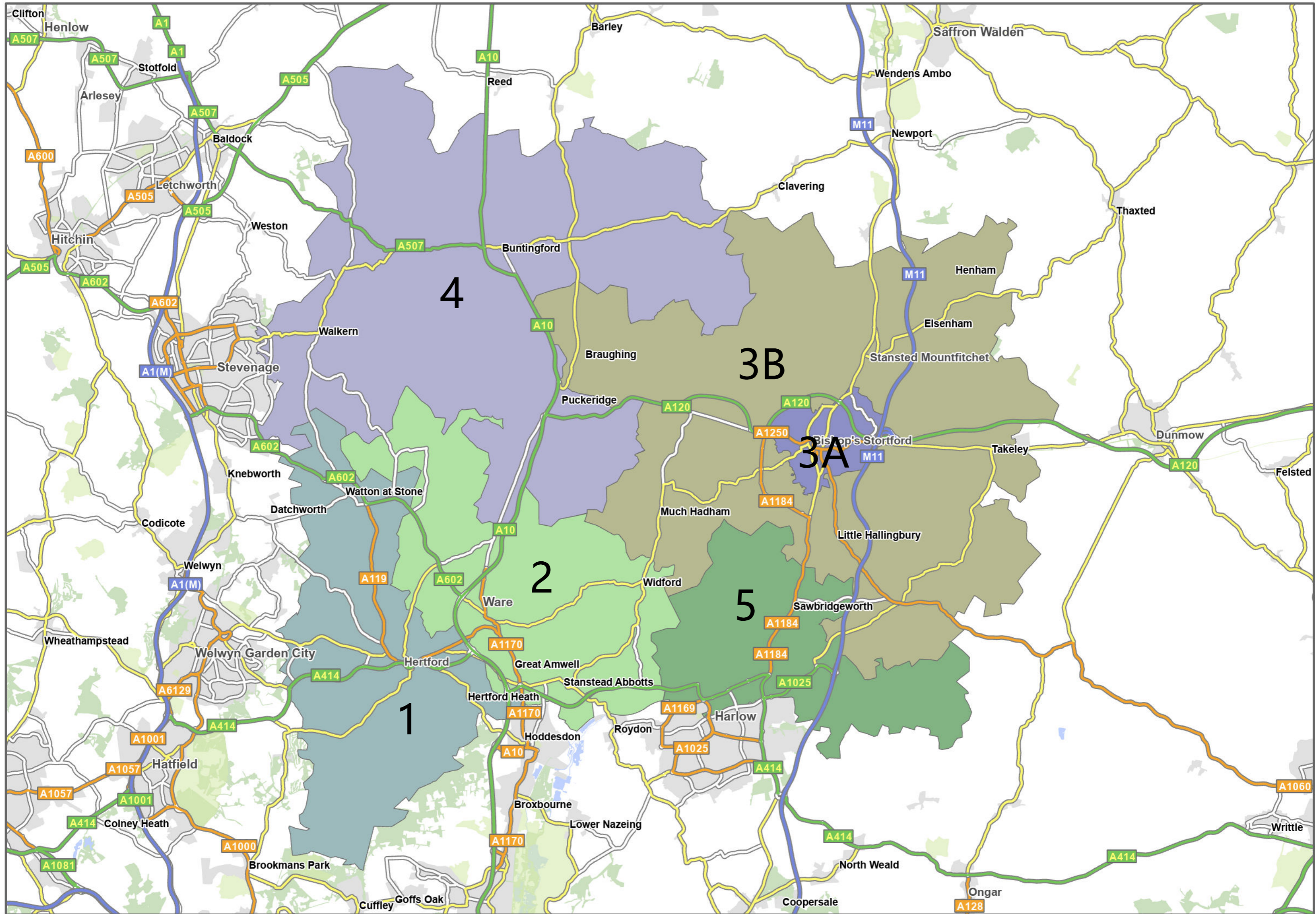


# Appendix A

Map of the catchment area



# Appendix B

Results of the 2026 household survey

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>Q01 Where does your household do most of its main food and grocery shopping?</b>							
<i>Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Aldi, Gascoyne Way, Hertford, SG14 1LH	2.1%	15	7.4%	11	3.2%	4	0.0%
Co-op, Fleming Crescent, Hertford, SG14 2DJ	0.1%	0	0.2%	0	0.0%	0	0.0%
Marks and Spencer (M&S) Foodhall, Fore Street, Hertford, SG14 1AJ	1.0%	7	3.2%	5	0.0%	0	0.0%
Sainsbury's, Hartham Lane, Hertford, SG14 1RD	3.0%	21	11.4%	17	0.3%	0	0.0%
Tesco Superstore, Ware Road, Hertford, SG14 1QA	12.4%	89	53.2%	79	7.4%	8	0.0%
<b>Zone 2</b>							
Asda, Watton Road, Ware, SG12 0AD	5.8%	41	4.4%	7	26.4%	30	0.0%
Dane End Stores, Easington Road, Dane End, Ware, SG12 0LX	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Superstore, West Street, Ware, SG12 9EE	8.1%	58	0.0%	0	43.0%	48	0.0%
<b>Zone 3A</b>							
Aldi, London Road, Bishop's Stortford, CM23 5NF	3.4%	24	0.0%	0	0.0%	0	7.5%
B&M, South Street, Bishop's Stortford, CM23 3AB	0.2%	2	0.0%	0	0.0%	0	0.0%
Caulfields, Snowley Parade, Manston Drive, Bishop's Stortford, CM23 5EP	0.0%	0	0.0%	0	0.0%	0	0.3%
Lidl, Stansted Road, Bishop's Stortford, CM23 2BT	0.9%	6	0.0%	0	0.0%	0	3.3%
Marks and Spencer (M&S), South Street, Bishop's Stortford, CM23 3YJ	1.2%	8	0.0%	0	0.0%	0	4.2%
Morrisons Daily, Snowley Parade, Manston Drive, Bishop's Stortford, CM23 5EP	0.3%	2	0.0%	0	0.0%	0	0.0%
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	4.7%	34	0.0%	0	1.2%	1	20.8%
Tesco Express, Havers Lane, Bishop's Stortford, CM23 3PD	1.2%	9	0.0%	0	3.6%	4	0.0%
Tesco Express, South Street, Bishop's Stortford, CM23 3AZ	2.3%	16	0.0%	0	0.0%	0	9.1%
Waitrose (Little), London Road, Bishop's Stortford, CM23 3LA	0.6%	4	0.0%	0	0.3%	0	0.0%
Waitrose, Birchanger Green Services, Bishop's Stortford, CM23 5QZ	0.8%	6	0.0%	0	0.0%	0	0.0%
Waitrose, Northgate End, Bishop's Stortford, CM23 2BA	3.8%	27	0.0%	0	0.0%	0	9.2%
<b>Zone 3B</b>							
Co-op, Church Road, Stansted Mountfitchet, Stansted, CM24 8BE	0.3%	2	0.0%	0	0.0%	0	0.0%
Sainsbury's, Thorley Lane East, Bishop's Stortford, CM23 4EG	6.6%	47	0.0%	0	0.0%	0	13.7%
Tesco Express, Ambrose Corner, Elsenham, Bishop's Stortford, CM22 6EH	0.3%	2	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishop's Stortford, CM23 4DD	8.1%	58	0.0%	0	0.0%	0	21.8%

