

# Shepway Town Centres Study

Volume 3 — Survey Results



On behalf of

**Folkestone**  
Hythe & Romney Marsh  
Shepway District Council



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# 1 Shepway Retail and Leisure Study



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**Shepway Retail & Leisure Study**  
**for**  
**Peter Brett Associates**

May 2014

Job Ref: 070514

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# Introduction

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## 1.1 Research Background & Objectives

To conduct a survey amongst residents in the Shepway area to assess shopping habits for main food and grocery, top-up, non-food shopping and leisure activities.

## 1.2 Research Methodology

A total of 1002 telephone interviews were conducted between Friday 9th May 2014 and Wednesday 21st May 2014. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

## 1.3 Sampling

### 1.3.1 Survey Area

The survey area was segmented into 7 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1 - Folkestone	CT19 4, CT19 5, CT19 6, CT20 1, CT20 2, CT20 3	356
2 - Hythe	CT21 4, CT21 5, CT21 6	120
3 - New Romney	TN28 8, TN29 0	110
4 - Lydd	TN29 9, TN31 7*	100
5 - Rural North West	TN25 6, TN25 7, TN26 2	100
6 - Hawkinge	CT18 7, CT18 8	100
7 - Rural North East	CT4 5*, CT4 6, CT15 7, TN25 5*	116
<b>Total</b>		<b>1002</b>

\* Partial postcode sectors which fall within Shepway District only.

### **1.3.2 Telephone Numbers**

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

### **1.3.3 Sample Profile**

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the

age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

### 1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

### 1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

## 1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-24	4.59%	12	3.7623
25-34	12.87%	33	3.8418
35-44	15.55%	120	1.2756
45-54	18.14%	188	0.9507
55-64	19.74%	167	1.1639
65+	29.11%	465	0.6167
(Refused)	n/a	17	1.0000
<b>Total</b>		<b>1002</b>	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the table below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1 - Folkestone	51337	356	385	0.9627
2 - Hythe	17147	120	112	1.1078
3 - New Romney	15897	110	108	1.0575
4 - Lydd	13414	100	90	1.0746
5 - Rural North West	10613	100	102	0.7524
6 - Hawkinge	13909	100	104	0.9678
7 - Rural North East	16627	116	102	1.1754
<b>Total</b>	<b>138944</b>	<b>1002</b>		

\* Source: Census 2011

## 1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

*For example, if 50% of a sample of 1002 answers “Yes” to a question, we can be 95% sure that between 46.9% and 53.1% of the population holds the same opinion (i.e. +/- 3.1%).* The following is a guide showing confidence intervals attached to various sample sizes from the study:

<b>%ge Response</b>	<b>95% confidence interval</b>
10%	±1.9%
20%	±2.5%
30%	±2.8%
40%	±3.0%
50%	±3.1%

## 1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

## **Appendix 1:**

Data Tabulations

By Zone

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q01 Where did your household last undertake a main food and grocery purchase?</b>																
Aldi, Cherry Tree Avenue, Folkestone	0.9%	9	0.6%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	4.3%	5
Aldi, High Street, Hythe	2.9%	29	1.1%	4	10.8%	13	2.7%	3	1.0%	1	4.0%	4	3.0%	3	0.9%	1
Asda, Bouverie Place, Folkestone	5.7%	57	12.9%	46	2.5%	3	3.6%	4	0.0%	0	0.0%	0	3.0%	3	0.9%	1
Asda, Kimberley Way, Ashford	1.3%	13	0.0%	0	0.0%	0	2.7%	3	7.0%	7	3.0%	3	0.0%	0	0.0%	0
Asda, Sturry Road, Canterbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2
Co-Operative, Churchfield Way, Wye	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Co-Operative, Main Road, Sellindge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Iceland, High Street, Hythe	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandgates Lane, Folkestone	0.5%	5	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempsons Budgens, Station Approach, Rye	1.5%	15	0.0%	0	0.0%	0	0.0%	0	14.0%	14	1.0%	1	0.0%	0	0.0%	0
Lidl, Haven Drive, Hawkinge	2.7%	27	2.0%	7	0.0%	0	0.9%	1	1.0%	1	0.0%	0	16.0%	16	1.7%	2
Lidl, Shellons Street, Folkestone	1.3%	13	3.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Marks & Spencer, Biggins Street, Dover	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St George's Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Bridge Street, Dover	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.5%	11
Morrisons, Cheriton Road, Folkestone	9.4%	94	19.1%	68	5.0%	6	3.6%	4	0.0%	0	1.0%	1	13.0%	13	1.7%	2
Morrisons, Ten Perch Road, Canterbury	1.6%	16	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	15
Sainsbury's, Bouverie Road West, Folkestone	4.6%	46	8.7%	31	0.0%	0	0.9%	1	1.0%	1	2.0%	2	8.0%	8	2.6%	3
Sainsbury's, Dymchurch Road, New Romney	5.9%	59	0.0%	0	0.0%	0	28.2%	31	27.0%	27	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, Kingsmead Road, Canterbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6
Sainsbury's, Military Road, Hythe	7.9%	79	0.8%	3	40.0%	48	20.0%	22	3.0%	3	1.0%	1	1.0%	1	0.9%	1
Sainsbury's, Simone Well Avenue, Bybrook, Ashford	2.2%	22	0.6%	2	0.0%	0	1.8%	2	1.0%	1	10.0%	10	0.0%	0	6.0%	7
Sainsbury's, West Park Farm, Folkestone	10.4%	104	18.8%	67	1.7%	2	2.7%	3	1.0%	1	0.0%	0	24.0%	24	6.0%	7
Tesco Express, Bouverie Road West, Folkestone	0.6%	6	1.1%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Canterbury Road, Hawkinge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Foord Road North, Folkestone	0.5%	5	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Tesco Extra, Hythe Road, Crooksfoot, Ashford	6.5%	65	0.0%	0	1.7%	2	8.2%	9	7.0%	7	38.0%	38	0.0%	0	7.8%	9
Tesco Extra, White Cliffs Park, Dover	1.4%	14	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	9.5%	11
Tesco Metro, Whitefriars Shopping Centre, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	10.7%	107	18.3%	65	8.3%	10	5.5%	6	1.0%	1	1.0%	1	16.0%	16	6.9%	8
Tesco, Moatfield Meadow, Kingsnorth, Ashford	3.0%	30	0.3%	1	0.0%	0	3.6%	4	8.0%	8	17.0%	17	0.0%	0	0.0%	0
Tesco, Smallhythe Road, Tenterden	0.6%	6	0.0%	0	0.8%	1	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.9%	1
Waitrose, Prospect Road, Hythe	5.2%	52	3.4%	12	23.3%	28	2.7%	3	0.0%	0	4.0%	4	3.0%	3	1.7%	2
Waitrose, Repton Park, Ashford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.7%	2
Waitrose, Sayers Lane, Tenterden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.9%	1
Waitrose, St George Centre, Canterbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Internet / delivered	4.1%	41	2.5%	9	2.5%	3	6.4%	7	7.0%	7	5.0%	5	1.0%	1	7.8%	9

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
Market stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other foodstores outside study area	0.4%	4	0.3%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.9%	1
Other foodstores, St. Leonards-on-Sea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Local shops outside study area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Local shops, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, New Romney	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.8%	8	1.7%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't do this type of shopping)	1.6%	16	1.4%	5	3.3%	4	0.9%	1	1.0%	1	1.0%	1	3.0%	3	0.9%	1
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?</b>																
<i>Those who mentioned a specific location to do their main food shopping at Q01:</i>																
Aldi, Cherry Tree Avenue, Folkestone	0.8%	8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	4.3%	5
Aldi, High Street, Hythe	2.5%	24	0.9%	3	10.3%	12	4.6%	5	0.0%	0	2.0%	2	1.0%	1	0.9%	1
Asda, Bouverie Place, Folkestone	6.2%	61	13.0%	45	4.3%	5	4.6%	5	0.0%	0	1.0%	1	5.2%	5	0.0%	0
Asda, Kimberley Way, Ashford	2.0%	20	0.0%	0	0.0%	0	1.8%	2	10.2%	10	6.1%	6	1.0%	1	0.9%	1
Co-Operative, Cheriton Road, Folkestone	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Churchfield Way, Wye	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Co-Operative, High Street, Cheriton, Folkestone	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-Operative, Main Road, Sellindge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Iceland, High Street, Hythe	0.3%	3	0.3%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandgates Lane, Folkestone	1.2%	12	2.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Jempsons Budgens, Station Approach, Rye	1.3%	13	0.0%	0	0.0%	0	0.0%	0	12.2%	12	1.0%	1	0.0%	0	0.0%	0
Lidl, Haven Drive, Hawkinge	1.5%	15	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	2.6%	3
Lidl, Shellons Street, Folkestone	1.2%	12	2.6%	9	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Lidl, Sturry Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks & Spencer Simply Food, Cheriton High Street, Folkestone	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Biggins Street, Dover	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.7%	2
Marks & Spencer, St George's Road, Canterbury	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Morrisons, Bridge Street, Dover	0.9%	9	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	5.2%	6
Morrisons, Cheriton Road, Folkestone	10.9%	107	24.3%	84	2.6%	3	5.5%	6	0.0%	0	1.0%	1	12.5%	12	0.9%	1
Morrisons, Ten Perch Road, Canterbury	1.6%	16	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	15
Sainsbury's, Bouverie Road West, Folkestone	4.1%	40	7.5%	26	0.0%	0	0.9%	1	0.0%	0	2.0%	2	10.4%	10	0.9%	1
Sainsbury's, Dymchurch Road, New Romney	5.2%	51	0.0%	0	0.0%	0	26.6%	29	22.4%	22	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kingsmead Road, Canterbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
Sainsbury's, Military Road, Hythe	7.3%	71	0.6%	2	37.1%	43	16.5%	18	3.1%	3	2.0%	2	2.1%	2	0.9%	1
Sainsbury's, Simone Well Avenue, Bybrook, Ashford	2.2%	22	0.3%	1	0.9%	1	1.8%	2	2.0%	2	10.1%	10	1.0%	1	4.3%	5
Sainsbury's, West Park Farm, Folkestone	9.5%	93	18.0%	62	2.6%	3	1.8%	2	0.0%	0	0.0%	0	22.9%	22	3.5%	4
Tesco Express, Bouverie Road West, Folkestone	0.6%	6	0.9%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Tesco Express, Canterbury Road, Hawkinge	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Foord Road North, Folkestone	0.5%	5	0.6%	2	0.9%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco Extra, Hythe Road, Crooksfoot, Ashford	6.2%	61	0.3%	1	1.7%	2	10.1%	11	7.1%	7	32.3%	32	0.0%	0	7.0%	8
Tesco Extra, White Cliffs Park, Dover	1.5%	15	0.6%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	10.4%	12
Tesco Metro, Whitefriars Shopping Centre, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	10.4%	102	16.5%	57	8.6%	10	6.4%	7	3.1%	3	3.0%	3	17.7%	17	4.3%	5
Tesco, Moatfield Meadow, Kingsnorth, Ashford	3.0%	29	0.3%	1	0.0%	0	3.7%	4	11.2%	11	13.1%	13	0.0%	0	0.0%	0
Tesco, Smallhythe Road, Tenterden	0.5%	5	0.0%	0	0.9%	1	0.0%	0	3.1%	3	0.0%	0	1.0%	1	0.0%	0
Waitrose, Prospect Road,	5.7%	56	2.6%	9	25.0%	29	2.8%	3	0.0%	0	6.1%	6	2.1%	2	6.1%	7

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
Hythe																
Waitrose, Repton Park, Ashford	0.8%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.0%	4	0.0%	0	2.6%	3
Waitrose, Sayers Lane, Tenterden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Waitrose, St George Centre, Canterbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7
Internet / delivered	4.4%	43	2.6%	9	1.7%	2	6.4%	7	5.1%	5	6.1%	6	2.1%	2	10.4%	12
Market stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other foodstores outside study area	0.6%	6	0.3%	1	0.0%	0	0.0%	0	3.1%	3	0.0%	0	1.0%	1	0.9%	1
Other foodstores, St. Leonards-on-Sea	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0
Home Bargains, West Park Farm, Folkestone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops outside study area	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Local shops, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, New Romney	0.2%	2	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dover Road, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Zone 3	0.1%	1	0.0%	0	0.0%	0	0.9%	1	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.2%	12	0.6%	2	0.9%	1	0.9%	1	2.0%	2	3.0%	3	1.0%	1	1.7%	2
Base:		978		345		116		109		98		99		96		115

### Q03 What form of transport do you use to visit your main food shopping destination?

*Those who mentioned a specific location to do their main food shopping at Q01:*

Car - driver	66.4%	649	63.2%	218	56.0%	65	63.3%	69	62.2%	61	72.7%	72	79.2%	76	76.5%	88
Car - passenger	12.2%	119	10.7%	37	14.7%	17	17.4%	19	14.3%	14	9.1%	9	12.5%	12	9.6%	11
Bus	5.8%	57	7.5%	26	4.3%	5	2.8%	3	7.1%	7	6.1%	6	6.3%	6	3.5%	4
Cycle	0.5%	5	0.0%	0	0.9%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	1.7%	2
Disabled vehicle (e.g. mobility scooter)	0.5%	5	0.6%	2	0.9%	1	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	6	1.4%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Walk	8.2%	80	12.5%	43	19.8%	23	4.6%	5	6.1%	6	0.0%	0	1.0%	1	1.7%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	12	0.9%	3	0.0%	0	2.8%	3	1.0%	1	5.1%	5	0.0%	0	0.0%	0
(Don't travel - goods delivered)	4.5%	44	3.2%	11	2.6%	3	7.3%	8	8.2%	8	5.1%	5	1.0%	1	7.0%	8
Base:		978		345		116		109		98		99		96		115

### Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? [MR]

*Those who mentioned a specific location to do their main food shopping at Q01:*

Yes - other food shops	14.4%	141	10.1%	35	19.0%	22	24.8%	27	8.2%	8	10.1%	10	25.0%	24	13.0%	15
Yes - other non food shops (clothing, footwear, electrical etc.)	17.2%	168	18.8%	65	12.1%	14	18.3%	20	30.6%	30	17.2%	17	7.3%	7	13.0%	15
Yes - pubs, restaurants or cafés	3.5%	34	4.6%	16	2.6%	3	1.8%	2	4.1%	4	2.0%	2	3.1%	3	3.5%	4
Yes - financial service (i.e. bank, building society)	4.6%	45	4.6%	16	6.9%	8	1.8%	2	3.1%	3	2.0%	2	6.3%	6	7.0%	8
Yes - other service (e.g. hairdresser, travel agent, estate agent)	3.0%	29	1.7%	6	4.3%	5	2.8%	3	2.0%	2	4.0%	4	1.0%	1	7.0%	8
Yes - leisure activity	1.8%	18	2.0%	7	0.0%	0	1.8%	2	0.0%	0	4.0%	4	0.0%	0	4.3%	5
No	64.6%	632	66.4%	229	66.4%	77	61.5%	67	57.1%	56	68.7%	68	63.5%	61	64.3%	74
Yes - school run	0.4%	4	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes - other	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Base:		978		345		116		109		98		99		96		115

# Shepway Retail & Leisure Study

## For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?</b>	<i>Those who mentioned a specific location to do their main food shopping at Q01:</i>															
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
£11 - £15	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
£21 - £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
£26 - £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
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	4.8%	47	5.8%	20	6.9%	8	2.8%	3	2.0%	2	5.1%	5	4.2%	4	4.3%	5
£41 - £45	2.0%	20	2.6%	9	0.9%	1	0.9%	1	2.0%	2	4.0%	4	3.1%	3	0.0%	0
£46 - £50	8.9%	87	9.6%	33	8.6%	10	4.6%	5	16.3%	16	8.1%	8	9.4%	9	5.2%	6
£51 - £55	2.0%	20	2.3%	8	1.7%	2	0.9%	1	2.0%	2	3.0%	3	2.1%	2	1.7%	2
£56 - £60	7.6%	74	8.4%	29	3.4%	4	10.1%	11	6.1%	6	9.1%	9	9.4%	9	5.2%	6
£61 - £65	1.7%	17	1.7%	6	1.7%	2	2.8%	3	3.1%	3	2.0%	2	0.0%	0	0.9%	1
£66 - £70	4.7%	46	4.9%	17	2.6%	3	5.5%	6	5.1%	5	4.0%	4	4.2%	4	6.1%	7
£71 - £75	1.8%	18	0.9%	3	3.4%	4	1.8%	2	2.0%	2	0.0%	0	2.1%	2	4.3%	5
£76 - £80	6.7%	66	5.8%	20	6.0%	7	10.1%	11	5.1%	5	6.1%	6	7.3%	7	8.7%	10
£81 - £85	1.1%	11	1.2%	4	1.7%	2	0.9%	1	1.0%	1	1.0%	1	1.0%	1	0.9%	1
£86 - £90	2.5%	24	2.9%	10	1.7%	2	1.8%	2	3.1%	3	3.0%	3	2.1%	2	1.7%	2
£91 - £95	0.3%	3	0.6%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£96 - £100	11.9%	116	10.4%	36	15.5%	18	15.6%	17	5.1%	5	12.1%	12	11.5%	11	14.8%	17
£101 - £120	1.1%	11	1.7%	6	1.7%	2	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1
£121 - £140	0.4%	4	0.3%	1	0.9%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
£141 - £160	3.0%	29	1.4%	5	5.2%	6	2.8%	3	3.1%	3	3.0%	3	6.3%	6	2.6%	3
£161 - £180	0.4%	4	0.9%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	27.9%	273	27.0%	93	31.9%	37	26.6%	29	27.6%	27	26.3%	26	25.0%	24	32.2%	37
(Refused)	10.6%	104	11.0%	38	6.0%	7	11.9%	13	12.2%	12	11.1%	11	12.5%	12	9.6%	11
<i>Mean:</i>	<i>75.71</i>	<i>72.83</i>	<i>80.97</i>	<i>79.03</i>	<i>74.49</i>	<i>72.52</i>	<i>77.58</i>	<i>78.25</i>								
<i>Base:</i>	<i>978</i>	<i>345</i>	<i>116</i>	<i>109</i>	<i>98</i>	<i>99</i>	<i>96</i>	<i>115</i>								

**MeanScore: Visits per week****Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?***Those who mentioned a specific location to do their main food shopping at Q01:*

Everyday	3.4%	33	4.3%	15	9.5%	11	0.9%	1	1.0%	1	2.0%	2	1.0%	1	1.7%	2
5 - 6 times a week	0.7%	7	0.6%	2	3.4%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
3 - 4 times a week	4.5%	44	6.4%	22	5.2%	6	4.6%	5	0.0%	0	6.1%	6	5.2%	5	0.0%	0
Twice a week	9.1%	89	9.0%	31	13.8%	16	8.3%	9	3.1%	3	9.1%	9	8.3%	8	11.3%	13
Once a week	65.3%	639	63.8%	220	52.6%	61	68.8%	75	70.4%	69	67.7%	67	68.8%	66	70.4%	81
Once every two weeks	10.6%	104	8.7%	30	9.5%	11	11.9%	13	16.3%	16	10.1%	10	11.5%	11	11.3%	13
Once a month	3.6%	35	3.5%	12	3.4%	4	4.6%	5	4.1%	4	3.0%	3	3.1%	3	3.5%	4
Less often	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.7%	2
(Don't know / varies)	2.2%	22	3.8%	13	2.6%	3	0.9%	1	4.1%	4	1.0%	1	0.0%	0	0.0%	0
<i>Mean:</i>	<i>1.36</i>	<i>1.49</i>	<i>1.94</i>	<i>1.16</i>	<i>0.97</i>	<i>1.29</i>	<i>1.23</i>	<i>1.12</i>								
<i>Base:</i>	<i>978</i>	<i>345</i>	<i>116</i>	<i>109</i>	<i>98</i>	<i>99</i>	<i>96</i>	<i>115</i>								

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q07 Where did your household last undertake your 'top-up' food and grocery purchases (i.e. smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)?</b>																
Aldi, Cherry Tree Avenue, Folkestone	0.5%	5	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Aldi, High Street, Hythe	2.4%	24	0.6%	2	9.2%	11	6.4%	7	1.0%	1	0.0%	0	2.0%	2	0.9%	1
Asda, Bouverie Place, Folkestone	3.5%	35	8.4%	30	0.0%	0	0.9%	1	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Asda, Kimberley Way, Ashford	0.4%	4	0.0%	0	0.0%	0	0.9%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Asda, Sturry Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-Operative, Castle Street, Dover	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-Operative, Cheriton Road, Folkestone	0.8%	8	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-Operative, Churchfield Way, Wye	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	10
Co-Operative, Eyethorne Road, Shepherdswell	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
Co-Operative, High Street, Cheriton, Folkestone	0.7%	7	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Main Road, Sellindge	1.0%	10	0.0%	0	1.7%	2	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0
Co-Operative, Sandgate Road, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Iceland, High Street, Hythe	0.8%	8	0.0%	0	4.2%	5	1.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Iceland, Sandgates Lane, Folkestone	0.6%	6	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Jempsons Budgens, Station Approach, Rye	2.0%	20	0.0%	0	0.0%	0	0.9%	1	19.0%	19	0.0%	0	0.0%	0	0.0%	0
Lidl, Haven Drive, Hawkinge	2.5%	25	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20	0.9%	1
Lidl, Shellons Street, Folkestone	1.2%	12	2.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Lidl, Sturry Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Dover Road, Folkestone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Cheriton High Street, Folkestone	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.9%	1
Marks & Spencer, Biggins Street, Dover	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	3
Marks & Spencer, St George's Road, Canterbury	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.4%	4
Morrisons, Bridge Street, Dover	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.4%	4
Morrisons, Cheriton Road, Folkestone	4.5%	45	11.0%	39	1.7%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	3	0.0%	0
Morrisons, Ten Perch Road, Canterbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
One Stop, Cheriton Road, Folkestone	0.5%	5	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bouverie Road West, Folkestone	3.9%	39	9.6%	34	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	4	0.0%	0
Sainsbury's, Dymchurch Road, New Romney	5.6%	56	0.0%	0	0.0%	0	35.5%	39	17.0%	17	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kingsmead Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Military Road, Hythe	5.4%	54	0.0%	0	31.7%	38	10.9%	12	0.0%	0	3.0%	3	0.0%	0	0.9%	1
Sainsbury's, Simone Well Avenue, Bybrook, Ashford	0.6%	6	0.6%	2	0.8%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1
Sainsbury's, West Park Farm, Folkestone	5.1%	51	9.3%	33	1.7%	2	0.0%	0	0.0%	0	0.0%	0	13.0%	13	2.6%	3
Tesco Express, Bouverie Road West, Folkestone	1.1%	11	3.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Canterbury Road, Hawkinge	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Tesco Express, Foord Road North, Folkestone	1.6%	16	3.7%	13	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco Express, High Street, Dymchurch	0.8%	8	0.0%	0	0.8%	1	6.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
Tesco Extra, Hythe Road, Crooksfoot, Ashford	2.1%	21	0.0%	0	0.8%	1	1.8%	2	0.0%	0	16.0%	16	0.0%	0	1.7%	2
Tesco Extra, White Cliffs Park, Dover	0.6%	6	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Tesco Metro, Whitefriars Shopping Centre, Canterbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco, Cheriton High Street, Cheriton, Folkestone	3.1%	31	5.6%	20	0.8%	1	0.9%	1	0.0%	0	2.0%	2	7.0%	7	0.0%	0
Tesco, Moatfield Meadow, Kingsnorth, Ashford	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	4	1.0%	1	0.0%	0
Tesco, Smallhythe Road, Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Prospect Road, Hythe	3.8%	38	2.2%	8	20.0%	24	0.0%	0	1.0%	1	2.0%	2	0.0%	0	2.6%	3
Internet / delivered	0.6%	6	0.6%	2	0.0%	0	1.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Market stalls	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other foodstores outside study area	0.6%	6	1.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Other foodstores, St. Leonards-on-Sea	0.2%	2	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fleming Way, Folkestone	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashford	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Local shops outside study area	1.0%	10	0.6%	2	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	4.3%	5
Local shops, Canterbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Local shops, Folkestone	1.0%	10	2.0%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Local shops, New Romney	0.3%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, Rye	0.5%	5	0.0%	0	0.0%	0	0.9%	1	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Spar, Coastal Drive, Greatstone	0.3%	3	0.0%	0	0.0%	0	0.9%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, New Romney	0.3%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dover Road, Folkestone	0.8%	8	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Zone 2	0.2%	2	0.0%	0	1.7%	2	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	1.8%	2	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.9%	1
Other Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Zone 7	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.3%	5
(Don't know / can't remember)	3.1%	31	2.2%	8	2.5%	3	4.5%	5	3.0%	3	3.0%	3	4.0%	4	4.3%	5
(Don't do this type of shopping)	26.5%	266	23.6%	84	20.8%	25	17.3%	19	41.0%	41	35.0%	35	18.0%	18	37.9%	44
Base:		1002		356		120		110		100		100		100		116

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q08 And where did you shop for top-up food shopping the time before that?</b>																
<i>Those who mentioned a specific location to do their top-up food shopping at Q07:</i>																
Aldi, Cherry Tree Avenue, Folkestone	0.7%	5	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.0%	2
Aldi, High Street, Hythe	4.0%	28	1.5%	4	14.1%	13	8.1%	7	3.6%	2	3.2%	2	0.0%	0	0.0%	0
Asda, Bouverie Place, Folkestone	3.8%	27	8.3%	22	1.1%	1	1.2%	1	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Asda, Kimberley Way, Ashford	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.6%	2	1.6%	1	2.6%	2	1.5%	1
Asda, Sturry Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-Operative, Castle Street, Dover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Co-Operative, Cheriton Road, Folkestone	1.4%	10	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-Operative, Churchfield Way, Wye	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	9
Co-Operative, Eyethorne Road, Shepherdswell	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Co-Operative, High Street, Cheriton, Folkestone	1.0%	7	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Main Road, Sellindge	0.9%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0
Co-Operative, Sandgate Road, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Iceland, High Street, Hythe	0.9%	6	0.0%	0	4.3%	4	1.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Iceland, Sandgates Lane, Folkestone	1.0%	7	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempsons Budgens, Station Approach, Rye	2.6%	18	0.0%	0	0.0%	0	1.2%	1	30.4%	17	0.0%	0	0.0%	0	0.0%	0
Lidl, Haven Drive, Hawkinge	3.1%	22	1.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	20.5%	16	0.0%	0
Lidl, Shellons Street, Folkestone	1.0%	7	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Londis, Dover Road, Folkestone	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Cheriton High Street, Folkestone	0.6%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.5%	1
Marks & Spencer, Biggins Street, Dover	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1
Marks & Spencer, St George's Road, Canterbury	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.0%	4
Morrisons, Bridge Street, Dover	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	7.5%	5
Morrisons, Cheriton Road, Folkestone	7.0%	49	15.9%	42	3.3%	3	1.2%	1	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Morrisons, Ten Perch Road, Canterbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
One Stop, Cheriton Road, Folkestone	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bouverie Road West, Folkestone	6.7%	47	15.5%	41	0.0%	0	0.0%	0	1.8%	1	1.6%	1	5.1%	4	0.0%	0
Sainsbury's, Dymchurch Road, New Romney	7.1%	50	0.0%	0	0.0%	0	40.7%	35	26.8%	15	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kingsmead Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Military Road, Hythe	6.0%	42	0.0%	0	32.6%	30	11.6%	10	1.8%	1	1.6%	1	0.0%	0	0.0%	0
Sainsbury's, Simone Well Avenue, Bybrook, Ashford	0.9%	6	0.8%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	7.1%	50	11.4%	30	3.3%	3	0.0%	0	0.0%	0	1.6%	1	16.7%	13	4.5%	3
Tesco Express, Bouverie Road West, Folkestone	1.1%	8	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Canterbury Road, Hawkinge	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	8	0.0%	0
Tesco Express, Foord Road North, Folkestone	2.1%	15	3.8%	10	1.1%	1	1.2%	1	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Tesco Express, High Street, Dymchurch	1.4%	10	0.0%	0	2.2%	2	9.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hythe Road, Crooksfoot, Ashford	2.8%	20	0.0%	0	1.1%	1	3.5%	3	1.8%	1	21.0%	13	0.0%	0	3.0%	2

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
Tesco Extra, White Cliffs Park, Dover	0.9%	6	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Tesco Metro, Whitefriars Shopping Centre, Canterbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Tesco, Cheriton High Street, Cheriton, Folkestone	5.7%	40	10.2%	27	2.2%	2	2.3%	2	0.0%	0	3.2%	2	9.0%	7	0.0%	0
Tesco, Moatfield Meadow, Kingsnorth, Ashford	1.4%	10	0.8%	2	0.0%	0	0.0%	0	1.8%	1	11.3%	7	0.0%	0	0.0%	0
Tesco, Smallhythe Road, Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Waitrose, Prospect Road, Hythe	4.4%	31	1.1%	3	22.8%	21	0.0%	0	0.0%	0	3.2%	2	1.3%	1	6.0%	4
Waitrose, Repton Park, Ashford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	3.0%	2
Waitrose, Sayers Lane, Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Waitrose, St George Centre, Canterbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Internet / delivered	0.6%	4	0.4%	1	0.0%	0	2.3%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Market stalls	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores outside study area	0.4%	3	0.8%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other foodstores, St. Leonards-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fleming Way, Folkestone	0.6%	4	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashford	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	1.5%	1
Local shops outside study area	1.3%	9	0.4%	1	1.1%	1	0.0%	0	5.4%	3	0.0%	0	0.0%	0	6.0%	4
Local shops, Canterbury	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Local shops, Folkestone	1.4%	10	2.7%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Local shops, New Romney	0.4%	3	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Rye	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Ashford	0.3%	2	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Black Bull Road, Folkestone	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coastal Drive, Greatstone	0.9%	6	0.0%	0	0.0%	0	4.7%	4	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, New Romney	0.4%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dover Road, Folkestone	0.4%	3	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other Zone 2	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Other Zone 3	0.4%	3	0.0%	0	0.0%	0	3.5%	3	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	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	1.7%	12	0.0%	0	0.0%	0	2.3%	2	0.0%	0	14.5%	9	0.0%	0	1.5%	1
Other Zone 6	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Other Zone 7	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5
(Don't know / can't remember)	3.3%	23	2.3%	6	2.2%	2	0.0%	0	7.1%	4	9.7%	6	2.6%	2	4.5%	3
Base:		705		264		92		86		56		62		78		67

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?</b>	<i>Those who do top-up shopping at Q07:</i>															
£1 - £5	6.8%	50	7.7%	21	5.3%	5	7.7%	7	0.0%	0	6.2%	4	13.4%	11	2.8%	2
£6 - £10	14.4%	106	17.3%	47	14.7%	14	6.6%	6	10.2%	6	7.7%	5	17.1%	14	19.4%	14
£11 - £15	7.9%	58	6.6%	18	7.4%	7	7.7%	7	8.5%	5	9.2%	6	15.9%	13	2.8%	2
£16 - £20	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£21 - £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
£26 - £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
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	3.7%	27	4.4%	12	2.1%	2	6.6%	6	3.4%	2	3.1%	2	0.0%	0	4.2%	3
£41 - £45	0.7%	5	0.7%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
£46 - £50	2.6%	19	2.6%	7	0.0%	0	4.4%	4	5.1%	3	3.1%	2	2.4%	2	1.4%	1
£51 - £55	0.3%	2	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.2%	9	1.1%	3	2.1%	2	1.1%	1	1.7%	1	0.0%	0	2.4%	2	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 +	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)	47.1%	347	48.5%	132	50.5%	48	49.5%	45	54.2%	32	44.6%	29	26.8%	22	54.2%	39
(Refused)	14.5%	107	9.9%	27	16.8%	16	16.5%	15	11.9%	7	21.5%	14	20.7%	17	15.3%	11
<i>Mean:</i>		<i>19.43</i>		<i>18.63</i>		<i>16.35</i>		<i>22.32</i>		<i>32.35</i>		<i>22.59</i>		<i>15.93</i>		<i>15.68</i>
<i>Base:</i>		<i>736</i>		<i>272</i>		<i>95</i>		<i>91</i>		<i>59</i>		<i>65</i>		<i>82</i>		<i>72</i>

**Q10 Does your household also spend money on food and groceries in small shops (i.e. not supermarkets)?**

Yes	38.0%	381	32.6%	116	40.0%	48	39.1%	43	48.0%	48	43.0%	43	32.0%	32	44.0%	51
No	62.0%	621	67.4%	240	60.0%	72	60.9%	67	52.0%	52	57.0%	57	68.0%	68	56.0%	65
<i>Mean:</i>		<i>0.00</i>														
<i>Base:</i>		<i>1002</i>		<i>356</i>		<i>120</i>		<i>110</i>		<i>100</i>		<i>100</i>		<i>100</i>		<i>116</i>

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q11 Where are these small shops located?</b>																
<i>Those who shop in small shops at Q10:</i>																
Appledore	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0
Ashford	2.6%	10	0.9%	1	0.0%	0	2.3%	1	0.0%	0	14.0%	6	0.0%	0	3.9%	2
Barham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Bradbourne Lees	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0	2.0%	1
Camber	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Capel-le-Ferne	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1
Cheriton (Folkestone)	7.6%	29	23.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	2.0%	1
Densole	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Dover	2.6%	10	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	9.8%	5
Dymchurch	1.6%	6	0.0%	0	2.1%	1	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elham	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4
Folkestone	20.2%	77	56.0%	65	0.0%	0	4.7%	2	0.0%	0	0.0%	0	25.0%	8	3.9%	2
Hamstreet	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0
Hawkinge	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0
Hythe	16.3%	62	4.3%	5	85.4%	41	16.3%	7	2.1%	1	4.7%	2	15.6%	5	2.0%	1
Lydd	5.0%	19	0.0%	0	0.0%	0	0.0%	0	39.6%	19	0.0%	0	0.0%	0	0.0%	0
Lyminge	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	18.8%	6	0.0%	0
Lympne	1.1%	4	0.0%	0	8.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mersham	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0
New Romney	8.9%	34	1.7%	2	0.0%	0	53.5%	23	18.8%	9	0.0%	0	0.0%	0	0.0%	0
Peasmarsh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Rye	3.7%	14	0.0%	0	0.0%	0	0.0%	0	27.1%	13	2.3%	1	0.0%	0	0.0%	0
Sellindge	3.7%	14	0.0%	0	2.1%	1	0.0%	0	0.0%	0	27.9%	12	3.1%	1	0.0%	0
Shepherdswell	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4
St Mary's Bay	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Wye	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4
Small shops outside study area	5.2%	20	3.4%	4	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	27.5%	14
Other Zone 1	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.8%	3	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	7	0.0%	0	0.0%	0
Other Zone 7	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4
(Don't know / varies)	4.5%	17	5.2%	6	2.1%	1	2.3%	1	0.0%	0	2.3%	1	6.3%	2	11.8%	6
Base:		381		116		48		43		48		43		32		51

## Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?

*Those who shop in small shops at Q10:*

£1 - £5	17.1%	65	23.3%	27	20.8%	10	7.0%	3	12.5%	6	18.6%	8	18.8%	6	9.8%	5
£6 - £10	19.2%	73	19.8%	23	16.7%	8	11.6%	5	18.8%	9	46.5%	20	12.5%	4	7.8%	4
£11 - £15	6.0%	23	7.8%	9	4.2%	2	2.3%	1	10.4%	5	4.7%	2	6.3%	2	3.9%	2
£16 - £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
£21 - £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
£26 - £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
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	0.5%	2	0.0%	0	2.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.5%	2	0.9%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 +	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)	42.8%	163	39.7%	46	41.7%	20	55.8%	24	43.8%	21	23.3%	10	40.6%	13	56.9%	29
(Refused)	12.6%	48	7.8%	9	14.6%	7	20.9%	9	8.3%	4	7.0%	3	15.6%	5	21.6%	11
Mean:		11.17		10.13		9.29		11.80		16.87		8.90		16.14		7.91
Base:		381		116		48		43		48		43		32		51

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the internet?</b>																
1-5%	1.2%	12	0.0%	0	1.7%	2	4.5%	5	0.0%	0	4.0%	4	0.0%	0	0.9%	1
6-10%	1.7%	17	0.8%	3	1.7%	2	0.9%	1	3.0%	3	3.0%	3	2.0%	2	2.6%	3
11-15%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
16-20%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21-25%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26-30%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31-35%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36-40%	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
41-45%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
46-50%	1.1%	11	1.1%	4	0.8%	1	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.9%	1
51-55%	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
56-60%	0.2%	2	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61-65%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66-70%	0.4%	4	0.0%	0	0.0%	0	1.8%	2	1.0%	1	0.0%	0	0.0%	0	0.9%	1
71-75%	0.7%	7	0.8%	3	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	1.7%	2
76-80%	0.9%	9	0.6%	2	1.7%	2	2.7%	3	0.0%	0	1.0%	1	1.0%	1	0.0%	0
81-85%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86-90%	1.1%	11	0.6%	2	0.0%	0	1.8%	2	1.0%	1	3.0%	3	0.0%	0	2.6%	3
91-95%	0.6%	6	0.6%	2	0.8%	1	0.9%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
96-100%	1.4%	14	1.1%	4	1.7%	2	0.9%	1	1.0%	1	1.0%	1	2.0%	2	2.6%	3
(Nothing)	86.7%	869	89.6%	319	90.0%	108	82.7%	91	86.0%	86	81.0%	81	88.0%	88	82.8%	96
(Don't know / varies)	2.6%	26	3.4%	12	1.7%	2	1.8%	2	2.0%	2	3.0%	3	2.0%	2	2.6%	3
(Refused)	0.9%	9	0.8%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	2.6%	3
<i>Mean:</i>		<i>56.87</i>		<i>67.41</i>		<i>53.40</i>		<i>54.18</i>		<i>56.20</i>		<i>43.40</i>		<i>55.00</i>		<i>62.29</i>
<i>Base:</i>		<i>1002</i>		<i>356</i>		<i>120</i>		<i>110</i>		<i>100</i>		<i>100</i>		<i>100</i>		<i>116</i>

# Shepway Retail & Leisure Study

## For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?</b>																
Ashford Town Centre	11.8%	118	4.8%	17	11.7%	14	25.5%	28	23.0%	23	27.0%	27	4.0%	4	4.3%	5
Canterbury city centre	18.5%	185	15.7%	56	20.0%	24	5.5%	6	2.0%	2	20.0%	20	25.0%	25	44.8%	52
Central London / West End	1.8%	18	1.7%	6	3.3%	4	1.8%	2	2.0%	2	1.0%	1	1.0%	1	1.7%	2
Cheriton Town Centre (excluding Tesco)	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Dover Town Centre	1.8%	18	2.0%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4	5.2%	6
Folkestone Town Centre	26.9%	270	46.9%	167	25.0%	30	20.0%	22	8.0%	8	3.0%	3	38.0%	38	1.7%	2
Hythe Town Centre	1.0%	10	0.3%	1	5.0%	6	0.9%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lydd Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.5%	5	0.3%	1	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1
New Romney Town Centre	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Rye Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.6%	6	0.0%	0	1.7%	2	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	5.7%	57	2.8%	10	7.5%	9	5.5%	6	12.0%	12	14.0%	14	4.0%	4	1.7%	2
Ashford retail parks and supermarkets (all)	2.2%	22	0.8%	3	0.0%	0	6.4%	7	4.0%	4	4.0%	4	3.0%	3	0.9%	1
Bluewater Shopping Centre	1.2%	12	0.8%	3	0.8%	1	1.8%	2	2.0%	2	2.0%	2	0.0%	0	1.7%	2
Canterbury retail parks and supermarkets (all)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
De Bradelei Wharf Outlet, Dover	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dover retail parks and supermarkets (all)	0.4%	4	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Lakeside Shopping Centre	0.3%	3	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Maidstone retail parks and supermarkets (all)	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	0.5%	5	0.3%	1	0.8%	1	0.9%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Sainsbury's, Military Road, Hythe	0.5%	5	0.0%	0	1.7%	2	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.7%	7	1.4%	5	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	1.0%	10	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.3%	5
Wickes, Firs Lane, Cheriton, Folkestone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	5	0.3%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.7%	2
Other centres outside study area	1.6%	16	1.7%	6	0.0%	0	1.8%	2	2.0%	2	3.0%	3	0.0%	0	2.6%	3
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.9%	69	4.8%	17	10.0%	12	9.1%	10	8.0%	8	7.0%	7	4.0%	4	9.5%	11
Home catalogue	3.7%	37	3.9%	14	6.7%	8	2.7%	3	4.0%	4	2.0%	2	4.0%	4	1.7%	2
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.5%	55	5.3%	19	1.7%	2	6.4%	7	6.0%	6	8.0%	8	3.0%	3	8.6%	10
(Don't do this type of shopping)	3.2%	32	3.9%	14	0.0%	0	2.7%	3	9.0%	9	0.0%	0	2.0%	2	3.4%	4
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?</b>																
<i>Those who buy clothes and shoes at a specific location at Q14:</i>																
Everyday	0.8%	7	0.6%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
5 - 6 times a week	0.5%	5	0.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
3 - 4 times a week	1.6%	15	3.4%	11	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.0%	2
Twice a week	2.5%	23	2.5%	8	3.4%	4	3.0%	3	0.0%	0	4.3%	4	3.2%	3	1.0%	1
Once a week	8.3%	76	9.0%	29	10.2%	12	8.0%	8	7.1%	6	5.4%	5	7.4%	7	8.8%	9
Once every two weeks	8.1%	74	8.7%	28	10.2%	12	6.0%	6	3.5%	3	7.6%	7	6.3%	6	11.8%	12
Once a month	22.0%	201	20.1%	65	18.6%	22	28.0%	28	14.1%	12	29.3%	27	30.5%	29	17.6%	18
Once every two months	11.8%	108	10.2%	33	16.1%	19	12.0%	12	12.9%	11	9.8%	9	10.5%	10	13.7%	14
3 or 4 times a year	14.8%	135	15.2%	49	15.3%	18	13.0%	13	21.2%	18	13.0%	12	17.9%	17	7.8%	8
Twice a year	9.3%	85	7.4%	24	5.9%	7	10.0%	10	15.3%	13	13.0%	12	9.5%	9	9.8%	10
Once a year	4.0%	37	3.4%	11	5.9%	7	5.0%	5	1.2%	1	1.1%	1	6.3%	6	5.9%	6
Less often	3.7%	34	4.3%	14	5.9%	7	2.0%	2	3.5%	3	4.3%	4	0.0%	0	3.9%	4
(Don't know / varies)	12.6%	115	14.2%	46	5.1%	6	12.0%	12	21.2%	18	12.0%	11	7.4%	7	14.7%	15
Base:		915		323		118		100		85		92		95		102

### Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?

