.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hemsby Beach Holiday Park, Beach Road, Hemsby, Great Yarmouth	0.8%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richardson's Family Entertainment Centre, Capital Trading Estate, Rant Score, Lowestoft	15.1%	51	0.0%	0	7.7%	4	57.3%	46	18.2%	0	0.0%	0	0.0%	0	0.0%	0
Bury Bowl, The Autopark, Eastgate Street, Bury St. Edmunds	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	1	11.5%	2	0.0%	0
High Altitude Trampoline Park, Whiffler Road, Norwich, Whiffler Road, Norwich,	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	2
Gravity Trampoline Park, The Riverside Centre, Koblenz Avenue, Norwich	0.6%	2	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Other	4.9%	17	16.2%	4	0.0%	0	5.2%	4	0.0%	0	29.1%	2	10.9%	2	4.0%	1
Namco Funscape, Barnard Road, Norwich	6.7%	23	0.0%	0	2.5%	1	0.0%	0	0.0%	0	10.2%	1	6.2%	1	7.5%	2
Strikers, Aylsham Road, North Walsham	3.3%	11	7.3%	2	15.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		339		26		57		81		3		7		14		21
Sample:		225		13		22		24		12		8		12		18

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q45 Where do you go most often to visit theatres?</b>								
<i>Those who said 'Theatres' at Q36 AND Excl. Nulls &amp; SFT</i>								
Corn Exxchange Theatre, Kings Lynn	0.7%	5	0.0%	0	0.0%	0	0.0%	0
Diss Corn Hall, Diss	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Maddermarket Theatre, Norwich	2.1%	14	8.3%	2	0.0%	0	0.0%	13.8%
Marina Theatre, Lowestoft	4.5%	29	2.3%	1	5.8%	5	23.5%	22
Norwich Playhouse, Norwich	3.0%	19	0.0%	0	4.9%	5	0.0%	0
Norwich Puppet Theatre, Norwich	0.6%	4	0.0%	0	0.0%	0	0.0%	0
Norwich Theatre Royal, Norwich	75.8%	489	60.2%	16	80.6%	74	54.0%	51
Other Norwich, Norwich	0.4%	3	2.3%	1	0.0%	0	0.0%	0
Public Hall, Beccles	0.2%	1	0.0%	0	0.0%	0	1.4%	1
St. Georges Theatre, Great Yarmouth	0.8%	5	0.0%	0	2.9%	3	2.9%	3
The Seagull, Lowestoft	1.4%	9	0.0%	0	0.0%	0	9.4%	9
Theatre Royal, Bury St. Edmunds	3.7%	24	4.8%	1	0.0%	0	0.0%	0
Bury St. Edmunds	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lowestoft	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	1.2%	8	2.6%	1	0.0%	0	1.4%	1
Other	1.6%	10	7.4%	2	0.0%	0	3.1%	3
Central London	2.7%	17	4.8%	1	5.8%	5	4.4%	4
Sheringham Little Theatre, Station Road, Sheringham	0.5%	3	7.4%	2	0.0%	0	0.0%	0
The Fisher Theatre, Broad Street, Bungay	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	646		27		92		95	
Sample:	668		35		48		44	

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>Q46 Where do you go most often to visit museums?</b>								
<i>Those who said 'Museums' at Q36 AND Excl. Nulls &amp; SFT</i>								
Ancient House Museum of Thetford Life, Thetford	0.5%	2	0.0%	0	0.0%	0	0.0%	0
Beccles and District Museum, Beccles	0.4%	1	0.0%	0	0.0%	0	1.9%	1
Charles Burrell Museum, Thetford	0.2%	1	0.0%	0	0.0%	0	0.0%	0
City of Norwich Aviation Museum, Norwich	1.7%	5	4.7%	1	0.0%	0	4.0%	3
Dad's Army Museum, Thetford	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Diss Museum, Diss	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Fakenham Museum of Gas and Local History, Fakenham	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Harleston Museum, Harleston	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Lowestoft Maritime Museum, Lowestoft	0.4%	1	0.0%	0	0.0%	0	1.9%	1
Museum of Norwich, Bridgewell, Norwich	0.7%	2	0.0%	0	0.0%	0	0.0%	0
Norwich Castle Museum and Art Gallery, Norwich	67.6%	221	66.2%	11	66.0%	30	72.1%	49
Royal Naval Patrol Service Museum, Lowestoft	0.4%	1	0.0%	0	0.0%	0	1.9%	1
Stranger's Hall, Norwich	1.3%	4	3.7%	1	0.0%	0	0.0%	0
The Muckleburgh Military Collection, Holt	0.2%	1	4.7%	1	0.0%	0	0.0%	0
The Sainsbury Centre for Visual Arts, Norwich	4.9%	16	4.2%	1	0.0%	0	6.0%	4
Tide and Time Museum of Great Yarmouth Life, Great Yarmouth	2.5%	8	0.0%	0	12.2%	5	0.0%	0
Other	5.1%	17	12.2%	2	2.8%	1	4.1%	3
Abroad	1.3%	4	0.0%	0	3.2%	1	0.0%	0
Bridewell Museum of Norwich, Bridewell Alley, Norwich	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Central London	8.4%	27	0.0%	0	15.8%	7	8.1%	5
Gressenhall Farm and Workhouse, Gressenhall, Dereham	2.5%	8	4.2%	1	0.0%	0	0.0%	0
Weighted base:	327	16	45	67	3	8	25	28
Sample:	291	20	23	21	18	11	20	30

## Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>Q47 Where do you go most often for health &amp; fitness?</b>																
<i>Those who said 'Health &amp; fitness' at Q36 AND Excl. Nulls &amp; SFT</i>																
24/7 Fitness, Wherry Road, Riverside, Norwich	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Aylsham Community Gym, Cawstin Road, Alysham	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dimensions Fitness, Wherry Road, Norwich	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diss Fit Club, Hopper Way, Diss	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	1	0.0%	0	0.0%	0
Diss leisure Centre, Victoria Road, Diss	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	2	0.0%	0	0.0%	0
Eastern Rivers Community Gym, Crossway Terrace, Lodden	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fit Club (East Anglia) Ltd, Chestnut Drive, Wymondham	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Harleston Community Leisure Facility, Wilderness Lane, Harleston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	0	0.0%	0	0.0%	0	0.0%	0
Long Stratton Leisure Centre, Swan Lane, Long Stratton	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	0.0%	0
Nuffield Health, Fitness & Wellbeing Gym, Barrack Street, Norwich	1.7%	4	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Gym, St. Mary's Works, Norwich	2.8%	7	9.6%	1	13.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riverside Leisure Centre, Norwich	6.7%	16	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Style Health and Fitness, Ber Street, Norwich	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Little London Street, Norwich	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wymonham Leisure Centre, Norwich Road, Wymondham	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	2	0.0%	0
Other	21.8%	52	50.1%	7	19.7%	8	15.2%	6	74.3%	2	46.4%	6	47.4%	7	17.8%	4
Bannatyne Health & Racquet Club, St Andrews Business Park, Norwich	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne's Health Club & Spa, North Quay Retail Park, Peto Way, Lowestoft	0.6%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Bannatyne's Health Club & Spa, Northside Business Park, Thorpe St Andrew	2.0%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0	0.0%	0
Breckland Leisure Centre & Waterworld, Croxton Road, Thetford	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	2	0.0%	0
Bungy Leisure Centre, St Johns Hill, Bungay	2.1%	5	0.0%	0	0.0%	0	11.0%	4	6.8%	0	0.0%	0	0.0%	0	0.0%	0
Carrefour Health and Beauty Norwich, Longwater Business Park, Costessey	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Dereham Leisure Centre, Station Road, Dereham	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	36.1%	8
Dunston Hall, Ipswich Road, Norwich	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eye	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	1	0.0%	0	0.0%	0
Holiday Inn Norwich, Ipswich Road, Norwich	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kelling Heath Holiday Park, Weybourne, Holt	0.7%	2	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1
Marina Leisure Centre, Marine Parade, Great Yarmouth	5.1%	12	0.0%	0	31.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norfolk Health & Racquets Club, Drayton High Road, Hellesdon, Norfolk	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	2.6%	6	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Hotel & Leisure, Hethersett	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Phoenix Pool & Gym, Widgeon Close, Bradwell	1.9%	4	0.0%	0	11.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters Resort, Hopton-on-Sea	1.4%	3	0.0%	0	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reepham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rossis Leisure, Tungate, North Walsham	0.8%	2	14.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportspark, University of East Anglia, Norwich Research Park, Norwich	6.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	5
The Edge, University of Leeds, Leeds	0.7%	2	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
The Gym, Harford House, Hall Road, Norwich	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victory Swim & Leisure Centre, Station Road, North Walsham	2.5%	6	15.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Drayton High	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
Road, Norwich																
Waterlane Leisure Centre, Water Lane, Lowestoft	11.2%	27	0.0%	0	0.0%	0	70.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton Sports Centre, Dereham Road, Watton	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	2	0.0%	0
Wensum Valley Hotel, Golf and Country Club, Beech Avenue, Taverham	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	238	13	38	38	2	12	14	22								
Sample:	196	11	21	9	6	16	10	16								