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Zone 4</b>														
Co-op, Station Road, Buntingford, SG9 9HT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Pearce's Farm Shop & Café, Hamels Mead, Buntingford, SG9 9ND	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Sainsbury's Local, High Street, Buntingford, SG9 9AE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's, Magpie Crescent, Stevenage, SG2 7DU	0.9%	7	0.7%	1	2.2%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0
<b>Zone 5</b>														
Co-op, High Street, Old Harlow, Harlow, CM17 0DN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-op, London Road, Sawbridgeworth, CM21 9JS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Farmfoods, St James Centre, East Road, Temple Fields, Harlow, CM20 2SX	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edinburgh Way, Harlow, CM20 2DA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Local shops, Sawbridgeworth Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3
Sainsbury's, Allende Avenue, Harlow, CM20 2AG	4.8%	34	0.0%	0	0.8%	1	5.3%	6	4.8%	8	0.0%	0	20.3%	19
Tesco Superstore, East Road (off Edinburgh Way), Harlow, CM20 2TG	4.8%	34	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	31.6%	30
<b>Outside Survey Area</b>														
Aldi, Bessemer Road, Welwyn Garden City, AL7 1HH	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Brookhill Road, London, Barnet, EN4 8SL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Aldi, First Avenue, Harlow, CM20 3FA	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	6
Aldi, Gateway, Durham Way, Royston, SG8 5GX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Aldi, Knight Park, Saffron Walden, CB10 2SG	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.4%	0	0.0%	0
Aldi, Taverners Way, Hoddesdon, EN11 8TY	1.0%	7	3.3%	5	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Conduit Lane, Hoddesdon, EN11 8HD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Asda, Monkswood Way, Stevenage, SG1 1LA	0.4%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Asda, Town Centre, Hatfield, AL10 0JP	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Watergardens, South Gate, Harlow, CM20 1AN	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.6%	4	0.0%	0	1.5%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Iceland, Harvey Centre Approach, Harlow, CM20 1XW	0.4%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Jubilee Road, Letchworth Garden City, SG6 1WG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Lidl, Moors Walk, Welwyn Garden City, AL7 2BQ	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Southern Way, Harlow, CM18 7PJ	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5
Marks and Spencer (M&S) Foodhall, Millennium Way, Braintree, CM77 8YJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Marks and Spencer (M&S)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Foodhall, York Way, Durham Way, Royston, SG8 5GX							
Marks and Spencer (M&S), Roaring Meg Retail Park, London Road, Great North Road, Stevenage, SG1 1XN	0.4%	3	0.2%	0	0.0%	0	0.0%
Morrisons, Amwell Street, Hoddesdon, EN11 8UD	0.3%	2	0.2%	0	0.5%	1	0.0%
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	0.6%	5	3.1%	5	0.0%	0	0.0%
Sainsbury's, Brewery Road, Hoddesdon, EN11 8HF	0.8%	5	1.6%	2	2.8%	3	0.0%
Sainsbury's, Third Avenue, Letchworth Garden City, SG6 2HX	0.3%	2	0.0%	0	0.3%	0	0.0%
Tesco Express, High Street, Hoddesdon, EN11 8TQ	0.6%	4	0.0%	0	0.0%	0	3.8%
Tesco Extra, Brookfield Centre, Cheshunt, Waltham Cross, EN8 0TA	0.8%	6	0.0%	0	0.3%	0	0.0%
Tesco Extra, Great North Road, Hatfield, AL9 5JY	0.7%	5	2.6%	4	0.0%	0	0.0%
Tesco Extra, High Street, Baldock, SG7 6BN	1.0%	7	0.0%	0	0.0%	0	0.0%
Tesco Extra, Old North Road, Royston, SG8 5UA	3.7%	27	3.3%	5	0.0%	0	0.0%
Tesco Extra, The Forum, Stevenage, SG1 1ES	0.4%	3	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Church Langley Way, Harlow, CM17 9TE	2.5%	18	0.0%	0	0.5%	1	0.0%
Tesco Superstore, London Road, Broadwater, Stevenage, SG2 8DT	0.5%	4	1.6%	2	0.3%	0	0.0%
Tesco Superstore, Mutton Lane, Potters Bar, EN6 2PB	0.1%	0	0.2%	0	0.0%	0	0.0%
Tesco Superstore, Radwinter Road, Saffron Walden, CB10 2JP	0.1%	0	0.0%	0	0.0%	0	0.3%
Tesco Superstore, Stortford Road, Great Dunmow, Dunmow, CM6 1SF	0.5%	3	0.0%	0	0.0%	0	0.3%
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.2%	2	1.0%	1	0.3%	0	0.0%
Waitrose, Hauxton Road, Trumpington, Cambridge, CB2 9FT	0.0%	0	0.0%	0	0.0%	0	0.3%
<b>Others</b>							
Weighted base:	713	148	113	115	164	78	95
Sample:	704	127	120	131	122	91	113