*Those who travel to buy clothes and shoes at a specific location at Q14:*

Car - driver	62.1%	502	52.4%	153	60.2%	59	71.3%	62	55.6%	40	73.5%	61	74.7%	65	69.7%	62
Car - passenger	9.9%	80	6.2%	18	19.4%	19	14.9%	13	13.9%	10	3.6%	3	9.2%	8	10.1%	9
Bus	15.6%	126	20.9%	61	15.3%	15	6.9%	6	15.3%	11	12.0%	10	13.8%	12	12.4%	11
Cycle	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Disabled vehicle (e.g. mobility scooter)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.2%	18	2.1%	6	2.0%	2	1.1%	1	6.9%	5	2.4%	2	0.0%	0	2.2%	2
Walk	6.6%	53	15.1%	44	2.0%	2	2.3%	2	5.6%	4	0.0%	0	0.0%	0	1.1%	1
Aeroplane	0.4%	3	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't know / varies)	2.6%	21	2.4%	7	1.0%	1	3.4%	3	0.0%	0	8.4%	7	1.1%	1	2.2%	2
Base:		808		292		98		87		72		83		87		89

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?</b>																
<i>Those who travel to buy clothes and shoes at a specific location at Q14:</i>																
Ashford Town Centre	14.0%	113	9.2%	27	12.2%	12	26.4%	23	25.0%	18	26.5%	22	8.0%	7	4.5%	4
Canterbury city centre	26.5%	214	27.1%	79	27.6%	27	11.5%	10	4.2%	3	25.3%	21	28.7%	25	55.1%	49
Central London / West End	2.1%	17	2.4%	7	2.0%	2	1.1%	1	4.2%	3	0.0%	0	1.1%	1	3.4%	3
Cheriton Town Centre (excluding Tesco)	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Dover Town Centre	1.4%	11	1.0%	3	0.0%	0	0.0%	0	2.8%	2	0.0%	0	2.3%	2	4.5%	4
Folkestone Town Centre	24.1%	195	41.4%	121	17.3%	17	16.1%	14	15.3%	11	6.0%	5	29.9%	26	1.1%	1
Hythe Town Centre	1.1%	9	0.0%	0	6.1%	6	1.1%	1	1.4%	1	0.0%	0	1.1%	1	0.0%	0
Maidstone Town Centre	0.6%	5	0.0%	0	0.0%	0	2.3%	2	2.8%	2	0.0%	0	0.0%	0	1.1%	1
New Romney Town Centre	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.5%	4	0.3%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.7%	6	0.0%	0	1.0%	1	1.1%	1	0.0%	0	2.4%	2	0.0%	0	2.2%	2
Ashford Designer Outlet (McArthur Glen), Ashford	7.7%	62	5.1%	15	9.2%	9	9.2%	8	6.9%	5	14.5%	12	9.2%	8	5.6%	5
Ashford retail parks and supermarkets (all)	1.9%	15	0.0%	0	2.0%	2	4.6%	4	2.8%	2	3.6%	3	2.3%	2	2.2%	2
Bluewater Shopping Centre	1.6%	13	0.3%	1	0.0%	0	4.6%	4	1.4%	1	3.6%	3	1.1%	1	3.4%	3
Canterbury retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
De Bradelei Wharf Outlet, Dover	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Dover retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lakeside Shopping Centre	0.5%	4	0.3%	1	1.0%	1	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	0.2%	2	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.7%	6	0.0%	0	3.1%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	1.0%	8	1.7%	5	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	0.4%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.7%	6	0.3%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Market stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other centres outside study area	1.6%	13	1.4%	4	1.0%	1	0.0%	0	5.6%	4	1.2%	1	0.0%	0	3.4%	3
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.7%	22	2.1%	6	2.0%	2	5.7%	5	2.8%	2	3.6%	3	1.1%	1	3.4%	3
Home catalogue	1.2%	10	0.0%	0	2.0%	2	1.1%	1	1.4%	1	2.4%	2	4.6%	4	0.0%	0
(Don't know / can't remember)	5.7%	46	5.1%	15	6.1%	6	4.6%	4	5.6%	4	9.6%	8	5.7%	5	4.5%	4
Base:		808		292		98		87		72		83		87		89

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?</b>																
Ashford Town Centre	3.4%	34	0.8%	3	2.5%	3	9.1%	10	7.0%	7	8.0%	8	2.0%	2	0.9%	1
Canterbury city centre	11.8%	118	7.0%	25	10.8%	13	7.3%	8	3.0%	3	12.0%	12	22.0%	22	30.2%	35
Central London / West End	0.7%	7	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.9%	1
Cheriton Town Centre (excluding Tesco)	0.8%	8	1.7%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Dover Town Centre	0.7%	7	0.3%	1	1.7%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.7%	2
Folkestone Town Centre	8.9%	89	16.6%	59	10.0%	12	0.0%	0	1.0%	1	0.0%	0	15.0%	15	1.7%	2
Hythe Town Centre	2.4%	24	1.7%	6	10.8%	13	0.0%	0	3.0%	3	0.0%	0	2.0%	2	0.0%	0
Maidstone Town Centre	1.1%	11	1.1%	4	1.7%	2	0.9%	1	1.0%	1	2.0%	2	1.0%	1	0.0%	0
New Romney Town Centre	1.2%	12	0.0%	0	0.0%	0	9.1%	10	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.3%	3	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.9%	1
Rye Town Centre	0.4%	4	0.0%	0	0.0%	0	0.9%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	2.4%	24	0.6%	2	0.8%	1	7.3%	8	2.0%	2	9.0%	9	0.0%	0	1.7%	2
Bluewater Shopping Centre	0.5%	5	0.3%	1	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Canterbury retail parks and supermarkets (all)	2.7%	27	1.7%	6	5.8%	7	0.9%	1	2.0%	2	4.0%	4	5.0%	5	1.7%	2
Dover retail parks and supermarkets (all)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre	1.9%	19	1.7%	6	3.3%	4	2.7%	3	1.0%	1	2.0%	2	2.0%	2	0.9%	1
Maidstone retail parks and supermarkets (all)	0.4%	4	0.3%	1	0.0%	0	1.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	6.3%	63	12.9%	46	4.2%	5	2.7%	3	0.0%	0	1.0%	1	6.0%	6	1.7%	2
Royal Tunbridge Wells retail parks (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.2%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.7%	7	1.4%	5	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Abroad	0.2%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	0.6%	6	0.0%	0	1.7%	2	1.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.4%	4	0.6%	2	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hastings Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	5.0%	5	1.0%	1	1.0%	1	0.0%	0
St Leonards-on-Sea Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Internet / delivered	6.1%	61	5.1%	18	5.8%	7	7.3%	8	5.0%	5	9.0%	9	7.0%	7	6.0%	7
Home catalogue	2.2%	22	1.4%	5	3.3%	4	2.7%	3	3.0%	3	2.0%	2	4.0%	4	0.9%	1
TV / Interactive shopping	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	19.6%	196	19.7%	70	16.7%	20	21.8%	24	14.0%	14	27.0%	27	12.0%	12	25.0%	29
(Don't do this type of shopping)	22.5%	225	23.3%	83	16.7%	20	19.1%	21	40.0%	40	17.0%	17	18.0%	18	22.4%	26
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?</b>																
<i>Those who buy furniture, carpets, or soft household furnishings at a specific location at Q18:</i>																
Ashford Town Centre	5.5%	32	1.5%	3	2.5%	2	10.8%	7	6.5%	3	19.6%	11	7.1%	5	1.6%	1
Canterbury city centre	16.5%	96	10.8%	22	17.5%	14	1.5%	1	4.3%	2	8.9%	5	32.9%	23	47.5%	29
Central London / West End	0.7%	4	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.6%	1
Cheriton Town Centre (excluding Tesco)	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover Town Centre	0.9%	5	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.6%	1
Folkestone Town Centre	13.8%	80	26.6%	54	10.0%	8	4.6%	3	2.2%	1	5.4%	3	14.3%	10	1.6%	1
Hawkinge Town Centre	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Hythe Town Centre	3.6%	21	2.5%	5	13.8%	11	4.6%	3	2.2%	1	1.8%	1	0.0%	0	0.0%	0
Maidstone Town Centre	1.2%	7	1.5%	3	0.0%	0	1.5%	1	2.2%	1	3.6%	2	0.0%	0	0.0%	0
New Romney Town Centre	2.1%	12	0.0%	0	0.0%	0	15.4%	10	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.4%	1	0.0%	0
Rye Town Centre	0.7%	4	0.0%	0	0.0%	0	3.1%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.8%	1	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.6%	1
Ashford retail parks and supermarkets (all)	2.2%	13	1.0%	2	1.3%	1	4.6%	3	6.5%	3	5.4%	3	0.0%	0	1.6%	1
Bluewater Shopping Centre	1.2%	7	0.5%	1	0.0%	0	3.1%	2	0.0%	0	5.4%	3	0.0%	0	1.6%	1
Canterbury retail parks and supermarkets (all)	5.2%	30	4.4%	9	5.0%	4	0.0%	0	4.3%	2	7.1%	4	7.1%	5	9.8%	6
Lakeside Shopping Centre	2.8%	16	2.5%	5	6.3%	5	3.1%	2	4.3%	2	0.0%	0	2.9%	2	0.0%	0
Maidstone retail parks and supermarkets (all)	0.7%	4	1.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	7.6%	44	13.8%	28	6.3%	5	6.2%	4	0.0%	0	1.8%	1	7.1%	5	1.6%	1
Sainsbury's, Military Road, Hythe	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.9%	5	1.0%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other centres outside study area	0.9%	5	1.5%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	1.6%	1
Bexhill-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.3%	2	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0	1.4%	1	0.0%	0
Other Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Internet / delivered	8.8%	51	10.3%	21	10.0%	8	10.8%	7	6.5%	3	3.6%	2	7.1%	5	8.2%	5
Home catalogue	2.2%	13	2.0%	4	1.3%	1	3.1%	2	6.5%	3	1.8%	1	1.4%	1	1.6%	1
(Don't know / can't remember)	18.8%	109	15.8%	32	21.3%	17	21.5%	14	23.9%	11	30.4%	17	11.4%	8	16.4%	10
Base:		581		203		80		65		46		56		70		61

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?</b>																
Ashford Town Centre	6.2%	62	0.0%	0	0.8%	1	20.9%	23	14.0%	14	15.0%	15	0.0%	0	7.8%	9
Canterbury city centre	1.9%	19	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	12.9%	15
Central London / West End	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	0.4%	4	0.3%	1	1.7%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Dover Town Centre	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.8%	9
Folkestone Town Centre	12.0%	120	18.0%	64	20.0%	24	4.5%	5	1.0%	1	2.0%	2	16.0%	16	6.9%	8
Hawkinge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Hythe Town Centre	0.7%	7	0.0%	0	5.0%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	1.3%	13	0.3%	1	0.0%	0	9.1%	10	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	10.3%	103	0.0%	0	0.8%	1	23.6%	26	20.0%	20	47.0%	47	1.0%	1	6.9%	8
Canterbury retail parks and supermarkets (all)	1.0%	10	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	6.0%	7
Dover retail parks and supermarkets (all)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Lakeside Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Park Farm Retail Park (and associated stores), Folkestone	31.0%	311	45.5%	162	37.5%	45	21.8%	24	7.0%	7	8.0%	8	59.0%	59	5.2%	6
Sainsbury's, West Park Farm, Folkestone	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wickes, Firs Lane, Cheriton, Folkestone	1.4%	14	1.4%	5	2.5%	3	0.9%	1	1.0%	1	0.0%	0	4.0%	4	0.0%	0
Other centres outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bexhill-on-Sea	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dymchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hastings Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
Internet / delivered	1.5%	15	0.8%	3	0.8%	1	2.7%	3	2.0%	2	2.0%	2	1.0%	1	2.6%	3
Home catalogue	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.4%	84	9.8%	35	10.8%	13	5.5%	6	7.0%	7	9.0%	9	4.0%	4	8.6%	10
(Don't do this type of shopping)	19.0%	190	21.9%	78	18.3%	22	10.0%	11	29.0%	29	13.0%	13	11.0%	11	22.4%	26
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?</b>																
<i>Those who buy DIY and decorating goods at a specific location at Q20:</i>																
Ashford Town Centre	8.0%	58	0.0%	0	2.4%	2	21.5%	20	20.3%	13	17.9%	14	1.2%	1	10.0%	8
Canterbury city centre	2.6%	19	1.2%	3	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	17.5%	14
Cheriton Town Centre (excluding Tesco)	0.7%	5	0.4%	1	1.2%	1	0.0%	0	0.0%	0	2.6%	2	1.2%	1	0.0%	0
Dover Town Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	8.8%	7
Folkestone Town Centre	17.4%	127	27.6%	67	23.5%	20	9.7%	9	4.7%	3	3.8%	3	20.0%	17	10.0%	8
Hythe Town Centre	0.7%	5	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	1.8%	13	0.0%	0	0.0%	0	9.7%	9	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	12.6%	92	0.0%	0	4.7%	4	21.5%	20	28.1%	18	55.1%	43	1.2%	1	7.5%	6
Canterbury retail parks and supermarkets (all)	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8
Dover retail parks and supermarkets (all)	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Park Farm Retail Park (and associated stores), Folkestone	39.4%	287	61.7%	150	50.6%	43	26.9%	25	9.4%	6	6.4%	5	61.2%	52	7.5%	6
Royal Tunbridge Wells retail parks (all)	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.3%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wickes, Firs Lane, Cheriton, Folkestone	1.6%	12	1.6%	4	2.4%	2	2.2%	2	0.0%	0	1.3%	1	3.5%	3	0.0%	0
Other centres outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bexhill-on-Sea	0.5%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dymchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Hastings Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.8%	6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5
Internet / delivered	1.0%	7	0.8%	2	0.0%	0	2.2%	2	1.6%	1	1.3%	1	0.0%	0	1.3%	1
(Don't know / can't remember)	6.9%	50	4.9%	12	5.9%	5	6.5%	6	6.3%	4	9.0%	7	8.2%	7	11.3%	9
Base:		728		243		85		93		64		78		85		80

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East									
<b>Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?</b>																	
Ashford Town Centre	7.1%	71	1.7%	6	3.3%	4	20.9%	23	11.0%	11	19.0%	19	1.0%	1	6.0%	7	
Canterbury city centre	3.2%	32	0.3%	1	1.7%	2	0.0%	0	1.0%	1	1.0%	1	1.0%	1	22.4%	26	
Central London / West End	0.6%	6	0.6%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	
Cheriton Town Centre (excluding Tesco)	3.4%	34	4.5%	16	6.7%	8	0.0%	0	0.0%	0	1.0%	1	7.0%	7	1.7%	2	
Dover Town Centre	0.6%	6	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	3	
Folkestone Town Centre	13.7%	137	24.7%	88	14.2%	17	1.8%	2	3.0%	3	2.0%	2	16.0%	16	7.8%	9	
Hythe Town Centre	2.0%	20	0.6%	2	5.8%	7	2.7%	3	2.0%	2	2.0%	2	3.0%	3	0.9%	1	
Maidstone Town Centre	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	
New Romney Town Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rye Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	
Tenterden Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	
Ashford Designer Outlet (McArthur Glen), Ashford	0.4%	4	0.0%	0	0.8%	1	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ashford retail parks and supermarkets (all)	7.2%	72	1.7%	6	5.0%	6	13.6%	15	13.0%	13	28.0%	28	2.0%	2	1.7%	2	
Bluewater Shopping Centre	0.4%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1	
Canterbury retail parks and supermarkets (all)	1.5%	15	0.3%	1	1.7%	2	0.9%	1	0.0%	0	1.0%	1	1.0%	1	7.8%	9	
Lakeside Shopping Centre	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Maidstone retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Park Farm Retail Park (and associated stores), Folkestone	15.4%	154	21.3%	76	20.8%	25	10.9%	12	3.0%	3	3.0%	3	31.0%	31	3.4%	4	
Sainsbury's, Dymchurch Road, New Romney	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Military Road, Hythe	0.5%	5	0.3%	1	2.5%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, West Park Farm, Folkestone	1.0%	10	2.0%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1	
Tesco, Cheriton High Street, Cheriton, Folkestone	0.6%	6	0.6%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Other centres outside study area	0.4%	4	0.3%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Croydon Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dymchurch	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hastings Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	
St Leonards-on-Sea Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	
St Mary's Bay Village Centre	0.6%	6	0.0%	0	0.0%	0	3.6%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	
Internet / delivered	13.5%	135	11.8%	42	17.5%	21	18.2%	20	14.0%	14	7.0%	7	16.0%	16	12.9%	15	
Home catalogue	1.0%	10	1.1%	4	0.8%	1	0.0%	0	4.0%	4	0.0%	0	1.0%	1	0.0%	0	
TV / Interactive shopping	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	8.8%	88	9.3%	33	5.8%	7	4.5%	5	8.0%	8	17.0%	17	4.0%	4	12.1%	14	
(Don't do this type of shopping)	15.6%	156	16.9%	60	8.3%	10	15.5%	17	24.0%	24	13.0%	13	12.0%	12	17.2%	20	
Base:		1002		356		120		110		100		100		100		116	

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?</b>																
<i>Those who buy electrical items at a specific location at Q22:</i>																
Ashford Town Centre	9.2%	70	2.7%	7	3.9%	4	25.0%	22	20.6%	14	18.6%	13	3.6%	3	8.5%	7
Canterbury city centre	3.3%	25	0.8%	2	1.9%	2	1.1%	1	0.0%	0	0.0%	0	2.4%	2	22.0%	18
Central London / West End	0.7%	5	0.4%	1	1.9%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1
Cheriton Town Centre (excluding Tesco)	3.6%	27	6.8%	18	1.0%	1	0.0%	0	0.0%	0	1.4%	1	6.0%	5	2.4%	2
Dover Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	2
Folkestone Town Centre	15.4%	117	29.3%	77	16.5%	17	1.1%	1	2.9%	2	0.0%	0	13.1%	11	11.0%	9
Hythe Town Centre	2.2%	17	0.4%	1	9.7%	10	1.1%	1	4.4%	3	1.4%	1	1.2%	1	0.0%	0
Maidstone Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	2	0.0%	0	0.0%	0
New Romney Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.3%	2	0.0%	0	1.0%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.4%	3	0.0%	0	1.0%	1	1.1%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	8.3%	63	1.1%	3	6.8%	7	14.8%	13	19.1%	13	37.1%	26	0.0%	0	1.2%	1
Bluewater Shopping Centre	0.8%	6	0.0%	0	0.0%	0	3.4%	3	0.0%	0	1.4%	1	0.0%	0	2.4%	2
Canterbury retail parks and supermarkets (all)	2.1%	16	0.4%	1	1.0%	1	0.0%	0	0.0%	0	4.3%	3	2.4%	2	11.0%	9
Maidstone retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	17.8%	135	26.2%	69	22.3%	23	10.2%	9	4.4%	3	4.3%	3	29.8%	25	3.7%	3
Sainsbury's, Dymchurch Road, New Romney	0.3%	2	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	1.5%	11	3.0%	8	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1
Tesco, Cheriton High Street, Cheriton, Folkestone	0.5%	4	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Wickes, Firs Lane, Cheriton, Folkestone	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market stalls	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	0.5%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	1
Bexhill-on-Sea	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
St Mary's Bay Village Centre	0.4%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Internet / delivered	14.4%	109	14.4%	38	10.7%	11	20.5%	18	10.3%	7	10.0%	7	19.0%	16	14.6%	12
Home catalogue	0.9%	7	0.8%	2	1.0%	1	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	14.4%	109	11.8%	31	18.4%	19	15.9%	14	10.3%	7	17.1%	12	15.5%	13	15.9%	13
Base:		758		263		103		88		68		70		84		82

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q24 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?</b>																
Ashford Town Centre	9.3%	93	0.6%	2	2.5%	3	17.3%	19	14.0%	14	41.0%	41	1.0%	1	11.2%	13
Canterbury city centre	5.2%	52	1.4%	5	2.5%	3	0.9%	1	0.0%	0	5.0%	5	4.0%	4	29.3%	34
Central London / West End	0.5%	5	0.6%	2	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cheriton Town Centre (excluding Tesco)	2.3%	23	5.1%	18	0.0%	0	0.0%	0	1.0%	1	1.0%	1	3.0%	3	0.0%	0
Dover Town Centre	1.8%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	3	12.1%	14
Folkestone Town Centre	29.3%	294	60.1%	214	11.7%	14	8.2%	9	4.0%	4	2.0%	2	46.0%	46	4.3%	5
Hawkinge Town Centre	1.3%	13	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0
Hythe Town Centre	9.1%	91	1.4%	5	54.2%	65	9.1%	10	3.0%	3	3.0%	3	2.0%	2	2.6%	3
Lydd Town Centre	1.3%	13	0.0%	0	0.0%	0	0.0%	0	12.0%	12	0.0%	0	0.0%	0	0.9%	1
New Romney Town Centre	2.6%	26	0.0%	0	0.0%	0	18.2%	20	5.0%	5	0.0%	0	1.0%	1	0.0%	0
Rye Town Centre	2.9%	29	0.0%	0	0.0%	0	0.0%	0	28.0%	28	1.0%	1	0.0%	0	0.0%	0
Tenterden Town Centre	0.4%	4	0.0%	0	0.8%	1	0.9%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	2.6%	26	0.8%	3	1.7%	2	2.7%	3	4.0%	4	11.0%	11	1.0%	1	1.7%	2
Canterbury retail parks and supermarkets (all)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Dover retail parks and supermarkets (all)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	1.7%	17	1.4%	5	0.8%	1	0.9%	1	0.0%	0	6.0%	6	3.0%	3	0.9%	1
Sainsbury's, Dymchurch Road, New Romney	0.7%	7	0.0%	0	0.0%	0	4.5%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	1.0%	10	0.0%	0	6.7%	8	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	2.2%	22	3.9%	14	0.8%	1	0.9%	1	1.0%	1	0.0%	0	4.0%	4	0.9%	1
Tesco, Cheriton High Street, Cheriton, Folkestone	1.5%	15	3.4%	12	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.1%	1	0.0%	0	0.8%	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	1.0%	1	0.0%	0	0.0%	0
Other centres outside study area	1.2%	12	0.3%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9
Dymchurch	0.3%	3	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greatstone Village Centre	0.6%	6	0.0%	0	0.0%	0	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.3%	3	0.0%	0	0.0%	0	1.8%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lyminge	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.0%	7	0.9%	1
St Leonards-on-Sea Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Internet / delivered	3.5%	35	3.4%	12	0.0%	0	9.1%	10	4.0%	4	3.0%	3	2.0%	2	3.4%	4
Home catalogue	0.7%	7	0.6%	2	0.0%	0	0.0%	0	2.0%	2	2.0%	2	1.0%	1	0.0%	0
TV / Interactive shopping	0.2%	2	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.4%	44	3.4%	12	4.2%	5	3.6%	4	1.0%	1	9.0%	9	5.0%	5	6.9%	8
(Don't do this type of shopping)	11.2%	112	12.9%	46	10.0%	12	10.0%	11	15.0%	15	8.0%	8	4.0%	4	13.8%	16
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q25 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?</b>																
<i>Those who buy health, beauty or chemist items at a specific location at Q24:</i>																
Ashford Town Centre	10.3%	87	0.3%	1	3.9%	4	20.0%	19	19.0%	16	39.8%	33	0.0%	0	15.2%	14
Canterbury city centre	6.0%	51	1.3%	4	3.9%	4	3.2%	3	0.0%	0	6.0%	5	4.4%	4	33.7%	31
Central London / West End	0.5%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Cheriton Town Centre (excluding Tesco)	2.4%	20	5.7%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.2%	2	0.0%	0
Dover Town Centre	2.5%	21	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.3%	3	18.5%	17
Folkestone Town Centre	36.6%	310	73.5%	219	16.5%	17	11.6%	11	6.0%	5	6.0%	5	51.6%	47	6.5%	6
Hawkinge Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	9	0.0%	0
Hythe Town Centre	9.3%	79	1.0%	3	55.3%	57	7.4%	7	4.8%	4	3.6%	3	2.2%	2	3.3%	3
Lydd Town Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	9.5%	8	0.0%	0	0.0%	0	1.1%	1
New Romney Town Centre	2.8%	24	0.0%	0	0.0%	0	17.9%	17	7.1%	6	0.0%	0	1.1%	1	0.0%	0
Rye Town Centre	3.5%	30	0.0%	0	0.0%	0	0.0%	0	34.5%	29	1.2%	1	0.0%	0	0.0%	0
Tenterden Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.6%	3	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	2.6%	22	0.7%	2	1.0%	1	1.1%	1	4.8%	4	16.9%	14	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2
Dover retail parks and supermarkets (all)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	3.0%	25	2.3%	7	1.9%	2	3.2%	3	0.0%	0	7.2%	6	6.6%	6	1.1%	1
Sainsbury's, Dymchurch Road, New Romney	0.8%	7	0.0%	0	0.0%	0	5.3%	5	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	1.2%	10	0.0%	0	7.8%	8	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	2.8%	24	5.7%	17	1.0%	1	1.1%	1	1.2%	1	0.0%	0	3.3%	3	1.1%	1
Tesco, Cheriton High Street, Cheriton, Folkestone	1.2%	10	2.7%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Other centres outside study area	0.8%	7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Dymchurch	0.4%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greatstone Village Centre	0.6%	5	0.0%	0	0.0%	0	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyminge	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	1.1%	1
St Leonards-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Internet / delivered	3.9%	33	3.4%	10	1.0%	1	11.6%	11	2.4%	2	3.6%	3	2.2%	2	4.3%	4
Home catalogue	0.7%	6	0.3%	1	0.0%	0	0.0%	0	2.4%	2	2.4%	2	1.1%	1	0.0%	0
TV / Interactive shopping	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.2%	27	2.0%	6	6.8%	7	5.3%	5	2.4%	2	1.2%	1	3.3%	3	3.3%	3
Base:		846		298		103		95		84		83		91		92

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q26 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>																
Ashford Town Centre	3.6%	36	0.6%	2	2.5%	3	10.9%	12	5.0%	5	8.0%	8	3.0%	3	2.6%	3
Canterbury city centre	4.1%	41	2.0%	7	1.7%	2	1.8%	2	2.0%	2	5.0%	5	8.0%	8	12.9%	15
Central London / West End	0.2%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	0.7%	7	1.1%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Dover Town Centre	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Folkestone Town Centre	9.4%	94	15.2%	54	11.7%	14	3.6%	4	2.0%	2	3.0%	3	12.0%	12	4.3%	5
Hythe Town Centre	1.1%	11	0.6%	2	5.0%	6	1.8%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Maidstone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	0.5%	5	0.0%	0	0.0%	0	2.7%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.5%	5	0.3%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Ashford retail parks and supermarkets (all)	1.1%	11	0.0%	0	0.0%	0	2.7%	3	1.0%	1	5.0%	5	0.0%	0	1.7%	2
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Dover retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lakeside Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	2.2%	22	4.2%	15	0.8%	1	0.9%	1	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.3%	3	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.5%	5	0.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Abroad	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other centres outside study area	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Croydon Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.1%	1	0.3%	1	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	9.4%	94	9.3%	33	8.3%	10	14.5%	16	8.0%	8	9.0%	9	8.0%	8	8.6%	10
Home catalogue	0.3%	3	0.0%	0	0.8%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	8.1%	81	8.4%	30	10.8%	13	8.2%	9	2.0%	2	11.0%	11	6.0%	6	8.6%	10
(Don't do this type of shopping)	55.6%	557	54.8%	195	55.0%	66	51.8%	57	71.0%	71	57.0%	57	52.0%	52	50.9%	59
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q27 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>																
<i>Those who buy recreational goods at a specific location at Q26:</i>																
Ashford Town Centre	8.8%	32	0.8%	1	0.0%	0	20.5%	9	22.2%	6	34.4%	11	2.4%	1	8.5%	4
Canterbury city centre	12.4%	45	7.6%	10	7.3%	3	6.8%	3	11.1%	3	3.1%	1	26.2%	11	29.8%	14
Central London / West End	0.8%	3	0.8%	1	2.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	1.1%	4	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Dover Town Centre	1.6%	6	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	8.5%	4
Folkestone Town Centre	22.8%	83	37.4%	49	29.3%	12	9.1%	4	7.4%	2	9.4%	3	21.4%	9	8.5%	4
Hythe Town Centre	1.1%	4	0.8%	1	7.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	0.5%	2	0.0%	0	0.0%	0	2.3%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	1.6%	6	2.3%	3	0.0%	0	0.0%	0	3.7%	1	0.0%	0	2.4%	1	2.1%	1
Ashford retail parks and supermarkets (all)	2.2%	8	0.8%	1	0.0%	0	4.5%	2	7.4%	2	6.3%	2	0.0%	0	2.1%	1
Bluewater Shopping Centre	0.5%	2	0.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.8%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Lakeside Shopping Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	5.8%	21	10.7%	14	4.9%	2	0.0%	0	0.0%	0	0.0%	0	11.9%	5	0.0%	0
Sainsbury's, Military Road, Hythe	0.3%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.8%	3	0.8%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	1.4%	5	1.5%	2	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Other centres outside study area	1.6%	6	0.8%	1	0.0%	0	2.3%	1	0.0%	0	3.1%	1	2.4%	1	4.3%	2
Croydon Town Centre	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	25.5%	93	22.9%	30	31.7%	13	38.6%	17	25.9%	7	25.0%	8	16.7%	7	23.4%	11
Home catalogue	0.8%	3	0.0%	0	2.4%	1	0.0%	0	3.7%	1	0.0%	0	2.4%	1	0.0%	0
(Don't know / can't remember)	7.1%	26	5.3%	7	4.9%	2	11.4%	5	3.7%	1	15.6%	5	4.8%	2	8.5%	4
Base:		364		131		41		44		27		32		42		47

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q28 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b>																
Ashford Town Centre	5.4%	54	0.0%	0	2.5%	3	13.6%	15	10.0%	10	18.0%	18	2.0%	2	5.2%	6
Canterbury city centre	3.9%	39	2.2%	8	3.3%	4	0.9%	1	0.0%	0	4.0%	4	3.0%	3	16.4%	19
Central London / West End	0.4%	4	0.6%	2	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	0.2%	2	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	8
Folkestone Town Centre	16.7%	167	29.8%	106	14.2%	17	7.3%	8	2.0%	2	2.0%	2	31.0%	31	0.9%	1
Hythe Town Centre	2.9%	29	0.8%	3	16.7%	20	2.7%	3	0.0%	0	1.0%	1	1.0%	1	0.9%	1
Lydd Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	1.1%	11	0.0%	0	0.0%	0	6.4%	7	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.2%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	0.8%	8	0.3%	1	0.0%	0	0.0%	0	2.0%	2	5.0%	5	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover retail parks and supermarkets (all)	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Park Farm Retail Park (and associated stores), Folkestone	0.5%	5	0.3%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Sainsbury's, Dymchurch Road, New Romney	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.3%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.7%	7	0.8%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	1.0%	10	1.7%	6	0.8%	1	0.9%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Market stalls	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	0.3%	3	0.3%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.4%	4	0.0%	0	0.0%	0	0.9%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	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	0.9%	1
Internet / delivered	30.2%	303	30.9%	110	25.8%	31	30.9%	34	30.0%	30	32.0%	32	24.0%	24	36.2%	42
Home catalogue	0.7%	7	0.3%	1	1.7%	2	0.0%	0	3.0%	3	0.0%	0	1.0%	1	0.0%	0
TV / Interactive shopping	0.3%	3	0.6%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	46	3.7%	13	5.8%	7	3.6%	4	3.0%	3	7.0%	7	4.0%	4	6.9%	8
(Don't do this type of shopping)	26.0%	261	27.0%	96	22.5%	27	26.4%	29	27.0%	27	25.0%	25	28.0%	28	25.0%	29
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q29 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b>																
<i>Those who buy other non-food items at a specific location at Q28:</i>																
Ashford Town Centre	6.3%	44	0.4%	1	4.7%	4	13.0%	10	10.0%	7	22.1%	15	5.9%	4	3.8%	3
Canterbury city centre	7.2%	50	4.0%	10	5.8%	5	2.6%	2	0.0%	0	8.8%	6	10.3%	7	25.3%	20
Central London / West End	0.7%	5	1.2%	3	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	0.6%	4	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Dover Town Centre	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	9
Folkestone Town Centre	22.3%	155	38.9%	96	18.6%	16	10.4%	8	7.1%	5	0.0%	0	42.6%	29	1.3%	1
Hythe Town Centre	4.5%	31	1.2%	3	26.7%	23	2.6%	2	0.0%	0	1.5%	1	1.5%	1	1.3%	1
Lydd Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	1.6%	11	0.0%	0	0.0%	0	7.8%	6	7.1%	5	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	1.2%	8	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0	1.3%	1
Tenterden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.4%	3	0.4%	1	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.4%	3	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Dover retail parks and supermarkets (all)	0.4%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Lakeside Shopping Centre	0.3%	2	0.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	0.7%	5	0.4%	1	1.2%	1	1.3%	1	0.0%	0	1.5%	1	1.5%	1	0.0%	0
Sainsbury's, Dymchurch Road, New Romney	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.3%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	1.2%	8	2.0%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	1.4%	10	2.0%	5	2.3%	2	1.3%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Market stalls	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.3%	1
Other centres outside study area	0.4%	3	0.4%	1	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.6%	4	0.0%	0	0.0%	0	1.3%	1	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	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	1.3%	1
Internet / delivered	40.1%	279	41.7%	103	27.9%	24	46.8%	36	40.0%	28	48.5%	33	27.9%	19	45.6%	36
Home catalogue	0.6%	4	0.4%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	1.5%	1	0.0%	0
TV / Interactive shopping	0.4%	3	0.0%	0	2.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.7%	33	4.5%	11	4.7%	4	7.8%	6	5.7%	4	5.9%	4	2.9%	2	2.5%	2
Base:		695		247		86		77		70		68		68		79

**Q30 Do you visit Folkestone Town Centre regularly for shopping?**

Yes	48.2%	483	76.4%	272	40.0%	48	33.6%	37	15.0%	15	17.0%	17	75.0%	75	16.4%	19
No	49.9%	500	20.8%	74	60.0%	72	61.8%	68	83.0%	83	82.0%	82	25.0%	25	82.8%	96
(Don't know / varies)	1.9%	19	2.8%	10	0.0%	0	4.5%	5	2.0%	2	1.0%	1	0.0%	0	0.9%	1
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q31 What improvements could be made to Folkestone Town Centre? [MR]</b>																
<i>Those who visit Folkestone Town Centre regularly for shopping at Q30:</i>																
Nothing	18.8%	91	18.8%	51	18.8%	9	27.0%	10	26.7%	4	17.6%	3	10.7%	8	31.6%	6
Better choice of shops in general	34.0%	164	33.1%	90	41.7%	20	40.5%	15	0.0%	0	11.8%	2	42.7%	32	26.3%	5
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	15.5%	75	16.2%	44	8.3%	4	8.1%	3	0.0%	0	5.9%	1	28.0%	21	10.5%	2
Better signposting within the centre	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	1.2%	6	1.8%	5	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	5.3%	1
Cheaper parking	10.1%	49	10.7%	29	6.3%	3	8.1%	3	0.0%	0	0.0%	0	17.3%	13	5.3%	1
Cleaner streets / removal of litter	4.6%	22	5.5%	15	6.3%	3	2.7%	1	0.0%	0	5.9%	1	1.3%	1	5.3%	1
Expand the town centre's colleges / expand 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
Fewer bars / nightclubs	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 appearance / environment of centre	4.8%	23	3.7%	10	8.3%	4	10.8%	4	6.7%	1	0.0%	0	5.3%	4	0.0%	0
Improved access for wheelchair and pushchair users	0.4%	2	0.4%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / more CCTV / more police	1.0%	5	0.4%	1	0.0%	0	2.7%	1	0.0%	0	5.9%	1	2.7%	2	0.0%	0
Improvement to the market	1.2%	6	0.7%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0	2.7%	2	5.3%	1
More / better eating places	0.8%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	5.3%	1
More / better leisure facilities	1.4%	7	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	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 accessible car parking	3.1%	15	2.9%	8	0.0%	0	0.0%	0	0.0%	0	5.9%	1	8.0%	6	0.0%	0
More control on alcohol / drinkers / drug users	1.0%	5	1.1%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More control on other anti-social behaviour (begging, soliciting prostitutes, etc.)	3.5%	17	4.4%	12	6.3%	3	0.0%	0	6.7%	1	0.0%	0	1.3%	1	0.0%	0
More family-oriented facilities	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent train 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
More green spaces / areas	0.8%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.3%	1
More independent shops	8.5%	41	10.3%	28	6.3%	3	2.7%	1	6.7%	1	0.0%	0	8.0%	6	10.5%	2
More national multiple (high street chain) retailers	11.2%	54	14.7%	40	8.3%	4	5.4%	2	0.0%	0	11.8%	2	6.7%	5	5.3%	1
More parking	8.5%	41	9.2%	25	0.0%	0	8.1%	3	13.3%	2	11.8%	2	10.7%	8	5.3%	1
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable / comfortable bus services	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
More reliable train 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
More secure children's play areas	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure parking	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
More shelter from wind / rain	0.8%	4	0.0%	0	2.1%	1	0.0%	0	6.7%	1	0.0%	0	2.7%	2	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.5%	36	9.9%	27	4.2%	2	5.4%	2	0.0%	0	5.9%	1	2.7%	2	10.5%	2
Bring back Marks & Spencer	2.5%	12	3.7%	10	2.1%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Clothes shops for larger women	0.6%	3	0.7%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill vacant shops	2.1%	10	2.2%	6	2.1%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0
Less charity shops	0.6%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More clothes shops in general	0.6%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair footpaths, potholes etc.	0.6%	3	0.7%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	24	3.3%	9	8.3%	4	2.7%	1	20.0%	3	17.6%	3	4.0%	3	5.3%	1
Base:		483		272		48		37		15		17		75		19