**GEN Gender of respondent.**

Male	34.3%	515	34.7%	37	27.1%	54	32.2%	67	33.5%	5	37.1%	33	35.8%	40	37.1%	40
Female	65.7%	987	65.3%	70	72.9%	144	67.8%	142	66.5%	10	62.9%	56	64.3%	72	62.9%	68
Weighted base:	1502	107	198	209	14	89	113	107								
Sample:	1502	100	100	100	100	101	100	101								

**AGE Could I ask how old you are please?**

18 to 24	5.6%	84	11.9%	13	8.8%	17	0.0%	0	0.0%	0	4.8%	4	4.7%	5	14.0%	15
25 to 34	12.8%	192	23.8%	25	13.2%	26	25.6%	53	10.7%	2	14.4%	13	14.1%	16	0.0%	0
35 to 44	16.2%	243	12.1%	13	21.4%	42	22.1%	46	16.3%	2	8.8%	8	20.0%	23	24.3%	26
45 to 54	17.3%	259	11.7%	13	18.7%	37	19.6%	41	12.3%	2	26.9%	24	13.1%	15	21.5%	23
55 to 64	18.7%	280	18.7%	20	19.9%	39	12.4%	26	8.7%	1	15.7%	14	12.8%	14	11.9%	13
65 +	27.0%	406	20.1%	21	17.1%	34	20.4%	43	46.4%	7	22.3%	20	30.5%	34	22.4%	24
(Refused)	2.5%	38	1.6%	2	0.9%	2	0.0%	0	5.5%	1	7.0%	6	4.9%	5	5.8%	6
Weighted base:	1502	107	198	209	14	89	113	107								
Sample:	1502	100	100	100	100	101	100	101								

**ADU How many adults, including yourself, aged 16 years or over old are there living in your household ?**

One	15.9%	239	27.9%	30	7.5%	15	19.1%	40	20.0%	3	6.0%	5	12.8%	14	13.7%	15
Two	56.6%	850	48.9%	52	53.6%	106	60.5%	127	57.6%	8	61.3%	54	53.2%	60	50.9%	55
Three	14.6%	219	12.7%	14	26.7%	53	4.9%	10	11.9%	2	12.6%	11	16.4%	18	10.5%	11
Four	6.8%	103	9.1%	10	4.6%	9	10.4%	22	1.8%	0	8.0%	7	2.2%	2	14.0%	15
Five	1.3%	20	0.6%	1	1.5%	3	0.8%	2	5.3%	1	0.0%	0	5.5%	6	0.8%	1
Six or more	0.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	4.7%	5
(Refused)	3.9%	59	0.8%	1	6.1%	12	4.3%	9	3.3%	0	7.3%	7	10.0%	11	5.5%	6
Weighted base:	1502	107	198	209	14	89	113	107								
Sample:	1502	100	100	100	100	101	100	101								

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
<b>CHI How many children aged under 16 are there living in your household?</b>																
None	65.8%	989	56.8%	61	55.4%	110	49.1%	103	77.4%	11	65.4%	58	64.8%	73	59.3%	64
One	13.6%	204	13.4%	14	19.4%	38	23.5%	49	7.7%	1	14.9%	13	14.4%	16	10.3%	11
Two	12.5%	188	21.0%	22	10.7%	21	22.5%	47	11.5%	2	4.6%	4	7.9%	9	17.7%	19
Three	3.5%	53	7.9%	8	7.1%	14	0.7%	1	0.0%	0	7.8%	7	1.4%	2	5.7%	6
Four	0.5%	7	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0
(Refused)	4.0%	60	0.8%	1	6.1%	12	4.3%	9	3.3%	0	7.3%	7	10.0%	11	5.5%	6
Weighted base:		1502		107		198		209		14		89		113		107
Sample:		1502		100		100		100		100		101		100		101

**CAR How many cars does your household own or have the use of?**

None	7.7%	116	7.9%	8	4.1%	8	5.6%	12	6.3%	1	3.5%	3	7.2%	8	7.7%	8
One	36.7%	551	46.6%	50	34.4%	68	27.2%	57	34.5%	5	27.3%	24	40.5%	46	26.8%	29
Two	36.3%	545	35.5%	38	37.4%	74	45.6%	95	40.7%	6	41.2%	37	26.2%	30	36.7%	39
Three or more	15.1%	227	8.6%	9	18.0%	36	17.2%	36	14.5%	2	20.7%	18	16.1%	18	24.0%	26
(Refused)	4.2%	63	1.4%	1	6.1%	12	4.3%	9	4.1%	1	7.3%	7	10.0%	11	4.9%	5
Weighted base:		1502		107		198		209		14		89		113		107
Sample:		1502		100		100		100		100		101		100		101

**EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]**

Working full time	50.4%	757	36.2%	39	67.3%	133	55.5%	116	37.3%	5	54.0%	48	40.2%	45	57.6%	62
Working part time	9.7%	146	25.6%	27	5.3%	10	10.9%	23	8.5%	1	12.1%	11	7.1%	8	5.3%	6
Retired on State Pension ONLY	11.4%	171	12.6%	14	5.7%	11	8.3%	17	15.2%	2	14.2%	13	11.5%	13	11.0%	12
Retired NOT on State Pension ONLY	17.5%	263	16.1%	17	12.2%	24	15.0%	31	27.5%	4	9.8%	9	17.6%	20	13.1%	14
Student	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unemployed	1.0%	15	0.7%	1	0.0%	0	1.3%	3	0.0%	0	0.8%	1	2.2%	2	3.0%	3
Housewife / husband	0.4%	6	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carer	0.5%	8	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / long-term sick	1.7%	25	5.3%	6	0.6%	1	1.5%	3	1.6%	0	0.0%	0	3.0%	3	0.9%	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
(Refused)	7.1%	106	3.3%	4	6.7%	13	7.5%	16	9.8%	1	9.1%	8	18.3%	21	9.1%	10
Weighted base:		1502		107		198		209		14		89		113		107
Sample:		1502		100		100		100		100		101		100		101

## Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>QUOTA Zone</b>								
Zone 1	9.5%	142	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.0%	105	0.0%	0	0.0%	0	0.0%	0
Zone 3	5.0%	76	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.6%	85	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.6%	69	0.0%	0	0.0%	0	0.0%	0
Zone 6	5.4%	82	0.0%	0	0.0%	0	0.0%	0
Zone 7	4.8%	72	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.4%	36	0.0%	0	0.0%	0	0.0%	0
Zone 9	7.1%	107	100.0%	107	0.0%	0	0.0%	0
Zone 10	13.2%	198	0.0%	0	100.0%	198	0.0%	0
Zone 11	13.9%	209	0.0%	0	0.0%	0	100.0%	209
Zone 12	1.0%	14	0.0%	0	0.0%	0	0.0%	100.0%
Zone 13	5.9%	89	0.0%	0	0.0%	0	0.0%	0
Zone 14	7.5%	113	0.0%	0	0.0%	0	0.0%	0
Zone 15	7.1%	107	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1502	107	198	209	14	89	113	107
Sample:	1502	100	100	100	100	101	100	101

# Greater Norwich Retail Study for GVA

Weighted:

November 2016

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
<b>PC Postcode Sector</b>								
IP138	0.3%	5	0.0%	0	0.0%	0	0.0%	0
IP186	0.2%	3	0.0%	0	0.0%	0	1.2%	3
IP190	0.8%	12	0.0%	0	0.0%	0	5.7%	12
IP198	1.0%	16	0.0%	0	0.0%	0	7.5%	16
IP199	0.2%	3	0.0%	0	0.0%	0	1.5%	3
IP200	0.3%	4	0.0%	0	0.0%	0	29.9%	4
IP209	0.7%	10	0.0%	0	0.0%	0	70.1%	10
IP214	0.8%	13	0.0%	0	0.0%	0	14.4%	13
IP215	0.5%	7	0.0%	0	0.0%	0	8.2%	7
IP221	0.6%	10	0.0%	0	0.0%	0	10.7%	10
IP222	0.8%	12	0.0%	0	0.0%	0	13.5%	12
IP224	0.9%	13	0.0%	0	0.0%	0	14.8%	13
IP225	0.1%	2	0.0%	0	0.0%	0	2.4%	2
IP237	0.7%	10	0.0%	0	0.0%	0	11.8%	10
IP238	0.5%	8	0.0%	0	0.0%	0	8.8%	8
IP241	0.6%	9	0.0%	0	0.0%	0	8.4%	9
IP242	0.9%	13	0.0%	0	0.0%	0	11.8%	13
IP243	0.4%	6	0.0%	0	0.0%	0	5.0%	6
IP256	1.9%	28	0.0%	0	0.0%	0	24.8%	28
IP257	1.2%	18	0.0%	0	0.0%	0	16.4%	18
NR1 1	0.4%	6	0.0%	0	0.0%	0	0.0%	0
NR1 2	1.1%	17	0.0%	0	0.0%	0	0.0%	0
NR1 3	0.6%	9	0.0%	0	0.0%	0	0.0%	0
NR1 4	1.2%	18	0.0%	0	0.0%	0	0.0%	0
NR103	2.3%	34	0.0%	0	0.0%	0	0.0%	0
NR104	0.9%	13	0.0%	0	0.0%	0	0.0%	0
NR105	0.9%	13	0.0%	0	0.0%	0	0.0%	0
NR116	0.7%	10	0.0%	0	0.0%	0	0.0%	0
NR117	0.3%	5	4.6%	5	0.0%	0	0.0%	0
NR118	0.6%	8	7.9%	8	0.0%	0	0.0%	0
NR120	0.2%	3	0.0%	0	1.6%	3	0.0%	0
NR127	0.1%	2	0.0%	0	0.0%	0	0.0%	0
NR128	0.4%	5	0.0%	0	0.0%	0	0.0%	0
NR129	1.5%	23	0.0%	0	11.5%	23	0.0%	0
NR133	2.4%	37	0.0%	0	0.0%	0	0.0%	0
NR134	0.8%	12	0.0%	0	0.0%	0	0.0%	0
NR135	0.7%	10	0.0%	0	0.0%	0	0.0%	0
NR136	0.7%	11	0.0%	0	0.0%	0	0.0%	0
NR146	1.2%	18	0.0%	0	0.0%	0	0.0%	0
NR147	0.6%	10	0.0%	0	0.0%	0	0.0%	0
NR148	0.7%	10	0.0%	0	0.0%	0	0.0%	0
NR151	1.0%	15	0.0%	0	0.0%	0	0.0%	0
NR152	1.4%	21	0.0%	0	0.0%	0	0.0%	0
NR161	0.7%	11	0.0%	0	0.0%	0	0.0%	0
NR162	0.6%	9	0.0%	0	0.0%	0	9.9%	9

## Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
NR171	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	19	0.0%	0
NR172	1.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	19	0.0%	0
NR180	1.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR189	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR191	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	9
NR192	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.3%	23
NR2 2	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR2 3	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR2 4	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR203	1.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	16
NR204	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	14
NR205	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
NR210	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7
NR217	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5
NR218	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	12
NR219	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	15
NR231	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
NR242	0.5%	8	7.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR256	1.1%	17	16.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR257	0.2%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR268	0.6%	9	8.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR270	0.5%	7	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR279	0.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR280	1.8%	27	24.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR289	1.5%	22	20.4%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR293	1.8%	27	0.0%	0	13.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR294	1.6%	23	0.0%	0	11.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR295	0.9%	14	0.0%	0	7.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 1	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 2	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 3	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR3 4	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR302	0.2%	3	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR303	0.2%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR304	0.6%	9	0.0%	0	4.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR305	0.5%	7	0.0%	0	3.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR310	0.2%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR316	0.9%	13	0.0%	0	6.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR317	1.1%	17	0.0%	0	8.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR318	1.5%	23	0.0%	0	11.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR319	2.0%	29	0.0%	0	14.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR321	0.2%	3	0.0%	0	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR322	0.4%	6	0.0%	0	0.0%	0	2.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR323	1.0%	16	0.0%	0	0.0%	0	7.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR324	0.7%	10	0.0%	0	0.0%	0	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR325	1.1%	16	0.0%	0	0.0%	0	7.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR330	0.7%	11	0.0%	0	0.0%	0	5.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Greater Norwich Retail Study for GVA

Weighted:

	Total	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15								
NR337	1.3%	20	0.0%	0	0.0%	0	9.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR338	1.7%	26	0.0%	0	0.0%	0	12.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR339	0.8%	12	0.0%	0	0.0%	0	5.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR340	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR347	1.3%	20	0.0%	0	0.0%	0	9.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR348	0.2%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR349	1.6%	24	0.0%	0	0.0%	0	11.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR351	0.7%	10	0.0%	0	0.0%	0	4.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR352	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR4 6	2.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR4 7	1.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR5 0	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR5 8	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR5 9	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR6 5	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR6 6	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR6 7	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR7 0	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR7 8	1.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR7 9	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR8 5	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR8 6	1.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR9 3	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR9 4	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NR9 5	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	1502		107		198		209		14		89		113		107	
Sample:	1502		100		100		100		100		101		100		101	