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4		Zone 5		
<b>Q02 Which retailer do you normally purchase your main food internet / delivery shopping from?</b>														
<i>Those who said 'Internet / delivery' at Q01</i>														
Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	5.3%	5	27.5%	3	9.6%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Ocado	35.7%	33	40.2%	5	6.5%	1	0.0%	0	57.9%	11	31.4%	9	53.9%	7
Sainsbury's	24.4%	23	6.2%	1	16.1%	2	77.8%	5	17.8%	4	30.8%	9	21.8%	3
Tesco	30.9%	29	26.1%	3	53.8%	7	16.7%	1	22.2%	4	34.8%	10	21.9%	3
Waitrose	3.5%	3	0.0%	0	14.0%	2	5.6%	0	2.1%	0	2.0%	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
Gusto	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		93		12		14		6		20		29		13
Sample:		102		13		20		9		18		29		13

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q03 What is the main reason your household does most of its main food shopping at STORE MENTIONED AT Q01?</b>														
Can get everything I need there	35.0%	282	30.9%	49	44.0%	56	19.9%	24	38.5%	71	29.2%	31	47.5%	52
Close to home	17.9%	145	19.2%	31	17.2%	22	25.3%	31	16.8%	31	13.0%	14	15.5%	17
Low prices / value for money	7.0%	56	6.1%	10	8.7%	11	4.3%	5	8.2%	15	10.5%	11	3.8%	4
Good offers	6.2%	50	8.1%	13	11.4%	14	5.3%	6	2.5%	5	0.0%	0	11.0%	12
Online shopping is convenient	4.0%	32	2.5%	4	2.8%	4	4.7%	6	1.9%	4	13.5%	14	0.9%	1
Quality of food goods available	3.9%	31	4.9%	8	0.9%	1	7.9%	10	4.3%	8	3.3%	3	1.1%	1
Range of food goods available	3.4%	28	2.4%	4	0.5%	1	4.3%	5	5.6%	10	3.9%	4	3.4%	4
Parking provision is good / easy to park	3.3%	26	3.6%	6	2.2%	3	6.2%	8	3.0%	6	4.2%	4	0.3%	0
Delivery service	2.5%	20	3.4%	5	2.2%	3	0.8%	1	2.8%	5	4.9%	5	0.6%	1
Habit / always used it	2.2%	18	0.9%	1	0.2%	0	5.9%	7	1.4%	2	3.5%	4	2.4%	3
Familiar / know where everything is	2.1%	17	1.5%	2	2.4%	3	4.5%	5	1.9%	4	0.5%	1	2.0%	2
Staff discount / work there	1.9%	15	4.7%	7	0.2%	0	0.3%	0	1.2%	2	3.1%	3	1.6%	2
Loyalty scheme / reward points	1.6%	13	3.2%	5	1.1%	1	1.7%	2	1.2%	2	0.3%	0	1.6%	2
Large store	1.4%	11	0.0%	0	0.0%	0	0.5%	1	5.3%	10	0.5%	1	0.3%	0
Easy to get to by car	1.1%	9	0.9%	1	0.0%	0	2.9%	4	1.5%	3	0.0%	0	1.3%	1
Easy to get to by foot	0.7%	6	1.7%	3	0.7%	1	1.1%	1	0.2%	0	0.3%	0	0.0%	0
Close to family / friends	0.6%	5	0.0%	0	1.1%	1	0.5%	1	1.0%	2	0.5%	1	0.3%	0
Close to work	0.6%	5	0.0%	0	0.2%	0	1.2%	1	0.0%	0	2.7%	3	0.0%	0
Close to other shops / services / facilities	0.5%	4	0.2%	0	0.2%	0	0.0%	0	1.0%	2	0.0%	0	1.6%	2
Preference for retailer	0.5%	4	0.5%	1	0.5%	1	0.3%	0	0.0%	0	1.5%	2	0.9%	1
Started online shopping due to the pandemic and kept using it	0.4%	3	0.5%	1	0.5%	1	0.3%	0	0.5%	1	0.8%	1	0.0%	0
Dislike in-person shopping	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Health / mobility issue	0.3%	3	0.0%	0	1.3%	2	0.0%	0	0.2%	0	0.5%	1	0.0%	0
Use online shopping due to the pandemic / because it's covid safe	0.3%	2	0.0%	0	1.2%	1	0.3%	0	0.0%	0	0.0%	0	0.3%	0
Parking is free	0.2%	2	0.5%	1	0.2%	0	0.3%	0	0.0%	0	0.0%	0	0.6%	1
Small / quiet store	0.2%	2	0.2%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to by public transport	0.2%	1	0.2%	0	0.0%	0	0.0%	0	0.2%	0	0.3%	0	0.3%	0
Friendly / helpful staff	0.1%	1	0.2%	0	0.2%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Only one in the area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.6%	1
Good layout / easy to get around	0.1%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.5%	1	0.0%	0
Range of non-food goods available	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Pleasant shopping environment	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean store	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Good disability access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Quality of non-food goods available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use store / location because it has good covid safety measures	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anything else	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Products	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking prices are low	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local business	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe shopping environment (from crime)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethical policy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a cafe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
(Don't know)	0.6%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No particular reason)	0.4%	3	0.2%	0	0.0%	0	0.0%	0	0.2%	0	2.0%	2	0.0%	0
Weighted base:	806	160		126	121	184	106	109						
Sample:	806	140		140	140	140	120	126						

Meanscore: [£]