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q32 Do you visit Hythe Town Centre regularly for shopping?</b>																
Yes	40.0%	401	33.1%	118	86.7%	104	54.5%	60	21.0%	21	30.0%	30	43.0%	43	21.6%	25
No	57.8%	579	64.0%	228	12.5%	15	40.9%	45	76.0%	76	68.0%	68	57.0%	57	77.6%	90
(Don't know / varies)	2.2%	22	2.8%	10	0.8%	1	4.5%	5	3.0%	3	2.0%	2	0.0%	0	0.9%	1
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q33 What improvements could be made to Hythe Town Centre? [MR]</b>																
<i>Those who visit Hythe Town Centre regularly for shopping at Q32:</i>																
Nothing	52.4%	210	62.7%	74	37.5%	39	46.7%	28	52.4%	11	56.7%	17	62.8%	27	56.0%	14
Better choice of shops in general	16.5%	66	10.2%	12	27.9%	29	18.3%	11	14.3%	3	10.0%	3	9.3%	4	16.0%	4
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	5.2%	21	3.4%	4	8.7%	9	6.7%	4	0.0%	0	6.7%	2	4.7%	2	0.0%	0
Better signposting within 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
Better street furniture / floral displays	0.5%	2	0.8%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	4.0%	1
Cheaper parking	9.5%	38	7.6%	9	11.5%	12	13.3%	8	4.8%	1	6.7%	2	7.0%	3	12.0%	3
Cleaner streets / removal of litter	1.2%	5	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	4.0%	1
Expand the town centre's colleges / expand 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
Fewer bars / nightclubs	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 appearance / environment of centre	0.5%	2	0.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.7%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Improved security measures / more CCTV / more police	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvement to the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	0.5%	2	0.0%	0	1.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	0.7%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	3.0%	12	4.2%	5	0.0%	0	6.7%	4	9.5%	2	3.3%	1	0.0%	0	0.0%	0
More control on alcohol / drinkers / drug users	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
More control on other anti-social behaviour (begging, soliciting prostitutes etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
More family oriented facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
More frequent train 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
More green spaces / areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
More independent shops	3.0%	12	3.4%	4	4.8%	5	0.0%	0	0.0%	0	3.3%	1	0.0%	0	8.0%	2
More national multiple (high street chain) retailers	1.7%	7	3.4%	4	0.0%	0	1.7%	1	4.8%	1	0.0%	0	0.0%	0	4.0%	1
More parking	8.7%	35	6.8%	8	6.7%	7	11.7%	7	9.5%	2	13.3%	4	11.6%	5	8.0%	2
More priority for pedestrians	1.5%	6	1.7%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0
More reliable / comfortable bus 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
More reliable train 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
More secure children's play areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure parking	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.2%	21	5.9%	7	9.6%	10	3.3%	2	4.8%	1	0.0%	0	2.3%	1	0.0%	0
Fewer cafés / restaurants	2.2%	9	0.0%	0	5.8%	6	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	2.2%	9	1.7%	2	1.9%	2	6.7%	4	4.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	12	2.5%	3	1.9%	2	3.3%	2	9.5%	2	3.3%	1	2.3%	1	4.0%	1
Base:		401		118		104		60		21		30		43		25

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q34 Do you visit New Romney Town Centre regularly for shopping?</b>																
Yes	14.0%	140	3.1%	11	2.5%	3	63.6%	70	37.0%	37	12.0%	12	4.0%	4	2.6%	3
No	84.9%	851	96.1%	342	97.5%	117	33.6%	37	59.0%	59	87.0%	87	96.0%	96	97.4%	113
(Don't know / varies)	1.1%	11	0.8%	3	0.0%	0	2.7%	3	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Base:		1002		356		120		110		100		100		100		116

### Q35 What improvements could be made to New Romney Town Centre? [MR]

*Those who visit New Romney Town Centre regularly for shopping at Q34:*

Nothing	40.0%	56	36.4%	4	0.0%	0	31.4%	22	48.6%	18	50.0%	6	100.0%	4	66.7%	2
Better choice of shops in general	19.3%	27	18.2%	2	33.3%	1	31.4%	22	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Better crèche facilities	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	7.9%	11	9.1%	1	0.0%	0	11.4%	8	2.7%	1	0.0%	0	0.0%	0	33.3%	1
Better signposting within 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
Better street furniture / floral displays	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	2.9%	4	0.0%	0	0.0%	0	2.9%	2	5.4%	2	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	10.7%	15	9.1%	1	0.0%	0	12.9%	9	13.5%	5	0.0%	0	0.0%	0	0.0%	0
Cleaner Streets / removal of litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expand the town centre's colleges / expand 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
Fewer bars / nightclubs	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 appearance / environment of centre	2.1%	3	0.0%	0	0.0%	0	1.4%	1	2.7%	1	8.3%	1	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / more CCTV / more police	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvement to the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	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 accessible car parking	5.0%	7	9.1%	1	0.0%	0	1.4%	1	10.8%	4	8.3%	1	0.0%	0	0.0%	0
More control on alcohol / drinkers / drug users	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 control on other anti-social behaviour (begging, soliciting prostitutes 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
More family oriented facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
More frequent train 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
More green spaces / areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	3.6%	5	0.0%	0	0.0%	0	4.3%	3	2.7%	1	8.3%	1	0.0%	0	0.0%	0
More national multiple (high street chain) retailers	1.4%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	10.0%	14	18.2%	2	0.0%	0	12.9%	9	8.1%	3	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
More reliable / comfortable bus 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
More reliable train 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
More secure children's play areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shelter from wind / rain	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know)	8.6%	12	0.0%	0	0.0%	0	12.9%	9	5.4%	2	8.3%	1	0.0%	0	0.0%	0
	7.9%	11	27.3%	3	66.7%	2	4.3%	3	5.4%	2	8.3%	1	0.0%	0	0.0%	0
Base:		140		11		3		70		37		12		4		3

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q36 In which town, village or out-of-town location does your household spend most money on restaurants?</b>																
Appledore	0.6%	6	0.0%	0	0.0%	0	0.9%	1	2.0%	2	3.0%	3	0.0%	0	0.0%	0
Ashford	9.5%	95	7.3%	26	6.7%	8	11.8%	13	9.0%	9	29.0%	29	4.0%	4	5.2%	6
Barham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.7%	2
Bradbourne Lees	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Capel-le-Ferne	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cheriton (Folkestone)	1.7%	17	4.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.9%	1
Dover	1.8%	18	2.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	5.2%	6
Dymchurch	0.2%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elham	0.6%	6	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	4
Etchinghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Folkestone	17.6%	176	34.6%	123	5.0%	6	8.2%	9	3.0%	3	4.0%	4	25.0%	25	5.2%	6
Hamstreet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hawkinge	0.5%	5	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Hythe	8.6%	86	4.8%	17	40.0%	48	3.6%	4	2.0%	2	5.0%	5	8.0%	8	1.7%	2
London (all)	1.9%	19	2.8%	10	1.7%	2	0.9%	1	1.0%	1	3.0%	3	1.0%	1	0.9%	1
Lydd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lydden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Lyminge	0.4%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Lympne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mersham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
New Romney	3.4%	34	0.8%	3	0.0%	0	22.7%	25	4.0%	4	1.0%	1	0.0%	0	0.9%	1
Peasmarsh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Rye	2.8%	28	0.0%	0	0.8%	1	0.9%	1	20.0%	20	4.0%	4	0.0%	0	1.7%	2
Sellindge	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.9%	1
Shepherdswell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
St Mary's Bay	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden	0.8%	8	0.0%	0	0.8%	1	1.8%	2	1.0%	1	3.0%	3	0.0%	0	0.9%	1
Wye	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.3%	5
Other centres outside study area	2.0%	20	2.2%	8	0.0%	0	1.8%	2	0.0%	0	1.0%	1	2.0%	2	6.0%	7
Other centres in study area	1.6%	16	0.3%	1	1.7%	2	2.7%	3	1.0%	1	2.0%	2	3.0%	3	3.4%	4
Canterbury	6.9%	69	3.7%	13	6.7%	8	0.9%	1	2.0%	2	5.0%	5	8.0%	8	27.6%	32
Hastings	0.4%	4	0.0%	0	0.0%	0	0.9%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Sandgate, Folkestone	0.7%	7	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	6.9%	69	6.7%	24	5.8%	7	6.4%	7	10.0%	10	6.0%	6	9.0%	9	5.2%	6
(Don't do this activity)	27.7%	278	27.2%	97	29.2%	35	34.5%	38	39.0%	39	19.0%	19	24.0%	24	22.4%	26
Base:		1002		356		120		110		100		100		100		116

**Q37 In which town, village or out-of-town location does your household spend most money on cafés and coffee shops?**

Ashford	7.8%	78	1.7%	6	2.5%	3	13.6%	15	17.0%	17	31.0%	31	1.0%	1	4.3%	5
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capel-le-Ferne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cheriton (Folkestone)	1.5%	15	3.7%	13	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dover	1.1%	11	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9
Dymchurch	0.3%	3	0.0%	0	0.8%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	22.5%	225	47.2%	168	8.3%	10	5.5%	6	4.0%	4	2.0%	2	32.0%	32	2.6%	3
Hamstreet	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Hawkinge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hythe	9.7%	97	2.8%	10	43.3%	52	13.6%	15	1.0%	1	9.0%	9	7.0%	7	2.6%	3
London (all)	1.0%	10	1.1%	4	0.8%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.7%	2
Lydd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lympne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
New Romney	2.4%	24	0.0%	0	0.0%	0	13.6%	15	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Rye	2.4%	24	0.0%	0	0.0%	0	2.7%	3	19.0%	19	1.0%	1	0.0%	0	0.9%	1
Sellindge	0.6%	6	0.3%	1	0.8%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.9%	1
Tenterden	0.7%	7	0.0%	0	0.0%	0	0.9%	1	0.0%	0	6.0%	6	0.0%	0	0.0%	0
Wye	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Other centres outside study area	0.4%	4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Other centres in study area	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	6.5%	65	2.8%	10	3.3%	4	0.9%	1	1.0%	1	4.0%	4	11.0%	11	29.3%	34
Hastings	0.2%	2	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sandgate, Folkestone	0.7%	7	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	4.5%	45	5.1%	18	4.2%	5	3.6%	4	7.0%	7	6.0%	6	4.0%	4	0.9%	1
(Don't do this activity)	36.7%	368	32.9%	117	34.2%	41	40.9%	45	39.0%	39	34.0%	34	38.0%	38	46.6%	54
Base:		1002		356		120		110		100		100		100		116

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East
<b>Q38 In which town, village or out-of-town location does your household spend most money on pubs and bars?</b>								
Appledore	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Ashford	2.4%	24	0.0%	0	0.8%	1	1.8%	2
Barham	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Bradbourne Lees	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Camber	0.2%	2	0.0%	0	0.0%	0	2.0%	2
Capel-le-Ferne	0.4%	4	0.3%	1	0.0%	0	0.0%	0
Cheriton (Folkestone)	1.8%	18	4.2%	15	1.7%	2	0.0%	0
Dover	0.8%	8	0.8%	3	0.0%	0	0.0%	0
Dymchurch	0.5%	5	0.0%	0	0.0%	0	3.6%	4
Elham	1.1%	11	0.0%	0	0.0%	0	0.0%	0
Etchinghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Folkestone	11.4%	114	25.8%	92	5.0%	6	1.8%	2
Hamstreet	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Hawkinge	0.8%	8	0.3%	1	0.0%	0	0.0%	0
Hythe	4.5%	45	1.7%	6	28.3%	34	0.9%	1
London (all)	0.6%	6	0.0%	0	2.5%	3	0.0%	0
Lydd	0.5%	5	0.0%	0	0.0%	0	0.9%	1
Lydden	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lyminge	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Lympne	0.1%	1	0.0%	0	0.8%	1	0.0%	0
Mersham	0.2%	2	0.0%	0	0.0%	0	0.0%	0
New Romney	2.7%	27	0.0%	0	0.0%	0	19.1%	21
Rye	1.6%	16	0.0%	0	0.0%	0	0.9%	1
Sellindge	1.1%	11	0.3%	1	0.0%	0	0.0%	0
Shadoxhurst	0.2%	2	0.0%	0	0.8%	1	0.0%	0
Shepherdswell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
St Mary's Bay	0.2%	2	0.0%	0	0.0%	0	1.8%	2
Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wye	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	1.2%	12	0.6%	2	2.5%	3	0.9%	1
Other centres in study area	1.5%	15	0.3%	1	0.0%	0	0.0%	0
Canterbury	2.3%	23	2.0%	7	0.0%	0	0.0%	0
Sandgate, Folkestone	1.2%	12	3.1%	11	0.0%	0	0.0%	0
(Don't know / varies)	4.5%	45	4.5%	16	3.3%	4	4.5%	5
(Don't do this activity)	54.7%	548	56.2%	200	54.2%	65	63.6%	70
Base:	1002	356	120	110	100	100	100	116

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q39 In which town, village or out-of-town location does your household spend most money on the cinema / theatre?</b>																
Cineworld, Eureka Entertainment Centre, Ashford	39.2%	393	40.4%	144	50.0%	60	40.0%	44	21.0%	21	47.0%	47	41.0%	41	31.0%	36
Gulbenkian Cinema/Theatre, University of Kent at Canterbury, Canterbury	0.9%	9	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	3	3.4%	4
Kino, Rye Road, Hawkurst	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Leas Cliff Hall, The Leas, Folkestone	1.1%	11	2.2%	8	0.8%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marlowe Theatre, The Friars, Canterbury	4.2%	42	4.2%	15	2.5%	3	1.8%	2	0.0%	0	7.0%	7	6.0%	6	7.8%	9
Metropole Arts Centre, The Leas, Folkestone	0.3%	3	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Odeon, St George's Place, Canterbury	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9
Silver Screen Cinema, Gaol Lane, Market Square, Dover	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Silver Screen Cinema, Guildhall Street, Folkestone	4.8%	48	9.3%	33	6.7%	8	0.9%	1	0.0%	0	0.0%	0	4.0%	4	1.7%	2
Vue, Westwood Cross, Broadstairs	0.8%	8	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Other destinations outside study area	0.8%	8	0.3%	1	0.8%	1	1.8%	2	3.0%	3	0.0%	0	0.0%	0	0.9%	1
Central London / West End	1.7%	17	1.4%	5	3.3%	4	2.7%	3	2.0%	2	1.0%	1	1.0%	1	0.9%	1
The Tower Theatre, North Road, Cheriton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	1.0%	10	1.4%	5	0.0%	0	0.9%	1	2.0%	2	0.0%	0	0.0%	0	1.7%	2
(Don't do this activity)	43.8%	439	39.6%	141	35.0%	42	50.9%	56	70.0%	70	44.0%	44	42.0%	42	37.9%	44
Base:		1002		356		120		110		100		100		100		116

**Q40 In which town, village or out-of-town location does your household spend most money on family entertainment facilities (such as indoor bowling, ice skating etc.)?**

Ashford	16.0%	160	19.4%	69	16.7%	20	18.2%	20	10.0%	10	17.0%	17	16.0%	16	6.9%	8
Cheriton, Folkestone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Folkestone (NOT in town centre / Cheriton)	1.2%	12	2.8%	10	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone (town centre)	0.9%	9	1.4%	5	0.8%	1	0.9%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Hawkinge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hythe	0.2%	2	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.7%	7	0.0%	0	0.8%	1	0.9%	1	2.0%	2	0.0%	0	1.0%	1	1.7%	2
Lydd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Maidstone	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney	0.4%	4	0.0%	0	0.0%	0	2.7%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other centres in study area	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	1.2%	12	1.1%	4	0.0%	0	0.9%	1	2.0%	2	2.0%	2	0.0%	0	2.6%	3
Canterbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tenterden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	11	0.6%	2	1.7%	2	1.8%	2	2.0%	2	2.0%	2	0.0%	0	0.9%	1
(Don't do this activity)	77.2%	774	73.3%	261	78.3%	94	72.7%	80	82.0%	82	77.0%	77	81.0%	81	85.3%	99
Base:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q41 In which town, village or out-of-town location does your household spend most money on Health &amp; Fitness (including visits to gyms / swimming pools)?</b>																
Ashford	3.8%	38	0.6%	2	3.3%	4	4.5%	5	3.0%	3	18.0%	18	1.0%	1	4.3%	5
Cheriton, Folkestone	1.7%	17	1.7%	6	2.5%	3	0.9%	1	0.0%	0	0.0%	0	6.0%	6	0.9%	1
Dover	0.4%	4	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3
Folkestone (NOT in town centre / Cheriton)	7.2%	72	15.7%	56	3.3%	4	0.0%	0	1.0%	1	1.0%	1	8.0%	8	1.7%	2
Folkestone (town centre)	6.3%	63	13.5%	48	2.5%	3	0.0%	0	0.0%	0	0.0%	0	11.0%	11	0.9%	1
Hythe	6.8%	68	3.7%	13	27.5%	33	10.0%	11	2.0%	2	2.0%	2	6.0%	6	0.9%	1
London	0.4%	4	0.3%	1	0.0%	0	0.9%	1	1.0%	1	0.0%	0	0.0%	0	0.9%	1
Maidstone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney	1.5%	15	0.0%	0	0.0%	0	11.8%	13	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other centres in study area	0.8%	8	0.3%	1	0.0%	0	1.8%	2	0.0%	0	4.0%	4	0.0%	0	0.9%	1
Other centres outside study area	0.6%	6	0.6%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.7%	2
Canterbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	7
Rye	1.1%	11	0.0%	0	0.0%	0	1.8%	2	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Tenterden	0.9%	9	0.0%	0	0.0%	0	2.7%	3	1.0%	1	4.0%	4	0.0%	0	0.9%	1
(Don't know / varies)	0.9%	9	1.4%	5	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.9%	1
(Don't do this activity)	66.9%	670	61.8%	220	60.8%	73	65.5%	72	79.0%	79	69.0%	69	67.0%	67	77.6%	90
Base:		1002		356		120		110		100		100		100		116
<b>GEN Gender of Respondent</b>																
Male	33.3%	334	35.1%	125	27.5%	33	23.6%	26	32.0%	32	30.0%	30	39.0%	39	42.2%	49
Female	66.7%	668	64.9%	231	72.5%	87	76.4%	84	68.0%	68	70.0%	70	61.0%	61	57.8%	67
Base:		1002		356		120		110		100		100		100		116
<b>AGE Could I ask, how old are you?</b>																
18 to 24	1.2%	12	1.1%	4	2.5%	3	0.9%	1	0.0%	0	2.0%	2	1.0%	1	0.9%	1
25 to 34	3.3%	33	4.8%	17	0.8%	1	1.8%	2	4.0%	4	3.0%	3	5.0%	5	0.9%	1
35 to 44	12.0%	120	15.4%	55	10.0%	12	15.5%	17	3.0%	3	13.0%	13	10.0%	10	8.6%	10
45 to 54	18.8%	188	23.6%	84	18.3%	22	27.3%	30	9.0%	9	13.0%	13	22.0%	22	6.9%	8
55 to 64	16.7%	167	16.3%	58	14.2%	17	13.6%	15	17.0%	17	19.0%	19	16.0%	16	21.6%	25
65 +	46.4%	465	37.6%	134	53.3%	64	37.3%	41	64.0%	64	48.0%	48	46.0%	46	58.6%	68
(Refused)	1.7%	17	1.1%	4	0.8%	1	3.6%	4	3.0%	3	2.0%	2	0.0%	0	2.6%	3
Base:		1002		356		120		110		100		100		100		116
<b>WOR Which of the following best describes the chief wage earner of your household's current employment situation?</b>																
Working full time	38.8%	389	45.5%	162	34.2%	41	47.3%	52	22.0%	22	40.0%	40	42.0%	42	25.9%	30
Working part time	6.3%	63	7.6%	27	3.3%	4	4.5%	5	4.0%	4	6.0%	6	7.0%	7	8.6%	10
Unemployed	2.2%	22	3.1%	11	0.8%	1	2.7%	3	3.0%	3	1.0%	1	3.0%	3	0.0%	0
Retired	48.7%	488	39.9%	142	55.0%	66	42.7%	47	66.0%	66	48.0%	48	45.0%	45	63.8%	74
A housewife	0.4%	4	0.3%	1	0.8%	1	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
A student	0.4%	4	0.6%	2	0.8%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Disabled / sick	1.5%	15	2.2%	8	1.7%	2	0.9%	1	3.0%	3	0.0%	0	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.7%	17	0.8%	3	3.3%	4	0.9%	1	2.0%	2	3.0%	3	2.0%	2	1.7%	2
Base:		1002		356		120		110		100		100		100		116
<b>CAR How many cars does your household own or have the use of?</b>																
None	15.2%	152	21.3%	76	18.3%	22	10.0%	11	16.0%	16	14.0%	14	5.0%	5	6.9%	8
One	46.8%	469	50.6%	180	45.0%	54	35.5%	39	55.0%	55	39.0%	39	49.0%	49	45.7%	53
Two	28.2%	283	22.2%	79	25.8%	31	40.9%	45	19.0%	19	28.0%	28	36.0%	36	38.8%	45
Three or more	8.3%	83	5.1%	18	9.2%	11	11.8%	13	6.0%	6	17.0%	17	9.0%	9	7.8%	9
(Refused)	1.5%	15	0.8%	3	1.7%	2	1.8%	2	4.0%	4	2.0%	2	1.0%	1	0.9%	1
Base:		1002		356		120		110		100		100		100		116

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>PC</b>																
CT4 5	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	19
CT4 6	3.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	32
CT15 7	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.6%	39
CT18 7	7.6%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.0%	76	0.0%	0
CT18 8	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	24	0.0%	0
CT19 4	7.3%	73	20.5%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT19 5	8.2%	82	23.0%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT19 6	6.6%	66	18.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT20 1	3.5%	35	9.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT20 2	4.2%	42	11.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT20 3	5.8%	58	16.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT21 4	3.1%	31	0.0%	0	25.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT21 5	4.5%	45	0.0%	0	37.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT21 6	4.4%	44	0.0%	0	36.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN25 5	2.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	26
TN25 6	5.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.0%	59	0.0%	0	0.0%	0
TN25 7	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	16	0.0%	0	0.0%	0
TN26 2	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	25	0.0%	0	0.0%	0
TN28 8	6.4%	64	0.0%	0	0.0%	0	58.2%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN29 0	4.6%	46	0.0%	0	0.0%	0	41.8%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN29 9	5.8%	58	0.0%	0	0.0%	0	0.0%	0	58.0%	58	0.0%	0	0.0%	0	0.0%	0
TN31 7	4.2%	42	0.0%	0	0.0%	0	0.0%	0	42.0%	42	0.0%	0	0.0%	0	0.0%	0
Base:		1002		356		120		110		100		100		100		116
<b>ZON Zone</b>																
Zone 1 - Folkestone	35.5%	356	100.0%	356	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 - Hythe	12.0%	120	0.0%	0	100.0%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - New Romney	11.0%	110	0.0%	0	0.0%	0	100.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Lydd	10.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Rural North West	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 6 - Hawkinge	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 7 - Rural North East	11.6%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	116
Base:		1002		356		120		110		100		100		100		116

## Appendix 2:

Data Tabulations

By Zone (Weighted)

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q01 Where did your household last undertake a main food and grocery purchase?</b>																
Aldi, Cherry Tree Avenue, Folkestone	1.2%	12	0.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.6%	1	7.0%	8
Aldi, High Street, Hythe	3.3%	33	1.2%	4	12.5%	15	5.5%	6	1.1%	1	4.5%	3	1.8%	2	0.6%	1
Asda, Bouverie Place, Folkestone	6.8%	68	14.9%	55	2.6%	3	3.4%	4	0.0%	0	0.0%	0	5.2%	5	0.6%	1
Asda, Kimberley Way, Ashford	1.1%	11	0.0%	0	0.0%	0	2.3%	3	6.4%	6	2.7%	2	0.0%	0	0.0%	0
Asda, Sturry Road, Canterbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1
Co-Operative, Churchfield Way, Wye	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Co-Operative, Main Road, Sellindge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Iceland, High Street, Hythe	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandgates Lane, Folkestone	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempsons Budgens, Station Approach, Rye	1.5%	16	0.0%	0	0.0%	0	0.0%	0	15.6%	15	0.6%	0	0.0%	0	0.0%	0
Lidl, Haven Drive, Hawkinge	2.7%	27	1.8%	7	0.0%	0	0.6%	1	1.3%	1	0.0%	0	16.2%	16	1.9%	2
Lidl, Shellons Street, Folkestone	1.0%	10	2.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Marks & Spencer, Biggins Street, Dover	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St George's Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Morrisons, Bridge Street, Dover	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	9.3%	11
Morrisons, Cheriton Road, Folkestone	8.8%	88	17.2%	64	4.1%	5	3.4%	4	0.0%	0	1.1%	1	12.1%	12	1.7%	2
Morrisons, Ten Perch Road, Canterbury	1.5%	15	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	14
Sainsbury's, Bouverie Road West, Folkestone	3.9%	39	7.3%	27	0.0%	0	0.6%	1	1.3%	1	1.2%	1	7.5%	8	1.8%	2
Sainsbury's, Dymchurch Road, New Romney	5.8%	59	0.0%	0	0.0%	0	28.6%	33	26.1%	25	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Kingsmead Road, Canterbury	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5
Sainsbury's, Military Road, Hythe	8.7%	87	1.4%	5	44.9%	56	18.6%	21	2.4%	2	1.3%	1	0.6%	1	0.6%	1
Sainsbury's, Simone Well Avenue, Bybrook, Ashford	2.5%	25	1.3%	5	0.0%	0	1.7%	2	1.1%	1	8.2%	6	0.0%	0	9.0%	11
Sainsbury's, West Park Farm, Folkestone	10.3%	103	19.3%	72	1.6%	2	2.0%	2	0.7%	1	0.0%	0	21.0%	21	4.9%	6
Tesco Express, Bouverie Road West, Folkestone	0.8%	8	1.6%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco Express, Canterbury Road, Hawkinge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Express, Foord Road North, Folkestone	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	1.1%	1
Tesco Extra, Hythe Road, Crooksfoot, Ashford	5.6%	57	0.0%	0	1.7%	2	7.3%	8	10.0%	10	36.2%	28	0.0%	0	7.3%	9
Tesco Extra, White Cliffs Park, Dover	1.4%	14	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	9.6%	11
Tesco Metro, Whitefriars Shopping Centre, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	11.8%	118	20.2%	75	8.0%	10	4.1%	5	1.1%	1	0.9%	1	19.2%	19	6.2%	7
Tesco, Moatfield Meadow, Kingsnorth, Ashford	2.9%	29	0.3%	1	0.0%	0	6.2%	7	5.5%	5	20.3%	16	0.0%	0	0.0%	0
Tesco, Smallhythe Road, Tenterden	0.5%	5	0.0%	0	0.6%	1	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.6%	1
Waitrose, Prospect Road, Hythe	4.1%	42	2.4%	9	18.0%	22	2.9%	3	0.0%	0	3.0%	2	2.8%	3	1.7%	2
Waitrose, Repton Park, Ashford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	2.4%	3
Waitrose, Sayers Lane, Tenterden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.6%	1
Waitrose, St George Centre, Canterbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Internet / delivered	4.6%	46	2.4%	9	2.3%	3	7.3%	8	6.0%	6	8.6%	7	3.7%	4	8.1%	10

Column %ges.

# Shepway Retail & Leisure Study For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
Market stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other foodstores outside study area	0.7%	7	0.2%	1	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.6%	1
Other foodstores, St. Leonards-on-Sea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Local shops outside study area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.0%	0
Local shops, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Rye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, New Romney	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.0%	10	2.0%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0
(Don't do this type of shopping)	1.4%	14	1.0%	4	3.8%	5	0.6%	1	0.7%	1	0.6%	0	2.3%	2	1.1%	1
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East									
<b>Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?</b>																	
<i>Those who mentioned a specific location to do their main food shopping at Q01:</i>																	
Aldi, Cherry Tree Avenue, Folkestone	0.9%	9	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	3.4%	4	
Aldi, High Street, Hythe	2.4%	24	1.0%	3	10.8%	13	3.8%	4	0.0%	0	2.4%	2	0.6%	1	0.6%	1	
Asda, Bouverie Place, Folkestone	7.6%	74	15.5%	56	4.6%	5	4.8%	5	0.0%	0	1.3%	1	7.2%	7	0.0%	0	
Asda, Kimberley Way, Ashford	1.7%	16	0.0%	0	0.0%	0	1.5%	2	9.6%	9	5.2%	4	1.0%	1	0.6%	1	
Co-Operative, Cheriton Road, Folkestone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Operative, Churchfield Way, Wye	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	
Co-Operative, High Street, Cheriton, Folkestone	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Co-Operative, Main Road, Sellindge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	
Iceland, High Street, Hythe	0.3%	3	0.3%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, Sandgates Lane, Folkestone	0.9%	9	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	
Jempsons Budgens, Station Approach, Rye	1.3%	13	0.0%	0	0.0%	0	0.0%	0	13.1%	12	0.6%	0	0.0%	0	0.0%	0	
Lidl, Haven Drive, Hawkinge	2.1%	21	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8	3.4%	4	
Lidl, Shellons Street, Folkestone	0.9%	9	1.8%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.9%	1	
Lidl, Sturry Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Marks & Spencer Simply Food, Cheriton High Street, Folkestone	0.4%	4	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Biggins Street, Dover	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.2%	1	
Marks & Spencer, St George's Road, Canterbury	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Morrisons, Bridge Street, Dover	1.0%	10	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	1	5.7%	7	
Morrisons, Cheriton Road, Folkestone	10.8%	106	24.0%	86	2.0%	2	4.6%	5	0.0%	0	1.2%	1	10.1%	10	1.2%	1	
Morrisons, Ten Perch Road, Canterbury	1.6%	16	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	15	
Sainsbury's, Bouverie Road West, Folkestone	3.8%	37	6.2%	22	0.0%	0	1.2%	1	0.0%	0	1.8%	1	11.3%	11	0.6%	1	
Sainsbury's, Dymchurch Road, New Romney	5.4%	53	0.0%	0	0.0%	0	27.6%	31	22.5%	21	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Kingsmead Road, Canterbury	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	8	
Sainsbury's, Military Road, Hythe	7.4%	73	0.5%	2	39.6%	47	16.6%	19	2.1%	2	1.2%	1	1.2%	1	0.6%	1	
Sainsbury's, Simone Well Avenue, Bybrook, Ashford	2.3%	22	0.3%	1	0.6%	1	1.8%	2	1.8%	2	8.2%	6	1.2%	1	7.9%	9	
Sainsbury's, West Park Farm, Folkestone	8.9%	87	16.9%	61	3.4%	4	1.1%	1	0.0%	0	0.0%	0	17.2%	17	3.5%	4	
Tesco Express, Bouverie Road West, Folkestone	0.5%	5	0.6%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.2%	2	0.0%	0	
Tesco Express, Canterbury Road, Hawkinge	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	
Tesco Express, Foord Road North, Folkestone	0.4%	4	0.6%	2	0.6%	1	0.0%	0	0.0%	0	0.6%	0	1.0%	1	0.0%	0	
Tesco Extra, Hythe Road, Crooksfoot, Ashford	5.3%	52	0.2%	1	2.1%	2	8.8%	10	10.8%	10	28.2%	21	0.0%	0	6.2%	7	
Tesco Extra, White Cliffs Park, Dover	1.4%	14	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	9.3%	11	
Tesco Metro, Whitefriars Shopping Centre, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	
Tesco, Cheriton High Street, Cheriton, Folkestone	11.4%	111	19.2%	69	7.8%	9	5.2%	6	2.5%	2	2.7%	2	18.6%	18	3.9%	5	
Tesco, Moatfield Meadow, Kingsnorth, Ashford	3.0%	30	0.3%	1	0.0%	0	6.8%	8	8.3%	8	16.8%	13	0.0%	0	0.0%	0	
Tesco, Smallhythe Road, Tenterden	0.5%	5	0.0%	0	1.2%	1	0.0%	0	3.1%	3	0.0%	0	1.0%	1	0.0%	0	
Waitrose, Prospect Road,	4.5%	44	1.6%	6	19.8%	24	2.9%	3	0.0%	0	5.9%	5	2.1%	2	4.3%	5	

Column %ges.

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
Hythe																
Waitrose, Repton Park, Ashford	1.0%	10	0.0%	0	0.0%	0	0.9%	1	0.0%	0	6.2%	5	0.0%	0	3.6%	4
Waitrose, Sayers Lane, Tenterden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.6%	0	0.0%	0	0.0%	0
Waitrose, St George Centre, Canterbury	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	6
Internet / delivered	4.9%	48	3.1%	11	1.8%	2	7.1%	8	4.7%	4	9.6%	7	2.1%	2	11.0%	13
Market stalls	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other foodstores outside study area	0.6%	6	0.2%	1	0.0%	0	0.0%	0	3.3%	3	0.0%	0	1.2%	1	0.6%	1
Other foodstores, St. Leonards-on-Sea	0.8%	8	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0	0.0%	0	0.0%	0
Home Bargains, West Park Farm, Folkestone	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops outside study area	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0	1.0%	1	0.0%	0
Local shops, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, New Romney	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queens Road, Hastings	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dover Road, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Zone 3	0.1%	1	0.0%	0	0.0%	0	1.1%	1	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.3%	13	0.5%	2	0.6%	1	1.2%	1	1.8%	2	2.8%	2	3.8%	4	1.6%	2
Weighted base:		979		359		119		114		95		76		97		119
Sample:		978		345		116		109		98		99		96		115

**Q03 What form of transport do you use to visit your main food shopping destination?**

*Those who mentioned a specific location to do their main food shopping at Q01:*

Car - driver	68.7%	672	66.9%	240	54.9%	65	67.6%	77	65.6%	62	67.9%	52	86.4%	84	77.6%	92
Car - passenger	11.0%	108	9.1%	33	18.7%	22	14.0%	16	11.6%	11	9.1%	7	8.3%	8	9.4%	11
Bus	4.5%	44	6.0%	22	3.4%	4	2.3%	3	6.1%	6	4.3%	3	3.7%	4	2.4%	3
Cycle	0.5%	5	0.0%	0	1.1%	1	0.6%	1	0.0%	0	1.2%	1	0.0%	0	1.8%	2
Disabled vehicle (e.g. mobility scooter)	0.4%	4	0.4%	2	0.6%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.5%	5	1.1%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Walk	8.6%	84	12.9%	46	18.1%	22	4.7%	5	8.5%	8	0.0%	0	0.6%	1	1.8%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	12	0.8%	3	0.0%	0	2.1%	2	0.7%	1	7.8%	6	0.0%	0	0.0%	0
(Don't travel - goods delivered)	4.6%	45	2.8%	10	2.7%	3	8.2%	9	6.8%	6	8.6%	7	1.0%	1	7.1%	8
Weighted base:		979		359		119		114		95		76		97		119
Sample:		978		345		116		109		98		99		96		115

**Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips? [MR]**

*Those who mentioned a specific location to do their main food shopping at Q01:*

Yes - other food shops	13.7%	134	9.7%	35	17.7%	21	26.1%	30	7.2%	7	11.2%	8	19.8%	19	11.8%	14
Yes - other non food shops (clothing, footwear, electrical etc.)	15.8%	155	17.8%	64	10.7%	13	16.6%	19	24.6%	23	19.9%	15	6.1%	6	12.6%	15
Yes - pubs, restaurants or cafés	3.1%	30	4.5%	16	2.2%	3	1.5%	2	3.4%	3	1.9%	1	2.2%	2	2.4%	3
Yes - financial service (i.e. bank, building society)	3.9%	38	4.3%	15	5.6%	7	2.1%	2	2.1%	2	1.2%	1	4.6%	4	5.2%	6
Yes - other service (e.g. hairdresser, travel agent, estate agent)	2.5%	24	1.5%	5	3.9%	5	2.0%	2	2.0%	2	3.0%	2	0.6%	1	6.0%	7
Yes - leisure activity	1.5%	15	1.7%	6	0.0%	0	1.5%	2	0.0%	0	4.0%	3	0.0%	0	3.6%	4
No	67.4%	660	67.5%	242	70.1%	83	62.1%	71	64.8%	62	68.9%	52	70.8%	68	68.2%	81
Yes - school run	0.5%	4	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes - other	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Weighted base:		979		359		119		114		95		76		97		119
Sample:		978		345		116		109		98		99		96		115

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?</b>	<i>Those who mentioned a specific location to do their main food shopping at Q01:</i>															
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
£11 - £15	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£21 - £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
£26 - £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
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	4.3%	42	5.4%	19	5.7%	7	2.0%	2	1.4%	1	6.6%	5	2.8%	3	4.0%	5
£41 - £45	2.4%	23	4.1%	15	0.9%	1	1.2%	1	2.0%	2	2.4%	2	2.2%	2	0.0%	0
£46 - £50	9.0%	88	10.8%	39	11.1%	13	3.7%	4	14.8%	14	6.7%	5	7.8%	8	4.2%	5
£51 - £55	1.9%	19	1.8%	7	1.1%	1	0.6%	1	2.1%	2	2.9%	2	4.5%	4	1.2%	1
£56 - £60	8.3%	81	8.9%	32	2.3%	3	10.6%	12	11.5%	11	6.0%	5	13.8%	13	4.3%	5
£61 - £65	1.6%	16	1.6%	6	1.1%	1	2.8%	3	2.8%	3	1.8%	1	0.0%	0	0.9%	1
£66 - £70	4.4%	43	4.7%	17	3.1%	4	5.3%	6	3.9%	4	3.9%	3	3.1%	3	5.7%	7
£71 - £75	1.7%	17	0.8%	3	2.6%	3	2.1%	2	1.4%	1	0.0%	0	2.1%	2	4.1%	5
£76 - £80	7.5%	73	5.9%	21	6.1%	7	14.1%	16	4.7%	4	6.3%	5	5.9%	6	11.6%	14
£81 - £85	1.1%	10	1.1%	4	1.7%	2	0.6%	1	0.7%	1	0.6%	0	1.2%	1	1.2%	1
£86 - £90	3.2%	31	2.7%	10	4.6%	5	1.8%	2	2.7%	3	5.0%	4	4.8%	5	2.4%	3
£91 - £95	0.3%	3	0.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
£96 - £100	13.5%	132	11.5%	41	17.6%	21	18.1%	21	5.9%	6	15.5%	12	11.3%	11	17.8%	21
£101 - £120	1.1%	10	1.6%	6	2.3%	3	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.6%	1
£121 - £140	0.4%	4	0.2%	1	0.9%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
£141 - £160	3.0%	29	1.3%	5	5.5%	7	2.8%	3	2.8%	3	3.5%	3	5.3%	5	3.7%	4
£161 - £180	0.7%	7	0.8%	3	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	25.8%	252	25.0%	90	28.0%	33	23.5%	27	24.7%	23	25.8%	20	25.3%	24	29.2%	35
(Refused)	9.7%	95	10.6%	38	5.5%	6	10.3%	12	10.8%	10	11.3%	9	10.2%	10	8.4%	10
<i>Mean:</i>	<i>77.02</i>	<i>71.88</i>	<i>82.84</i>	<i>80.46</i>	<i>79.70</i>	<i>75.71</i>	<i>76.97</i>	<i>82.03</i>								
Weighted base:	979	359	119	114	95	76	97	119								
Sample:	978	345	116	109	98	99	96	115								

**MeanScore: Visits per week****Q06 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?***Those who mentioned a specific location to do their main food shopping at Q01:*

Everyday	3.1%	30	3.9%	14	8.3%	10	1.1%	1	1.3%	1	2.1%	2	1.0%	1	1.2%	1
5 - 6 times a week	0.6%	6	0.5%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
3 - 4 times a week	4.2%	42	5.5%	20	4.9%	6	4.5%	5	0.0%	0	8.3%	6	4.5%	4	0.0%	0
Twice a week	8.2%	80	8.5%	31	12.4%	15	6.9%	8	3.3%	3	8.5%	6	5.6%	5	10.2%	12
Once a week	65.9%	645	65.6%	236	53.1%	63	68.0%	77	70.5%	67	65.9%	50	65.7%	64	74.1%	88
Once every two weeks	11.7%	115	8.5%	31	14.4%	17	11.3%	13	16.9%	16	10.2%	8	18.6%	18	10.4%	12
Once a month	3.5%	34	2.9%	10	2.9%	3	7.6%	9	3.8%	4	2.7%	2	2.8%	3	2.4%	3
Less often	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	1	0.6%	1	1.6%	2
(Don't know / varies)	2.4%	24	4.7%	17	1.7%	2	0.6%	1	3.5%	3	1.2%	1	0.0%	0	0.0%	0
<i>Mean:</i>	<i>1.32</i>	<i>1.43</i>	<i>1.77</i>	<i>1.14</i>	<i>1.00</i>	<i>1.34</i>	<i>1.16</i>	<i>1.09</i>								
Weighted base:	979	359	119	114	95	76	97	119								
Sample:	978	345	116	109	98	99	96	115								