**Q04 How much on average does your household spend on main food shopping in a week?**

£1 - £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £20	0.2%	2	0.2%	0	0.5%	1	0.3%	0	0.0%	0	0.0%	0	0.3%	0
£21 - £30	1.9%	15	0.9%	1	3.0%	4	1.1%	1	2.9%	5	2.3%	2	0.9%	1
£31 - £40	2.9%	23	4.5%	7	1.2%	1	4.3%	5	3.2%	6	1.6%	2	1.7%	2
£41 - £50	4.7%	38	7.5%	12	4.1%	5	3.1%	4	6.0%	11	2.8%	3	2.3%	2
£51 - £60	5.1%	41	4.1%	7	7.2%	9	6.0%	7	5.5%	10	3.9%	4	3.8%	4
£61 - £70	3.7%	30	2.6%	4	3.8%	5	5.1%	6	3.8%	7	4.5%	5	2.9%	3
£71 - £80	7.2%	58	9.6%	15	6.0%	8	2.9%	4	10.1%	19	4.8%	5	7.3%	8
£81 - £90	2.5%	20	1.1%	2	3.8%	5	1.7%	2	2.8%	5	0.5%	1	5.0%	5
£91 - £100	20.0%	161	12.6%	20	21.5%	27	25.5%	31	22.3%	41	15.2%	16	23.6%	26
£101 - £110	0.6%	5	0.0%	0	0.7%	1	1.7%	2	0.5%	1	0.5%	1	0.6%	1
£111 - £120	7.5%	60	8.9%	14	11.8%	15	6.7%	8	5.6%	10	8.5%	9	3.4%	4
£121 - £130	2.0%	16	3.8%	6	0.2%	0	0.0%	0	1.7%	3	3.8%	4	2.1%	2
£131 - £140	1.6%	12	1.9%	3	0.5%	1	1.5%	2	2.9%	5	0.0%	0	1.6%	2
£141 - £150	6.4%	52	1.7%	3	2.0%	3	10.1%	12	4.2%	8	15.6%	17	9.1%	10
£151 - £160	1.3%	10	0.2%	0	0.2%	0	3.6%	4	1.5%	3	2.3%	2	0.3%	0
£161 - £170	0.3%	3	0.0%	0	0.0%	0	0.3%	0	0.0%	0	2.3%	2	0.0%	0
£171 - £180	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.2%	0	0.0%	0	0.3%	0
£181 - £190	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.3%	0	0.0%	0
£191 - £200	4.6%	37	5.1%	8	0.0%	0	1.5%	2	1.7%	3	15.7%	17	6.7%	7
£201 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £240	0.3%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
£241 - £260	0.9%	7	1.9%	3	0.2%	0	0.0%	0	1.2%	2	0.0%	0	1.6%	2
£261 - £280	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£281 - £300	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.5%	4	0.0%	0	0.0%	0	0.3%	0	1.2%	2	0.3%	0	1.3%	1
(Don't know / varies)	21.8%	176	26.6%	42	27.3%	34	15.3%	19	22.0%	40	12.5%	13	24.3%	26
(Refused)	3.1%	25	5.4%	9	2.8%	4	6.9%	8	0.5%	1	2.6%	3	1.1%	1
<i>Mean:</i>	<i>107.60</i>	<i>103.96</i>	<i>97.08</i>	<i>108.79</i>	<i>99.57</i>	<i>125.83</i>	<i>116.38</i>							
Weighted base:	806	160		126	121	184	106	109						
Sample:	806	140		140	140	140	120	126						

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>Q05 Where does your household do most of its shopping for small scale 'top-up' food and convenience goods items?</b>							
<i>Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Aldi, Gascoyne Way, Hertford, SG14 1LH	2.6%	17	12.7%	17	0.3%	0	0.0%
Budgens, High Street, Watton at Stone, Hertford, SG14 3SB	0.1%	0	0.3%	0	0.0%	0	0.0%
Co-op, Bengoe Street, Bengoe, Hertford, SG14 3ES	2.0%	13	5.6%	7	0.0%	0	4.5%
Co-op, Fleming Crescent, Hertford, SG14 2DJ	1.0%	7	5.0%	7	0.0%	0	0.0%
Dawlicious Milk, Downfield Road, Hertford Heath, Hertford, SG13 7RZ	0.0%	0	0.0%	0	0.3%	0	0.0%
Emmie Murphy's Village Store, Church Road, Little Berkhamsted, Hertford, SG13 8LY	0.1%	0	0.3%	0	0.0%	0	0.0%
Express Food & Wine, Ware Road, Hertford, SG13 7EQ	0.1%	0	0.3%	0	0.0%	0	0.0%
Foxholes Farm Shop & Butchery, London Road, Hertford, SG13 7NT	0.0%	0	0.0%	0	0.3%	0	0.0%
Good News, The Avenue, Bengoe, Hertford, SG14 3DU	0.1%	1	0.3%	0	0.3%	0	0.0%
Local shops, Watton at Stone Village Centre	0.2%	2	1.3%	2	0.0%	0	0.0%
Londis, Birdie Way, Hertford, SG13 7SX	0.1%	0	0.3%	0	0.0%	0	0.0%
Marks and Spencer (M&S) Foodhall, Fore Street, Hertford, SG14 1AJ	1.3%	9	3.2%	4	0.9%	1	0.0%
Marks and Spencer (M&S) Simply Food, Ryder Close, Stanstead Road, Hertford, SG13 7SH	2.9%	19	14.5%	19	0.0%	0	0.0%
Mind the Gap, North Road, Hertford, SG14 1NB	0.4%	2	0.0%	0	0.0%	0	0.0%
Sainsbury's, Hartham Lane, Hertford, SG14 1RD	2.7%	17	13.4%	17	0.0%	0	0.0%
Tesco Superstore, Ware Road, Hertford, SG14 1QA	5.7%	37	23.2%	30	7.0%	7	0.0%
Thirteen Artisan Bakery, Mill Bridge, Hertford, SG14 1PZ	0.3%	2	1.5%	2	0.0%	0	0.0%
Zis Zis Food, London Road, Hertford Heath, Hertford, SG13 7PN	0.1%	0	0.3%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Asda, Watton Road, Ware, SG12 0AD	3.3%	22	4.2%	5	10.8%	11	0.0%
Co-op, High Street, Stanstead Abbots, Ware, SG12 8AG	0.9%	6	0.0%	0	5.4%	6	0.0%
Costcutter, Amwell End, Ware, SG12 9HP	0.2%	2	0.0%	0	1.6%	2	0.0%
Cromwell Community Stores, Cromwell Road, Ware, SG12 7LD	0.0%	0	0.0%	0	0.3%	0	0.0%
Dane End Stores, Easington Road, Dane End, Ware, SG12 0LX	0.1%	1	0.0%	0	0.6%	1	0.0%
French & Day Delicatessen, High Street, Ware, SG12 9BA	0.3%	2	0.0%	0	1.6%	2	0.0%
G.S Pickett Family Butchers, The Green, Kingshill, Ware, SG12 0QW	0.0%	0	0.0%	0	0.3%	0	0.0%

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Local shops, Ware Town Centre	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, The Green, Ware, SG12 0QW	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Star Street, Ware, SG12 9BX	2.3%	15	0.0%	0	14.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Simmons Bakers, High Street, Ware, SG12 9BY	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, West Street, Ware, SG12 9EE	7.2%	47	0.3%	0	38.3%	40	0.0%	0	0.0%	0	7.2%	6	0.0%	0
<b>Zone 3A</b>														
Aldi, London Road, Bishop's Stortford, CM23 5NF	3.6%	23	0.0%	0	0.0%	0	11.3%	11	7.8%	12	0.0%	0	0.4%	0
B&M, South Street, Bishop's Stortford, CM23 3AB	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.9%	6	0.0%	0	0.0%	0
Caulfields, Snowley Parade, Manston Drive, Bishop's Stortford, CM23 5EP	0.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.4%	0
Co-op, Carriage House, Bishop's Stortford, CM23 3FU	1.4%	9	0.0%	0	0.0%	0	4.5%	4	0.0%	0	1.8%	2	4.4%	3
Lidl, Stansted Road, Bishop's Stortford, CM23 2BT	1.2%	8	0.0%	0	0.0%	0	2.2%	2	3.7%	6	0.0%	0	0.0%	0
Local shops, Bishop's Stortford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), South Street, Bishop's Stortford, CM23 3YJ	2.6%	17	0.0%	0	0.0%	0	3.5%	3	8.8%	14	0.0%	0	0.0%	0
Morrisons Daily, Snowley Parade, Manston Drive, Bishop's Stortford, CM23 5EP	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	2.6%	17	0.0%	0	0.0%	0	11.0%	11	4.1%	6	0.3%	0	0.0%	0
Spar, Stortford Hall Park, Dunmow Road, Bishop's Stortford, CM23 5AL	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Havers Lane, Bishop's Stortford, CM23 3PD	1.6%	11	0.0%	0	0.0%	0	11.1%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Express, South Street, Bishop's Stortford, CM23 3AZ	0.6%	4	0.0%	0	0.0%	0	1.8%	2	1.5%	2	0.0%	0	0.0%	0
Waitrose (Little), London Road, Bishop's Stortford, CM23 3LA	1.3%	8	0.0%	0	0.0%	0	5.0%	5	2.3%	4	0.0%	0	0.0%	0
Waitrose, Birchanger Green Services, Bishop's Stortford, CM23 5QZ	1.5%	10	0.0%	0	0.0%	0	4.5%	4	3.6%	6	0.0%	0	0.0%	0
Waitrose, Northgate End, Bishop's Stortford, CM23 2BA	5.1%	33	0.0%	0	0.0%	0	21.7%	21	7.6%	12	0.0%	0	0.8%	1
<b>Zone 3B</b>														
Co-op, Church Road, Stansted Mountfitchet, Stansted, CM24 8BE	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Co-op, The Heath, Hatfield Heath, Bishop's Stortford, CM22 7EB	1.9%	12	0.0%	0	0.0%	0	0.0%	0	5.5%	8	0.0%	0	4.8%	4
Dorringtons, Cambridge Road, Stansted Mountfitchet, Stansted, CM24 8BZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Henham Village Shop, High Street, Bishop's Stortford, CM22 6AS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Londis, High Street, Hadham Cross, Much Hadham, SG10 6DE	0.4%	3	0.0%	0	1.8%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Londis, Takeley, Bishops Stortford, CM22 6SH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Sainsbury's, Thorley Lane East, Bishop's Stortford,	3.5%	23	0.0%	0	0.0%	0	5.0%	5	11.6%	18	0.0%	0	0.4%	0