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East
<b>Q07 Where did your household last undertake your 'top-up' food and grocery purchases (i.e. smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)?</b>								
Aldi, Cherry Tree Avenue, Folkestone	0.5%	5	0.8%	3	0.0%	0	0.0%	0
Aldi, High Street, Hythe	2.7%	27	0.5%	2	9.8%	12	8.8%	10
Asda, Bouverie Place, Folkestone	4.5%	45	10.2%	38	0.0%	0	0.6%	1
Asda, Kimberley Way, Ashford	0.3%	3	0.0%	0	0.0%	0	0.6%	1
Asda, Sturry Road, Canterbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Castle Street, Dover	0.2%	2	0.2%	1	0.0%	0	0.0%	0
Co-Operative, Cheriton Road, Folkestone	0.7%	7	1.7%	6	0.0%	0	0.0%	0
Co-Operative, Churchfield Way, Wye	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Eyethorne Road, Shepherdswell	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-Operative, High Street, Cheriton, Folkestone	0.6%	6	1.5%	6	0.0%	0	0.0%	0
Co-Operative, Main Road, Sellindge	0.9%	9	0.0%	0	2.0%	2	0.0%	0
Co-Operative, Sandgate Road, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Hythe	0.7%	7	0.0%	0	3.7%	5	1.6%	2
Iceland, Sandgates Lane, Folkestone	0.4%	4	0.9%	3	0.0%	0	0.0%	0
Jempsons Budgens, Station Approach, Rye	1.6%	16	0.0%	0	0.0%	0	0.6%	1
Lidl, Haven Drive, Hawkinge	2.9%	29	1.0%	4	0.0%	0	0.0%	0
Lidl, Shellons Street, Folkestone	1.0%	10	2.3%	9	0.0%	0	0.0%	0
Lidl, Sturry Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Londis, Dover Road, Folkestone	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Cheriton High Street, Folkestone	0.4%	4	0.2%	1	0.0%	0	0.0%	0
Marks & Spencer, Biggins Street, Dover	0.4%	4	0.0%	0	0.6%	1	0.0%	0
Marks & Spencer, St George's Road, Canterbury	0.5%	5	0.2%	1	0.0%	0	0.0%	0
Morrisons, Bridge Street, Dover	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Morrisons, Cheriton Road, Folkestone	4.4%	44	10.4%	39	1.4%	2	0.0%	0
Morrisons, Ten Perch Road, Canterbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, Cheriton Road, Folkestone	1.0%	10	2.8%	10	0.0%	0	0.0%	0
Sainsbury's, Bouverie Road West, Folkestone	3.5%	35	8.5%	32	0.0%	0	0.0%	0
Sainsbury's, Dymchurch Road, New Romney	6.2%	62	0.0%	0	0.0%	0	38.3%	44
Sainsbury's, Kingsmead Road, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	5.8%	58	0.0%	0	35.6%	44	10.2%	12
Sainsbury's, Simone Well Avenue, Bybrook, Ashford	0.6%	6	0.6%	2	0.9%	1	0.0%	0
Sainsbury's, West Park Farm, Folkestone	5.7%	58	11.1%	41	2.2%	3	0.0%	0
Tesco Express, Bouverie Road West, Folkestone	1.3%	13	3.5%	13	0.0%	0	0.0%	0
Tesco Express, Canterbury Road, Hawkinge	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Foord Road North, Folkestone	2.0%	20	4.6%	17	0.0%	0	0.6%	1
Tesco Express, High Street, Dymchurch	0.9%	9	0.0%	0	1.1%	1	6.3%	7

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
Tesco Extra, Hythe Road, Crooksfoot, Ashford	2.5%	25	0.0%	0	0.9%	1	1.8%	2	0.0%	0	20.3%	16	0.0%	0	4.9%	6
Tesco Extra, White Cliffs Park, Dover	1.0%	10	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8
Tesco Metro, Whitefriars Shopping Centre, Canterbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Tesco, Cheriton High Street, Cheriton, Folkestone	3.1%	31	6.0%	22	1.0%	1	0.6%	1	0.0%	0	1.5%	1	5.7%	6	0.0%	0
Tesco, Moatfield Meadow, Kingsnorth, Ashford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.7%	1	6.6%	5	1.1%	1	0.0%	0
Tesco, Smallhythe Road, Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Waitrose, Prospect Road, Hythe	3.2%	32	1.8%	6	17.0%	21	0.0%	0	0.7%	1	1.8%	1	0.0%	0	2.4%	3
Internet / delivered	0.5%	5	0.4%	2	0.0%	0	1.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Market stalls	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other foodstores outside study area	0.6%	6	0.8%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0
Other foodstores, St. Leonards-on-Sea	0.5%	5	0.0%	0	0.0%	0	1.1%	1	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fleming Way, Folkestone	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0
Local shops outside study area	1.1%	11	0.5%	2	0.0%	0	0.0%	0	2.0%	2	1.3%	1	0.0%	0	5.3%	6
Local shops, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Folkestone	1.3%	13	2.3%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Local shops, New Romney	0.3%	3	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Rye	0.4%	4	0.0%	0	0.0%	0	0.9%	1	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Ashford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Spar, Coastal Drive, Greatstone	0.3%	3	0.0%	0	0.0%	0	1.2%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, New Romney	0.3%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dover Road, Folkestone	0.9%	9	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other Zone 2	0.2%	2	0.0%	0	1.4%	2	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	2.0%	2	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	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	0.0%	0	1.1%	1
Other Zone 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Other Zone 7	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	3.0%	4
(Don't know / can't remember)	3.5%	36	2.8%	11	2.4%	3	4.4%	5	6.4%	6	2.5%	2	3.6%	4	4.4%	5
(Don't do this type of shopping)	23.3%	233	20.7%	77	19.4%	24	14.5%	17	36.6%	35	29.2%	22	17.7%	18	33.9%	41
Weighted base:	1002		370		124		115		97		77		100		120	
Sample:	1002		356		120		110		100		100		100		116	

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q08 And where did you shop for top-up food shopping the time before that?</b>																
<i>Those who mentioned a specific location to do their top-up food shopping at Q07:</i>																
Aldi, Cherry Tree Avenue, Folkestone	0.6%	4	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.0%	2
Aldi, High Street, Hythe	4.2%	31	1.2%	4	18.0%	17	7.3%	7	2.4%	1	3.5%	2	0.0%	0	0.0%	0
Asda, Bouverie Place, Folkestone	4.6%	33	10.2%	29	1.1%	1	0.7%	1	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Asda, Kimberley Way, Ashford	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	2	1.4%	1	2.6%	2	1.0%	1
Asda, Sturry Road, Canterbury	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Co-Operative, Castle Street, Dover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Co-Operative, Cheriton Road, Folkestone	1.6%	12	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Co-Operative, Churchfield Way, Wye	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	9
Co-Operative, Eyethorne Road, Shepherdswell	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Co-Operative, High Street, Cheriton, Folkestone	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Operative, Main Road, Sellindge	0.7%	5	0.0%	0	2.2%	2	0.0%	0	0.0%	0	6.2%	3	0.0%	0	0.0%	0
Co-Operative, Sandgate Road, Folkestone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland, High Street, Hythe	0.8%	6	0.0%	0	4.5%	4	1.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Iceland, Sandgates Lane, Folkestone	0.7%	5	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jempsons Budgens, Station Approach, Rye	2.1%	15	0.0%	0	0.0%	0	0.7%	1	26.3%	15	0.0%	0	0.0%	0	0.0%	0
Lidl, Haven Drive, Hawkinge	2.9%	21	1.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	20.2%	16	0.0%	0
Lidl, Shellons Street, Folkestone	0.6%	4	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Londis, Dover Road, Folkestone	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Cheriton High Street, Folkestone	0.4%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.0%	1
Marks & Spencer, Biggins Street, Dover	0.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	1
Marks & Spencer, St George's Road, Canterbury	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.0%	4
Morrisons, Bridge Street, Dover	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	12.3%	9
Morrisons, Cheriton Road, Folkestone	7.3%	53	16.6%	47	2.5%	2	1.1%	1	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Morrisons, Ten Perch Road, Canterbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
One Stop, Cheriton Road, Folkestone	0.9%	7	2.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bouverie Road West, Folkestone	5.8%	43	13.3%	38	0.0%	0	0.0%	0	1.9%	1	1.7%	1	4.1%	3	0.0%	0
Sainsbury's, Dymchurch Road, New Romney	7.8%	57	0.0%	0	0.0%	0	43.5%	40	30.3%	17	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kingsmead Road, Canterbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Military Road, Hythe	6.4%	47	0.0%	0	34.4%	33	13.1%	12	1.9%	1	0.9%	0	0.0%	0	0.0%	0
Sainsbury's, Simone Well Avenue, Bybrook, Ashford	0.8%	6	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	7.9%	58	13.9%	39	4.1%	4	0.0%	0	0.0%	0	1.7%	1	14.1%	11	3.5%	3
Tesco Express, Bouverie Road West, Folkestone	1.5%	11	3.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Canterbury Road, Hawkinge	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	13	0.0%	0
Tesco Express, Foord Road North, Folkestone	2.4%	18	4.6%	13	1.1%	1	0.7%	1	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Tesco Express, High Street, Dymchurch	1.5%	11	0.0%	0	2.6%	2	9.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hythe Road, Crooksfoot, Ashford	3.0%	22	0.0%	0	1.1%	1	2.9%	3	1.2%	1	21.9%	11	0.0%	0	8.0%	6

Column %ges.

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
Tesco Extra, White Cliffs Park, Dover	0.9%	6	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3
Tesco Metro, Whitefriars Shopping Centre, Canterbury	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3
Tesco, Cheriton High Street, Cheriton, Folkestone	4.6%	34	8.4%	24	2.2%	2	2.0%	2	0.0%	0	2.3%	1	6.0%	5	0.0%	0
Tesco, Moatfield Meadow, Kingsnorth, Ashford	1.8%	13	0.8%	2	0.0%	0	0.0%	0	1.2%	1	19.6%	10	0.0%	0	0.0%	0
Tesco, Smallhythe Road, Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Waitrose, Prospect Road, Hythe	3.5%	25	0.8%	2	18.9%	18	0.0%	0	0.0%	0	2.6%	1	0.8%	1	3.9%	3
Waitrose, Repton Park, Ashford	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.7%	3
Waitrose, Sayers Lane, Tenterden	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Waitrose, St George Centre, Canterbury	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Internet / delivered	0.4%	3	0.3%	1	0.0%	0	1.8%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Market stalls	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other foodstores outside study area	0.4%	3	0.5%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0
Other foodstores, St. Leonards-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Fleming Way, Folkestone	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashford	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	1.9%	1
Local shops outside study area	1.3%	9	0.2%	1	0.7%	1	0.0%	0	5.7%	3	0.0%	0	0.0%	0	6.7%	5
Local shops, Canterbury	0.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local shops, Folkestone	1.8%	13	3.0%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0
Local shops, New Romney	0.4%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Local shops, Rye	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Other foodstores, Ashford	0.3%	2	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Black Bull Road, Folkestone	0.4%	3	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Coastal Drive, Greatstone	0.9%	6	0.0%	0	0.0%	0	4.9%	5	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, New Romney	0.4%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dover Road, Folkestone	0.7%	5	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other Zone 2	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Other Zone 3	0.4%	3	0.0%	0	0.0%	0	3.1%	3	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	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	1.2%	8	0.0%	0	0.0%	0	2.5%	2	0.0%	0	10.3%	5	0.0%	0	1.0%	1
Other Zone 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Other Zone 7	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4
(Don't know / can't remember)	3.7%	27	1.6%	5	2.0%	2	0.0%	0	11.1%	6	11.6%	6	5.5%	4	5.3%	4
Weighted base:	733			283		97		93		55		52		79		74
Sample:	705			264		92		86		56		62		78		67

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East
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**Q09 Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07)?**

*Those who do top-up shopping at Q07:*

£1 - £5	7.2%	55	8.9%	26	4.2%	4	7.5%	7	0.0%	0	5.1%	3	15.6%	13	2.3%	2
£6 - £10	15.7%	121	18.1%	53	19.0%	19	9.4%	9	7.4%	5	9.1%	5	16.9%	14	20.5%	16
£11 - £15	8.7%	67	7.0%	21	6.9%	7	7.8%	8	7.9%	5	13.6%	7	17.3%	14	6.6%	5
£16 - £20	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£21 - £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
£26 - £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
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	3.9%	30	3.8%	11	2.0%	2	10.1%	10	3.1%	2	3.4%	2	0.0%	0	4.5%	4
£41 - £45	0.6%	5	0.7%	2	1.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
£46 - £50	3.0%	23	3.1%	9	0.0%	0	4.5%	4	4.4%	3	6.8%	4	2.2%	2	1.7%	1
£51 - £55	0.3%	2	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.5%	11	0.8%	2	2.7%	3	0.7%	1	2.0%	1	0.0%	0	5.1%	4	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.7%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	1.1%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 +	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)	45.0%	346	47.3%	139	44.5%	44	46.9%	46	54.5%	33	40.2%	22	25.6%	21	51.3%	41
(Refused)	12.9%	99	9.3%	27	19.5%	19	13.2%	13	9.8%	6	18.0%	10	16.2%	13	13.0%	10
<i>Mean:</i>	<i>20.02</i>		<i>17.53</i>		<i>16.78</i>		<i>22.72</i>		<i>41.75</i>		<i>24.05</i>		<i>17.35</i>		<i>16.15</i>	
Weighted base:	768		294		100		98		61		54		83		79	
Sample:	736		272		95		91		59		65		82		72	

**Q10 Does your household also spend money on food and groceries in small shops (i.e. not supermarkets)?**

Yes	38.3%	383	32.6%	121	40.2%	50	39.8%	46	46.2%	45	47.5%	36	35.3%	35	42.5%	51
No	61.7%	618	67.4%	249	59.8%	74	60.2%	69	53.8%	52	52.5%	40	64.7%	65	57.5%	69
<i>Mean:</i>	<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>		<i>0.00</i>	
Weighted base:	1002		370		124		115		97		77		100		120	
Sample:	1002		356		120		110		100		100		100		116	

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q11 Where are these small shops located?</b>																
<i>Those who shop in small shops at Q10:</i>																
Appledore	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Ashford	2.4%	9	0.9%	1	0.0%	0	1.4%	1	0.0%	0	16.5%	6	0.0%	0	2.8%	1
Barham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Bradbourne Lees	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	5	0.0%	0	2.7%	1
Camber	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Capel-le-Ferne	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.4%	1
Cheriton (Folkestone)	7.4%	28	21.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.7%	1
Densole	0.4%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Dover	2.4%	9	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	9.3%	5
Dymchurch	1.4%	5	0.0%	0	2.1%	1	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	4
Folkestone	22.3%	86	59.8%	72	0.0%	0	4.4%	2	0.0%	0	0.0%	0	27.1%	10	3.6%	2
Hamstreet	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0
Hawkinge	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	8	0.0%	0
Hythe	16.5%	63	3.2%	4	84.7%	42	21.8%	10	1.5%	1	3.7%	1	11.7%	4	2.2%	1
Lydd	4.2%	16	0.0%	0	0.0%	0	0.0%	0	36.3%	16	0.0%	0	0.0%	0	0.0%	0
Lyminge	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	12.5%	4	0.0%	0
Lympne	1.1%	4	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mersham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0
New Romney	9.3%	36	1.4%	2	0.0%	0	51.6%	24	23.2%	10	0.0%	0	0.0%	0	0.0%	0
Peasmarsh	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Rye	3.1%	12	0.0%	0	0.0%	0	0.0%	0	25.9%	12	1.3%	0	0.0%	0	0.0%	0
Sellindge	2.5%	10	0.0%	0	2.1%	1	0.0%	0	0.0%	0	22.1%	8	1.7%	1	0.0%	0
Shepherdswell	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
St Mary's Bay	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Wye	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Small shops outside study area	6.2%	24	5.5%	7	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	30.4%	15
Other Zone 1	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 3	1.0%	4	0.0%	0	0.0%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	7	0.0%	0	0.0%	0
Other Zone 7	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4
(Don't know / varies)	5.4%	21	3.9%	5	2.6%	1	1.4%	1	0.0%	0	8.0%	3	12.2%	4	13.1%	7
Weighted base:		383		121		50		46		45		36		35		51
Sample:		381		116		48		43		48		43		32		51

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q12 Approximately how much money does your household spend per week on food and groceries in these small shops?</b>																
<i>Those who shop in small shops at Q10:</i>																
£1 - £5	15.5%	59	20.1%	24	19.4%	10	7.4%	3	10.2%	5	19.2%	7	15.5%	5	9.9%	5
£6 - £10	20.8%	80	24.3%	29	13.7%	7	13.0%	6	19.7%	9	50.2%	18	18.6%	7	8.2%	4
£11 - £15	6.2%	24	6.4%	8	4.2%	2	2.2%	1	9.5%	4	4.8%	2	14.0%	5	4.1%	2
£16 - £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
£21 - £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
£26 - £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
£31 - £35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£36 - £40	2.1%	8	0.0%	0	8.4%	4	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£41 - £45	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
£46 - £50	0.4%	2	0.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 +	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)	41.7%	160	42.6%	51	33.6%	17	49.0%	22	43.1%	19	20.8%	8	37.7%	13	57.1%	29
(Refused)	12.0%	46	5.7%	7	20.7%	10	19.5%	9	9.4%	4	5.0%	2	9.9%	4	20.6%	10
<i>Mean:</i>		<i>12.13</i>		<i>9.59</i>		<i>13.63</i>		<i>17.58</i>		<i>19.37</i>		<i>8.98</i>		<i>13.47</i>		<i>7.90</i>
Weighted base:		383		121		50		46		45		36		35		51
Sample:		381		116		48		43		48		43		32		51

### Q13 Approximately what proportion of your household's total spending on all food and grocery goods is done using the internet?

1-5%	1.8%	18	0.0%	0	2.3%	3	7.5%	9	0.0%	0	7.1%	5	0.0%	0	0.9%	1
6-10%	1.5%	15	0.7%	2	2.0%	2	1.2%	1	2.4%	2	3.2%	2	1.2%	1	2.4%	3
11-15%	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
16-20%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21-25%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26-30%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31-35%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36-40%	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
41-45%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
46-50%	1.6%	16	1.8%	7	0.6%	1	0.0%	0	4.3%	4	2.2%	2	2.0%	2	0.9%	1
51-55%	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0
56-60%	0.2%	2	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61-65%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
66-70%	0.5%	5	0.0%	0	0.0%	0	2.3%	3	0.7%	1	0.0%	0	0.0%	0	1.3%	1
71-75%	1.0%	10	1.5%	5	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0	2.4%	3
76-80%	1.4%	14	0.6%	2	1.4%	2	3.2%	4	0.0%	0	3.8%	3	3.7%	4	0.0%	0
81-85%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
86-90%	1.1%	11	0.6%	2	0.0%	0	1.4%	2	1.1%	1	3.7%	3	0.0%	0	3.0%	4
91-95%	0.5%	5	0.3%	1	0.9%	1	1.2%	1	0.7%	1	0.0%	0	0.6%	1	0.0%	0
96-100%	1.2%	12	0.9%	3	1.7%	2	1.2%	1	0.7%	1	1.1%	1	1.5%	2	2.1%	3
(Nothing)	84.2%	843	88.8%	329	86.7%	107	78.4%	90	84.5%	82	74.4%	57	84.2%	84	78.8%	94
(Don't know / varies)	3.5%	35	3.4%	13	4.5%	6	2.0%	2	1.4%	1	2.7%	2	4.6%	5	5.5%	7
(Refused)	0.9%	9	0.8%	3	0.0%	0	0.0%	0	2.2%	2	0.6%	0	0.0%	0	2.7%	3
<i>Mean:</i>		<i>55.31</i>		<i>65.75</i>		<i>47.97</i>		<i>47.69</i>		<i>54.04</i>		<i>44.20</i>		<i>60.86</i>		<i>63.26</i>
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?</b>																
Ashford Town Centre	11.3%	114	3.9%	14	11.0%	14	26.3%	30	26.5%	26	23.8%	18	6.7%	7	4.2%	5
Canterbury city centre	17.3%	173	13.6%	50	16.8%	21	5.6%	6	1.7%	2	18.2%	14	23.4%	24	46.8%	56
Central London / West End	1.6%	16	1.2%	4	2.8%	3	2.1%	2	2.3%	2	1.0%	1	1.1%	1	1.7%	2
Cheriton Town Centre (excluding Tesco)	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Dover Town Centre	1.5%	15	1.6%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.5%	5
Folkestone Town Centre	29.5%	296	49.4%	183	29.9%	37	21.6%	25	7.7%	7	3.1%	2	39.5%	40	1.2%	1
Hythe Town Centre	0.8%	8	0.2%	1	3.6%	4	1.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lydd Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.4%	4	0.2%	1	0.6%	1	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.6%	1
New Romney Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	1
Rye Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.5%	5	0.0%	0	1.4%	2	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	6.7%	67	3.4%	13	9.9%	12	4.9%	6	15.1%	15	21.6%	17	3.8%	4	1.5%	2
Ashford retail parks and supermarkets (all)	2.6%	26	0.9%	3	0.0%	0	8.3%	9	6.3%	6	3.0%	2	2.9%	3	1.3%	1
Bluewater Shopping Centre	1.4%	14	0.7%	3	3.4%	4	2.1%	2	2.1%	2	1.2%	1	0.0%	0	1.7%	2
Canterbury retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
De Bradelei Wharf Outlet, Dover	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Dover retail parks and supermarkets (all)	0.3%	3	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1
Lakeside Shopping Centre	0.3%	3	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Maidstone retail parks and supermarkets (all)	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	0.5%	5	0.3%	1	0.6%	1	0.6%	1	0.0%	0	1.1%	1	1.2%	1	0.0%	0
Sainsbury's, Military Road, Hythe	0.5%	5	0.0%	0	1.1%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.7%	7	1.3%	5	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.9%	9	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	3.9%	5
Wickes, Firs Lane, Cheriton, Folkestone	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	5	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	0	0.0%	0	1.7%	2
Other centres outside study area	1.8%	18	2.2%	8	0.0%	0	1.6%	2	2.6%	3	2.5%	2	0.0%	0	3.0%	4
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.5%	7	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.7%	77	6.6%	24	9.7%	12	8.7%	10	6.3%	6	10.2%	8	6.1%	6	9.0%	11
Home catalogue	2.6%	26	2.6%	10	4.7%	6	2.3%	3	2.7%	3	1.2%	1	2.4%	2	1.2%	1
TV / Interactive shopping	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.5%	55	6.5%	24	1.1%	1	5.2%	6	4.7%	5	6.4%	5	3.3%	3	9.2%	11
(Don't do this type of shopping)	2.6%	26	3.0%	11	0.0%	0	1.7%	2	7.2%	7	0.0%	0	1.7%	2	3.6%	4
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East	
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**Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?**  
*Those who buy clothes and shoes at a specific location at Q14:*

Everyday	0.9%	8	0.7%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
5 - 6 times a week	0.5%	5	0.9%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
3 - 4 times a week	2.6%	24	5.8%	19	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.8%	2
Twice a week	2.5%	23	3.0%	10	3.6%	4	2.7%	3	0.0%	0	3.5%	3	2.2%	2	0.7%	1
Once a week	9.7%	89	9.8%	33	10.4%	13	13.5%	14	9.4%	8	4.5%	3	9.7%	9	8.4%	9
Once every two weeks	8.8%	81	8.6%	29	12.6%	15	5.5%	6	3.0%	3	9.6%	7	5.7%	5	15.2%	16
Once a month	25.2%	232	23.2%	78	20.2%	25	28.2%	30	21.8%	19	35.9%	26	36.1%	34	20.1%	21
Once every two months	11.8%	108	10.0%	33	13.5%	17	13.7%	15	10.8%	9	9.7%	7	13.2%	13	14.4%	15
3 or 4 times a year	12.8%	118	13.4%	45	12.9%	16	12.4%	13	16.9%	14	12.7%	9	13.9%	13	6.6%	7
Twice a year	8.4%	78	5.7%	19	11.1%	14	8.8%	9	16.0%	14	10.3%	7	7.4%	7	7.3%	8
Once a year	3.5%	32	3.8%	13	4.2%	5	3.4%	4	0.8%	1	0.6%	0	5.9%	6	4.2%	4
Less often	3.4%	32	3.9%	13	4.7%	6	2.4%	3	2.8%	2	3.9%	3	0.0%	0	4.6%	5
(Don't know / varies)	10.0%	92	11.3%	38	3.4%	4	8.7%	9	18.5%	16	9.3%	7	4.7%	5	12.8%	13
Weighted base:		921		335		122		107		85		72		95		105
Sample:		915		323		118		100		85		92		95		102

**Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?**  
*Those who travel to buy clothes and shoes at a specific location at Q14:*

Car - driver	64.7%	529	53.4%	161	61.5%	64	76.9%	72	59.0%	44	76.9%	48	82.7%	72	72.4%	67
Car - passenger	8.9%	73	5.2%	16	20.0%	21	12.1%	11	11.2%	8	3.0%	2	6.5%	6	9.8%	9
Bus	12.7%	104	16.6%	50	14.9%	16	6.1%	6	12.0%	9	10.1%	6	8.9%	8	9.8%	9
Cycle	0.3%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Disabled vehicle (e.g. mobility scooter)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.4%	19	1.7%	5	1.7%	2	1.4%	1	11.2%	8	2.1%	1	0.0%	0	1.6%	1
Walk	8.0%	65	19.3%	58	1.3%	1	1.4%	1	4.3%	3	0.0%	0	0.0%	0	1.5%	1
Aeroplane	0.4%	4	0.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know / varies)	2.3%	19	2.8%	9	0.7%	1	2.1%	2	0.0%	0	7.8%	5	0.7%	1	2.0%	2
Weighted base:		817		301		104		94		75		63		87		92
Sample:		808		292		98		87		72		83		87		89

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?</b>																
<i>Those who travel to buy clothes and shoes at a specific location at Q14:</i>																
Ashford Town Centre	13.1%	107	8.1%	25	12.6%	13	21.8%	21	24.1%	18	30.5%	19	10.3%	9	3.1%	3
Canterbury city centre	26.0%	212	24.8%	75	31.8%	33	11.5%	11	3.6%	3	20.6%	13	31.4%	27	55.1%	51
Central London / West End	1.9%	15	1.9%	6	1.7%	2	1.1%	1	3.9%	3	0.0%	0	1.3%	1	3.1%	3
Cheriton Town Centre (excluding Tesco)	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Dover Town Centre	1.0%	8	0.8%	2	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	1	3.8%	4
Folkestone Town Centre	26.5%	217	45.3%	137	18.4%	19	19.9%	19	16.3%	12	5.5%	3	29.8%	26	0.8%	1
Hythe Town Centre	0.8%	7	0.0%	0	4.3%	4	0.7%	1	0.9%	1	0.0%	0	1.3%	1	0.0%	0
Maidstone Town Centre	0.7%	5	0.0%	0	0.0%	0	2.1%	2	2.7%	2	0.0%	0	0.0%	0	1.5%	1
New Romney Town Centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.3%	3	0.2%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.6%	5	0.0%	0	0.7%	1	0.7%	1	0.0%	0	2.5%	2	0.0%	0	2.3%	2
Ashford Designer Outlet (McArthur Glen), Ashford	7.3%	60	4.5%	14	8.8%	9	8.8%	8	5.2%	4	21.0%	13	8.3%	7	5.1%	5
Ashford retail parks and supermarkets (all)	2.4%	20	0.0%	0	2.6%	3	6.4%	6	6.4%	5	2.9%	2	2.8%	2	2.4%	2
Bluewater Shopping Centre	1.8%	15	0.3%	1	0.0%	0	3.9%	4	1.4%	1	2.6%	2	1.1%	1	7.1%	7
Canterbury retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
De Bradelei Wharf Outlet, Dover	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1
Dover retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Lakeside Shopping Centre	0.5%	4	0.4%	1	1.0%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	0.2%	1	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.7%	6	0.0%	0	2.3%	2	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	1.0%	8	1.8%	6	0.7%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	0.4%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.6%	5	0.3%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.5%	1
Market stalls	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other centres outside study area	1.7%	14	1.3%	4	1.0%	1	0.0%	0	5.9%	4	0.7%	0	0.0%	0	3.9%	4
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.5%	29	3.0%	9	2.2%	2	9.5%	9	3.5%	3	2.6%	2	1.3%	1	3.5%	3
Home catalogue	0.9%	7	0.0%	0	2.0%	2	0.7%	1	0.9%	1	1.5%	1	3.4%	3	0.0%	0
(Don't know / can't remember)	5.5%	45	5.5%	16	5.7%	6	4.2%	4	9.2%	7	8.1%	5	3.8%	3	3.8%	4
Weighted base:		817		301		104		94		75		63		87		92
Sample:		808		292		98		87		72		83		87		89

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?</b>																
Ashford Town Centre	2.8%	28	0.8%	3	2.3%	3	7.3%	8	6.1%	6	6.7%	5	1.8%	2	1.1%	1
Canterbury city centre	12.9%	129	7.4%	27	12.4%	15	10.1%	12	2.7%	3	9.6%	7	28.0%	28	30.9%	37
Central London / West End	0.6%	6	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	2	0.6%	1
Cheriton Town Centre (excluding Tesco)	1.0%	10	1.9%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Dover Town Centre	0.5%	5	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	0	0.6%	1	1.2%	1
Folkestone Town Centre	8.3%	83	15.2%	56	9.3%	11	0.0%	0	0.7%	1	0.0%	0	12.9%	13	1.7%	2
Hythe Town Centre	2.7%	27	1.2%	5	14.5%	18	0.0%	0	2.7%	3	0.0%	0	1.7%	2	0.0%	0
Maidstone Town Centre	1.1%	11	1.2%	5	1.4%	2	1.2%	1	0.7%	1	2.2%	2	0.9%	1	0.0%	0
New Romney Town Centre	1.6%	16	0.0%	0	0.0%	0	9.9%	11	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	1.1%	1
Rye Town Centre	0.3%	3	0.0%	0	0.0%	0	0.9%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	2.6%	26	1.2%	4	1.0%	1	7.5%	9	2.0%	2	8.9%	7	0.0%	0	2.4%	3
Bluewater Shopping Centre	1.0%	10	1.0%	4	0.0%	0	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Canterbury retail parks and supermarkets (all)	2.9%	29	2.4%	9	5.8%	7	1.1%	1	2.6%	3	3.9%	3	4.7%	5	1.2%	1
Dover retail parks and supermarkets (all)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre	2.2%	22	1.8%	7	6.2%	8	2.3%	3	0.7%	1	1.5%	1	2.1%	2	1.1%	1
Maidstone retail parks and supermarkets (all)	0.4%	4	0.3%	1	0.0%	0	1.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	6.6%	66	12.2%	45	3.8%	5	5.2%	6	0.0%	0	1.3%	1	7.3%	7	1.7%	2
Royal Tunbridge Wells retail parks (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.2%	2	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.7%	7	1.3%	5	0.0%	0	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Abroad	0.2%	2	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	0.6%	6	0.0%	0	1.9%	2	1.8%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.4%	4	0.5%	2	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Hastings Town Centre	0.8%	8	0.0%	0	0.0%	0	0.0%	0	5.1%	5	3.8%	3	0.6%	1	0.0%	0
St Leonards-on-Sea Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.6%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other Zone 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Internet / delivered	8.0%	80	7.8%	29	5.8%	7	8.3%	10	5.3%	5	12.4%	9	12.4%	12	6.3%	8
Home catalogue	2.0%	20	0.9%	3	3.3%	4	2.2%	3	2.4%	2	4.4%	3	2.7%	3	1.3%	1
TV / Interactive shopping	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	17.7%	178	18.6%	69	13.4%	17	19.6%	22	12.2%	12	27.2%	21	9.4%	9	23.2%	28
(Don't do this type of shopping)	20.3%	203	22.1%	82	13.6%	17	14.9%	17	38.8%	38	12.6%	10	13.4%	13	22.5%	27
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?</b>																
<i>Those who buy furniture, carpets, or soft household furnishings at a specific location at Q18:</i>																
Ashford Town Centre	5.3%	33	1.5%	3	2.3%	2	12.0%	9	5.0%	2	21.2%	10	6.6%	5	2.1%	1
Canterbury city centre	15.8%	98	10.1%	22	14.5%	13	1.3%	1	4.0%	2	7.9%	4	32.2%	25	48.3%	31
Central London / West End	0.6%	4	0.3%	1	0.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.1%	1
Cheriton Town Centre (excluding Tesco)	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover Town Centre	0.6%	4	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.1%	1
Folkestone Town Centre	12.0%	75	22.7%	50	7.5%	7	3.5%	3	1.4%	1	5.4%	3	14.8%	11	1.1%	1
Hawkinge Town Centre	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Hythe Town Centre	2.8%	17	1.8%	4	9.1%	8	5.2%	4	1.4%	1	1.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	1.0%	6	1.4%	3	0.0%	0	1.8%	1	1.4%	1	3.1%	1	0.0%	0	0.0%	0
New Romney Town Centre	2.7%	17	0.0%	0	0.0%	0	15.5%	12	11.3%	5	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Rye Town Centre	0.5%	3	0.0%	0	0.0%	0	2.7%	2	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1
Ashford retail parks and supermarkets (all)	2.2%	14	2.1%	5	0.8%	1	3.1%	2	5.4%	3	4.8%	2	0.0%	0	2.3%	1
Bluewater Shopping Centre	1.4%	9	1.7%	4	0.0%	0	3.4%	3	0.0%	0	4.1%	2	0.0%	0	1.1%	1
Canterbury retail parks and supermarkets (all)	5.0%	31	5.0%	11	5.1%	5	0.0%	0	5.3%	3	6.4%	3	5.2%	4	9.3%	6
Lakeside Shopping Centre	3.2%	20	2.5%	6	9.6%	9	2.7%	2	2.8%	1	0.0%	0	2.8%	2	0.0%	0
Maidstone retail parks and supermarkets (all)	0.6%	4	0.8%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	8.4%	52	14.7%	32	8.5%	8	5.9%	4	0.0%	0	2.1%	1	8.3%	6	1.1%	1
Sainsbury's, Military Road, Hythe	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.8%	5	0.9%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other centres outside study area	0.9%	6	1.4%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.1%	1
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.3%	2	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	10.7%	5	0.0%	0	1.5%	1	0.0%	0
Other Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Internet / delivered	11.6%	72	14.6%	32	10.4%	9	14.8%	11	5.8%	3	3.8%	2	13.4%	10	6.8%	4
Home catalogue	1.6%	10	1.2%	3	1.4%	1	1.7%	1	4.2%	2	1.0%	0	0.8%	1	2.3%	1
(Don't know / can't remember)	19.3%	120	14.2%	31	26.7%	24	20.8%	16	29.4%	14	34.1%	16	9.7%	8	18.1%	12
Weighted base:		621		219		90		75		47		46		77		65
Sample:		581		203		80		65		46		56		70		61

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?</b>																
Ashford Town Centre	6.4%	64	0.0%	0	0.9%	1	20.1%	23	19.2%	19	15.9%	12	0.0%	0	7.6%	9
Canterbury city centre	1.9%	19	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.6%	0	0.9%	1	12.6%	15
Central London / West End	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	0.3%	3	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Dover Town Centre	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	11.9%	14
Folkestone Town Centre	12.6%	127	18.4%	68	18.8%	23	3.8%	4	1.3%	1	1.8%	1	20.0%	20	7.0%	8
Hawkinge Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Hythe Town Centre	0.9%	9	0.0%	0	6.8%	8	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	1.2%	12	0.2%	1	0.0%	0	8.0%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	9.2%	92	0.0%	0	0.6%	1	24.0%	27	17.5%	17	49.1%	38	0.6%	1	7.3%	9
Canterbury retail parks and supermarkets (all)	0.8%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.9%	1	4.2%	5
Dover retail parks and supermarkets (all)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7
Lakeside Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Park Farm Retail Park (and associated stores), Folkestone	32.1%	321	46.2%	171	42.4%	52	20.8%	24	6.9%	7	10.5%	8	53.7%	54	4.5%	5
Sainsbury's, West Park Farm, Folkestone	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wickes, Firs Lane, Cheriton, Folkestone	1.9%	19	1.4%	5	4.5%	6	3.5%	4	0.7%	1	0.0%	0	3.4%	3	0.0%	0
Other centres outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Bexhill-on-Sea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dymchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hastings Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5
Internet / delivered	2.2%	22	1.6%	6	1.1%	1	5.7%	7	2.5%	2	2.1%	2	0.6%	1	3.0%	4
Home catalogue	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.3%	83	11.2%	42	8.0%	10	5.0%	6	5.8%	6	7.0%	5	5.8%	6	7.4%	9
(Don't do this type of shopping)	17.3%	173	19.0%	70	13.8%	17	8.5%	10	30.2%	29	9.9%	8	12.3%	12	22.2%	27
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?</b>																
<i>Those who buy DIY and decorating goods at a specific location at Q20:</i>																
Ashford Town Centre	7.9%	59	0.0%	0	1.8%	2	18.8%	19	28.9%	18	18.4%	12	1.4%	1	9.2%	8
Canterbury city centre	2.6%	19	1.1%	3	1.3%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0	17.3%	15
Cheriton Town Centre (excluding Tesco)	0.5%	4	0.2%	1	0.7%	1	0.0%	0	0.0%	0	2.6%	2	1.4%	1	0.0%	0
Dover Town Centre	1.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	13.7%	12
Folkestone Town Centre	17.8%	133	26.9%	69	19.8%	19	9.1%	9	4.2%	3	3.5%	2	26.4%	22	9.9%	8
Hythe Town Centre	1.1%	8	0.0%	0	8.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	1.7%	13	0.0%	0	0.0%	0	8.6%	9	6.8%	4	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	9.0%	6	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	11.1%	83	0.0%	0	3.6%	3	23.9%	24	22.7%	14	53.7%	34	0.7%	1	7.9%	7
Canterbury retail parks and supermarkets (all)	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Dover retail parks and supermarkets (all)	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	7
Park Farm Retail Park (and associated stores), Folkestone	39.9%	298	61.5%	159	52.3%	51	24.4%	24	9.2%	6	9.2%	6	57.8%	48	6.4%	5
Royal Tunbridge Wells retail parks (all)	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.3%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wickes, Firs Lane, Cheriton, Folkestone	1.8%	14	1.7%	4	1.4%	1	5.5%	5	0.0%	0	1.4%	1	2.2%	2	0.0%	0
Other centres outside study area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bexhill-on-Sea	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dymchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Hastings Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.8%	6	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5
Internet / delivered	1.8%	13	1.9%	5	0.0%	0	5.4%	5	1.7%	1	1.4%	1	0.0%	0	1.3%	1
(Don't know / can't remember)	6.8%	51	5.2%	13	8.3%	8	4.3%	4	7.0%	4	8.0%	5	7.3%	6	11.7%	10
Weighted base:		746		258		97		99		62		64		82		84
Sample:		728		243		85		93		64		78		85		80

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?</b>																
Ashford Town Centre	6.9%	69	2.1%	8	3.3%	4	19.4%	22	13.9%	13	19.5%	15	0.6%	1	5.4%	6
Canterbury city centre	4.0%	40	0.2%	1	1.1%	1	0.0%	0	1.4%	1	1.3%	1	3.6%	4	26.8%	32
Central London / West End	0.6%	6	0.6%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cheriton Town Centre (excluding Tesco)	2.4%	24	3.1%	11	5.2%	6	0.0%	0	0.0%	0	1.1%	1	4.2%	4	1.2%	1
Dover Town Centre	0.6%	6	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.8%	3
Folkestone Town Centre	13.2%	132	24.1%	89	12.2%	15	1.8%	2	3.9%	4	1.2%	1	12.3%	12	7.4%	9
Hythe Town Centre	1.5%	15	0.5%	2	4.2%	5	2.3%	3	1.4%	1	1.8%	1	2.3%	2	0.6%	1
Maidstone Town Centre	0.4%	4	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.9%	1	0.0%	0
New Romney Town Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.5%	5	0.0%	0	1.1%	1	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	6.8%	68	1.7%	6	5.8%	7	17.4%	20	11.1%	11	25.6%	20	2.4%	2	1.7%	2
Bluewater Shopping Centre	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.6%	1
Canterbury retail parks and supermarkets (all)	1.4%	14	0.2%	1	2.0%	2	1.2%	1	0.0%	0	1.1%	1	1.1%	1	6.4%	8
Lakeside Shopping Centre	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	15.1%	151	19.9%	74	21.2%	26	9.3%	11	2.4%	2	3.1%	2	32.0%	32	3.4%	4
Sainsbury's, Dymchurch Road, New Romney	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.5%	5	0.2%	1	2.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	1.0%	10	1.8%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.6%	1
Tesco, Cheriton High Street, Cheriton, Folkestone	0.8%	8	1.3%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other centres outside study area	0.5%	5	0.3%	1	0.0%	0	0.6%	1	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dymchurch	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.6%	7	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
St Mary's Bay Village Centre	0.5%	5	0.0%	0	0.0%	0	3.2%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Internet / delivered	17.4%	175	14.9%	55	23.2%	29	23.6%	27	16.1%	16	9.8%	7	23.7%	24	14.1%	17
Home catalogue	0.8%	8	1.0%	4	0.6%	1	0.0%	0	3.5%	3	0.0%	0	0.6%	1	0.0%	0
TV / Interactive shopping	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.6%	86	10.2%	38	6.7%	8	3.2%	4	6.8%	7	17.5%	13	2.7%	3	11.3%	13
(Don't do this type of shopping)	14.1%	142	15.9%	59	6.7%	8	12.4%	14	23.1%	22	10.9%	8	10.6%	11	15.9%	19
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?</b>																
<i>Those who buy electrical items at a specific location at Q22:</i>																
Ashford Town Centre	9.1%	71	2.0%	5	6.8%	7	22.0%	21	28.8%	20	14.2%	8	3.3%	3	7.4%	6
Canterbury city centre	4.3%	33	1.6%	4	1.3%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	2	28.2%	25
Central London / West End	0.9%	7	0.3%	1	1.6%	2	0.0%	0	0.0%	0	5.2%	3	0.0%	0	1.6%	1
Cheriton Town Centre (excluding Tesco)	2.6%	20	4.9%	13	1.2%	1	0.0%	0	0.0%	0	1.6%	1	3.4%	3	1.7%	1
Dover Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.5%	2
Folkestone Town Centre	15.3%	119	30.7%	84	13.6%	15	1.0%	1	2.8%	2	0.0%	0	9.4%	8	10.2%	9
Hythe Town Centre	1.8%	14	0.4%	1	7.3%	8	1.4%	1	2.9%	2	1.6%	1	0.7%	1	0.0%	0
Maidstone Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	2	0.0%	0	0.0%	0
New Romney Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.2%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.5%	4	0.0%	0	1.3%	1	1.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	8.2%	64	1.0%	3	7.2%	8	18.2%	18	15.5%	11	44.3%	24	0.0%	0	0.8%	1
Bluewater Shopping Centre	0.7%	5	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.8%	0	0.0%	0	2.4%	2
Canterbury retail parks and supermarkets (all)	1.9%	14	0.3%	1	1.0%	1	0.0%	0	0.0%	0	4.0%	2	2.4%	2	9.4%	8
Maidstone retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	17.7%	137	26.0%	71	23.4%	25	7.4%	7	4.3%	3	3.4%	2	30.0%	26	2.9%	3
Sainsbury's, Dymchurch Road, New Romney	0.2%	1	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	1.5%	11	2.9%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.8%	1
Tesco, Cheriton High Street, Cheriton, Folkestone	0.4%	3	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Wickes, Firs Lane, Cheriton, Folkestone	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market stalls	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	0.5%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1
Bexhill-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	1.0%	7	0.0%	0	0.0%	0	0.0%	0	10.9%	7	0.0%	0	0.0%	0	0.0%	0
St Leonards-on-Sea Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
St Mary's Bay Village Centre	0.4%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Internet / delivered	17.8%	138	15.8%	43	14.1%	15	26.7%	26	11.3%	8	10.0%	5	31.0%	27	15.4%	13
Home catalogue	0.7%	6	0.6%	2	0.6%	1	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
TV / Interactive shopping	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.6%	98	11.5%	32	18.0%	19	12.9%	13	6.8%	5	12.0%	7	12.6%	11	14.1%	12
Weighted base:		775		274		107		97		68		55		87		87
Sample:		758		263		103		88		68		70		84		82

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q24 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?</b>																
Ashford Town Centre	9.5%	95	1.3%	5	2.7%	3	17.6%	20	18.6%	18	40.1%	31	1.1%	1	13.8%	17
Canterbury city centre	5.1%	51	2.0%	7	2.8%	4	0.6%	1	0.0%	0	4.3%	3	2.7%	3	27.6%	33
Central London / West End	0.5%	5	0.5%	2	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Cheriton Town Centre (excluding Tesco)	2.0%	20	4.3%	16	0.0%	0	0.0%	0	0.7%	1	1.1%	1	2.3%	2	0.0%	0
Dover Town Centre	1.6%	16	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.8%	2	10.9%	13
Folkestone Town Centre	29.2%	292	58.0%	215	10.9%	13	8.2%	9	3.7%	4	2.2%	2	45.1%	45	3.6%	4
Hawkinge Town Centre	1.6%	16	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	15	0.0%	0
Hythe Town Centre	9.4%	94	1.0%	4	58.0%	72	7.8%	9	3.0%	3	2.9%	2	1.7%	2	2.4%	3
Lydd Town Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	10.2%	10	0.0%	0	0.0%	0	0.6%	1
New Romney Town Centre	3.1%	31	0.0%	0	0.0%	0	21.5%	25	5.6%	5	0.0%	0	0.9%	1	0.0%	0
Rye Town Centre	2.6%	26	0.0%	0	0.0%	0	0.0%	0	26.7%	26	0.6%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.3%	3	0.0%	0	1.1%	1	0.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	2.3%	23	1.0%	4	1.7%	2	2.8%	3	3.1%	3	10.1%	8	0.6%	1	1.9%	2
Canterbury retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Dover retail parks and supermarkets (all)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	2.0%	20	2.0%	8	0.9%	1	1.1%	1	0.0%	0	8.1%	6	2.7%	3	1.0%	1
Sainsbury's, Dymchurch Road, New Romney	0.7%	7	0.0%	0	0.0%	0	4.6%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.9%	9	0.0%	0	5.9%	7	0.6%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	2.7%	27	5.2%	19	1.0%	1	0.6%	1	1.1%	1	0.0%	0	3.5%	4	0.6%	1
Tesco, Cheriton High Street, Cheriton, Folkestone	1.6%	16	3.7%	14	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Other centres outside study area	1.5%	15	0.2%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	12
Dymchurch	0.3%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greatstone Village Centre	0.6%	6	0.0%	0	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.3%	3	0.0%	0	0.0%	0	2.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lyminge	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.3%	5	0.6%	1
St Leonards-on-Sea Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Internet / delivered	4.8%	48	4.4%	16	0.0%	0	12.3%	14	4.3%	4	6.1%	5	4.8%	5	3.1%	4
Home catalogue	0.5%	5	0.6%	2	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.6%	1	0.0%	0
TV / Interactive shopping	0.2%	2	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.3%	43	3.8%	14	3.6%	4	2.9%	3	0.7%	1	8.1%	6	6.9%	7	6.1%	7
(Don't do this type of shopping)	9.7%	98	11.2%	41	6.9%	9	6.6%	8	12.0%	12	9.2%	7	3.8%	4	14.7%	18
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q25 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?</b>																
<i>Those who buy health, beauty or chemist items at a specific location at Q24:</i>																
Ashford Town Centre	9.9%	85	0.4%	1	4.0%	4	18.9%	20	20.0%	17	40.4%	26	0.0%	0	18.4%	17
Canterbury city centre	5.5%	47	1.1%	4	3.8%	4	2.9%	3	0.0%	0	6.3%	4	3.0%	3	31.5%	30
Central London / West End	0.5%	4	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.7%	0	0.0%	0	1.4%	1
Cheriton Town Centre (excluding Tesco)	2.2%	19	5.1%	16	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.9%	2	0.0%	0
Dover Town Centre	2.6%	23	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.0%	2	20.8%	20
Folkestone Town Centre	36.2%	312	71.4%	225	14.3%	16	11.2%	12	5.0%	4	6.1%	4	51.9%	47	5.7%	5
Hawkinge Town Centre	1.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	13	0.0%	0
Hythe Town Centre	9.6%	83	0.7%	2	58.3%	64	5.8%	6	4.3%	4	2.9%	2	1.9%	2	3.0%	3
Lydd Town Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.8%	1
New Romney Town Centre	3.0%	26	0.0%	0	0.0%	0	17.9%	19	7.2%	6	0.0%	0	1.0%	1	0.0%	0
Rye Town Centre	3.1%	27	0.0%	0	0.0%	0	0.0%	0	31.4%	27	0.7%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.9%	2	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	2.1%	18	0.8%	2	1.3%	1	0.6%	1	4.3%	4	15.1%	10	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	1
Dover retail parks and supermarkets (all)	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	3.7%	32	3.8%	12	2.1%	2	3.7%	4	0.0%	0	9.7%	6	6.7%	6	1.2%	1
Sainsbury's, Dymchurch Road, New Romney	0.8%	7	0.0%	0	0.0%	0	5.1%	5	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	1.1%	9	0.0%	0	6.9%	8	0.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	3.2%	27	6.9%	22	1.2%	1	0.6%	1	1.2%	1	0.0%	0	2.0%	2	0.8%	1
Tesco, Cheriton High Street, Cheriton, Folkestone	1.4%	12	3.2%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other centres outside study area	0.8%	7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6
Dymchurch	0.3%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greatstone Village Centre	0.6%	5	0.0%	0	0.0%	0	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyminge	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.8%	1
St Leonards-on-Sea Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0
Whitfield Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other Zone 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Internet / delivered	5.4%	47	3.8%	12	1.0%	1	14.6%	15	6.2%	5	7.3%	5	5.4%	5	3.9%	4
Home catalogue	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.7%	1	0.0%	0
TV / Interactive shopping	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.1%	27	1.7%	5	6.1%	7	7.7%	8	2.0%	2	0.7%	0	2.4%	2	3.0%	3
Weighted base:		862		315		111		104		84		63		90		95
Sample:		846		298		103		95		84		83		91		92

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q26 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>																
Ashford Town Centre	4.5%	45	0.6%	2	2.4%	3	14.2%	16	7.6%	7	10.6%	8	5.5%	6	2.1%	3
Canterbury city centre	4.7%	47	1.6%	6	4.0%	5	2.1%	2	1.7%	2	8.2%	6	10.1%	10	13.0%	16
Central London / West End	0.2%	2	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	0.6%	6	1.0%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Dover Town Centre	0.9%	9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	8
Folkestone Town Centre	9.9%	99	14.5%	54	16.1%	20	3.6%	4	2.3%	2	3.8%	3	11.1%	11	4.5%	5
Hythe Town Centre	1.4%	14	0.5%	2	7.0%	9	2.1%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Maidstone Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	0.5%	5	0.0%	0	0.0%	0	3.2%	4	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.5%	5	0.2%	1	0.0%	0	0.0%	0	2.1%	2	0.9%	1	1.2%	1	0.0%	0
Ashford retail parks and supermarkets (all)	1.2%	12	0.0%	0	0.0%	0	4.9%	6	0.7%	1	4.7%	4	0.0%	0	1.7%	2
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.7%	7	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Dover retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lakeside Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	2.4%	24	4.9%	18	0.6%	1	0.6%	1	0.0%	0	0.0%	0	4.8%	5	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.6%	6	1.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	0.6%	6	0.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Abroad	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other centres outside study area	0.3%	3	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Croydon Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.1%	1	0.2%	1	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	13.3%	133	13.9%	52	8.4%	10	18.3%	21	15.5%	15	10.6%	8	15.7%	16	9.3%	11
Home catalogue	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.1%	1	0.0%	0
(Don't know / can't remember)	8.8%	88	11.3%	42	10.5%	13	5.7%	7	1.4%	1	13.4%	10	4.4%	4	9.2%	11
(Don't do this type of shopping)	47.7%	477	46.7%	173	47.3%	58	44.8%	51	62.8%	61	46.6%	36	42.4%	42	46.7%	56
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q27 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?</b>																
<i>Those who buy recreational goods at a specific location at Q26:</i>																
Ashford Town Centre	9.0%	39	0.8%	1	0.0%	0	24.0%	14	25.9%	9	33.8%	10	1.7%	1	7.7%	4
Canterbury city centre	11.4%	50	5.4%	8	10.8%	6	5.3%	3	6.8%	2	2.3%	1	28.8%	15	27.0%	14
Central London / West End	0.6%	3	0.6%	1	1.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	1.4%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Dover Town Centre	2.2%	10	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	15.3%	8
Folkestone Town Centre	19.6%	86	30.8%	48	29.4%	15	7.5%	4	4.9%	2	9.4%	3	16.5%	9	8.9%	5
Hythe Town Centre	0.8%	3	0.4%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maidstone Town Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	0.5%	2	0.0%	0	0.0%	0	2.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	1.3%	6	2.0%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.3%	1	1.4%	1
Ashford retail parks and supermarkets (all)	1.5%	7	0.8%	1	0.0%	0	2.9%	2	4.9%	2	4.4%	1	0.0%	0	1.4%	1
Bluewater Shopping Centre	0.4%	2	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	1.3%	6	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lakeside Shopping Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	5.5%	24	11.2%	17	2.6%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	5	0.0%	0
Sainsbury's, Military Road, Hythe	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	1.4%	6	2.4%	4	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Westwood Cross Shopping Centre, Broadstairs	1.2%	5	1.4%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Other centres outside study area	1.6%	7	0.4%	1	0.0%	0	2.4%	1	0.0%	0	9.2%	3	1.7%	1	2.7%	1
Croydon Town Centre	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Other Zone 1	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	30.8%	134	29.9%	46	31.7%	17	43.6%	25	41.4%	14	25.0%	8	22.9%	12	23.7%	12
Home catalogue	0.7%	3	0.0%	0	2.5%	1	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0
(Don't know / can't remember)	6.9%	30	4.6%	7	9.3%	5	9.0%	5	1.9%	1	12.7%	4	8.1%	4	7.9%	4
Weighted base:		436		156		52		57		35		31		53		53
Sample:		364		131		41		44		27		32		42		47

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q28 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b>																
Ashford Town Centre	5.5%	55	0.0%	0	5.3%	7	14.2%	16	9.7%	9	18.4%	14	2.0%	2	5.3%	6
Canterbury city centre	3.6%	36	2.6%	9	2.2%	3	0.6%	1	0.0%	0	3.6%	3	4.9%	5	13.2%	16
Central London / West End	0.3%	3	0.5%	2	0.0%	0	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	0.1%	1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover Town Centre	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	11
Folkestone Town Centre	16.6%	166	28.9%	107	18.1%	22	7.8%	9	2.3%	2	1.5%	1	23.9%	24	0.6%	1
Hythe Town Centre	2.7%	27	1.5%	6	12.7%	16	2.8%	3	0.0%	0	1.1%	1	0.6%	1	0.6%	1
Lydd Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	0.9%	9	0.0%	0	0.0%	0	4.9%	6	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Tenterden Town Centre	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.2%	2	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	0.6%	6	0.2%	1	0.0%	0	0.0%	0	1.4%	1	4.6%	3	0.0%	0	0.0%	0
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover retail parks and supermarkets (all)	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Park Farm Retail Park (and associated stores), Folkestone	0.5%	5	0.2%	1	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.5%	2	0.0%	0
Sainsbury's, Dymchurch Road, New Romney	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.4%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.7%	7	0.7%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	1.3%	13	2.5%	9	1.0%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Market stalls	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.7%	1	3.7%	3	0.0%	0	0.0%	0
Bexhill-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	0.7%	7	0.0%	0	0.0%	0	1.2%	1	6.2%	6	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	1.2%	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	0.6%	1
Internet / delivered	34.9%	350	34.0%	126	27.6%	34	36.5%	42	37.2%	36	38.4%	29	34.9%	35	39.4%	47
Home catalogue	0.6%	6	0.2%	1	1.6%	2	0.0%	0	2.1%	2	0.0%	0	1.1%	1	0.0%	0
TV / Interactive shopping	0.3%	3	0.6%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	46	5.2%	19	4.8%	6	3.3%	4	2.7%	3	6.7%	5	2.4%	2	5.9%	7
(Don't do this type of shopping)	21.9%	220	21.8%	81	19.5%	24	21.7%	25	22.5%	22	17.7%	14	25.3%	25	24.5%	29
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q29 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?</b>																
<i>Those who buy other non-food items at a specific location at Q28:</i>																
Ashford Town Centre	5.8%	43	0.2%	1	7.4%	7	14.7%	13	7.7%	6	17.8%	10	4.5%	3	4.3%	4
Canterbury city centre	6.4%	47	3.5%	9	3.7%	3	2.3%	2	0.0%	0	10.5%	6	11.0%	8	21.9%	18
Central London / West End	0.5%	4	0.9%	2	0.0%	0	1.2%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Cheriton Town Centre (excluding Tesco)	0.5%	4	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Dover Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	12
Folkestone Town Centre	21.6%	159	35.9%	97	22.8%	21	9.9%	8	7.5%	5	0.0%	0	35.7%	26	0.9%	1
Hythe Town Centre	3.9%	28	2.1%	6	20.5%	19	1.5%	1	0.0%	0	1.5%	1	0.8%	1	0.9%	1
Lydd Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
New Romney Town Centre	1.3%	10	0.0%	0	0.0%	0	6.6%	6	5.4%	4	0.0%	0	0.0%	0	0.0%	0
Rye Town Centre	0.9%	7	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	1.3%	1
Tenterden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Ashford Designer Outlet (McArthur Glen), Ashford	0.4%	3	0.5%	1	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford retail parks and supermarkets (all)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.3%	2	0.0%	0	0.0%	0
Canterbury retail parks and supermarkets (all)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Dover retail parks and supermarkets (all)	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Lakeside Shopping Centre	0.3%	2	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Farm Retail Park (and associated stores), Folkestone	0.7%	5	0.5%	1	0.7%	1	1.6%	1	0.0%	0	1.7%	1	0.8%	1	0.0%	0
Sainsbury's, Dymchurch Road, New Romney	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Military Road, Hythe	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Park Farm, Folkestone	0.9%	7	1.4%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Tesco, Cheriton High Street, Cheriton, Folkestone	1.7%	12	2.8%	8	2.8%	3	0.8%	1	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Market stalls	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.9%	1
Other centres outside study area	0.4%	3	0.4%	1	1.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Croydon Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings Town Centre	1.0%	7	0.0%	0	0.0%	0	1.6%	1	8.3%	6	0.0%	0	0.0%	0	0.0%	0
Other Zone 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	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	0.9%	1
Internet / delivered	44.1%	325	45.5%	123	28.8%	27	50.4%	43	46.8%	34	52.0%	30	38.6%	28	47.7%	40
Home catalogue	0.4%	3	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.6%	1	0.0%	0
TV / Interactive shopping	0.4%	3	0.0%	0	2.1%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	34	4.2%	11	4.7%	4	6.8%	6	4.6%	3	8.6%	5	2.5%	2	2.5%	2
Weighted base:		736		270		93		86		72		58		73		83
Sample:		695		247		86		77		70		68		68		79

**Q30 Do you visit Folkestone Town Centre regularly for shopping?**

Yes	50.0%	501	73.9%	274	43.4%	54	36.4%	42	21.0%	20	18.4%	14	80.1%	80	14.2%	17
No	47.8%	479	22.2%	82	56.6%	70	59.3%	68	77.6%	75	80.7%	62	19.9%	20	85.2%	102
(Don't know / varies)	2.2%	22	3.9%	14	0.0%	0	4.3%	5	1.4%	1	0.9%	1	0.0%	0	0.6%	1
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q31 What improvements could be made to Folkestone Town Centre? [MR]</b>																
<i>Those who visit Folkestone Town Centre regularly for shopping at Q30:</i>																
Nothing	18.7%	94	18.4%	50	17.8%	10	32.3%	13	33.0%	7	13.7%	2	8.2%	7	29.4%	5
Better choice of shops in general	34.4%	172	33.8%	92	38.0%	20	42.0%	18	0.0%	0	10.1%	1	44.4%	36	29.7%	5
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	16.3%	82	17.6%	48	8.7%	5	6.4%	3	0.0%	0	6.2%	1	29.4%	24	8.5%	1
Better signposting within the centre	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better street furniture / floral displays	0.9%	5	1.3%	4	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	4.3%	1
Cheaper parking	10.1%	51	10.2%	28	6.1%	3	7.5%	3	0.0%	0	0.0%	0	19.4%	16	4.3%	1
Cleaner streets / removal of litter	4.5%	23	5.7%	16	5.9%	3	3.2%	1	0.0%	0	3.3%	0	0.7%	1	8.8%	1
Expand the town centre's colleges / expand 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
Fewer bars / nightclubs	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 appearance / environment of centre	3.7%	19	2.8%	8	7.3%	4	8.8%	4	3.3%	1	0.0%	0	3.4%	3	0.0%	0
Improved access for wheelchair and pushchair users	0.3%	2	0.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / more CCTV / more police	1.5%	7	0.3%	1	0.0%	0	3.2%	1	0.0%	0	3.3%	0	5.8%	5	0.0%	0
Improvement to the market	1.4%	7	0.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	5.4%	4	4.3%	1
More / better eating places	0.7%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	4.3%	1
More / better leisure facilities	1.8%	9	3.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	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 accessible car parking	2.9%	15	3.1%	8	0.0%	0	0.0%	0	0.0%	0	3.3%	0	7.2%	6	0.0%	0
More control on alcohol / drinkers / drug users	0.9%	5	1.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
More control on other anti-social behaviour (begging, soliciting prostitutes, etc.)	3.8%	19	4.9%	14	7.0%	4	0.0%	0	5.0%	1	0.0%	0	1.1%	1	0.0%	0
More family-oriented facilities	0.7%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent train 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
More green spaces / areas	0.6%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.3%	1
More independent shops	8.3%	42	10.7%	29	6.3%	3	2.4%	1	6.2%	1	0.0%	0	6.6%	5	8.5%	1
More national multiple (high street chain) retailers	12.8%	64	18.4%	50	8.9%	5	4.5%	2	0.0%	0	11.3%	2	5.8%	5	4.3%	1
More parking	9.6%	48	9.1%	25	0.0%	0	8.9%	4	25.4%	5	12.4%	2	13.9%	11	6.6%	1
More priority for pedestrians	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More reliable / comfortable bus services	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0
More reliable train 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
More secure children's play areas	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
More shelter from wind / rain	0.7%	3	0.0%	0	2.0%	1	0.0%	0	6.2%	1	0.0%	0	1.5%	1	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.0%	35	9.9%	27	3.9%	2	4.0%	2	0.0%	0	5.1%	1	2.3%	2	8.5%	1
Bring back Marks & Spencer	2.1%	10	3.4%	9	1.3%	1	0.0%	0	0.0%	0	3.3%	0	0.0%	0	0.0%	0
Clothes shops for larger women	0.6%	3	0.6%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill vacant shops	1.5%	7	1.8%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Less charity shops	0.6%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More clothes shops in general	0.5%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repair footpaths, potholes etc.	0.4%	2	0.6%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.6%	28	3.6%	10	12.7%	7	1.6%	1	14.5%	3	30.7%	4	3.0%	2	4.3%	1
Weighted base:		501		274		54		42		20		14		80		17
Sample:		483		272		48		37		15		17		75		19

Column %ges.

## Shepway Retail & Leisure Study For Peter Brett Associates

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q32 Do you visit Hythe Town Centre regularly for shopping?</b>																
Yes	38.2%	383	29.9%	111	86.2%	107	55.4%	64	21.0%	20	25.8%	20	38.5%	39	19.2%	23
No	59.4%	596	66.3%	245	12.7%	16	41.2%	47	76.5%	74	72.5%	55	61.5%	62	80.2%	96
(Don't know / varies)	2.4%	24	3.8%	14	1.0%	1	3.4%	4	2.4%	2	1.8%	1	0.0%	0	0.6%	1
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q33 What improvements could be made to Hythe Town Centre? [MR]</b>																
<i>Those who visit Hythe Town Centre regularly for shopping at Q32:</i>																
Nothing	50.5%	193	61.1%	68	34.6%	37	46.5%	30	44.0%	9	58.6%	12	69.7%	27	50.2%	12
Better choice of shops in general	17.6%	67	10.2%	11	30.2%	32	17.3%	11	14.4%	3	13.7%	3	7.5%	3	18.7%	4
Better crèche facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	5.5%	21	3.7%	4	10.2%	11	5.8%	4	0.0%	0	6.8%	1	3.1%	1	0.0%	0
Better signposting within 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
Better street furniture / floral displays	0.4%	2	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	0.7%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	5.9%	1
Cheaper parking	9.6%	37	7.2%	8	9.7%	10	17.7%	11	3.3%	1	4.7%	1	6.3%	2	13.9%	3
Cleaner streets / removal of litter	1.1%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	3.1%	1
Expand the town centre's colleges / expand 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
Fewer bars / nightclubs	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 appearance / environment of centre	0.6%	2	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.6%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Improved security measures / more CCTV / more police	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvement to the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	1.2%	5	0.0%	0	0.6%	1	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	0.5%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More accessible car parking	4.3%	16	6.9%	8	0.0%	0	11.0%	7	6.5%	1	2.4%	0	0.0%	0	0.0%	0
More control on alcohol / drinkers / drug users	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
More control on other anti-social behaviour (begging, soliciting prostitutes etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
More family oriented facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0
More frequent train 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
More green spaces / areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
More independent shops	4.0%	15	3.2%	4	8.0%	8	0.0%	0	0.0%	0	4.4%	1	0.0%	0	9.7%	2
More national multiple (high street chain) retailers	1.6%	6	2.9%	3	0.0%	0	1.0%	1	3.3%	1	0.0%	0	0.0%	0	6.5%	1
More parking	10.3%	39	8.9%	10	8.9%	9	10.7%	7	23.5%	5	11.5%	2	10.2%	4	9.7%	2
More priority for pedestrians	1.0%	4	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
More reliable / comfortable bus 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
More reliable train 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
More secure children's play areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure parking	0.7%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
More shelter from wind / rain	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.5%	21	5.7%	6	10.9%	12	2.6%	2	3.3%	1	0.0%	0	1.5%	1	0.0%	0
Fewer cafés / restaurants	2.0%	8	0.0%	0	4.8%	5	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer charity shops	2.2%	8	1.5%	2	1.9%	2	5.9%	4	5.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.6%	10	2.7%	3	1.6%	2	3.2%	2	6.5%	1	2.4%	0	1.5%	1	3.1%	1
Weighted base:		383		111		107		64		20		20		39		23
Sample:		401		118		104		60		21		30		43		25

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q34 Do you visit New Romney Town Centre regularly for shopping?</b>																
Yes	13.7%	137	2.6%	10	2.0%	2	64.8%	74	38.4%	37	10.2%	8	2.7%	3	2.8%	3
No	85.4%	856	96.7%	358	98.0%	121	33.0%	38	58.5%	57	88.7%	68	97.3%	98	97.2%	117
(Don't know / varies)	0.9%	9	0.7%	2	0.0%	0	2.2%	3	3.1%	3	1.1%	1	0.0%	0	0.0%	0
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>Q35 What improvements could be made to New Romney Town Centre? [MR]</b>																
<i>Those who visit New Romney Town Centre regularly for shopping at Q34:</i>																
Nothing	38.9%	53	41.9%	4	0.0%	0	30.5%	23	46.9%	17	55.8%	4	100.0%	3	66.6%	2
Better choice of shops in general	23.3%	32	18.8%	2	28.2%	1	37.2%	28	5.2%	2	0.0%	0	0.0%	0	0.0%	0
Better crèche facilities	0.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality of shops	11.4%	16	9.4%	1	0.0%	0	17.5%	13	1.8%	1	0.0%	0	0.0%	0	33.5%	1
Better signposting within 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
Better street furniture / floral displays	2.9%	4	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigger / better supermarket	2.4%	3	0.0%	0	0.0%	0	2.7%	2	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	9.6%	13	11.5%	1	0.0%	0	11.1%	8	10.5%	4	0.0%	0	0.0%	0	0.0%	0
Cleaner Streets / removal of litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expand the town centre's colleges / expand 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
Fewer bars / nightclubs	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 appearance / environment of centre	2.3%	3	0.0%	0	0.0%	0	1.4%	1	3.4%	1	11.2%	1	0.0%	0	0.0%	0
Improved access for wheelchair and pushchair users	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security measures / more CCTV / more police	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvement to the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better eating places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / night-life	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 accessible car parking	4.1%	6	6.1%	1	0.0%	0	1.4%	1	9.7%	4	5.9%	0	0.0%	0	0.0%	0
More control on alcohol / drinkers / drug users	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 control on other anti-social behaviour (begging, soliciting prostitutes 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
More family oriented facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More frequent bus services to the centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0
More frequent train 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
More green spaces / areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent shops	3.6%	5	0.0%	0	0.0%	0	4.1%	3	3.4%	1	9.2%	1	0.0%	0	0.0%	0
More national multiple (high street chain) retailers	3.4%	5	0.0%	0	0.0%	0	6.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	12.1%	17	17.6%	2	0.0%	0	12.8%	9	14.7%	5	0.0%	0	0.0%	0	0.0%	0
More priority for pedestrians	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
More reliable / comfortable bus 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
More reliable train 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
More secure children's play areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More secure parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shelter from wind / rain	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
New / relocated bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of more residential accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	8.0%	11	0.0%	0	0.0%	0	11.5%	9	5.2%	2	5.9%	0	0.0%	0	0.0%	0
(Don't know)	5.8%	8	21.6%	2	71.7%	2	3.2%	2	3.6%	1	5.9%	0	0.0%	0	0.0%	0
Weighted base:		137		10		2		74		37		8		3		3
Sample:		140		11		3		70		37		12		4		3

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East								
<b>Q36 In which town, village or out-of-town location does your household spend most money on restaurants?</b>																
Appledore	0.8%	8	0.0%	0	0.0%	0	0.9%	1	5.0%	5	2.4%	2	0.0%	0	0.0%	0
Ashford	9.9%	100	8.8%	33	6.5%	8	11.6%	13	11.7%	11	31.9%	24	3.3%	3	5.5%	7
Barham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1
Bradbourne Lees	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0
Capel-le-Ferne	0.2%	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cheriton (Folkestone)	2.1%	21	4.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.6%	1
Dover	1.6%	16	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	4.7%	6
Dymchurch	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elham	0.5%	5	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Etchinghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Folkestone	17.9%	179	33.9%	126	4.4%	5	11.2%	13	3.4%	3	3.7%	3	24.3%	24	4.3%	5
Hamstreet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Hawkinge	0.8%	8	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	6	0.0%	0
Hythe	9.0%	90	5.5%	20	40.7%	50	3.4%	4	1.7%	2	3.6%	3	9.7%	10	1.5%	2
London (all)	2.4%	24	4.0%	15	1.4%	2	1.2%	1	1.3%	1	3.1%	2	1.1%	1	1.1%	1
Lydd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lydden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Lyminge	0.3%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.6%	1	0.0%	0
Lympne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Mersham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
New Romney	3.5%	35	0.7%	2	0.0%	0	24.0%	28	3.5%	3	0.9%	1	0.0%	0	0.6%	1
Peasmarsh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Rye	2.2%	22	0.0%	0	0.6%	1	0.9%	1	16.1%	16	3.4%	3	0.0%	0	2.1%	2
Sellindge	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.1%	1	0.6%	1
Shepherdswell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
St Mary's Bay	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenterden	1.3%	13	0.0%	0	3.4%	4	4.6%	5	0.7%	1	2.9%	2	0.0%	0	0.6%	1
Wye	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.2%	5
Other centres outside study area	1.9%	20	1.6%	6	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.7%	2	7.9%	10
Other centres in study area	1.3%	13	0.3%	1	1.1%	1	2.8%	3	0.7%	1	1.8%	1	1.8%	2	3.0%	4
Canterbury	8.4%	84	4.9%	18	9.4%	12	0.9%	1	2.3%	2	4.9%	4	10.0%	10	31.4%	38
Hastings	0.7%	7	0.0%	0	0.0%	0	1.2%	1	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Sandgate, Folkestone	0.5%	5	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don't know / varies)	6.5%	66	6.3%	23	5.1%	6	5.8%	7	8.8%	9	5.0%	4	10.8%	11	5.1%	6
(Don't do this activity)	25.0%	251	25.1%	93	26.4%	33	28.7%	33	37.1%	36	16.2%	12	18.5%	19	21.1%	25
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

### Q37 In which town, village or out-of-town location does your household spend most money on cafés and coffee shops?

Ashford	7.6%	76	1.8%	7	2.8%	4	14.1%	16	18.5%	18	31.7%	24	0.9%	1	5.4%	6
Bluewater Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capel-le-Ferne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Cheriton (Folkestone)	2.2%	22	5.6%	21	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Dover	1.3%	13	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11
Dymchurch	0.3%	3	0.0%	0	0.6%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone	24.1%	241	49.2%	182	9.1%	11	7.8%	9	3.1%	3	2.1%	2	31.3%	31	2.4%	3
Hamstreet	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0
Hawkinge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Hythe	10.6%	106	3.1%	12	44.1%	55	18.8%	22	1.1%	1	7.2%	5	9.4%	9	1.8%	2
London (all)	1.3%	13	1.8%	7	0.9%	1	0.0%	0	1.3%	1	0.0%	0	2.0%	2	1.7%	2
Lydd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Lympne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
New Romney	2.4%	24	0.0%	0	0.0%	0	12.1%	14	10.1%	10	0.0%	0	0.0%	0	0.0%	0
Rye	2.3%	23	0.0%	0	0.0%	0	2.3%	3	19.5%	19	0.6%	0	0.0%	0	0.9%	1
Sellindge	0.5%	5	0.3%	1	0.9%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.6%	1
Tenterden	0.8%	8	0.0%	0	0.0%	0	1.2%	1	0.0%	0	9.1%	7	0.0%	0	0.0%	0
Wye	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 centres outside study area	0.5%	5	0.3%	1	0.6%	1	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.6%	1
Other centres in study area	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	7.4%	74	3.2%	12	5.0%	6	1.2%	1	1.1%	1	3.4%	3	12.9%	13	31.6%	38
Hastings	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sandgate, Folkestone	0.6%	6	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don't know / varies)	4.3%	43	4.3%	16	6.7%	8	2.9%	3	6.0%	6	4.3%	3	6.1%	6	0.6%	1
(Don't do this activity)	32.5%	325	28.6%	106	28.3%	35	35.6%	41	38.0%	37	30.6%	23	31.3%	31	43.6%	52
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East
<b>Q38 In which town, village or out-of-town location does your household spend most money on pubs and bars?</b>								
Appledore	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashford	2.6%	27	0.0%	0	0.9%	1	2.0%	2
Barham	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Bradbourne Lees	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Camber	0.1%	1	0.0%	0	0.0%	0	1.4%	1
Capel-le-Ferne	0.3%	3	0.2%	1	0.0%	0	0.0%	0
Cheriton (Folkestone)	1.8%	18	4.0%	15	1.9%	2	0.0%	0
Dover	0.8%	8	0.9%	3	0.0%	0	0.0%	0
Dymchurch	0.6%	6	0.0%	0	0.0%	0	3.7%	4
Elham	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Etchinghill	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Folkestone	13.8%	138	30.7%	114	4.7%	6	1.6%	2
Hamstreet	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Hawkinge	1.3%	13	1.0%	4	0.0%	0	0.0%	0
Hythe	6.1%	61	2.3%	8	37.9%	47	1.2%	1
London (all)	0.6%	6	0.0%	0	2.5%	3	0.0%	0
Lydd	0.5%	5	0.0%	0	0.0%	0	1.2%	1
Lydden	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Lyminge	0.7%	7	0.0%	0	0.0%	0	0.0%	0
Lympne	0.1%	1	0.0%	0	1.0%	1	0.0%	0
Mersham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
New Romney	3.3%	33	0.0%	0	0.0%	0	24.2%	28
Rye	1.3%	13	0.0%	0	0.0%	0	0.9%	1
Sellindge	0.9%	9	0.2%	1	0.0%	0	0.0%	0
Shadoxhurst	0.2%	2	0.0%	0	0.6%	1	0.0%	0
Shepherdswell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
St Mary's Bay	0.2%	2	0.0%	0	0.0%	0	1.4%	2
Tenterden	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wye	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	1.1%	11	0.4%	2	2.0%	2	0.9%	1
Other centres in study area	1.4%	14	0.2%	1	0.0%	0	0.0%	0
Canterbury	3.1%	31	1.8%	7	0.0%	0	0.0%	0
Sandgate, Folkestone	0.9%	9	2.4%	9	0.0%	0	0.0%	0
(Don't know / varies)	4.2%	42	3.6%	13	3.0%	4	3.9%	4
(Don't do this activity)	50.0%	501	52.3%	194	45.5%	56	59.1%	68
Weighted base:	1002		370		124		115	
Sample:	1002		356		120		110	

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East
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**Q39 In which town, village or out-of-town location does your household spend most money on the cinema / theatre?**

Cineworld, Eureka Entertainment Centre, Ashford	47.4%	475	51.7%	191	58.0%	72	47.1%	54	23.1%	22	54.9%	42	52.1%	52	34.5%	41
Gulbenkian Cinema/Theatre, University of Kent at Canterbury, Canterbury	0.7%	7	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.1%	3	2.4%	3
Kino, Rye Road, Hawkurst	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Leas Cliff Hall, The Leas, Folkestone	1.3%	13	2.2%	8	0.6%	1	3.5%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Marlowe Theatre, The Friars, Canterbury	3.4%	34	3.2%	12	2.0%	2	1.4%	2	0.0%	0	6.0%	5	4.5%	5	7.4%	9
Metropole Arts Centre, The Leas, Folkestone	0.2%	2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Odeon, St George's Place, Canterbury	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8
Silver Screen Cinema, Gaol Lane, Market Square, Dover	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Silver Screen Cinema, Guildhall Street, Folkestone	4.3%	43	8.4%	31	5.4%	7	1.1%	1	0.0%	0	0.0%	0	2.7%	3	1.2%	1
Vue, Westwood Cross, Broadstairs	1.2%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	10
Other destinations outside study area	1.1%	11	0.2%	1	0.6%	1	2.1%	2	6.2%	6	0.0%	0	0.0%	0	1.1%	1
Central London / West End	1.7%	17	1.1%	4	5.0%	6	2.3%	3	2.1%	2	0.6%	0	1.1%	1	0.6%	1
The Tower Theatre, North Road, Cheriton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don't know / varies)	0.8%	8	1.1%	4	0.0%	0	0.6%	1	1.4%	1	0.0%	0	0.0%	0	1.7%	2
(Don't do this activity)	36.5%	365	31.2%	116	27.5%	34	41.9%	48	65.2%	63	37.4%	29	34.4%	34	34.7%	42
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

**Q40 In which town, village or out-of-town location does your household spend most money on family entertainment facilities (such as indoor bowling, ice skating etc.)?**

Ashford	20.9%	210	26.1%	97	19.5%	24	22.4%	26	13.4%	13	22.6%	17	23.6%	24	8.0%	10
Cheriton, Folkestone	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dover	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	5
Folkestone (NOT in town centre / Cheriton)	1.4%	14	3.3%	12	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Folkestone (town centre)	0.7%	7	1.1%	4	0.6%	1	0.6%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Hawkinge	0.4%	4	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hythe	0.5%	5	0.3%	1	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.6%	6	0.0%	0	0.9%	1	0.9%	1	1.4%	1	0.0%	0	1.1%	1	1.5%	2
Lydd	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Maidstone	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney	0.3%	3	0.0%	0	0.0%	0	1.7%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Other centres in study area	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other centres outside study area	1.8%	18	2.4%	9	0.0%	0	1.2%	1	2.8%	3	2.2%	2	0.0%	0	2.8%	3
Canterbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Tenterden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0
(Don't know / varies)	1.9%	19	1.1%	4	4.5%	6	1.1%	1	5.0%	5	2.2%	2	0.0%	0	1.1%	1
(Don't do this activity)	70.1%	702	63.9%	237	73.0%	90	68.0%	78	76.1%	74	68.7%	53	73.7%	74	81.0%	97
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

	Total	Zone 1 - Folkestone	Zone 2 - Hythe	Zone 3 - New Romney	Zone 4 - Lydd	Zone 5 - Rural North West	Zone 6 - Hawkinge	Zone 7 - Rural North East
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**Q41 In which town, village or out-of-town location does your household spend most money on Health & Fitness (including visits to gyms / swimming pools)?**

Ashford	4.6%	46	0.7%	2	3.6%	4	5.3%	6	6.0%	6	23.0%	18	0.6%	1	7.9%	9
Cheriton, Folkestone	3.5%	35	2.3%	9	7.7%	9	0.6%	1	0.0%	0	0.0%	0	14.3%	14	1.3%	1
Dover	0.3%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Folkestone (NOT in town centre / Cheriton)	8.3%	83	17.2%	64	6.4%	8	0.0%	0	1.1%	1	0.6%	0	6.7%	7	2.3%	3
Folkestone (town centre)	7.5%	75	16.5%	61	2.7%	3	0.0%	0	0.0%	0	0.0%	0	9.5%	10	0.6%	1
Hythe	7.8%	78	3.8%	14	29.1%	36	15.6%	18	2.1%	2	1.8%	1	5.7%	6	1.1%	1
London	0.4%	4	0.2%	1	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1
Maidstone	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Romney	1.5%	16	0.0%	0	0.0%	0	12.4%	14	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other centres in study area	0.6%	6	0.2%	1	0.0%	0	1.8%	2	0.0%	0	3.4%	3	0.0%	0	0.6%	1
Other centres outside study area	0.5%	5	0.6%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	1	1.2%	1
Canterbury	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	7
Rye	1.1%	11	0.0%	0	0.0%	0	2.4%	3	9.0%	9	0.0%	0	0.0%	0	0.0%	0
Tenterden	1.4%	14	0.0%	0	0.0%	0	5.9%	7	1.1%	1	7.0%	5	0.0%	0	0.6%	1
(Don't know / varies)	0.8%	8	1.1%	4	0.0%	0	0.0%	0	1.3%	1	2.2%	2	0.0%	0	1.1%	1
(Don't do this activity)	60.9%	610	57.2%	212	50.5%	62	55.2%	63	76.1%	74	62.0%	47	62.0%	62	74.1%	89
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