Column %ges.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
CM23 4EG							
Tesco Express, Ambrose Corner, Elsenham, Bishop's Stortford, CM22 6EH	0.8%	5	0.0%	0	0.0%	0	0.0%
Tesco Express, Cambridge Road, Stansted Mountfitchet, CM24 8BZ	0.8%	5	0.0%	0	0.0%	0	0.0%
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishop's Stortford, CM23 4DD	2.7%	17	0.0%	0	6.5%	6	7.2%
<b>Zone 4</b>							
Budgens, Baldock Road, Buntingford, SG9 9BL	0.6%	4	0.0%	0	0.0%	0	0.0%
Budgens, High Street, Walkern, Stevenage, SG2 7NT	0.2%	1	0.0%	0	0.0%	0	0.0%
Chells Manor Post Office, Emperors Gate, Stevenage, SG2 7QX	0.0%	0	0.0%	0	0.0%	0	0.3%
Co-op, Station Road, Buntingford, SG9 9HT	4.8%	31	0.0%	0	0.0%	0	0.3%
Local shops, Puckeridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.3%
Pearce's Farm Shop & Café, Hamels Mead, Buntingford, SG9 9ND	1.7%	11	0.0%	0	2.4%	3	0.3%
Puckeridge Local Store, High Street, Puckeridge, Ware, SG11 1RN	0.1%	1	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, High Street, Buntingford, SG9 9AE	2.6%	17	0.0%	0	0.0%	0	1.5%
Sainsbury's, Magpie Crescent, Stevenage, SG2 7DU	0.9%	6	1.5%	2	0.0%	0	0.0%
Westwoods Convenience Store, High Street, Standon, Ware, SG11 1LA	0.2%	2	0.0%	0	0.0%	0	0.0%
<b>Zone 5</b>							
Christine Traditional Home Baking, Bell Street, Sawbridgeworth, CM21 9AN	0.1%	1	0.0%	0	0.0%	0	0.0%
Churchgate Stores, Churchgate Street, Churchgate Street, Harlow, CM17 0JT	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op, High Street, Old Harlow, Harlow, CM17 0DN	0.6%	4	0.0%	0	0.0%	0	0.0%
Co-op, London Road, Sawbridgeworth, CM21 9JS	2.5%	16	0.0%	0	0.0%	0	1.2%
Dorringtons, High Street, Old Harlow, Harlow, CM17 0DW	0.1%	1	0.0%	0	0.0%	0	0.0%
Farmfoods, St James Centre, East Road, Temple Fields, Harlow, CM20 2SX	0.1%	0	0.3%	0	0.0%	0	0.0%
Lidl, Edinburgh Way, Harlow, CM20 2DA	1.5%	10	3.8%	5	0.0%	0	0.0%
Local shops, Sawbridgeworth Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%
Morrisons Daily, Bell Street, Sawbridgeworth, CM21 9AN	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Allende Avenue, Harlow, CM20 2AG	2.5%	16	0.0%	0	1.3%	1	0.0%
Tesco Superstore, East Road (off Edinburgh Way),	0.9%	6	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Harlow, CM20 2TG														
<b>Outside Survey Area</b>														
Aldi, Fairlands Way, Stevenage, SG1 1FZ	0.4%	3	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Aldi, First Avenue, Harlow, CM20 3FA	2.4%	15	0.0%	0	3.8%	4	0.0%	0	1.2%	2	0.0%	0	12.3%	10
Aldi, Gateway, Durham Way, Royston, SG8 5GX	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Aldi, Knight Park, Saffron Walden, CB10 2SG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Aldi, Taverners Way, Hoddesdon, EN11 8TY	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Conduit Lane, Hoddesdon, EN11 8HD	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Watergardens, South Gate, Harlow, CM20 1AN	0.5%	3	0.0%	0	0.3%	0	0.0%	0	0.3%	0	0.0%	0	3.4%	3
Co-op, Goffs Lane, Goffs Oak, Waltham Cross, EN7 5ET	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Maunds Road, Maunds Hatch, Harlow, CM18 7RG	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4
Co-op, North Square, Harlow, CM17 9TW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Iceland (The Food Warehouse), Monkswood Retail Park, Monkswood Way, Stevenage, SG1 1TL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Lidl, Jubilee Road, Letchworth Garden City, SG6 1WG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Lidl, Southern Way, Harlow, CM18 7PJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Local shops, Cuffley Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Harlow Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Marks and Spencer (M&S) Foodhall, High Street, Epping, CM16 4BP	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Marks and Spencer (M&S) Simply Food, Southern Way, Great Parndon, Harlow, CM18 7BH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Ware Road, Hoddesdon, EN11 9DU	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Roaring Meg Retail Park, London Road, Great North Road, Stevenage, SG1 1XN	0.7%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Morrisons Daily, Fishers Hatch, Harlow, CM20 3PP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Morrisons, Amwell Street, Hoddesdon, EN11 8UD	0.5%	3	0.0%	0	0.3%	0	2.8%	3	0.0%	0	0.3%	0	0.0%	0
Nisa Local, Colt Hatch Off, Hobtoe Road, Harlow, CM20 1SX	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Nisa Local, Stortford Road, Clavering, Saffron Walden, CB11 4PE	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Sainsbury's, Brewery Road, Hoddesdon, EN11 8HF	0.1%	1	0.3%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Road, Welwyn Garden City, AL8 6SA	0.5%	3	2.4%	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stortford Road, Clavering, Saffron Walden, CB11 4PE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Tesco Express, Chells Way, Mobbsbury Way, Stevenage, SG2 0LU	0.3%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Tesco Express, Harvey Centre Approach, Harlow, CM20 1XN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Express, High Street, Stevenage, SG1 3EF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tesco Express, Station Road, Cuffley, Potters Bar, EN6 4HX	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Brookfield Centre, Cheshunt, Waltham Cross, EN8 0TA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tesco Extra, High Street, Baldock, SG7 6BN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Old North Road, Royston, SG8 5UA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Tesco Superstore, Church Langley Way, Harlow, CM17 9TE	0.8%	5	0.0%	0	1.9%	2	0.0%	0	1.7%	3	0.0%	0	0.8%	1
Tesco Superstore, High Street, Epping, CM16 4BA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Tesco Superstore, London Road, Broadwater, Stevenage, SG2 8DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tesco Superstore, Radwinter Road, Saffron Walden, CB10 2JP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow, Dunmow, CM6 1SF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.4%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Hill Street, Saffron Walden, CB10 1DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Waitrose, New Union Square, Nine Elms, London, SW11 7DN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
<b>Others</b>														
Weighted base:	654	130		105		97		155		90		78		
Sample:	615	106		112		104		110		91		92		