**GEN Gender of Respondent**

Male	33.6%	336	35.0%	130	30.1%	37	21.2%	24	32.9%	32	37.3%	29	38.2%	38	39.0%	47
Female	66.4%	665	65.0%	241	69.9%	86	78.8%	90	67.1%	65	62.7%	48	61.8%	62	61.0%	73
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

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

18 to 24	4.5%	45	3.9%	14	10.1%	13	3.5%	4	0.0%	0	7.4%	6	3.6%	4	3.7%	4
25 to 34	12.3%	124	17.0%	63	3.4%	4	7.1%	8	17.1%	17	11.3%	9	18.5%	19	3.8%	5
35 to 44	15.1%	151	18.2%	68	13.7%	17	20.0%	23	4.3%	4	16.3%	12	12.3%	12	12.5%	15
45 to 54	17.8%	178	20.8%	77	18.7%	23	26.3%	30	9.5%	9	12.2%	9	20.2%	20	7.5%	9
55 to 64	19.5%	195	17.6%	65	17.7%	22	16.1%	18	22.0%	21	21.7%	17	18.0%	18	28.5%	34
65 +	29.1%	291	21.5%	80	35.4%	44	23.3%	27	43.9%	42	29.1%	22	27.4%	27	41.1%	49
(Refused)	1.7%	17	1.0%	4	0.9%	1	3.7%	4	3.3%	3	2.0%	2	0.0%	0	2.9%	4
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

**WOR Which of the following best describes the chief wage earner of your household's current employment situation?**

Working full time	51.5%	516	57.5%	213	46.8%	58	59.4%	68	30.3%	29	54.6%	42	59.3%	60	39.1%	47
Working part time	7.0%	70	8.6%	32	3.3%	4	4.1%	5	8.3%	8	6.3%	5	6.3%	6	8.3%	10
Unemployed	2.9%	29	3.9%	15	1.0%	1	2.9%	3	6.6%	6	1.1%	1	2.3%	2	0.0%	0
Retired	34.3%	343	25.3%	94	39.7%	49	31.2%	36	50.5%	49	33.2%	25	29.7%	30	50.7%	61
A housewife	0.4%	4	0.3%	1	0.9%	1	0.9%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0
A student	1.0%	10	1.3%	5	3.4%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Disabled / sick	1.3%	13	2.1%	8	1.6%	2	0.6%	1	2.5%	2	0.0%	0	0.6%	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
(Refused)	1.6%	16	0.8%	3	3.3%	4	0.9%	1	1.8%	2	2.9%	2	1.7%	2	1.9%	2
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

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

None	13.1%	132	19.5%	72	16.6%	21	8.0%	9	12.6%	12	10.2%	8	3.0%	3	5.5%	7
One	43.0%	431	48.8%	181	38.3%	47	29.6%	34	53.2%	51	31.8%	24	44.9%	45	40.4%	48
Two	32.8%	329	24.9%	92	31.9%	39	46.8%	54	25.1%	24	35.8%	27	41.0%	41	42.4%	51
Three or more	9.8%	98	6.2%	23	11.8%	15	14.1%	16	6.0%	6	20.2%	15	10.5%	11	10.8%	13
(Refused)	1.2%	12	0.6%	2	1.4%	2	1.5%	2	3.2%	3	2.0%	2	0.6%	1	1.0%	1
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

# Shepway Retail & Leisure Study

## For Peter Brett Associates

Weighted:

May 2014

	Total	Zone 1 - Folkestone		Zone 2 - Hythe		Zone 3 - New Romney		Zone 4 - Lydd		Zone 5 - Rural North West		Zone 6 - Hawkinge		Zone 7 - Rural North East		
<b>PC</b>																
CT4 5	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	18
CT4 6	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	29
CT15 7	4.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	43
CT18 7	7.8%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.2%	78	0.0%	0
CT18 8	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.8%	22	0.0%	0
CT19 4	7.9%	79	21.4%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT19 5	9.4%	94	25.4%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT19 6	7.3%	73	19.7%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT20 1	3.9%	39	10.7%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT20 2	3.3%	33	8.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT20 3	5.2%	52	14.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT21 4	3.6%	36	0.0%	0	29.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT21 5	4.3%	43	0.0%	0	34.5%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CT21 6	4.5%	45	0.0%	0	36.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN25 5	3.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.1%	30
TN25 6	4.2%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.0%	42	0.0%	0	0.0%	0
TN25 7	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	13	0.0%	0	0.0%	0
TN26 2	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	22	0.0%	0	0.0%	0
TN28 8	6.9%	69	0.0%	0	0.0%	0	59.9%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN29 0	4.6%	46	0.0%	0	0.0%	0	40.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TN29 9	5.6%	56	0.0%	0	0.0%	0	0.0%	0	57.6%	56	0.0%	0	0.0%	0	0.0%	0
TN31 7	4.1%	41	0.0%	0	0.0%	0	0.0%	0	42.4%	41	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

**ZON Zone**

Zone 1 - Folkestone	36.9%	370	100.0%	370	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 - Hythe	12.3%	124	0.0%	0	100.0%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 - New Romney	11.4%	115	0.0%	0	0.0%	0	100.0%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 - Lydd	9.7%	97	0.0%	0	0.0%	0	0.0%	0	100.0%	97	0.0%	0	0.0%	0	0.0%	0
Zone 5 - Rural North West	7.6%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0	0.0%	0
Zone 6 - Hawkinge	10.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 7 - Rural North East	12.0%	120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	120
Weighted base:		1002		370		124		115		97		77		100		120
Sample:		1002		356		120		110		100		100		100		116

### **Appendix 3:**

## **Other Responses – Summary Counts**

**Shepway Retail & Leisure Study  
For Peter Brett Associates  
'Other' Responses**

**Q04** When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips?

Yes - visit family / friends	2
<b>Total</b>	<b>2</b>

**Q16** How do you normally travel to (LOCATION MENTIONED AT Q14)?

Motorbike	1
<b>Total</b>	<b>1</b>

**Q31 What improvements could be made to Folkestone Town Centre?**

Modernise the public toilets	2
More / better disabled parking	2
More craft shops	2
More men's clothes shops	2
More shops for children (clothes, toys etc.)	2
Open another department store	2
Close the betting shops	1
Convert empty shops into houses	1
Convert houses on the seafront into flats	1
Enlarge existing clothes shops	1
Fewer coffee shops	1
Fewer illegal immigrants	1
Free parking	1
Get rid of seagulls	1
Less 'junk food' restaurants / takeaways	1
Less pedestrianisation	1
Less traffic	1
Lower shop rents	1
More / better street lighting	1
More assistants in shops	1
More facilities for teenagers	1
More support for people in Folkestone	1
More work opportunities	1
No smoking	1
Open a John Lewis store	1
Open a record shop	1
Shops should be closer together / compact	1
Spend more money on it	1
Take down the Christmas lights	1
The tram link to go ahead	1
<b>Total</b>	<b>36</b>

**Q33 What improvements could be made to Hythe Town Centre?**

Fill vacant shops	2
Longer opening hours	2
More ladies' clothes shops	2
Fewer charity shops	1
Fewer hairdressers	1
Fewer supermarkets	1
Free parking	1
HSBC bank should be bigger	1
Keep the banks	1
Less betting shops	1
Less mobility scooters	1
Make it more appealing to young people	1
More beach huts on the seafront	1
More music shops	1
More sports shops / young people's clothes shops	1
Repair footpaths, potholes etc.	1
Seafront needs a makeover	1
Stop shops closing on Saturdays and half-day Wednesdays	1
<b>Total</b>	<b>21</b>

**Q35 What improvements could be made to New Romney Town Centre?**

Create a bypass	2
Fewer hairdressers	1
Less antique shops	1
Less betting shops	1
Less charity shops	1
Longer opening hours	1
More dog-littering bins	1
Open a Nationwide Building Society	1
Open another card shop	1
Put double yellow lines down the high street	1
Repair footpaths, potholes etc.	1
<b>Total</b>	<b>12</b>

## Appendix 4:

### Composite Analysis (Incl. SFT)

## 070514 Shepway incl. SFT Results Summary

### Percentage of Spend by Zone

		Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
<b>Composite food</b>									
1	Zone 1	45.0%	88.1%	16.9%	14.0%	2.5%	5.6%	66.2%	12.6%
2	Zone 2	16.0%	4.0%	77.5%	24.9%	3.4%	9.0%	4.6%	4.4%
3	Zone 3	7.2%	0.1%	0.4%	37.9%	27.0%	0.2%	0.2%	0.0%
4	Zone 4	0.3%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%
5	Zone 5	0.9%	0.1%	0.5%	0.2%	0.0%	9.5%	0.1%	0.4%
6	Zone 6	3.1%	2.0%	0.1%	0.6%	0.5%	1.0%	18.5%	2.3%
7	Zone 7	0.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.8%
0	Outside catchment area	23.2%	3.5%	3.0%	16.4%	59.5%	66.8%	8.0%	69.9%
X	SFT	3.9%	2.3%	1.6%	6.0%	4.7%	7.3%	2.4%	7.7%
<b>Composite Non-food</b>									
1	Zone 1	34.8%	58.4%	36.0%	15.6%	8.2%	7.1%	45.0%	8.2%
2	Zone 2	2.9%	1.0%	13.6%	3.2%	1.5%	1.0%	1.1%	0.3%
3	Zone 3	1.2%	0.0%	0.1%	7.2%	3.9%	0.1%	0.0%	0.0%
4	Zone 4	0.1%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
5	Zone 5	0.1%	0.0%	0.0%	0.0%	0.2%	0.6%	0.0%	0.0%
6	Zone 6	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
7	Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
0	Outside catchment area	38.3%	19.0%	30.3%	46.4%	60.0%	70.4%	29.5%	70.4%
X	SFT	22.5%	21.6%	19.9%	27.6%	24.9%	20.8%	23.8%	20.7%

## **Appendix 5:**

### **Composite Analysis (Excl. SFT)**



## **Appendix 6:**

### **Sample Questionnaire**

Job No. 070514

Shepway Retail & Leisure Study

Good morning / afternoon / evening, I am ..... from NEMS market research and we are conducting a short survey in your area about shopping on behalf of Shepway District Council. The survey will help the Council understand the what the future shopping and leisure needs of the District will be. Do you have time to answer some questions please? It will take about five minutes.

**QA Are you the main shopper in your household?**

Yes

No - Ask if main shopper is available if not - close

**PC Could you please provide your postcode?**

RECORD POSTCODE

*FIRST WE HAVE A FEW QUESTIONS ABOUT WHERE YOU UNDERTAKE FOOD AND GROCERIES SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A SUPERMARKET, A SMALLER STORE, OR A TOWN CENTRE, OR COULD BE THE USE OF FACILITIES SUCH AS THE INTERNET.*

**Q01 Where did your household last undertake a main food and grocery purchase?**

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION

#Food Food Shopping List

051 (Don't know / can't remember)

052 (Don't do this type of shopping)

**GO TO Q03**

**GO TO Q07**

**Those who mentioned a specific location to do their main food shopping at Q01:**

**Q02 And where did you shop the time before that (was it the same, or different, and if so, please specify)?**

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION.

#Food Food Shopping List

051 (Don't know / can't remember)

052 (Nowhere else / same as before)

**Those who mentioned a specific location to do their main food shopping at Q01:**

**Q03 What form of transport do you use to visit your main food shopping destination?**

DO NOT PROMPT. ONE ANSWER ONLY.

1 Car - driver

2 Car - passenger

3 Bus

4 Cycle

5 Disabled vehicle (e.g. mobility scooter)

6 Taxi

7 Train

8 Walk

9 Other (PLEASE WRITE IN)

A (Don't know / varies)

B (Don't travel - goods delivered)

**Those who mentioned a specific location to do their main food shopping at Q01:**

**Q04 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips ? And if so which ones?**

DO NOT READ OUT. CAN BE MULTICODED.

1 Yes - other food shops

2 Yes - other non food shops (clothing, footwear, electrical etc.)

3 Yes - pubs, restaurants or cafés

4 Yes - financial service (i.e. bank, building society)

5 Yes - other service (e.g. hairdresser, travel agent, estate agent)

6 Yes - leisure activity

7 Yes - other (PLEASE WRITE IN)

8 No

**Those who mentioned a specific location to do their main food shopping at Q01:**

**Q05 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)? PLEASE WRITE IN TO THE NEAREST £**

1 PLEASE RECORD AMOUNT SPENT £

2 (Don't know / varies)

3 (Refused)

Those who mentioned a specific location to do their main food shopping at Q01:

**Q06** How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Everyday
- 2 5 - 6 times a week
- 3 3 - 4 times a week
- 4 Twice a week
- 5 Once a week
- 6 Once every two weeks
- 7 Once a month
- 8 Less often
- 9 (Don't know / varies)

**Q07** Where did your household last undertake your 'top-up' food and grocery purchases? (i.e. smaller/ 'basket' shopping purchases which are not part of your main food and groceries shop)

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION

#Food Food Shopping List

- 051 (Don't know / can't remember)
- 052 (Don't do this type of shopping)

GO TO Q10

GO TO Q10

Those who mentioned a specific location to do their top-up food shopping at Q07:

**Q08** And where did you shop for top-up food shopping the time before that?

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION.

#Food Food Shopping List

- 051 (Don't know / can't remember)
- 052 (Nowhere else / same as before)

Not those who 'Don't do this type of shopping' or 'Don't know / can't remember' at Q07

**Q09** Approximately how much money does your household spend per week on top-up food and groceries shopping (STORE MENTIONED AT Q07) ?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 PLEASE RECORD AMOUNT SPENT £
- 2 (Don't know / varies)
- 3 (Refused)

IF RESPONDENT GIVES SUPERMARKET LOCATIONS IN EACH OF Q01, Q02, Q07 AND Q08 THEN ASK Q10, IF NOT GO TO Q13.

**Q10** Does your household also spend money on food and groceries in small shops (i.e. not supermarkets)?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Yes
- 2 No

GO TO Q11

GO TO Q13

Those who shop in small shops at Q10:

**Q11** Where are these small shops located?

DO NOT PROMPT. ONE ANSWER ONLY.

#Small Small Shops List

Those who shop in small shops at Q10

**Q12** Approximately how much money does your household spend per week on food and groceries in these small shops?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 PLEASE RECORD AMOUNT SPENT £
- 2 (Don't know / varies)
- 3 (Refused)

**Q13** Approximately what proportion of your household's total spending on all food and grocery goods is done using the internet?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST %

- 1 PLEASE RECORD % SPENDING
- 2 (Don't know / varies)
- 3 (Refused)

WE NOW HAVE A FEW QUESTIONS ABOUT WHERE YOU GO FOR NON-FOOD SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A TOWN CENTRE, A RETAIL PARK, OR A FREE STANDING STORE, OR COULD BE FACILITIES SUCH AS THE INTERNET, TV / INTERACTIVE SHOPPING OR USE OF A HOME CATALOGUE.

**Q14** So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?

DO NOT PROMPT. ONE ANSWER ONLY.

IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List

- 036 (Don't know / can't remember)
- 037 (Don't do this type of shopping)

GO TO Q18

GO TO Q18

Those who buy clothes and shoes at a specific location at Q14:

**Q15 How often do you visit (LOCATION MENTIONED AT Q14) for clothes or shoes shopping?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Everyday
- 2 5 - 6 times a week
- 3 3 - 4 times a week
- 4 Twice a week
- 5 Once a week
- 6 Once every two weeks
- 7 Once a month
- 8 Once every two months
- 9 3 or 4 times a year
- A Twice a year
- B Once a year
- C Less often
- D (Don't know / varies)

Those who travel to buy clothes and shoes at a specific location at Q14:

**Q16 How do you normally travel to (LOCATION MENTIONED AT Q14)?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car - driver
- 2 Car - passenger
- 3 Bus
- 4 Cycle
- 5 Disabled vehicle (e.g. mobility scooter)
- 6 Taxi
- 7 Train
- 8 Walk
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies)

Those who travel to buy clothes and shoes at a specific location at Q14:

**Q17 And the time before that, where did your household go to make a purchase of clothes or shoes?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List

- 036 (Don't know / can't remember)
- 037 (Nowhere else / same as before)

**Q18 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List

- 036 (Don't know / can't remember)
- 037 (Don't do this type of shopping)

GO TO Q20  
GO TO Q20

Those who buy furniture, carpets, or soft household furnishings at a specific location at Q18:

**Q19 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List

- 036 (Don't know / can't remember)
- 037 (Nowhere else / same as before)

**Q20 Now can you tell me where your household last made a purchase of DIY and decorating goods?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List

- 036 (Don't know / can't remember)
- 037 (Don't do this type of shopping)

GO TO Q22  
GO TO Q22

Those who buy DIY and decorating goods at a specific location at Q20:

**Q21 And the time before that, where did your household go to make a purchase of DIY and decorating goods?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List

- 036 (Don't know / can't remember)
- 037 (Nowhere else / same as before)

**Q22 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List

- 036 (Don't know / can't remember)
- 037 (Don't do this type of shopping)

GO TO Q24  
GO TO Q24

Those who buy electrical items at a specific location at Q22:

**Q23 And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List  
Internet / delivered  
Home catalogue  
TV / Interactive shopping  
Other (PLEASE WRITE IN)  
Market stalls (PLEASE WRITE IN)  
(Don't know / can't remember)  
(Nowhere else / same as before)

**Q24 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?**

DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List  
036 (Don't know / can't remember)  
037 (Don't do this type of shopping)

GO TO Q26  
GO TO Q26

Those who buy health, beauty or chemist items at a specific location at Q24:

**Q25 And the time before that, where did you or your household go to make a purchase of health, beauty or chemist items?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List  
036 (Don't know / can't remember)  
037 (Don't do this type of shopping)

**Q26 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?**

DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List  
036 (Don't know / can't remember)  
037 (Don't do this type of shopping)

GO TO Q28  
GO TO Q28

Those who buy recreational goods at a specific location at Q26:

**Q27 And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List  
036 (Don't know / can't remember)  
037 (Don't do this type of shopping)

**Q28 And where was the last purchase of other non-food items such as books, CDs, jewellery or china and glass items?**

DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List  
036 (Don't know / can't remember)  
037 (Don't do this type of shopping)

GO TO Q30  
GO TO Q30

Those who buy other non-food items at a specific location at Q28:

**Q29 And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?**  
DO NOT PROMPT. ONE ANSWER ONLY.  
IF 'MARKET STALL' PROBE FOR LOCATION.

#NonF Non Food List  
036 (Don't know / can't remember)  
037 (Don't do this type of shopping)

**Q30 Do you visit Folkestone Town Centre regularly for shopping?**

DO NOT PROMPT. ONE ANSWER ONLY.

1 Yes  
2 No  
3 (Don't know / varies)

GO TO Q31  
GO TO Q32  
GO TO Q32

Those who visit Folkestone Town Centre regularly for shopping at Q30:

**Q31 What improvements could be made to Folkestone Town Centre?**

DO NOT PROMPT. CODE UP TO THREE RESPONSES ONLY.

- 1 Nothing
- 2 Better choice of shops in general
- 3 Better crèche facilities
- 4 Better quality of shops
- 5 Better signposting within the Centre
- 6 Better street furniture / floral displays
- 7 Bigger / better supermarket
- 8 Cheaper parking
- 9 Cleaner Streets / removal of litter
- A Expand the town centre's colleges / expand university
- B Fewer bars / nightclubs
- C Improve appearance / environment of centre
- D Improved access for wheelchair and pushchair users
- E Improved security measures / more CCTV / more police
- F Improvement to the market
- G More / better eating places
- H More / better leisure facilities
- I More / better pubs / night-life
- J More accessible car parking
- K More control on alcohol / drinkers / drug users
- L More control on other anti-social behaviour (begging, soliciting prostitutes etc.)
- M More family oriented facilities
- N More frequent bus services to the centre
- O More frequent train services
- P More green spaces / areas
- Q More independent shops
- R More national multiple (high street chain) retailers
- S More parking
- T More priority for pedestrians
- U More reliable / comfortable bus services
- V More reliable train services
- W More secure children's play areas
- X More secure parking
- Y More shelter from wind / rain
- Z New / relocated bus stops
- a Provision of more residential accommodation
- b Other (PLEASE WRITE IN)
- c (Don't know)

**Q32 Do you visit Hythe Town Centre regularly for shopping?**

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Yes GO TO Q33
- 2 No GO TO Q34
- 3 (Don't know / varies) GO TO Q34

Those who visit Hythe Town Centre regularly for shopping at Q32:

**Q33 What improvements could be made to Hythe Town Centre?**

DO NOT PROMPT. CODE UP TO THREE RESPONSES ONLY.

- 1 Nothing
- 2 Better choice of shops in general
- 3 Better crèche facilities
- 4 Better quality of shops
- 5 Better signposting within the Centre
- 6 Better street furniture / floral displays
- 7 Bigger / better supermarket
- 8 Cheaper parking
- 9 Cleaner Streets / removal of litter
- A Expand the town centre's colleges / expand university
- B Fewer bars / nightclubs
- C Improve appearance / environment of centre
- D Improved access for wheelchair and pushchair users
- E Improved security measures / more CCTV / more police
- F Improvement to the market
- G More / better eating places
- H More / better leisure facilities
- I More / better pubs / night-life
- J More accessible car parking
- K More control on alcohol / drinkers / drug users
- L More control on other anti-social behaviour (begging, soliciting prostitutes etc.)
- M More family oriented facilities
- N More frequent bus services to the centre
- O More frequent train services
- P More green spaces / areas
- Q More independent shops
- R More national multiple (high street chain) retailers
- S More parking
- T More priority for pedestrians
- U More reliable / comfortable bus services
- V More reliable train services
- W More secure children's play areas
- X More secure parking
- Y More shelter from wind / rain
- Z New / relocated bus stops
- a Provision of more residential accommodation
- b Other (PLEASE WRITE IN)
- c (Don't know)

**Q34 Do you visit New Romney Town Centre regularly for shopping?**

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Yes
- 2 No
- 3 (Don't know / varies)

GO TO Q35

GO TO Q36

GO TO Q36

Those who visit New Romney Town Centre regularly for shopping at Q33:

**Q35 What improvements could be made to New Romney Town Centre?**

DO NOT PROMPT. CODE UP TO THREE RESPONSES ONLY.

- 1 Nothing
- 2 Better choice of shops in general
- 3 Better crèche facilities
- 4 Better quality of shops
- 5 Better signposting within the Centre
- 6 Better street furniture / floral displays
- 7 Bigger / better supermarket
- 8 Cheaper parking
- 9 Cleaner Streets / removal of litter
- A Expand the town centre's colleges / expand university
- B Fewer bars / nightclubs
- C Improve appearance / environment of centre
- D Improved access for wheelchair and pushchair users
- E Improved security measures / more CCTV / more police
- F Improvement to the market
- G More / better eating places
- H More / better leisure facilities
- I More / better pubs / night-life
- J More accessible car parking
- K More control on alcohol / drinkers / drug users
- L More control on other anti-social behaviour (begging, soliciting prostitutes etc.)
- M More family oriented facilities
- N More frequent bus services to the centre
- O More frequent train services
- P More green spaces / areas
- Q More independent shops
- R More national multiple (high street chain) retailers
- S More parking
- T More priority for pedestrians
- U More reliable / comfortable bus services
- V More reliable train services
- W More secure children's play areas
- X More secure parking
- Y More shelter from wind / rain
- Z New / relocated bus stops
- a Provision of more residential accommodation
- b Other (PLEASE WRITE IN)
- c (Don't know)

FINALLY, I AM GOING TO ASK A FEW QUESTIONS ON DESTINATIONS FOR LEISURE AND CULTURAL ACTIVITIES.

**Q36 In which town, village or out-of-town location does your household spend most money on restaurants?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Rests Restaurants & Pubs List

**Q37 In which town, village or out-of-town location does your household spend most money on cafés and coffee shops?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Rests Restaurants & Pubs List

**Q38 In which town, village or out-of-town location does your household spend most money on pubs and bars?**

DO NOT READ OUT. ONE ANSWER ONLY.

#Rests Restaurants & Pubs List

**Q39 In which town, village or out-of-town location does your household spend most money on the cinema / theatre?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Cinen Cinema & Theatre List

**Q40 In which town, village or out-of-town location does your household spend most money on family entertainment facilities (such as indoor bowling, ice skating etc.)?**

DO NOT PROMPT. ONE ANSWER ONLY.

#HFCu Health & Fitness & Cultural List

**Q41 In which town, village or out-of-town location does your household spend most money on Health & Fitness (including visits to gyms / swimming pools)?**

DO NOT PROMPT. ONE ANSWER ONLY.

#HFCu Health & Fitness & Cultural List

**GEN Gender of Respondent**  
CODE FROM OBSERVATION.

- 1 Male
- 2 Female

**AGE Could I ask, how old are you?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 +
- 7 (Refused)

**OCC What is the occupation of the chief income earner of your household?**  
(IF RETIRED, ASK PREVIOUS OCCUPATION)

- 1 Occupation / job description (PLEASE WRITE IN)
- 2 Retired - Basic state pension
- 3 (Refused)

**WOR Which of the following best describes the chief wage earner of your household's current employment**  
READ OUT. ONE ANSWER ONLY.

- 1 Working full time
- 2 Working part time
- 3 Unemployed
- 4 Retired
- 5 A housewife
- 6 A student
- 7 Disabled / sick
- 8 Other (PLEASE WRITE IN)
- 9 (Refused)

**CAR How many cars does your household own or have the use of?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

**Thank & Close**

Code	Description
<b>FOOD CODEFRAME:</b>	
001	Aldi, Cherry Tree Avenue, Folkestone
002	Aldi, High Street, Hythe
003	Asda, Bouverie Place, Folkestone
004	Asda, Kimberley Way, Ashford
005	Asda, Sturry Road, Canterbury
006	Co-Operative, Castle Street, Dover
007	Co-Operative, Cheriton Road, Folkestone
008	Co-Operative, Churchfield Way, Wye
009	Co-Operative, Eyethorne Road, Shepherdswell
010	Co-Operative, High Street, Cheriton, Folkestone
011	Co-Operative, Main Road, Sellindge
012	Co-Operative, Sandgate Road, Folkestone
013	Iceland, High Street, Hythe
014	Iceland, Sandgates Lane, Folkestone
015	Jempsons Budgens, Station Approach, Rye
016	Lidl, Haven Drive, Hawkinge
017	Lidl, New Street, Ashford
018	Lidl, Shellons Street, Folkestone
019	Lidl, Sturry Road, Canterbury
020	Londis, Dover Road, Folkestone
021	Marks & Spencer Simply Food, Cheriton High Street, Folkestone
022	Marks & Spencer, Biggins Street, Dover
023	Marks & Spencer, St George's Road, Canterbury
024	Morrisons, Bridge Street, Dover
025	Morrisons, Cheriton Road, Folkestone
026	Morrisons, Ten Perch Road, Canterbury
027	One Stop, Cheriton Road, Folkestone
028	Sainsbury's, Bouverie Road West, Folkestone
029	Sainsbury's, Dymchurch Road, New Romney
030	Sainsbury's, Kingsmead Road, Canterbury
031	Sainsbury's, Military Road, Hythe
032	Sainsbury's, Simone Well Avenue, Bybrook, Ashford
033	Sainsbury's, West Park Farm, Folkestone
034	Tesco Express, Bouverie Road West, Folkestone
035	Tesco Express, Canterbury Road, Hawkinge
036	Tesco Express, Foord Road North, Folkestone
037	Tesco Express, High Street, Dymchurch
038	Tesco Extra, Hythe Road, Crooksfoot, Ashford
039	Tesco Extra, White Cliffs Park, Dover
040	Tesco Metro, Whitefriars Shopping Centre, Canterbury
041	Tesco, Cheriton High Street, Cheriton, Folkestone
042	Tesco, Moatfield Meadow, Kingsnorth, Ashford
043	Tesco, Smallhythe Road, Tenterden
044	Waitrose, Prospect Road, Hythe
045	Waitrose, Repton Park, Ashford
046	Waitrose, Sayers Lane, Tenterden
047	Waitrose, St George Centre, Canterbury
048	Internet / delivered
049	Other
050	Market stalls
053	Other foodstores outside study area
054	Other foodstores, St. Leonards-on-Sea
055	Costcutter, Fleming Way, Folkestone
056	Home Bargains, West Park Farm, Folkestone
058	Local shops, Ashford
059	Local shops outside study area
060	Local shops, Canterbury
061	Local shops, Folkestone
062	Local shops, New Romney
063	Local shops, Rye
064	Other foodstores, Ashford
065	Morrisons, Queens Road, Hastings
066	Spar, Black Bull Road, Folkestone
067	Spar, Coastal Drive, Greatstone
068	Spar, High Street, New Romney
069	Tesco Express, Dover Road, Folkestone
602	Other Zone 2
603	Other Zone 3
604	Other Zone 4
605	Other Zone 5
606	Other Zone 6
607	Other Zone 7

Code	Description
------	-------------

*SMALL SHOPS CODEFRAME:*

001	Appledore
002	Ashford
003	Aylesham
004	Barham
005	Bradbourne Lees
006	Camber
007	Capel-le-Ferne
008	Cheriton (Folkestone)
009	Densole
010	Dover
011	Dymchurch
012	Elham
013	Etchinghill
014	Folkestone
015	Hamstreet
016	Hawkinge
017	Hythe
018	Kingsnorth
019	Lydd
020	Lydden
021	Lyminge
022	Lympne
023	Mersham
024	New Romney
025	Peasmarsh
026	Rye
027	Sellindge
028	Shadoxhurst
029	Shepherdswell
030	St Mary's Bay
031	Tenterden
032	Wittersham
033	Woodchurch
034	Wye
035	Other
036	(Don't know / varies)
038	Small shops outside study area
601	Other Zone 1
603	Other Zone 3
605	Other Zone 5
607	Other Zone 7

Code	Description
<i>NON-FOOD CODEFRAME:</i>	
001	Ashford Town Centre
002	Canterbury city centre
003	Central London / West End
004	Cheriton Town Centre (excluding Tesco)
005	Dover Town Centre
006	Folkestone Town Centre
007	Hawkinge Town Centre
008	Hythe Town Centre
009	Lydd Town Centre
010	Maidstone Town Centre
011	New Romney Town Centre
012	Royal Tunbridge Wells Town Centre
013	Rye Town Centre
014	Tenterden Town Centre
015	Ashford Designer Outlet (McArthur Glen), Ashford
016	Ashford retail parks and supermarkets (all)
017	Bluewater Shopping Centre
018	Canterbury retail parks and supermarkets (all)
019	De Bradelei Wharf Outlet, Dover
020	Dover retail parks and supermarkets (all)
021	Lakeside Shopping Centre
022	Maidstone retail parks and supermarkets (all)
023	Park Farm Retail Park (and associated stores), Folkestone
024	Royal Tunbridge Wells retail parks (all)
025	Sainsbury's, Dymchurch Road, New Romney
026	Sainsbury's, Military Road, Hythe
027	Sainsbury's, West Park Farm, Folkestone
028	Tesco, Cheriton High Street, Cheriton, Folkestone
029	Westwood Cross Shopping Centre, Broadstairs
030	Wickes, Firs Lane, Cheriton, Folkestone
034	Other
035	Market stalls
038	Abroad
039	Other centres outside study area
040	Bexhill-on-Sea
042	Croydon Town Centre
043	Dymchurch
044	Greatstone Village Centre
045	Hastings Town Centre
046	Lyminge
047	St Leonards-on-Sea Town Centre
048	St Mary's Bay Village Centre
049	Whitfield Village Centre
600	Other Zone 1
601	Other Zone 5
602	Other Zone 7

Code	Description
<i>RESTAURANTS &amp; PUBS CODEFRAME:</i>	
001	Appledore
002	Ashford
003	Aylesham
004	Barham
005	Bluewater Shopping Centre
006	Bradbourne Lees
007	Camber
008	Capel-le-Ferne
009	Cheriton (Folkestone)
010	Densole
011	Dover
012	Dymchurch
013	Elham
014	Etchinghill
015	Folkestone
016	Hamstreet
017	Hawkinge
018	Hythe
019	Kingsnorth
020	Lakeside Shopping Centre
021	London (all)
022	Lydd
023	Lydden
024	Lyminge
025	Lympne
026	Mersham
027	New Romney
028	Peasmarsh
029	Rye
030	Sellindge
031	Shadoxhurst
032	Shepherdswell
033	St Mary's Bay
034	Tenterden
035	Wittersham
036	Woodchurch
037	Wye
038	Other
039	(Don't know / varies)
040	(Don't do this activity)
041	Other centres outside study area
042	Other centres in study area
043	Canterbury
044	Hastings
045	Sandgate, Folkestone

Code	Description
------	-------------

*CINEMA & THEATRE CODEFRAME:*

- 001 Cineworld, Eureka Entertainment Centre, Ashford
- 002 Corn Exchange, Earl Street, Maidstone
- 003 Gulbenkian Cinema/Theatre, University of Kent at Canterbury, Canterbury
- 004 Hazlitt Arts Centre, Maidstone
- 005 Kino, Rye Road, Hawkurst
- 006 Leas Cliff Hall, The Leas, Folkestone
- 007 Marlowe Theatre, The Friars, Canterbury
- 008 Metropole Arts Centre, The Leas, Folkestone
- 009 Odeon, Knights Park, Royal Tunbridge Wells
- 010 Odeon, Lockmeadow Barker Road, Maidstone
- 011 Odeon, St George's Place, Canterbury
- 012 Queen's Hall Theatre, Cranbrook
- 013 Showcase, Water Circus, Bluewater Shopping Centre, Greenhithe
- 014 Silver Screen Cinema, Gaol Lane, Market Square, Dover
- 015 Silver Screen Cinema, Guildhall Street, Folkestone
- 016 The Assembly Hall, Royal Tunbridge Wells
- 017 The Forum, Royal Tunbridge Wells
- 018 The Quarterhouse, Tontine Street, Folkestone
- 019 Vue, High Road, Lakeside Shopping Centre, West Thurrock
- 020 Vue, Westwood Cross, Broadstairs
- 021 Other
- 022 (Don't know / varies)
- 023 (Don't do this activity)
- 024 Other destinations outside study area
- 025 Central London / West End
- 026 The Tower Theatre, North Road, Cheriton

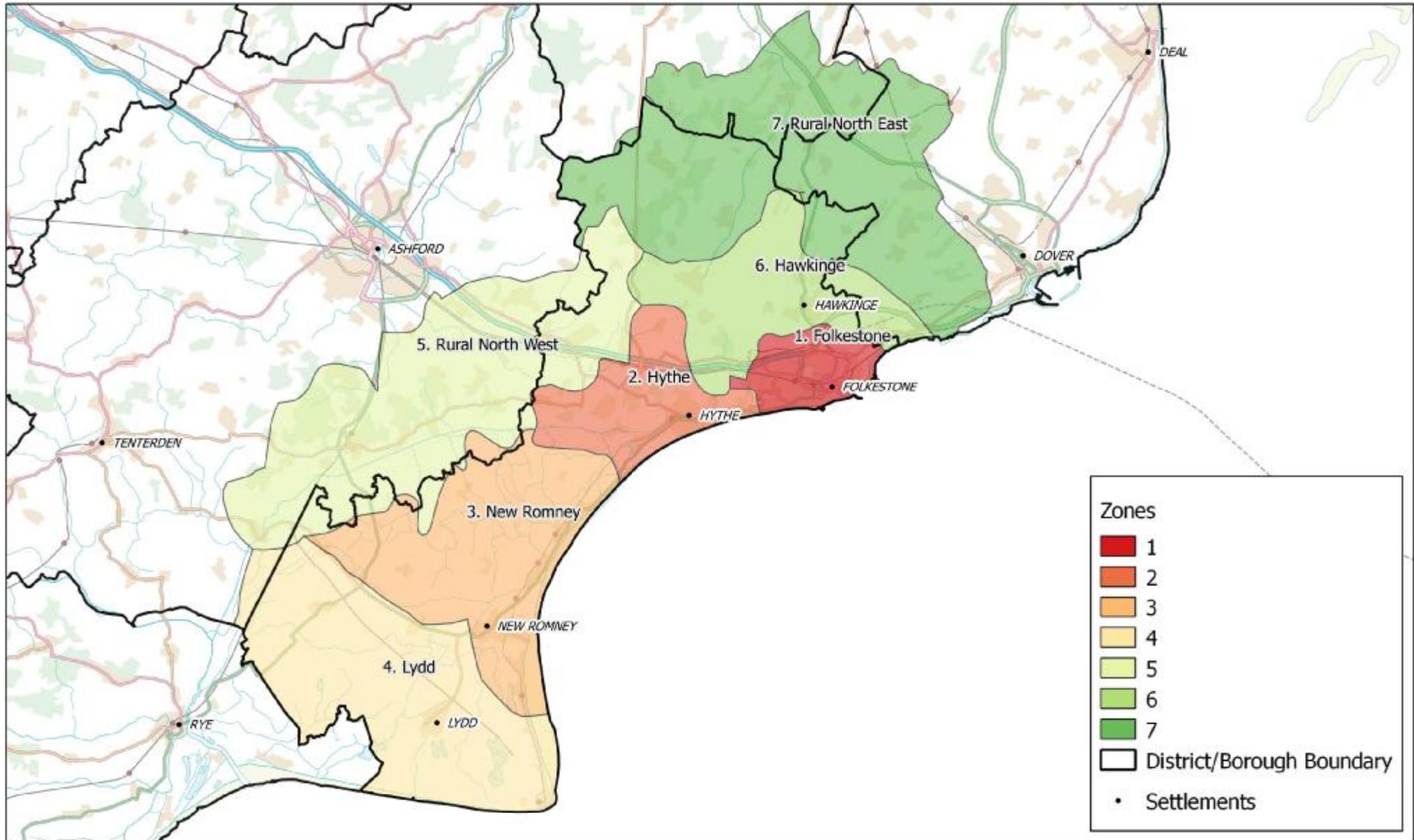
Code	Description
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*HEALTH, FITNESS & CULTURAL CODEFRAME:*

- 001 Ashford
- 002 Cheriton, Folkestone
- 003 Dover
- 004 Folkestone (NOT in town centre / Cheriton)
- 005 Folkestone (town centre)
- 006 Hawkinge
- 007 Hythe
- 008 London
- 009 Lydd
- 010 Maidstone
- 011 New Romney
- 012 Other
- 013 (Don't know / varies)
- 014 (Don't do this activity)
- 015 Other centres in study area
- 016 Other centres outside study area
- 017 Canterbury
- 018 Rye
- 019 Tenterden

## Appendix 7:

Map



## Shepway Town Centres Study

### Household Survey Zones

## 2 Folkestone In-Centre Survey



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**Folkestone In-Centre Survey**  
**for**  
**Peter Brett Associates**

May 2014

Job Ref: 080514

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### Sample Questionnaire

# Introduction

---

## 1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Folkestone Town Centre.

The main aims and objectives of the study were as follows:

- To find out respondents' main purpose for visiting Folkestone Town Centre;
- To determine how they travel to Folkestone Town Centre and their frequency of visiting;
- To gauge opinions on Folkestone Town Centre in respect of shopping and leisure facilities available;
- To ascertain how Folkestone Town Centre can be improved.

## 1.2 Research Methodology

A total of 303 face to face interviews were conducted. Fieldwork was carried out between Monday 12th May 2014 and Saturday 17th May 2014.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of who possess substantial experience in shopper research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

### 1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

*For example, if 50% of a sample of 303 answers “Yes” to a question we can be 95% sure that between 44.3% and 55.7% of the population holds the same opinion (i.e. +/- 5.7%).*

<b>%ge Response</b>	<b>95% confidence interval</b>
10%	±3.4%
20%	±4.5%
30%	±5.2%
40%	±5.5%
50%	±5.7%

## 1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

## Appendix 1:

Data Tabulations  
By Demographics

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Q01 How did you travel to Folkestone Town Centre today?</b>																
Car/Van driver	28.4%	86	34.2%	39	24.9%	47	12.5%	9	38.6%	34	30.1%	43	36.0%	50	21.5%	35
Car/Van passenger	6.9%	21	3.5%	4	9.0%	17	5.6%	4	5.7%	5	8.4%	12	7.9%	11	6.1%	10
Bus	20.8%	63	13.2%	15	25.4%	48	20.8%	15	14.8%	13	24.5%	35	16.5%	23	24.5%	40
Bicycle	1.7%	5	4.4%	5	0.0%	0	1.4%	1	4.5%	4	0.0%	0	2.2%	3	1.2%	2
Underground (as appropriate)	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 (as appropriate)	1.3%	4	0.9%	1	1.6%	3	1.4%	1	1.1%	1	1.4%	2	0.7%	1	1.8%	3
Taxi	2.0%	6	1.8%	2	2.1%	4	4.2%	3	1.1%	1	1.4%	2	0.0%	0	3.7%	6
On foot	37.6%	114	39.5%	45	36.5%	69	54.2%	39	33.0%	29	32.2%	46	34.5%	48	40.5%	66
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
Disability vehicle (scooter, wheelchair etc.)	1.3%	4	2.6%	3	0.5%	1	0.0%	0	1.1%	1	2.1%	3	2.2%	3	0.6%	1
Base:	303	114	189	72	88	143	139	163								

MeanScore: Visits per year

### Q02 How often do you do the following in Folkestone Town Centre (including Sunday)?

#### Food & Groceries Shopping

Everyday	13.9%	42	14.9%	17	13.2%	25	13.9%	10	12.5%	11	14.7%	21	15.1%	21	12.9%	21
4 to 6 days a week	5.9%	18	5.3%	6	6.3%	12	8.3%	6	5.7%	5	4.9%	7	4.3%	6	7.4%	12
2 to 3 days a week	22.8%	69	24.6%	28	21.7%	41	27.8%	20	19.3%	17	22.4%	32	20.1%	28	25.2%	41
1 day a week	16.5%	50	14.9%	17	17.5%	33	19.4%	14	20.5%	18	12.6%	18	11.5%	16	20.2%	33
Once every 2 weeks	6.6%	20	7.9%	9	5.8%	11	8.3%	6	5.7%	5	6.3%	9	7.2%	10	6.1%	10
Once every month	4.6%	14	4.4%	5	4.8%	9	2.8%	2	6.8%	6	4.2%	6	5.0%	7	4.3%	7
Once a quarter	2.6%	8	3.5%	4	2.1%	4	5.6%	4	2.3%	2	1.4%	2	4.3%	6	1.2%	2
Less often than once a quarter	7.6%	23	7.9%	9	7.4%	14	4.2%	3	9.1%	8	8.4%	12	7.2%	10	8.0%	13
First time today	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
Never	19.1%	58	16.7%	19	20.6%	39	9.7%	7	18.2%	16	24.5%	35	25.2%	35	14.1%	23
Mean:	107.11	110.68	104.94	121.39	98.72	105.06	101.33	112.40								
Base:	303	114	189	72	88	143	139	163								

#### Non-food Shopping (i.e. Clothes, shoes, electrical goods etc)

Everyday	3.0%	9	2.6%	3	3.2%	6	4.2%	3	1.1%	1	3.5%	5	2.9%	4	3.1%	5
4 to 6 days a week	2.6%	8	2.6%	3	2.6%	5	1.4%	1	3.4%	3	2.8%	4	2.2%	3	3.1%	5
2 to 3 days a week	10.6%	32	12.3%	14	9.5%	18	9.7%	7	10.2%	9	11.2%	16	9.4%	13	11.7%	19
1 day a week	16.8%	51	15.8%	18	17.5%	33	19.4%	14	21.6%	19	12.6%	18	15.1%	21	17.8%	29
Once every 2 weeks	9.6%	29	7.9%	9	10.6%	20	12.5%	9	10.2%	9	7.7%	11	10.1%	14	9.2%	15
Once every month	21.5%	65	19.3%	22	22.8%	43	19.4%	14	15.9%	14	25.9%	37	22.3%	31	20.9%	34
Once a quarter	6.9%	21	6.1%	7	7.4%	14	6.9%	5	5.7%	5	7.7%	11	5.8%	8	8.0%	13
Less often than once a quarter	14.2%	43	10.5%	12	16.4%	31	11.1%	8	13.6%	12	16.1%	23	16.5%	23	12.3%	20
First time today	1.7%	5	2.6%	3	1.1%	2	1.4%	1	1.1%	1	2.1%	3	0.0%	0	3.1%	5
Never	12.9%	39	20.2%	23	8.5%	16	12.5%	9	17.0%	15	10.5%	15	15.8%	22	10.4%	17
(Don't know)	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Mean:	46.74	46.68	46.77	49.01	43.09	47.86	41.99	50.91								
Base:	303	114	189	72	88	143	139	163								

#### Drinking / Eating Out

Everyday	1.7%	5	0.9%	1	2.1%	4	4.2%	3	1.1%	1	0.7%	1	2.2%	3	1.2%	2
4 to 6 days a week	4.0%	12	4.4%	5	3.7%	7	8.3%	6	3.4%	3	2.1%	3	2.2%	3	5.5%	9
2 to 3 days a week	10.6%	32	8.8%	10	11.6%	22	9.7%	7	10.2%	9	11.2%	16	7.2%	10	13.5%	22
1 day a week	14.9%	45	19.3%	22	12.2%	23	16.7%	12	15.9%	14	13.3%	19	15.8%	22	14.1%	23
Once every 2 weeks	7.3%	22	9.6%	11	5.8%	11	8.3%	6	5.7%	5	7.7%	11	7.9%	11	6.7%	11
Once every month	15.5%	47	17.5%	20	14.3%	27	19.4%	14	20.5%	18	10.5%	15	15.1%	21	15.3%	25
Once a quarter	5.0%	15	6.1%	7	4.2%	8	6.9%	5	6.8%	6	2.8%	4	4.3%	6	5.5%	9
Less often than once a quarter	15.2%	46	11.4%	13	17.5%	33	9.7%	7	15.9%	14	17.5%	25	16.5%	23	14.1%	23
First time today	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
Never	25.7%	78	21.9%	25	28.0%	53	16.7%	12	20.5%	18	33.6%	48	28.8%	40	23.3%	38
Mean:	42.16	41.13	42.79	63.15	39.10	33.42	35.45	48.11								
Base:	303	114	189	72	88	143	139	163								

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE									
<b>Private &amp; Public Services (Bank/Solicitor/ Council Offices/ Library, etc)</b>																	
Everyday	2.0%	6	3.5%	4	1.1%	2	4.2%	3	1.1%	1	1.4%	2	3.6%	5	0.6%	1	
4 to 6 days a week	1.0%	3	1.8%	2	0.5%	1	0.0%	0	1.1%	1	1.4%	2	0.7%	1	1.2%	2	
2 to 3 days a week	9.9%	30	8.8%	10	10.6%	20	9.7%	7	6.8%	6	11.9%	17	12.2%	17	8.0%	13	
1 day a week	24.8%	75	27.2%	31	23.3%	44	27.8%	20	23.9%	21	23.8%	34	20.1%	28	28.2%	46	
Once every 2 weeks	9.2%	28	7.0%	8	10.6%	20	8.3%	6	10.2%	9	9.1%	13	8.6%	12	9.8%	16	
Once every month	14.9%	45	15.8%	18	14.3%	27	13.9%	10	14.8%	13	15.4%	22	13.7%	19	16.0%	26	
Once a quarter	5.0%	15	4.4%	5	5.3%	10	6.9%	5	3.4%	3	4.9%	7	5.8%	8	4.3%	7	
Less often than once a quarter	10.9%	33	7.9%	9	12.7%	24	9.7%	7	15.9%	14	8.4%	12	12.2%	17	9.8%	16	
First time today	1.0%	3	0.9%	1	1.1%	2	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.8%	3	
Never	21.5%	65	22.8%	26	20.6%	39	19.4%	14	22.7%	20	21.7%	31	23.0%	32	20.2%	33	
Mean:	40.55		47.38		36.42		46.60		33.26		42.01		45.73		35.97		
Base:	303		114		189		72		88		143		139		163		
<b>Commercial Leisure Facilities (Gym/Swimming Pool, etc)</b>																	
Everyday	1.7%	5	3.5%	4	0.5%	1	2.8%	2	0.0%	0	2.1%	3	2.9%	4	0.6%	1	
4 to 6 days a week	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.1%	1	0.7%	1	0.7%	1	0.6%	1	
2 to 3 days a week	2.6%	8	2.6%	3	2.6%	5	4.2%	3	4.5%	4	0.7%	1	4.3%	6	1.2%	2	
1 day a week	2.6%	8	0.9%	1	3.7%	7	2.8%	2	5.7%	5	0.7%	1	3.6%	5	1.8%	3	
Once every 2 weeks	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	
Once every month	1.7%	5	0.9%	1	2.1%	4	4.2%	3	0.0%	0	1.4%	2	0.7%	1	2.5%	4	
Once a quarter	1.7%	5	2.6%	3	1.1%	2	4.2%	3	2.3%	2	0.0%	0	1.4%	2	1.8%	3	
Less often than once a quarter	3.6%	11	0.9%	1	5.3%	10	1.4%	1	4.5%	4	4.2%	6	2.2%	3	4.9%	8	
First time today	2.0%	6	1.8%	2	2.1%	4	1.4%	1	2.3%	2	2.1%	3	0.7%	1	3.1%	5	
Never	82.8%	251	85.1%	97	81.5%	154	77.8%	56	78.4%	69	88.1%	126	82.7%	115	82.8%	135	
(Don't know)	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0	
Mean:	13.27		19.71		9.41		18.31		12.42		11.24		20.34		7.23		
Base:	303		114		189		72		88		143		139		163		
<b>Q03 What is the main reason for your visit here today?</b>																	
To buy food and grocery items (not take-away / café / restaurant / pub / bar)	28.4%	86	26.3%	30	29.6%	56	25.0%	18	29.5%	26	29.4%	42	25.9%	36	30.7%	50	
To buy non-food goods (e.g. shoes, clothes, jewellery)	22.4%	68	19.3%	22	24.3%	46	23.6%	17	21.6%	19	22.4%	32	24.5%	34	20.9%	34	
To visit the market	4.3%	13	5.3%	6	3.7%	7	6.9%	5	3.4%	3	3.5%	5	2.2%	3	6.1%	10	
For personal services (e.g. bank, hairdresser, solicitor, etc)	11.2%	34	12.3%	14	10.6%	20	9.7%	7	11.4%	10	11.9%	17	13.0%	18	9.2%	15	
To visit a commercial leisure facility (theatre, gym, etc. – where appropriate)	0.7%	2	1.8%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.4%	2	0.0%	0	
As a day visitor to [name of centre]	3.0%	9	1.8%	2	3.7%	7	1.4%	1	2.3%	2	4.2%	6	2.9%	4	3.1%	5	
As a staying visitor to [name of centre]	1.7%	5	3.5%	4	0.5%	1	0.0%	0	0.0%	0	3.5%	5	0.7%	1	2.5%	4	
Eat out / drinking (e.g. restaurant / pub / bar)	3.6%	11	3.5%	4	3.7%	7	5.6%	4	1.1%	1	4.2%	6	1.4%	2	5.5%	9	
Work	5.3%	16	5.3%	6	5.3%	10	12.5%	9	5.7%	5	1.4%	2	6.5%	9	4.3%	7	
To attend college (where appropriate)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
To meet / visit someone	8.9%	27	8.8%	10	9.0%	17	8.3%	6	11.4%	10	7.7%	11	10.8%	15	7.4%	12	
To visit the Council's offices (where appropriate)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other public services (library, museum, doctor, dentist, 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	
No particular reason	2.6%	8	6.1%	7	0.5%	1	1.4%	1	3.4%	3	2.8%	4	2.2%	3	3.1%	5	
Other	1.3%	4	0.0%	0	2.1%	4	1.4%	1	1.1%	1	1.4%	2	1.4%	2	1.2%	2	
Part of an overall day out	1.0%	3	1.8%	2	0.5%	1	0.0%	0	1.1%	1	1.4%	2	1.4%	2	0.6%	1	
Walking for exercise	2.6%	8	4.4%	5	1.6%	3	0.0%	0	2.3%	2	4.2%	6	2.9%	4	2.5%	4	
Window shopping / browsing	3.0%	9	0.0%	0	4.8%	9	4.2%	3	3.4%	3	2.1%	3	2.9%	4	3.1%	5	
Base:	303		114		189		72		88		143		139		163		

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Q04 What do you LIKE most about Folkestone Town Centre? [MR]</b>																
<b>Access and Transport Factors:</b>																
Near to home / convenient	25.4%	77	21.1%	24	28.0%	53	36.1%	26	15.9%	14	25.9%	37	23.7%	33	27.0%	44
Close to work	1.0%	3	1.8%	2	0.5%	1	2.8%	2	1.1%	1	0.0%	0	0.7%	1	1.2%	2
Good public transport links generally	4.3%	13	0.9%	1	6.3%	12	1.4%	1	3.4%	3	6.3%	9	4.3%	6	3.7%	6
Convenient location of Folkestone train station	1.7%	5	0.0%	0	2.6%	5	1.4%	1	0.0%	0	2.8%	4	1.4%	2	1.8%	3
Convenient drop off / pick up stops for buses	1.3%	4	0.9%	1	1.6%	3	1.4%	1	0.0%	0	2.1%	3	0.7%	1	1.8%	3
Parking is easy	3.0%	9	3.5%	4	2.6%	5	1.4%	1	4.5%	4	2.8%	4	2.2%	3	3.1%	5
Parking is cheap	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lack of congestion on roads	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.1%	1	0.7%	1	0.7%	1	0.6%	1
Pedestrianised streets	8.9%	27	6.1%	7	10.6%	20	11.1%	8	9.1%	8	7.7%	11	9.4%	13	8.6%	14
Little traffic-pedestrian conflict	4.3%	13	2.6%	3	5.3%	10	5.6%	4	2.3%	2	4.9%	7	3.6%	5	4.9%	8
Ease of access to all (with pushchairs, wheelchairs, etc.)	1.7%	5	0.9%	1	2.1%	4	1.4%	1	1.1%	1	2.1%	3	0.7%	1	2.5%	4
Good directional signs to 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
Well signposted route ways within the centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
<b>Environmental Factors:</b>																
General cleanliness of shopping streets	2.6%	8	3.5%	4	2.1%	4	4.2%	3	1.1%	1	2.8%	4	2.2%	3	3.1%	5
Feels safe / absence of threatening individuals / groups	3.0%	9	4.4%	5	2.1%	4	2.8%	2	3.4%	3	2.8%	4	2.9%	4	3.1%	5
Presence of police / other security measures (e.g. CCTV)	1.3%	4	0.9%	1	1.6%	3	0.0%	0	1.1%	1	2.1%	3	1.4%	2	1.2%	2
Nice street furniture / floral displays	2.3%	7	2.6%	3	2.1%	4	4.2%	3	3.4%	3	0.7%	1	3.6%	5	1.2%	2
Green space/area	7.6%	23	8.8%	10	6.9%	13	8.3%	6	9.1%	8	6.3%	9	6.5%	9	8.6%	14
Nice busy feel	1.3%	4	1.8%	2	1.1%	2	2.8%	2	2.3%	2	0.0%	0	1.4%	2	1.2%	2
Not too crowded	5.3%	16	8.8%	10	3.2%	6	5.6%	4	4.5%	4	5.6%	8	4.3%	6	6.1%	10
Not too noisy	2.6%	8	5.3%	6	1.1%	2	4.2%	3	4.5%	4	0.7%	1	2.2%	3	3.1%	5
Character / atmosphere	13.9%	42	15.8%	18	12.7%	24	12.5%	9	14.8%	13	14.0%	20	15.1%	21	12.9%	21
Historic buildings	5.3%	16	5.3%	6	5.3%	10	5.6%	4	4.5%	4	5.6%	8	7.2%	10	3.7%	6
<b>Attractions – Retail / Leisure / Services Offer Factors:</b>																
Selection / choice of independent / specialist shops	11.9%	36	11.4%	13	12.2%	23	19.4%	14	12.5%	11	7.7%	11	8.6%	12	14.7%	24
Selection / choice of non-food multiple shops (i.e. high street chains such as Next, Boots etc)	10.9%	33	7.0%	8	13.2%	25	15.3%	11	10.2%	9	9.1%	13	8.6%	12	12.9%	21
Quality of supermarket(s)	3.0%	9	2.6%	3	3.2%	6	2.8%	2	3.4%	3	2.8%	4	2.2%	3	3.7%	6
The market	5.0%	15	5.3%	6	4.8%	9	5.6%	4	3.4%	3	5.6%	8	4.3%	6	5.5%	9
Quality of the shops in general	3.0%	9	3.5%	4	2.6%	5	5.6%	4	3.4%	3	1.4%	2	2.9%	4	3.1%	5
Compact centre (i.e. shops close together)	7.3%	22	5.3%	6	8.5%	16	6.9%	5	5.7%	5	8.4%	12	6.5%	9	8.0%	13
Prices are competitive in shops compared to other town / district centres	2.0%	6	2.6%	3	1.6%	3	0.0%	0	2.3%	2	2.8%	4	2.2%	3	1.8%	3
Play area for children	1.7%	5	0.0%	0	2.6%	5	1.4%	1	2.3%	2	1.4%	2	2.2%	3	1.2%	2
Range of places to eat / drink	5.3%	16	6.1%	7	4.8%	9	9.7%	7	6.8%	6	2.1%	3	5.0%	7	5.5%	9
Range of pubs / bars	2.6%	8	3.5%	4	2.1%	4	4.2%	3	3.4%	3	1.4%	2	4.3%	6	1.2%	2
Range of private services (banks, hairdressers, solicitors and so on)	2.3%	7	2.6%	3	2.1%	4	2.8%	2	3.4%	3	1.4%	2	2.9%	4	1.8%	3
Range of public services (i.e. Council, library, health services, and so on)	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.7%	1	1.4%	2	0.0%	0
Range of leisure facilities	1.0%	3	1.8%	2	0.5%	1	0.0%	0	2.3%	2	0.7%	1	0.7%	1	1.2%	2
<b>Other Factors:</b>																
Other	4.0%	12	4.4%	5	3.7%	7	4.2%	3	3.4%	3	4.2%	6	3.6%	5	4.3%	7
I like everything about Folkestone Town Centre	8.3%	25	7.9%	9	8.5%	16	4.2%	3	8.0%	7	10.5%	15	8.6%	12	8.0%	13

## Folkestone In-Centre Survey For Peter Brett Associates

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
Good seafront / harbour / The Leas	17.5%	53	20.2%	23	15.9%	30	23.6%	17	14.8%	13	16.1%	23	18.0%	25	17.2%	28
Good art scene / creative quarter	2.0%	6	2.6%	3	1.6%	3	2.8%	2	2.3%	2	1.4%	2	1.4%	2	2.5%	4
It is steadily improving all round	1.3%	4	2.6%	3	0.5%	1	0.0%	0	1.1%	1	2.1%	3	2.2%	3	0.6%	1
(No opinion)	1.0%	3	0.9%	1	1.1%	2	1.4%	1	2.3%	2	0.0%	0	0.7%	1	1.2%	2
(Nothing in particular)	13.5%	41	9.6%	11	15.9%	30	8.3%	6	14.8%	13	15.4%	22	14.4%	20	12.9%	21
(Don't know)	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Base:		303		114		189		72		88		143		139		163

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Q05 What do you DISLIKE most about Folkestone Town Centre? [MR]</b>								
<i>Access and Transport Factors:</i>								
Unsafe for pedestrians / traffic conflict	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shortage of parking spaces for visitors	3.0%	9	5.3%	6	1.6%	3	2.8%	2
Shortage of parking for residents	1.7%	5	0.9%	1	2.1%	4	1.4%	1
Parking is expensive	6.6%	20	7.0%	8	6.3%	12	4.2%	3
Parking is not secure / car break-ins	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Poor public transport links	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road congestion / too much traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor directional signs to centre	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Poor signage / route-ways within centre / lack of maps of centre	0.7%	2	0.9%	1	0.5%	1	1.4%	1
Inconvenient location of Folkestone train station	0.3%	1	0.0%	0	0.5%	1	1.4%	1
Inconvenient location of bus stops	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficulties with pushchairs, wheelchairs, etc.	0.3%	1	0.0%	0	0.5%	1	0.0%	0
<i>Environmental Factors:</i>								
Dirty shopping streets/litter	15.5%	47	15.8%	18	15.3%	29	12.5%	9
Run down appearance of town centre / boarded up premises	24.8%	75	28.9%	33	22.2%	42	18.1%	13
Feels unsafe / presence of threatening individuals / groups / gangs	6.9%	21	3.5%	4	9.0%	17	18.1%	13
Mere presence of 'undesirable' individuals (i.e. beggars, 'down & outs' and so on)	13.9%	42	11.4%	13	15.3%	29	26.4%	19
Soliciting of prostitutes	1.3%	4	0.0%	0	2.1%	4	2.8%	2
Drunken / drug-related / anti-social behaviour	8.9%	27	10.5%	12	7.9%	15	9.7%	7
Lack of police presence / other security measures (e.g. CCTV)	1.3%	4	1.8%	2	1.1%	2	1.4%	1
Lack of street furniture / floral displays	1.0%	3	0.0%	0	1.6%	3	2.8%	2
Not busy enough	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over-crowded	0.3%	1	0.9%	1	0.0%	0	0.0%	0
Too noisy	0.3%	1	0.9%	1	0.0%	0	0.0%	0
Lack of character / atmosphere	3.3%	10	1.8%	2	4.2%	8	2.8%	2
Vandalism	3.3%	10	2.6%	3	3.7%	7	5.6%	4
Insufficient or poor quality open space and green areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Attractions – Retail /Leisure Services Offer Factors:</i>								
Lack of choice of national multiple (high street chain) shops	12.5%	38	11.4%	13	13.2%	25	11.1%	8
Lack of choice of independent / specialist shops	8.9%	27	6.1%	7	10.6%	20	6.9%	5
Quality of shops is inadequate	7.6%	23	5.3%	6	9.0%	17	9.7%	7
Shops too small	0.7%	2	0.0%	0	1.1%	2	0.0%	0
Lack of a larger supermarket	2.0%	6	2.6%	3	1.6%	3	1.4%	1
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops spread over too wide an area (i.e. not a compact centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inadequate range of places to eat and drink	1.0%	3	0.9%	1	1.1%	2	2.8%	2

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Too many pubs / clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Inadequate range of services (banks, hairdressers, dry cleaners and so on)	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%
Inadequate range of leisure facilities (leisure centre, cinema, theatre, etc)	3.0%	9	3.5%	4	2.6%	5	4.2%	3	3.4%	3	2.1%	3	1.4%	2	4.3%
Absence of play areas for children	1.3%	4	0.9%	1	1.6%	3	2.8%	2	1.1%	1	0.7%	1	0.0%	0	2.5%
Lack of clean / secure toilets	2.3%	7	0.9%	1	3.2%	6	2.8%	2	1.1%	1	2.8%	4	1.4%	2	3.1%
<b>Other Factors:</b>															
Other	8.9%	27	5.3%	6	11.1%	21	4.2%	3	10.2%	9	10.5%	15	11.5%	16	6.7%
I dislike everything about Folkestone town centre (No opinion)	2.6%	8	2.6%	3	2.6%	5	1.4%	1	3.4%	3	2.8%	4	2.2%	3	3.1%
(Nothing in particular)	4.3%	13	2.6%	3	5.3%	10	9.7%	7	4.5%	4	1.4%	2	4.3%	6	3.7%
Restricted / difficult parking	22.1%	67	23.7%	27	21.2%	40	18.1%	13	22.7%	20	23.8%	34	19.4%	27	24.5%
Too many cheap shops (pound shops, charity shops etc.)	1.3%	4	0.9%	1	1.6%	3	1.4%	1	0.0%	0	2.1%	3	1.4%	2	1.2%
Too many vacant shops (Don't know)	2.3%	7	0.9%	1	3.2%	6	2.8%	2	0.0%	0	3.5%	5	4.3%	6	0.6%
Base:		303		114		189		72		88		143		139	163

**MeanScore: Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2**

#### Q06 How satisfied are you with the overall range and quality of shops in Folkestone?

Very satisfied	11.6%	35	10.5%	12	12.2%	23	9.7%	7	15.9%	14	9.8%	14	15.1%	21	8.6%	14
Satisfied	47.5%	144	48.2%	55	47.1%	89	55.6%	40	37.5%	33	49.7%	71	36.0%	50	57.7%	94
Neutral	18.5%	56	22.8%	26	15.9%	30	12.5%	9	21.6%	19	19.6%	28	22.3%	31	14.7%	24
Dissatisfied	16.8%	51	14.9%	17	18.0%	34	18.1%	13	20.5%	18	14.0%	20	20.9%	29	13.5%	22
Very dissatisfied	4.3%	13	2.6%	3	5.3%	10	1.4%	1	4.5%	4	5.6%	8	4.3%	6	4.3%	7
No opinion	0.7%	2	0.0%	0	1.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2
(Don't know)	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	1.4%	2	0.0%	0
<i>Mean:</i>		0.46		0.50		0.44		0.56		0.40		0.45		0.37		0.53
Base:		303		114		189		72		88		143		139		163

**MeanScore: Visits per year**

#### Q07 How often do you visit Folkestone Town Centre in the evenings?

Everyday	1.3%	4	2.6%	3	0.5%	1	2.8%	2	1.1%	1	0.7%	1	1.4%	2	1.2%	2
4 to 6 days a week	1.7%	5	2.6%	3	1.1%	2	6.9%	5	0.0%	0	0.0%	0	2.2%	3	1.2%	2
2 to 3 days a week	2.0%	6	2.6%	3	1.6%	3	2.8%	2	3.4%	3	0.7%	1	2.9%	4	1.2%	2
1 day a week	3.6%	11	7.0%	8	1.6%	3	4.2%	3	5.7%	5	2.1%	3	2.2%	3	4.9%	8
Once every 2 weeks	2.6%	8	4.4%	5	1.6%	3	4.2%	3	4.5%	4	0.7%	1	2.9%	4	2.5%	4
Once every month	11.6%	35	14.0%	16	10.1%	19	20.8%	15	15.9%	14	4.2%	6	10.8%	15	12.3%	20
Once a quarter	3.6%	11	0.9%	1	5.3%	10	5.6%	4	3.4%	3	2.8%	4	2.9%	4	4.3%	7
Less often than once a quarter	16.5%	50	19.3%	22	14.8%	28	6.9%	5	14.8%	13	22.4%	32	18.7%	26	14.7%	24
Never	56.8%	172	45.6%	52	63.5%	120	45.8%	33	51.1%	45	65.7%	94	55.4%	77	57.7%	94
(Don't know)	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
<i>Mean:</i>		16.17		27.00		9.70		37.92		15.06		5.84		18.39		14.39
Base:		303		114		189		72		88		143		139		163

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Q08 What is the main purpose of your evening visits?</b>								
<i>Those who visit Folkestone Town Centre in the evening once a quarter or more at Q07:</i>								
Bars / pubs	42.5%	34 51.3%	20 34.1%	14 55.9%	19 33.3%	10 31.3%	5 37.1%	13 46.7%
Eating out	38.8%	31 30.8%	12 46.3%	19 29.4%	10 50.0%	15 37.5%	6 42.9%	15 35.6%
Night Clubs (where appropriate)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Theatre (where appropriate)	3.8%	3 0.0%	0 7.3%	3 0.0%	0 3.3%	1 12.5%	2 2.9%	1 4.4%
Concerts	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Gym / Health & fitness club	1.3%	1 0.0%	0 2.4%	1 2.9%	1 0.0%	0 0.0%	0 2.9%	1 0.0%
Shopping	1.3%	1 0.0%	0 2.4%	1 2.9%	1 0.0%	0 0.0%	0 0.0%	0 2.2%
Meeting friends	5.0%	4 5.1%	2 4.9%	2 8.8%	3 3.3%	1 0.0%	0 8.6%	3 2.2%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Cinema	3.8%	3 5.1%	2 2.4%	1 0.0%	0 3.3%	1 12.5%	2 2.9%	1 4.4%
Walking for exercise	3.8%	3 7.7%	3 0.0%	0 0.0%	0 6.7%	2 6.3%	1 2.9%	1 4.4%
Base:	80	39	41	34	30	16	35	45

MeanScore: Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2

**Q09 How satisfied are you with Folkestone Town Centre's performance as a location for evening entertainment?**

*Those who visit Folkestone Town Centre in the evening once a quarter or more at Q07:*

Very satisfied	21.3%	17 17.9%	7 24.4%	10 26.5%	9 13.3%	4 25.0%	4 22.9%	8 20.0%
Satisfied	47.5%	38 46.2%	18 48.8%	20 35.3%	12 66.7%	20 37.5%	6 37.1%	13 55.6%
Neutral	11.3%	9 12.8%	5 9.8%	4 11.8%	4 13.3%	4 6.3%	1 17.1%	6 6.7%
Dissatisfied	6.3%	5 7.7%	3 4.9%	2 8.8%	3 6.7%	2 0.0%	0 11.4%	4 2.2%
Very dissatisfied	3.8%	3 5.1%	2 2.4%	1 5.9%	2 0.0%	0 6.3%	1 2.9%	1 4.4%
(No opinion)	8.8%	7 10.3%	4 7.3%	3 8.8%	3 0.0%	0 25.0%	4 8.6%	3 8.9%
(Don't know)	1.3%	1 0.0%	0 2.4%	1 2.9%	1 0.0%	0 0.0%	0 0.0%	0 2.2%
Mean:	0.85	0.71	0.97	0.77	0.87	1.00	0.72	0.95
Base:	80	39	41	34	30	16	35	45

MeanScore: Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2

**Q10 How satisfied are you with Folkestone Town Centre's cultural offer – its museum / gardens / other places of interest?**

Very satisfied	13.2%	40 17.5%	20 10.6%	20 13.9%	10 10.2%	9 14.7%	21 18.0%	25 9.2%
Satisfied	49.8%	151 47.4%	54 51.3%	97 52.8%	38 51.1%	45 47.6%	68 46.8%	65 52.8%
Neutral	20.5%	62 16.7%	19 22.8%	43 19.4%	14 15.9%	14 23.8%	34 18.0%	25 22.7%
Dissatisfied	6.6%	20 8.8%	10 5.3%	10 8.3%	6 10.2%	9 3.5%	5 7.9%	11 4.9%
Very dissatisfied	2.6%	8 1.8%	2 3.2%	6 0.0%	0 4.5%	4 2.8%	4 3.6%	5 1.8%
(No opinion)	5.3%	16 6.1%	7 4.8%	9 4.2%	3 5.7%	5 5.6%	8 2.9%	4 7.4%
(Don't know)	2.0%	6 1.8%	2 2.1%	4 1.4%	1 2.3%	2 2.1%	3 2.9%	4 1.2%
Mean:	0.69	0.76	0.65	0.76	0.57	0.73	0.72	0.68
Base:	303	114	189	72	88	143	139	163

MeanScore: Very satisfied=2, Satisfied=1, Neutral=0, Dissatisfied=-1, Very dissatisfied=-2

**Q11 How satisfied are you with the dining/family entertainment offer in Folkestone Town Centre?**

Very satisfied	5.0%	15 5.3%	6 4.8%	9 9.7%	7 4.5%	4 2.8%	4 4.3%	6 5.5%
Satisfied	42.2%	128 46.5%	53 39.7%	75 41.7%	30 38.6%	34 44.8%	64 36.0%	50 47.9%
Neutral	20.8%	63 19.3%	22 21.7%	41 25.0%	18 20.5%	18 18.9%	27 22.3%	31 19.6%
Dissatisfied	8.9%	27 6.1%	7 10.6%	20 12.5%	9 13.6%	12 4.2%	6 12.2%	17 5.5%
Very dissatisfied	4.0%	12 4.4%	5 3.7%	7 1.4%	1 6.8%	6 3.5%	5 2.9%	4 4.9%
(No opinion)	11.6%	35 12.3%	14 11.1%	21 4.2%	3 11.4%	10 15.4%	22 13.0%	18 10.4%
(Don't know)	7.6%	23 6.1%	7 8.5%	16 5.6%	4 4.5%	4 10.5%	15 9.4%	13 6.1%
Mean:	0.44	0.52	0.39	0.51	0.24	0.53	0.34	0.52
Base:	303	114	189	72	88	143	139	163

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>MeanScore: Very good=2, Good=1, Satisfactory=0, Poor=-1, Very poor=-2</b>																
<b>Q12 Could you please provide your assessment of the environmental quality of Folkestone Town Centre in terms of the following factors?</b>																
<b>Cleanliness of shopping streets</b>																
Very good	3.0%	9	2.6%	3	3.2%	6	4.2%	3	3.4%	3	2.1%	3	3.6%	5	2.5%	4
Good	39.3%	119	38.6%	44	39.7%	75	52.8%	38	37.5%	33	33.6%	48	33.1%	46	44.8%	73
Satisfactory	35.6%	108	36.0%	41	35.5%	67	33.3%	24	38.6%	34	35.0%	50	38.1%	53	33.1%	54
Poor	15.8%	48	15.8%	18	15.9%	30	6.9%	5	15.9%	14	20.3%	29	18.7%	26	13.5%	22
Very poor	6.3%	19	7.0%	8	5.8%	11	2.8%	2	4.5%	4	9.1%	13	6.5%	9	6.1%	10
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.17		0.14		0.19		0.49		0.19		-0.01		0.09		0.24
Base:		303		114		189		72		88		143		139		163
<b>Personal safety / lighting / policing issues</b>																
Very good	3.3%	10	4.4%	5	2.6%	5	2.8%	2	6.8%	6	1.4%	2	5.8%	8	1.2%	2
Good	40.9%	124	41.2%	47	40.7%	77	48.6%	35	38.6%	34	38.5%	55	36.0%	50	44.8%	73
Satisfactory	33.0%	100	33.3%	38	32.8%	62	30.6%	22	26.1%	23	38.5%	55	36.7%	51	30.1%	49
Poor	15.8%	48	14.9%	17	16.4%	31	15.3%	11	18.2%	16	14.7%	21	15.8%	22	16.0%	26
Very poor	4.0%	12	5.3%	6	3.2%	6	2.8%	2	3.4%	3	4.9%	7	2.9%	4	4.9%	8
(Don't know)	3.0%	9	0.9%	1	4.2%	8	0.0%	0	6.8%	6	2.1%	3	2.9%	4	3.1%	5
Mean:		0.24		0.25		0.24		0.33		0.29		0.17		0.27		0.22
Base:		303		114		189		72		88		143		139		163
<b>Quality of buildings / townscape</b>																
Very good	5.9%	18	3.5%	4	7.4%	14	2.8%	2	9.1%	8	5.6%	8	7.9%	11	4.3%	7
Good	38.3%	116	44.7%	51	34.4%	65	54.2%	39	29.5%	26	35.7%	51	33.8%	47	42.3%	69
Satisfactory	38.0%	115	37.7%	43	38.1%	72	34.7%	25	42.0%	37	37.1%	53	36.0%	50	39.9%	65
Poor	13.5%	41	10.5%	12	15.3%	29	6.9%	5	13.6%	12	16.8%	24	18.0%	25	9.2%	15
Very poor	3.6%	11	3.5%	4	3.7%	7	1.4%	1	4.5%	4	4.2%	6	3.6%	5	3.7%	6
(Don't know)	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.7%	1	0.7%	1	0.6%	1
Mean:		0.30		0.34		0.27		0.50		0.25		0.22		0.25		0.35
Base:		303		114		189		72		88		143		139		163
<b>Shelter from weather</b>																
Very good	5.0%	15	6.1%	7	4.2%	8	5.6%	4	5.7%	5	4.2%	6	6.5%	9	3.7%	6
Good	35.3%	107	37.7%	43	33.9%	64	43.1%	31	35.2%	31	31.5%	45	28.8%	40	41.1%	67
Satisfactory	33.0%	100	33.3%	38	32.8%	62	38.9%	28	26.1%	23	34.3%	49	31.7%	44	34.4%	56
Poor	15.5%	47	11.4%	13	18.0%	34	9.7%	7	23.9%	21	13.3%	19	18.0%	25	12.9%	21
Very poor	4.3%	13	2.6%	3	5.3%	10	0.0%	0	2.3%	2	7.7%	11	5.0%	7	3.7%	6
(Don't know)	6.9%	21	8.8%	10	5.8%	11	2.8%	2	6.8%	6	9.1%	13	10.1%	14	4.3%	7
Mean:		0.23		0.37		0.15		0.46		0.20		0.12		0.15		0.29
Base:		303		114		189		72		88		143		139		163
<b>Pedestrian / vehicular safety issues</b>																
Very good	7.9%	24	10.5%	12	6.3%	12	11.1%	8	10.2%	9	4.9%	7	11.5%	16	4.9%	8
Good	47.2%	143	49.1%	56	46.0%	87	51.4%	37	44.3%	39	46.9%	67	43.2%	60	50.9%	83
Satisfactory	39.9%	121	36.0%	41	42.3%	80	34.7%	25	38.6%	34	43.4%	62	40.3%	56	39.3%	64
Poor	2.6%	8	1.8%	2	3.2%	6	1.4%	1	3.4%	3	2.8%	4	2.2%	3	3.1%	5
Very poor	1.7%	5	1.8%	2	1.6%	3	0.0%	0	2.3%	2	2.1%	3	2.2%	3	1.2%	2
(Don't know)	0.7%	2	0.9%	1	0.5%	1	1.4%	1	1.1%	1	0.0%	0	0.7%	1	0.6%	1
Mean:		0.57		0.65		0.53		0.73		0.57		0.50		0.60		0.56
Base:		303		114		189		72		88		143		139		163

Total      Male      Female      16 - 34      35 - 54      55 +      ABC1      C2DE

MeanScore: Very good=2, Good=1, Satisfactory=0, Poor=-1, Very poor=-2

**Q13 Could you please provide your assessment of the ease of access to Folkestone Town Centre in terms of the following factors?**

**Location of car parks**

Very good	2.3%	7	1.8%	2	2.6%	5	2.8%	2	3.4%	3	1.4%	2	1.4%	2	3.1%	5
Good	34.0%	103	29.8%	34	36.5%	69	40.3%	29	35.2%	31	30.1%	43	34.5%	48	33.7%	55
Satisfactory	35.0%	106	36.8%	42	33.9%	64	29.2%	21	33.0%	29	39.2%	56	33.8%	47	36.2%	59
Poor	11.2%	34	14.0%	16	9.5%	18	12.5%	9	11.4%	10	10.5%	15	13.0%	18	9.2%	15
Very poor	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	0.7%	1	0.6%	1
(Don't know)	16.8%	51	16.7%	19	16.9%	32	15.3%	11	17.0%	15	17.5%	25	16.5%	23	17.2%	28
Mean:		0.31		0.21		0.38		0.39		0.37		0.24		0.28		0.36
Base:		303		114		189		72		88		143		139		163

**Security of car parks**

Very good	1.3%	4	1.8%	2	1.1%	2	0.0%	0	2.3%	2	1.4%	2	0.0%	0	2.5%	4
Good	30.4%	92	26.3%	30	32.8%	62	34.7%	25	28.4%	25	29.4%	42	32.4%	45	28.8%	47
Satisfactory	37.0%	112	42.1%	48	33.9%	64	38.9%	28	36.4%	32	36.4%	52	33.8%	47	39.3%	64
Poor	4.6%	14	4.4%	5	4.8%	9	2.8%	2	6.8%	6	4.2%	6	5.0%	7	4.3%	7
Very poor	1.0%	3	0.0%	0	1.6%	3	0.0%	0	2.3%	2	0.7%	1	1.4%	2	0.6%	1
(Don't know)	25.7%	78	25.4%	29	25.9%	49	23.6%	17	23.9%	21	28.0%	40	27.3%	38	24.5%	40
Mean:		0.36		0.34		0.36		0.42		0.28		0.37		0.34		0.37
Base:		303		114		189		72		88		143		139		163

**Location of Folkestone train station**

Very good	3.0%	9	4.4%	5	2.1%	4	5.6%	4	3.4%	3	1.4%	2	5.0%	7	1.2%	2
Good	38.0%	115	34.2%	39	40.2%	76	36.1%	26	37.5%	33	39.2%	56	37.4%	52	38.7%	63
Satisfactory	42.2%	128	48.2%	55	38.6%	73	47.2%	34	39.8%	35	41.3%	59	40.3%	56	44.2%	72
Poor	5.3%	16	3.5%	4	6.3%	12	5.6%	4	9.1%	8	2.8%	4	4.3%	6	5.5%	9
Very poor	1.0%	3	0.9%	1	1.1%	2	0.0%	0	0.0%	0	2.1%	3	1.4%	2	0.6%	1
(Don't know)	10.6%	32	8.8%	10	11.6%	22	5.6%	4	10.2%	9	13.3%	19	11.5%	16	9.8%	16
Mean:		0.41		0.41		0.41		0.44		0.39		0.40		0.46		0.38
Base:		303		114		189		72		88		143		139		163

**Quality & security of Folkestone train station**

Very good	1.3%	4	2.6%	3	0.5%	1	1.4%	1	2.3%	2	0.7%	1	1.4%	2	1.2%	2
Good	35.0%	106	31.6%	36	37.0%	70	27.8%	20	35.2%	31	38.5%	55	36.0%	50	34.4%	56
Satisfactory	37.6%	114	40.4%	46	36.0%	68	50.0%	36	31.8%	28	35.0%	50	35.3%	49	39.3%	64
Poor	4.6%	14	4.4%	5	4.8%	9	5.6%	4	8.0%	7	2.1%	3	3.6%	5	5.5%	9
Very poor	1.3%	4	1.8%	2	1.1%	2	1.4%	1	1.1%	1	1.4%	2	2.2%	3	0.6%	1
(Don't know)	20.1%	61	19.3%	22	20.6%	39	13.9%	10	21.6%	19	22.4%	32	21.6%	30	19.0%	31
Mean:		0.38		0.36		0.39		0.26		0.38		0.45		0.39		0.37
Base:		303		114		189		72		88		143		139		163