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Meanscore: [£]</b>														
<b>Q06 How much on average does your household spend on 'top-up' food shopping in a week?</b>														
<i>Those who do top-up shopping at Q05</i>														
£1 - £10	12.2%	82	13.5%	18	15.4%	17	7.6%	8	13.2%	21	15.0%	14	6.7%	5
£11 - £20	32.1%	215	24.5%	32	30.9%	34	38.9%	40	25.6%	40	44.9%	41	36.2%	29
£21 - £30	22.7%	152	28.0%	37	18.9%	21	18.0%	18	28.9%	45	10.7%	10	27.0%	21
£31 - £40	5.4%	36	7.0%	9	2.3%	3	11.6%	12	4.5%	7	4.8%	4	1.6%	1
£41 - £50	4.3%	29	3.2%	4	4.6%	5	5.5%	6	5.3%	8	3.2%	3	3.7%	3
£51 - £60	1.1%	7	1.5%	2	0.0%	0	2.7%	3	1.7%	3	0.0%	0	0.0%	0
£61 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
£71 - £80	0.5%	3	1.5%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
£91 - £100	0.4%	3	0.0%	0	0.0%	0	0.6%	1	0.5%	1	1.4%	1	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0
£151 - £160	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £260	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£261 - £280	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£281 - £300	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.8%	119	16.3%	21	24.7%	27	7.8%	8	19.3%	30	15.3%	14	23.6%	19
(Refused)	2.7%	18	4.4%	6	3.2%	4	5.5%	6	0.8%	1	1.6%	1	0.8%	1
Mean:	24.82		24.26		21.18		28.46		25.38		25.85		22.81	
Weighted base:	669		132		110		102		156		90		79	
Sample:	635		107		118		108		114		93		95	

**Q07 How often does your household visit the following centres? [PR]**  
**Bishop's Stortford**

At least weekly	31.0%	250	0.0%	0	4.9%	6	78.6%	95	62.9%	116	16.5%	18	13.8%	15
Once a fortnight	6.9%	56	1.7%	3	4.7%	6	6.1%	7	9.9%	18	4.1%	4	15.7%	17
Once a month	8.3%	67	0.9%	1	8.0%	10	2.8%	3	9.2%	17	18.5%	20	14.4%	16
Once every 2-3 months	5.0%	40	3.2%	5	5.0%	6	4.3%	5	1.9%	4	9.7%	10	8.8%	10
Once every 6 months	3.2%	26	4.0%	6	3.7%	5	1.2%	1	3.5%	6	2.6%	3	3.8%	4
Once a year	1.8%	14	0.7%	1	4.0%	5	0.0%	0	0.0%	0	6.1%	6	1.7%	2
Less often	15.9%	129	25.6%	41	30.9%	39	0.0%	0	7.4%	14	10.7%	11	21.7%	24
Never	27.3%	220	63.9%	102	38.7%	49	3.5%	4	5.0%	9	31.9%	34	20.1%	22
(Don't know)	0.6%	5	0.0%	0	0.0%	0	3.6%	4	0.2%	0	0.0%	0	0.0%	0
Weighted base:	806		160		126		121		184		106		109	
Sample:	806		140		140		140		140		120		126	

**Hertford**

At least weekly	24.2%	195	74.0%	118	28.9%	37	3.6%	4	8.4%	15	13.5%	14	6.1%	7
Once a fortnight	10.8%	87	9.9%	16	24.1%	30	0.0%	0	9.3%	17	6.5%	7	15.5%	17
Once a month	12.2%	99	7.4%	12	17.3%	22	4.0%	5	18.9%	35	16.7%	18	7.1%	8
Once every 2-3 months	3.6%	29	2.4%	4	1.7%	2	2.7%	3	2.1%	4	13.9%	15	0.9%	1
Once every 6 months	4.0%	32	3.0%	5	5.4%	7	9.1%	11	0.0%	0	8.0%	9	1.1%	1
Once a year	1.4%	11	0.5%	1	0.5%	1	0.8%	1	3.6%	7	0.8%	1	1.6%	2
Less often	7.3%	59	0.2%	0	3.6%	5	9.2%	11	9.4%	17	2.0%	2	21.7%	24
Never	35.2%	284	2.4%	4	17.2%	22	67.1%	81	48.3%	89	36.2%	38	45.9%	50
(Don't know)	1.1%	9	0.2%	0	1.3%	2	3.6%	4	0.0%	0	2.3%	2	0.0%	0
Weighted base:	806		160		126		121		184		106		109	
Sample:	806		140		140		140		140		120		126	

Weighted:

February 2026

	Total	Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4		Zone 5		
<b>Ware</b>														
At least weekly	20.5%	165	13.0%	21	86.9%	110	3.6%	4	8.0%	15	10.7%	11	3.7%	4
Once a fortnight	6.1%	49	10.4%	17	4.9%	6	0.0%	0	2.1%	4	8.8%	9	11.7%	13
Once a month	15.8%	127	34.1%	54	3.3%	4	4.4%	5	20.3%	37	16.0%	17	8.0%	9
Once every 2-3 months	4.9%	39	10.6%	17	1.2%	1	1.5%	2	2.1%	4	11.6%	12	2.7%	3
Once every 6 months	2.6%	21	0.9%	1	0.5%	1	7.6%	9	0.9%	2	7.1%	8	0.9%	1
Once a year	2.4%	20	5.0%	8	1.3%	2	3.2%	4	0.2%	0	2.6%	3	2.8%	3
Less often	11.1%	89	3.3%	5	0.7%	1	7.9%	10	18.6%	34	12.3%	13	24.3%	26
Never	36.2%	292	22.6%	36	0.9%	1	71.6%	87	47.7%	88	28.6%	30	46.0%	50
(Don't know)	0.4%	3	0.0%	0	0.2%	0	0.3%	0	0.0%	0	2.3%	2	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