**Ease of cycling access**

Very good	1.7%	5	1.8%	2	1.6%	3	2.8%	2	2.3%	2	0.7%	1	3.6%	5	0.0%	0
Good	25.1%	76	26.3%	30	24.3%	46	29.2%	21	34.1%	30	17.5%	25	24.5%	34	25.2%	41
Satisfactory	17.2%	52	21.1%	24	14.8%	28	22.2%	16	17.0%	15	14.7%	21	15.1%	21	19.0%	31
Poor	4.3%	13	2.6%	3	5.3%	10	5.6%	4	6.8%	6	2.1%	3	3.6%	5	4.9%	8
Very poor	2.6%	8	2.6%	3	2.6%	5	1.4%	1	1.1%	1	4.2%	6	2.2%	3	3.1%	5
(Don't know)	49.2%	149	45.6%	52	51.3%	97	38.9%	28	38.6%	34	60.8%	87	51.1%	71	47.9%	78
Mean:		0.37		0.40		0.35		0.43		0.48		0.21		0.49		0.27
Base:		303		114		189		72		88		143		139		163

**Amount/quality of pedestrianisation**

Very good	7.9%	24	7.9%	9	7.9%	15	2.8%	2	12.5%	11	7.7%	11	10.8%	15	5.5%	9
Good	53.5%	162	54.4%	62	52.9%	100	56.9%	41	51.1%	45	53.1%	76	49.6%	69	57.1%	93
Satisfactory	33.3%	101	31.6%	36	34.4%	65	40.3%	29	30.7%	27	31.5%	45	35.3%	49	31.3%	51
Poor	2.6%	8	2.6%	3	2.6%	5	0.0%	0	4.5%	4	2.8%	4	2.2%	3	3.1%	5
Very poor	1.0%	3	1.8%	2	0.5%	1	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.8%	3
(Don't know)	1.7%	5	1.8%	2	1.6%	3	0.0%	0	1.1%	1	2.8%	4	2.2%	3	1.2%	2
Mean:		0.66		0.65		0.66		0.63		0.72		0.63		0.71		0.62
Base:		303		114		189		72		88		143		139		163

# Folkestone In-Centre Survey For Peter Brett Associates

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Ease of movement around the centre on foot</b>																
Very good	7.9%	24	7.9%	9	7.9%	15	4.2%	3	11.4%	10	7.7%	11	13.7%	19	3.1%	5
Good	60.7%	184	64.0%	73	58.7%	111	62.5%	45	59.1%	52	60.8%	87	59.7%	83	61.4%	100
Satisfactory	30.4%	92	28.1%	32	31.7%	60	33.3%	24	27.3%	24	30.8%	44	26.6%	37	33.7%	55
Poor	0.7%	2	0.0%	0	1.1%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.2%	2
Very poor	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.75	0.80	0.72	0.71	0.80	0.75	0.87	0.65								
Base:	303	114	189	72	88	143	139	163								

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Access for people with mobility/ hearing / sighting disability</b>																
Very good	1.3%	4	0.0%	0	2.1%	4	0.0%	0	0.0%	0	2.8%	4	1.4%	2	1.2%	2
Good	30.0%	91	28.1%	32	31.2%	59	26.4%	19	37.5%	33	27.3%	39	32.4%	45	28.2%	46
Satisfactory	35.0%	106	36.8%	42	33.9%	64	36.1%	26	33.0%	29	35.7%	51	26.6%	37	41.7%	68
Poor	5.0%	15	3.5%	4	5.8%	11	4.2%	3	8.0%	7	3.5%	5	6.5%	9	3.7%	6
Very poor	1.7%	5	1.8%	2	1.6%	3	0.0%	0	0.0%	0	3.5%	5	1.4%	2	1.8%	3
(Don't know)	27.1%	82	29.8%	34	25.4%	48	33.3%	24	21.6%	19	27.3%	39	31.7%	44	23.3%	38
Mean:	0.33	0.30	0.35	0.33	0.38	0.31	0.38	0.30								
Base:	303	114	189	72	88	143	139	163								

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Q14 How could Folkestone Town Centre best be improved? [MR]</b>																
<b>Access and Transport Factors:</b>																
More parking	5.3%	16	8.8%	10	3.2%	6	2.8%	2	3.4%	3	7.7%	11	5.0%	7	5.5%	9
More secure parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	9.2%	28	10.5%	12	8.5%	16	6.9%	5	10.2%	9	9.8%	14	8.6%	12	9.8%	16
More accessible car parking	2.0%	6	0.9%	1	2.6%	5	0.0%	0	3.4%	3	2.1%	3	2.2%	3	1.8%	3
More frequent bus services to the centre	1.7%	5	0.9%	1	2.1%	4	2.8%	2	1.1%	1	1.4%	2	0.0%	0	3.1%	5
More reliable / comfortable bus services	0.7%	2	0.9%	1	0.5%	1	1.4%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	2
New / relocated bus stops	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 frequent train services	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
More reliable train 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
Better signposting within the Centre	1.0%	3	0.0%	0	1.6%	3	0.0%	0	3.4%	3	0.0%	0	1.4%	2	0.6%	1
More priority for pedestrians	0.7%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.2%	2
Improved access for wheelchair and pushchair users	1.7%	5	0.9%	1	2.1%	4	2.8%	2	2.3%	2	0.7%	1	0.0%	0	3.1%	5
<b>Environmental Factors:</b>																
Cleaner Streets / removal of litter	12.2%	37	10.5%	12	13.2%	25	8.3%	6	13.6%	12	13.3%	19	12.2%	17	12.3%	20
More shelter from wind / rain	2.0%	6	0.9%	1	2.6%	5	0.0%	0	3.4%	3	2.1%	3	3.6%	5	0.6%	1
Improve appearance / environment of centre	13.9%	42	18.4%	21	11.1%	21	8.3%	6	13.6%	12	16.8%	24	21.6%	30	7.4%	12
Improved security measures / more CCTV / more police	6.6%	20	7.9%	9	5.8%	11	6.9%	5	6.8%	6	6.3%	9	8.6%	12	4.9%	8
More control on alcohol / drinkers / drug users	8.3%	25	9.6%	11	7.4%	14	12.5%	9	6.8%	6	7.0%	10	6.5%	9	9.8%	16
More control on other anti-social behaviour – begging, soliciting prostitutes & so on	12.2%	37	14.9%	17	10.6%	20	19.4%	14	5.7%	5	12.6%	18	8.6%	12	15.3%	25
Better street furniture / floral displays	8.6%	26	5.3%	6	10.6%	20	8.3%	6	8.0%	7	9.1%	13	8.6%	12	8.6%	14
More green spaces / areas	4.3%	13	1.8%	2	5.8%	11	8.3%	6	0.0%	0	4.9%	7	3.6%	5	4.9%	8
<b>Attractions – Retail /Leisure /Services Offer Factors:</b>																
More national multiple (high street chain) retailers	12.5%	38	10.5%	12	13.8%	26	19.4%	14	12.5%	11	9.1%	13	13.7%	19	11.0%	18
Bigger/better supermarket	2.6%	8	0.9%	1	3.7%	7	5.6%	4	1.1%	1	2.1%	3	2.2%	3	3.1%	5
More independent shops	11.2%	34	7.9%	9	13.2%	25	13.9%	10	11.4%	10	9.8%	14	10.1%	14	12.3%	20
Better choice of shops in general	11.9%	36	6.1%	7	15.3%	29	9.7%	7	11.4%	10	13.3%	19	17.3%	24	7.4%	12
Better quality of shops	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.2%	2
Improvement to the market	9.6%	29	7.0%	8	11.1%	21	6.9%	5	9.1%	8	11.2%	16	13.7%	19	6.1%	10
More / better pubs / night-life	2.6%	8	1.8%	2	3.2%	6	4.2%	3	2.3%	2	2.1%	3	0.7%	1	4.3%	7
More / better eating places	3.3%	10	3.5%	4	3.2%	6	4.2%	3	4.5%	4	2.1%	3	1.4%	2	4.9%	8
Fewer bars / nightclubs	2.6%	8	1.8%	2	3.2%	6	5.6%	4	4.5%	4	0.0%	0	2.9%	4	2.5%	4
More / better leisure facilities	0.7%	2	0.9%	1	0.5%	1	0.0%	0	1.1%	1	0.7%	1	0.0%	0	1.2%	2
More family oriented facilities	4.0%	12	4.4%	5	3.7%	7	4.2%	3	9.1%	8	0.7%	1	2.9%	4	4.9%	8
More secure children's play areas	1.7%	5	1.8%	2	1.6%	3	4.2%	3	2.3%	2	0.0%	0	0.7%	1	2.5%	4
Better crèche facilities	1.0%	3	0.0%	0	1.6%	3	2.8%	2	1.1%	1	0.0%	0	0.0%	0	1.8%	3
Provision of more residential accommodation	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	0.0%	0
Expand the town centre's colleges / expand university	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1
<b>Other Factors:</b>																
Other	7.6%	23	7.0%	8	7.9%	15	6.9%	5	4.5%	4	9.8%	14	7.9%	11	7.4%	12
Bring back Marks & Spencer	11.2%	34	11.4%	13	11.1%	21	12.5%	9	12.5%	11	9.8%	14	12.2%	17	10.4%	17
Lower shops rents and rates	1.7%	5	1.8%	2	1.6%	3	0.0%	0	2.3%	2	2.1%	3	2.2%	3	1.2%	2
More / better public toilets	1.0%	3	0.9%	1	1.1%	2	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.8%	3
More financial investment in all aspects of the town	1.7%	5	2.6%	3	1.1%	2	1.4%	1	3.4%	3	0.7%	1	2.9%	4	0.0%	0
Re-open the vacant shops (None mentioned)	3.6%	11	3.5%	4	3.7%	7	0.0%	0	5.7%	5	4.2%	6	5.0%	7	2.5%	4
Base:	303	114	189	72	88	143	139	163								

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q15 Do you work in Folkestone Town Centre?</b>																
Yes	10.9%	33	14.0%	16	9.0%	17	22.2%	16	13.6%	12	3.5%	5	15.1%	21	7.4%	12
No	88.8%	269	85.1%	97	91.0%	172	77.8%	56	85.2%	75	96.5%	138	84.2%	117	92.6%	151
(Refused)	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0
Base:		303		114		189		72		88		143		139		163
<b>Q16 Do you go to college in Folkestone (where appropriate)?</b>																
Yes	0.7%	2	0.9%	1	0.5%	1	2.8%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0
No	99.3%	301	99.1%	113	99.5%	188	97.2%	70	100.0%	88	100.0%	143	98.6%	137	100.0%	163
Base:		303		114		189		72		88		143		139		163
<b>GEN Gender</b>																
Male	37.6%	114	100.0%	114	0.0%	0	31.9%	23	42.0%	37	37.8%	54	37.4%	52	38.0%	62
Female	62.4%	189	0.0%	0	100.0%	189	68.1%	49	58.0%	51	62.2%	89	62.6%	87	62.0%	101
Base:		303		114		189		72		88		143		139		163
<b>AGE Age of Respondent</b>																
16 – 24 years	10.2%	31	9.6%	11	10.6%	20	43.1%	31	0.0%	0	0.0%	0	10.1%	14	10.4%	17
25 – 34 years	13.5%	41	10.5%	12	15.3%	29	56.9%	41	0.0%	0	0.0%	0	10.1%	14	16.6%	27
35 – 44 years	11.2%	34	10.5%	12	11.6%	22	0.0%	0	38.6%	34	0.0%	0	11.5%	16	10.4%	17
45 – 54 years	17.8%	54	21.9%	25	15.3%	29	0.0%	0	61.4%	54	0.0%	0	18.0%	25	17.8%	29
55 – 64 years	14.9%	45	13.2%	15	15.9%	30	0.0%	0	0.0%	0	31.5%	45	13.0%	18	16.6%	27
65+ years	32.3%	98	34.2%	39	31.2%	59	0.0%	0	0.0%	0	68.5%	98	37.4%	52	28.2%	46
Base:		303		114		189		72		88		143		139		163
<b>Q17 Do you consider yourself to have a disability which impairs your ability to move around the built environment?</b>																
Yes	11.2%	34	9.6%	11	12.2%	23	5.6%	4	9.1%	8	15.4%	22	10.8%	15	11.7%	19
No	88.4%	268	90.4%	103	87.3%	165	93.1%	67	90.9%	80	84.6%	121	88.5%	123	88.3%	144
(Refused)	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Base:		303		114		189		72		88		143		139		163
<b>Q18 Is the disability mobility, hearing and / or sight impairment? [MR]</b>																
<i>Those who have a disability at Q17:</i>																
Mobility	73.5%	25	81.8%	9	69.6%	16	75.0%	3	75.0%	6	72.7%	16	66.7%	10	78.9%	15
Hearing	11.8%	4	18.2%	2	8.7%	2	0.0%	0	0.0%	0	18.2%	4	20.0%	3	5.3%	1
Sight	8.8%	3	0.0%	0	13.0%	3	0.0%	0	12.5%	1	9.1%	2	6.7%	1	10.5%	2
(Refused)	5.9%	2	0.0%	0	8.7%	2	25.0%	1	12.5%	1	0.0%	0	6.7%	1	5.3%	1
Base:		34		11		23		4		8		22		15		19
<b>ADU Adults in household</b>																
One	39.9%	121	41.2%	47	39.2%	74	25.0%	18	38.6%	34	48.3%	69	38.1%	53	41.7%	68
Two	39.6%	120	37.7%	43	40.7%	77	38.9%	28	42.0%	37	38.5%	55	41.7%	58	37.4%	61
Three	13.2%	40	14.0%	16	12.7%	24	20.8%	15	13.6%	12	9.1%	13	11.5%	16	14.7%	24
Four	5.0%	15	5.3%	6	4.8%	9	12.5%	9	1.1%	1	3.5%	5	7.9%	11	2.5%	4
Five	1.3%	4	1.8%	2	1.1%	2	1.4%	1	2.3%	2	0.7%	1	0.0%	0	2.5%	4
Six or more	0.7%	2	0.0%	0	1.1%	2	0.0%	0	2.3%	2	0.0%	0	0.7%	1	0.6%	1
(Refused)	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Base:		303		114		189		72		88		143		139		163
<b>CHI Children in household</b>																
None	73.9%	224	85.1%	97	67.2%	127	52.8%	38	59.1%	52	93.7%	134	76.3%	106	72.4%	118
One	13.5%	41	7.9%	9	16.9%	32	23.6%	17	18.2%	16	5.6%	8	10.8%	15	15.3%	25
Two	8.3%	25	4.4%	5	10.6%	20	13.9%	10	15.9%	14	0.7%	1	7.2%	10	9.2%	15
Three	2.0%	6	0.9%	1	2.6%	5	5.6%	4	2.3%	2	0.0%	0	2.9%	4	1.2%	2
Four	1.7%	5	1.8%	2	1.6%	3	2.8%	2	3.4%	3	0.0%	0	2.9%	4	0.6%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.7%	2	0.0%	0	1.1%	2	1.4%	1	1.1%	1	0.0%	0	0.0%	0	1.2%	2
Base:		303		114		189		72		88		143		139		163

# Folkestone In-Centre Survey For Peter Brett Associates

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>CAR Cars in household</b>																
None	38.9%	118	37.7%	43	39.7%	75	44.4%	32	35.2%	31	38.5%	55	25.9%	36	50.3%	82
One	41.3%	125	41.2%	47	41.3%	78	40.3%	29	35.2%	31	45.5%	65	48.2%	67	35.6%	58
Two	15.5%	47	15.8%	18	15.3%	29	11.1%	8	23.9%	21	12.6%	18	20.9%	29	10.4%	17
Three	3.0%	9	4.4%	5	2.1%	4	2.8%	2	5.7%	5	1.4%	2	3.6%	5	2.5%	4
Four	0.7%	2	0.9%	1	0.5%	1	0.0%	0	0.0%	0	1.4%	2	0.7%	1	0.6%	1
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 (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		303		114		189		72		88		143		139		163
<b>DAY Day of Interview</b>																
Monday	16.5%	50	19.3%	22	14.8%	28	20.8%	15	17.0%	15	14.0%	20	13.7%	19	19.0%	31
Tuesday	16.8%	51	17.5%	20	16.4%	31	16.7%	12	15.9%	14	17.5%	25	23.0%	32	11.7%	19
Wednesday	16.8%	51	15.8%	18	17.5%	33	25.0%	18	14.8%	13	14.0%	20	13.7%	19	19.6%	32
Thursday	16.5%	50	15.8%	18	16.9%	32	19.4%	14	13.6%	12	16.8%	24	13.7%	19	19.0%	31
Friday	16.5%	50	13.2%	15	18.5%	35	8.3%	6	14.8%	13	21.7%	31	20.9%	29	12.9%	21
Saturday	16.8%	51	18.4%	21	15.9%	30	9.7%	7	23.9%	21	16.1%	23	15.1%	21	17.8%	29
Base:		303		114		189		72		88		143		139		163
<b>LOC Location of Interview</b>																
Sandgate Road / Guildhall Street Junction	35.3%	107	34.2%	39	36.0%	68	33.3%	24	36.4%	32	35.7%	51	36.7%	51	34.4%	56
Sandgate Road / Alexander Road Junction	31.7%	96	36.0%	41	29.1%	55	36.1%	26	33.0%	29	28.7%	41	27.3%	38	35.6%	58
Sandgate Road / West Terrace Junction	33.0%	100	29.8%	34	34.9%	66	30.6%	22	30.7%	27	35.7%	51	36.0%	50	30.1%	49
Base:		303		114		189		72		88		143		139		163

# Folkestone In-Centre Survey For Peter Brett Associates

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE						
<b>PC Postcode Sector</b>														
BA13 4	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1
BN23 5	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1
CT1 1	1.0%	3	0.0%	0	1.6%	3	2.8%	2	0.0%	0	0.7%	1	2.2%	3
CT14 6	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1
CT14 7	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.7%	1	0.0%	0
CT14 8	0.7%	2	0.9%	1	0.5%	1	0.0%	0	2.3%	2	0.0%	0	1.4%	2
CT14 9	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
CT16 1	1.0%	3	0.9%	1	1.1%	2	1.4%	1	0.0%	0	1.4%	2	0.0%	0
CT16 2	1.7%	5	0.9%	1	2.1%	4	2.8%	2	3.4%	3	0.0%	0	1.4%	2
CT16 3	1.0%	3	0.9%	1	1.1%	2	0.0%	0	0.0%	0	2.1%	3	1.4%	2
CT17 0	1.7%	5	0.9%	1	2.1%	4	2.8%	2	1.1%	1	1.4%	2	1.4%	2
CT17 1	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1
CT17 9	0.7%	2	1.8%	2	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.7%	1
CT18 1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
CT18 3	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
CT18 7	4.0%	12	6.1%	7	2.6%	5	5.6%	4	3.4%	3	3.5%	5	5.8%	8
CT18 8	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
CT19	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
CT19 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
CT19 3	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
CT19 4	6.6%	20	6.1%	7	6.9%	13	6.9%	5	11.4%	10	3.5%	5	5.8%	8
CT19 5	9.6%	29	6.1%	7	11.6%	22	11.1%	8	3.4%	3	12.6%	18	9.4%	13
CT19 6	9.2%	28	7.9%	9	10.1%	19	6.9%	5	12.5%	11	8.4%	12	7.9%	11
CT19 7	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
CT2 9	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1
CT20	1.0%	3	0.9%	1	1.1%	2	2.8%	2	1.1%	1	0.0%	0	0.7%	1
CT20 1	17.5%	53	19.3%	22	16.4%	31	25.0%	18	15.9%	14	14.7%	21	13.7%	19
CT20 2	10.2%	31	12.3%	14	9.0%	17	6.9%	5	11.4%	10	11.2%	16	13.0%	18
CT20 3	6.9%	21	4.4%	5	8.5%	16	5.6%	4	6.8%	6	7.7%	11	6.5%	9
CT20 4	1.0%	3	2.6%	3	0.0%	0	1.4%	1	0.0%	0	1.4%	2	0.0%	0
CT20 5	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.1%	1	0.7%	1	0.7%	1
CT21 1	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
CT21 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
CT21 4	1.7%	5	0.9%	1	2.1%	4	2.8%	2	2.3%	2	0.7%	1	2.9%	4
CT21 5	4.3%	13	7.0%	8	2.6%	5	4.2%	3	4.5%	4	4.2%	6	5.8%	8
CT21 6	2.6%	8	0.9%	1	3.7%	7	0.0%	0	3.4%	3	3.5%	5	3.6%	5
CT7 1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
DA5 3	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
IP33 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
ME14	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1
ME15 6	0.3%	1	0.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1
ME15 7	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
ME17 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
ME19 4	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1
ME19 6	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
PE7 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1
PR6 0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1
RM3 0	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
S60 5	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
SN1 5	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
SS16 5	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
TN24 0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1
TN24 8	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1
TN24 9	0.7%	2	0.9%	1	0.5%	1	2.8%	2	0.0%	0	0.0%	0	0.7%	1
TN26	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
TN26 2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1	0.7%	1
TN26 3	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.7%	1
TN28 8	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.4%	2	0.7%	1
TN29 0	2.3%	7	0.9%	1	3.2%	6	0.0%	0	3.4%	3	2.8%	4	1.4%	2
TN29 9	1.0%	3	0.9%	1	1.1%	2	0.0%	0	2.3%	2	0.7%	1	0.0%	0
TS21 4	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.7%	1
YO16 4	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1
Base:	303	114	189	72	88	143	139	163						

## Appendix 2:

### Other Responses – Summary Counts

**Folkestone In-Centre Survey  
For Peter Brett Associates  
'Other' Responses**

**Q03 What is the main reason for your visit here today?**

Bringing books to charity shop	1
Car service	1
Errands	1
Return items	1
<b>Total</b>	<b>4</b>

**Q04 What do you LIKE most about Folkestone Town Centre?**

I used to live here	2
Battle of Britain memorial	1
Children's play areas	1
Fossil collection on the beach	1
Good assortment of everything	1
I like the cheap shops	1
Individual; it's different to other places	1
It's much better than Dover	1
Pace of life	1
The potential it has	1
Tourists	1
<b>Total</b>	<b>12</b>

**Q05 What do you DISLIKE most about Folkestone Town Centre?**

Lack of men's clothing shops	2
All the immigrants; it spoils the image	1
Always cold	1
Derelict shops just left abandoned	1
Dirty dog mess everywhere	1
Fly-tipping	1
Get rid of seagulls	1
HMV closing down	1
It reflects the poverty of the area	1
Lack of investment in the whole area	1
Lack of Marks & Spencer store	1
Low benches; difficult to stoop down	1
Negative attitude generally	1
New restrictions on parking	1
No public toilets	1
Poor attitude of the Council	1
Poor market offer	1
Shops close too early	1
Too full of foreigners	1
Too hilly	1
Too many art shops	1
Too many betting shops	1
Too many cafés	1
Too many high rates and rents	1
Traders in town centre that keep pestering people	1
Tram road made 'two-way'	1
<b>Total</b>	<b>27</b>

**Q14 How could Folkestone Town Centre best be improved?**

Menswear shops	2
More seating	2
Better access into Folkestone	1
Bring back professional bus cars	1
Bring back wooden benches	1
Build a cycle route	1
Doors should be automatic in all shops	1
Free parking	1
Get rid of cheap shops	1
Have a Park & Ride system	1
Improve the pavements	1
Less arty things and more shops	1
Less charity shops	1
Less disabled parking on streets	1
Less restrictions on parking	1
More compact town	1
More themed town days	1
New shopping centre	1
Repair roads; some are really bad	1
Stop cyclists in town centre breaking the law	1
Tell people with mobility cars to go slower	1
<b>Total</b>	<b>23</b>

### **Appendix 3:**

### **Sample Questionnaire**

**NEMS market research  
FOLKESTONE IN-CENTRE SURVEY**

**Introduction:** Good morning/afternoon, I am .... from **NEMS** market research, an independent market research company. We are conducting a short survey among people visiting Folkestone Town Centre. I wonder if you can spare a few minutes please.

Q.A First of all, can I ask you do you work in any of the following:  
Market Research or Retail?  
If 'YES' – CLOSE INTERVIEW. DO NOT COUNT AS INTERVIEW  
If 'NONE OF THESE' - GO TO Q.B

ASK ALL:

Q.B. Could you tell me your **home postcode**?

**INTERVIEWER, PLEASE WRITE CLEARLY AND IN CAPITALS.**

Home Postcode:

**IF REFUSED OR DON'T KNOW, CLOSE AND DO NOT COUNT AS AN INTERVIEW**

ASK ALL:

Q.1 How did you travel to Folkestone Town Centre today?  
DO NOT READ OUT. ONE ANSWER ONLY. ( 1 )

Car/Van driver	1
Car/Van passenger	2
<u>Bus</u>	<u>3</u>
Bicycle	4
Underground (as appropriate)	5
Train (as appropriate)	6
<u>Taxi</u>	<u>7</u>
On foot	8
Other (PLEASE WRITE IN)	9

ASK ALL: SHOWCARD 'A'

Q.2 How often do you do the following in Folkestone Town Centre (including Sunday)?  
READ OUT ACTIVITIES. ONE ANSWER ONLY PER COLUMN.

	<b>Food &amp; Groceries Shopping</b>	<b>Non-food Shopping (i.e. Clothes, shoes Electrical Goods etc)</b>	<b>Drinking / Eating Out</b>	<b>Private &amp; Public Services (Bank/Solicitor/ Council Offices/ Library, etc)</b>	<b>Commercial Leisure Facilities (Gym/Swimming Pool, etc)</b>
	( 2 )	( 3 )	( 4 )	( 5 )	( 6 )
Everyday	1	1	1	1	1
4 to 6 days a week	2	2	2	2	2
2 to 3 days a week	3	3	3	3	3
1 day a week	4	4	4	4	4
Once every 2 weeks	5	5	5	5	5
Once every month	6	6	6	6	6
Once a quarter	7	7	7	7	7
Less often than once a quarter	8	8	8	8	8
First time today	9	9	9	9	9
Never	A	A	A	A	A
(Don't know)	B	B	B	B	B

ASK ALL:

Q.3 What is the **main** reason for your visit here today?

DO NOT READ OUT. ONE ANSWER ONLY.

	( 7 )
To buy food and grocery items (not take-away / café / restaurant / pub / bar)	1
To buy non-food goods (e.g. shoes, clothes, jewellery)	2
<u>To visit the market</u>	<u>3</u>
For personal services (e.g. bank, hairdresser, solicitor, etc)	4
To visit a commercial leisure facility (theatre, gym, etc. – where appropriate)	5
<u>As a day visitor to [name of centre]</u>	<u>6</u>
As a staying visitor to [name of centre]	7
Eat out / drinking (e.g. restaurant / pub / bar)	8
<u>Work</u>	<u>9</u>
To attend college (where appropriate)	A
To meet someone	B
<u>To visit the Council's offices (where appropriate)</u>	<u>C</u>
Other public services (library, museum, doctor, dentist, etc.)	D
No particular reason	E
Other (PLEASE WRITE IN)	F

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**ASK ALL:**

Q.4 What do you **LIKE** most about Folkestone Town Centre?

**DO NOT PROMPT CIRCLE UP TO 5 RESPONSES (I.E. 5 RESPONSES IN TOTAL ACROSS THE THREE SETS OF FACTORS BELOW)**

<b>ACCESS AND TRANSPORT FACTORS</b>	( 8 )
Near to home / convenient	1
Close to work	2
<u>Good public transport links generally</u>	3
Convenient location of Folkestone train station	4
Convenient drop off / pick up stops for buses	5
<u>Parking is easy</u>	6
Parking is cheap	7
Lack of congestion on roads	8
<u>Pedestrianised streets</u>	9
Little traffic-pedestrian conflict	A
Ease of access to all (with pushchairs, wheelchairs, etc.)	B
<u>Good directional signs to the Centre</u>	C
Well signposted route ways <b>within</b> the centre	D
<b>ENVIRONMENTAL FACTORS</b>	( 9 )
General cleanliness of shopping streets	1
Feels safe / absence of threatening individuals / groups	2
<u>Presence of police / other security measures (e.g. CCTV)</u>	3
Nice street furniture / floral displays	4
Green space/area	5
<u>Nice busy feel</u>	6
Not too crowded	7
Not too noisy	8
<u>Character / atmosphere</u>	9
Historic buildings	A
<b>ATTRACTIONS – RETAIL / LEISURE / SERVICES OFFER FACTORS</b>	( 10 )
Selection / choice of independent / specialist shops	1
Selection / choice of non-food multiple shops (i.e. high street chains such as Next, Boots etc)	2
<u>Quality of supermarket(s)</u>	3
The Market	4
Quality of the shops in general	5
<u>Compact centre (i.e. shops close together)</u>	6
Prices are competitive in shops compared to other town / district centres	7
Play area for children	8
<u>Range of places to eat</u>	9
Range of pubs / bars	A
Range of private services (banks, hairdressers, solicitors and so on)	B
<u>Range of public services (i.e. Council, library, health services, and so on)</u>	C
Range of leisure facilities	D
Other (PLEASE WRITE IN)	E
I like everything about Folkestone Town Centre	F
(No opinion)	G
(Nothing in particular)	H
(Don't know)	I

**ASK ALL:**

Q.5 What do you **DISLIKE** most about Folkestone Town Centre?

**DO NOT PROMPT CIRCLE UP TO 5 RESPONSES (I.E. 5 RESPONSES IN TOTAL ACROSS THE THREE SETS OF FACTORS BELOW)**

**ACCESS AND TRANSPORT FACTORS ( 11 )**

Unsafe for pedestrians / traffic conflict	1
Not enough pedestrianisation	2
<u>Shortage of parking spaces for visitors</u>	3
Shortage of parking for residents	4
Parking is expensive	5
<u>Parking is not secure / car break-ins</u>	6
Poor public transport links	7
Road congestion / too much traffic	8
<u>Poor directional signs to centre</u>	9
Poor signage / route-ways <b>within</b> centre / lack of maps of centre	A
Inconvenient location of Folkestone train station	B
Inconvenient location of bus stops	C
Difficulties with pushchairs, wheelchairs, etc.	D

**ENVIRONMENTAL FACTORS ( 12 )**

Dirty shopping streets/litter	1
Run down appearance of town centre / boarded up premises	2
<u>Feels unsafe / presence of threatening individuals / groups / gangs</u>	3
Mere presence of 'undesirable' individuals (i.e. beggars, 'down & outs' and so on)	4
Soliciting of prostitutes	5
<u>Drunken / drug-related / anti-social behaviour</u>	6
Lack of police presence / other security measures (e.g. CCTV)	7
Lack of street furniture / floral displays	8
<u>Not busy enough</u>	9
Over-crowded	A
Too noisy	B
<u>Lack of character / atmosphere</u>	C
Vandalism	D
Insufficient or poor quality open space and green areas	E

**ATTRACTIONS – RETAIL / LEISURE / SERVICES OFFER FACTORS ( 13 )**

Lack of choice of national multiple (high street chain) shops	1
Lack of choice of independent / specialist shops	2
<u>Quality of shops is inadequate</u>	3
Shops too small	4
Lack of a larger supermarket	5
<u>Prices too high</u>	6
Shops spread over too wide an area (i.e. not a compact centre)	7
Inadequate range of places to eat and drink	8
<u>Too many pubs / clubs</u>	9
Inadequate range of services (banks, hairdressers, dry cleaners and so on)	A
Inadequate range of leisure facilities (leisure centre, cinema, theatre, etc)	B
<u>Absence of play areas for children</u>	C
Lack of clean / secure toilets	D
Other (PLEASE WRITE IN)	E

---

I dislike everything about Folkestone town centre	F
(No opinion)	G
(Nothing in particular)	H
(Don't know)	I

**ASK ALL: SHOWCARD 'B'**

Q.6 How satisfied are you with the overall range and quality of shops in Folkestone?

**ONE ANSWER ONLY.**

	( 14 )
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>No opinion</u>	<u>6</u>
(Don't know)	7

**ASK ALL:**

Q.7 How often do you visit Folkestone Town Centre in the evenings?

**DO NOT PROMPT. ONE ANSWER ONLY.**

	( 15 )	
Everyday	1	GO TO Q.8
4 to 6 days a week	2	GO TO Q.8
<u>2 to 3 days a week</u>	<u>3</u>	GO TO Q.8
1 day a week	4	GO TO Q.8
Once every 2 weeks	5	GO TO Q.8
<u>Once every month</u>	<u>6</u>	GO TO Q.8
Once a quarter	7	GO TO Q.8
Less often than once a quarter	8	<b>GO TO Q.10</b>
<u>Never</u>	<u>9</u>	<b>GO TO Q.10</b>
(Don't know)	A	<b>GO TO Q.10</b>

**THOSE WHO GO 'ONCE A QUARTER OR MORE' AT Q.7, OTHERS GO TO Q.10:**

Q.8 What is the **main** purpose of your evening visits?

**DO NOT PROMPT. ONE ANSWER ONLY.**

	( 16 )
Bars / pubs	1
Eating out	2
<u>Night Clubs (where appropriate)</u>	<u>3</u>
Theatre (where appropriate)	4
Concerts	5
<u>Gym / Health &amp; fitness club</u>	<u>6</u>
Shopping	7
<u>Meeting friends</u>	<u>8</u>
Other (PLEASE WRITE IN)	A
<hr/>	
(No main purpose)	B

**THOSE WHO GO 'ONCE A QUARTER OR MORE' AT Q.7, OTHERS GO TO Q.10: SHOWCARD 'B'**

Q.9 How satisfied are you with Folkestone Town Centre's performance as a location for evening entertainment?

**ONE ANSWER ONLY.**

	( 17 )
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don't know)	7

**ASK ALL: SHOWCARD 'B'**

Q.10 How satisfied are you with Folkestone Town Centre's cultural offer – its museum / gardens / other places of interest (as appropriate)?

**ONE ANSWER ONLY.**

	( 18 )
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don't know)	7

ASK ALL: SHOWCARD 'B'

Q.11 How satisfied are you with the dining/family entertainment offer in Folkestone Town Centre?

ONE ANSWER ONLY.

	( 19 )
Very satisfied	1
Satisfied	2
<u>Neutral</u>	<u>3</u>
Dissatisfied	4
Very dissatisfied	5
<u>(No opinion)</u>	<u>6</u>
(Don't know)	7

---

ASK ALL: SHOWCARD 'C'

Q.12 Could you please provide your assessment of the environmental quality of Folkestone Town Centre in terms of the following factors?

READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW.

	<b>Very good</b> ( 20 )	<b>Good</b> ( 21 )	<b>Satisfactory</b> ( 22 )	<b>Poor</b> ( 23 )	<b>Very poor</b> ( 24 )	<b>(Don't know)</b> ( 25 )
Cleanliness of shopping streets	1	1	1	1	1	1
Personal safety / lighting / policing issues	2	2	2	2	2	2
<u>Quality of buildings / townscape</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
Shelter from weather	4	4	4	4	4	4
Pedestrian / vehicular safety issues	5	5	5	5	5	5

---

ASK ALL: SHOWCARD 'C'

Q.13 Could you please provide your assessment of the ease of access to Folkestone Town Centre in terms of the following factors?

READ OUT STATEMENTS. ONE ANSWER ONLY PER ROW.

	<b>Very good</b> ( 26 )	<b>Good</b> ( 27 )	<b>Satisfactory</b> ( 28 )	<b>Poor</b> ( 29 )	<b>Very poor</b> ( 30 )	<b>(Don't know)</b> ( 31 )
Location of car parks	1	1	1	1	1	1
Security of car parks	2	2	2	2	2	2
<u>Location of Folkestone train station</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>	<u>3</u>
Quality & security of Folkestone train station	4	4	4	4	4	4
Ease of cycling access	5	5	5	5	5	5
<u>Amount/quality of pedestrianisation</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
Ease of movement around the centre on foot	7	7	7	7	7	7
Access for people with mobility / hearing / sighting disability	8	8	8	8	8	8

**ASK ALL:**

Q.14 How could Folkestone Town Centre **best** be improved?

**DO NOT PROMPT – CIRCLE UP TO FIVE RESPONSES (I.E. 5 RESPONSES IN TOTAL ACROSS THE THREE SETS OF FACTORS BELOW)**

<b>ACCESS AND TRANSPORT FACTORS</b>	( 32 )
More parking	1
More secure parking	2
<u>Cheaper parking</u>	3
More accessible car parking	4
More frequent bus services to the centre	5
<u>More reliable / comfortable bus services</u>	6
New / relocated bus stops	7
More frequent train services	8
<u>More reliable train services</u>	9
Better signposting within the Centre	A
More priority for pedestrians	B
Improved access for wheelchair and pushchair users	C

<b>ENVIRONMENTAL FACTORS</b>	( 33 )
Cleaner Streets / removal of litter	1
More shelter from wind / rain	2
<u>Improve appearance / environment of centre</u>	3
Improved security measures / more CCTV / more police	4
More control on alcohol / drinkers / drug users	5
More control on other anti-social behaviour	6
<u>– begging, soliciting prostitutes &amp; so on</u>	
Better street furniture / floral displays	7
More green spaces / areas	8

**ATTRACTIONS**

<b>– RETAIL / LEISURE / SERVICES OFFER FACTORS</b>	( 34 )
More national multiple (high street chain) retailers	1
Bigger/better supermarket	2
<u>More independent shops</u>	3
Better choice of shops in general	4
<u>Better quality of shops</u>	6
Improvement to the market	7
More / better pubs / night-life	8
<u>More / better eating places</u>	9
Fewer bars / nightclubs	A
More / better leisure facilities	B
<u>More family oriented facilities</u>	C
More secure children's play areas	D
Better crèche facilities	E
<u>Provision of more residential accommodation</u>	F
Expand the town centre's colleges / expand university	G
Other (PLEASE WRITE IN)	H
<hr/>	
(Don't know)	I
(None mentioned)	J

**ASK ALL:**

Q.15 Do you work in Folkestone Town Centre?

**DO NOT PROMPT. ONE ANSWER ONLY.**

	( 35 )
Yes	1
No	2
(Refused)	3

**ASK ALL:**

Q.16 Do you go to college in Folkestone (where appropriate)?

**DO NOT PROMPT. ONE ANSWER ONLY.**

	( 36 )
Yes	1
No	2
(Refused)	3

**RESPONDENT DETAILS**

**FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE?**

**INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POST CODE:     -    TEL. No. \_\_\_\_\_

**CLASSIFICATION**

<b>GENDER:</b>	( 37 )	<b>AGE GROUP:( 38 )</b>
Male	1	16 – 24 years 1
Female	2	25 – 34 years 2
		<u>35 – 44 years 3</u>
		45 – 54 years 4
		55 – 64 years 5
		65+ years 6

**OCCUPATION OF RESPONDENT:** \_\_\_\_\_

(IF RETIRED, ASK FOR PREVIOUS OCCUPATION)	( 39 )
	AB 1
	<u>C1 2</u>
	C2 3
	DE 4

Q.17 Do you consider yourself to have a disability which impairs your ability to move around the built environment?

	( 40 )	
Yes	1	<b>GO TO Q.18</b>
No	2	<b>GO TO HOUSEHOLD COMP</b>

Q.18 Is the disability mobility, hearing and / or sight impairment?

	( 41 )
Mobility	1
Hearing	2
Sight	3

**HOUSEHOLD COMPOSITION:**

<b>ADULTS IN HHOLD:</b>	( 42 )	<b>CHILDREN IN HHOLD:</b>	( 43 )	<b>CARS IN HHOLD:</b>	( 44 )
One	1	None	1	None	1
Two	2	One	2	One	2
Three	3	Two	3	Two	3
Four	4	Three	4	Three	4
Five	5	Four	5	Four	5
<u>Six or more</u>	<u>6</u>	Five	6	Five	6
(Refused)	7	Six or more	7	Six or more	7
		(Refused)	8	(Refused)	8

<b>DAY OF INTERVIEW:</b>	( 45 )	<b>LOCATION:</b>	( 46 )
Monday	1	<b>Sandgate Road / Guildhall Street Junction</b>	1
Tuesday	2	<b>Sandgate Road / Alexander Road Junction</b>	2
<u>Wednesday</u>	<u>3</u>	<b>Sandgate Road / West Terrace Junction</b>	3
Thursday	4		
Friday	5		
Saturday	6		

**DECLARATION:** I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

( 47 )      ( 48 )

INTERVIEWER'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_