**Buntingford**

At least weekly	8.9%	71	0.0%	0	0.0%	0	1.7%	2	3.9%	7	54.4%	58	3.8%	4
Once a fortnight	1.6%	13	0.0%	0	0.0%	0	0.0%	0	1.7%	3	6.8%	7	2.4%	3
Once a month	4.2%	34	0.0%	0	2.8%	4	0.0%	0	8.6%	16	11.8%	13	1.6%	2
Once every 2-3 months	2.4%	19	4.4%	7	2.5%	3	1.2%	1	0.0%	0	5.3%	6	1.6%	2
Once every 6 months	1.8%	14	1.0%	2	8.8%	11	0.5%	1	0.2%	0	0.5%	1	0.0%	0
Once a year	1.6%	13	1.5%	2	2.5%	3	0.0%	0	1.5%	3	2.3%	2	1.8%	2
Less often	23.2%	187	25.4%	41	36.1%	46	10.9%	13	27.5%	51	3.9%	4	29.9%	32
Never	55.9%	450	67.6%	108	47.3%	60	81.8%	99	56.3%	104	15.1%	16	58.9%	64
(Don't know)	0.6%	5	0.0%	0	0.0%	0	3.9%	5	0.2%	0	0.0%	0	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

**Sawbridgeworth**

At least weekly	6.4%	52	1.9%	3	3.4%	4	1.1%	1	3.1%	6	1.2%	1	33.0%	36
Once a fortnight	2.3%	19	0.0%	0	0.0%	0	0.8%	1	6.6%	12	0.0%	0	5.3%	6
Once a month	4.1%	33	1.0%	2	0.7%	1	6.5%	8	9.2%	17	0.3%	0	5.1%	6
Once every 2-3 months	2.2%	18	0.0%	0	1.1%	1	3.7%	5	3.3%	6	0.0%	0	5.5%	6
Once every 6 months	3.1%	25	1.3%	2	5.4%	7	5.7%	7	2.5%	5	3.5%	4	0.9%	1
Once a year	2.1%	17	3.4%	5	0.5%	1	5.1%	6	1.4%	2	1.8%	2	0.3%	0
Less often	22.0%	177	16.5%	26	34.6%	44	11.7%	14	26.0%	48	18.8%	20	23.2%	25
Never	56.9%	459	75.8%	121	53.1%	67	63.9%	77	47.7%	88	72.1%	77	26.7%	29
(Don't know)	0.8%	6	0.0%	0	1.3%	2	1.5%	2	0.2%	0	2.3%	2	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

**Q08 Which of the following centres does your household visit the most? [PR]***Exclude respondents who said 'Never' or 'Don't know' for any centre at Q07*

Bishop's Stortford	42.1%	327	0.0%	0	5.5%	7	94.6%	113	88.0%	157	14.2%	14	37.8%	37
Hertford	24.4%	190	94.8%	149	14.4%	18	0.0%	0	0.2%	0	11.9%	12	11.1%	11
Ware	19.5%	151	5.2%	8	79.8%	100	0.0%	0	7.2%	13	16.7%	17	13.6%	13
Buntingford	8.1%	63	0.0%	0	0.0%	0	1.8%	2	2.6%	5	55.7%	56	0.0%	0
Sawbridgeworth	5.9%	46	0.0%	0	0.2%	0	3.7%	4	2.0%	4	1.6%	2	37.5%	36
(Don't visit any of these centres)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		778		157		126		119		178		101		97
Sample:		759		136		138		137		132		108		108

**Q09 Is your household visiting CENTRE MENTIONED AT Q08 more or less than this time last year?***Those who visit a centre at Q08*

More often	16.8%	131	15.0%	23	19.4%	24	14.4%	17	11.0%	20	16.9%	17	30.2%	29
Less often	8.2%	63	5.0%	8	7.3%	9	11.9%	14	9.4%	17	3.6%	4	12.2%	12
About the same	74.2%	577	79.6%	125	71.3%	90	73.4%	87	79.6%	142	77.1%	78	57.6%	56
(Don't know)	0.8%	6	0.5%	1	2.0%	3	0.3%	0	0.0%	0	2.4%	2	0.0%	0
Weighted base:		778		157		126		119		178		101		97
Sample:		759		136		138		137		132		108		108

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q10 How does your household normally travel to CENTRE MENTIONED AT Q08?</b> <i>Those who visit a centre at Q08</i>														
Car / van – driver	64.4%	501	55.0%	86	72.9%	92	34.4%	41	83.7%	149	72.9%	74	61.2%	60
Car / van - passenger	4.2%	33	4.1%	6	5.1%	6	3.8%	5	2.0%	4	3.9%	4	8.6%	8
Bus	3.8%	30	4.1%	6	2.7%	3	2.9%	3	5.5%	10	3.0%	3	3.8%	4
Bicycle	0.1%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g. mobility scooter)	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Taxi	0.2%	2	0.2%	0	0.2%	0	0.5%	1	0.2%	0	0.0%	0	0.0%	0
Train	0.3%	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Walk	25.8%	201	34.6%	54	17.0%	21	55.4%	66	8.6%	15	19.9%	20	24.3%	24
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	8	1.5%	2	2.0%	3	2.4%	3	0.0%	0	0.3%	0	0.0%	0
Weighted base:	778		157		126		119		178		101		97	
Sample:	759		136		138		137		132		108		108	

**Meanscore: [Time in minutes] (Less than 30 minutes = 14.5 | 30 - 59 minutes = 44.5 | About 1 to 2 hours = 90 | About 2 to 3 hours = 150 | About 3 to 4 hours = 210 | 4 hours or more = 240)**

**Q11 How long do you normally spend in CENTRE MENTIONED AT Q08 when visiting?***Those who visit a centre at Q08*

Less than 30 mins	26.2%	204	46.2%	72	33.8%	43	23.2%	28	6.4%	11	38.5%	39	11.6%	11
30 – 59 mins	14.7%	114	14.4%	23	13.6%	17	21.0%	25	12.3%	22	16.6%	17	11.4%	11
About 1 to 2 hours	35.2%	273	20.0%	31	29.9%	38	37.5%	45	57.6%	103	22.7%	23	35.2%	34
About 2 to 3 hours	15.3%	119	11.6%	18	13.1%	16	13.9%	17	17.6%	31	11.4%	12	25.6%	25
About 3 to 4 hours	3.5%	27	1.3%	2	5.8%	7	0.8%	1	4.3%	8	0.3%	0	9.4%	9
4 hours or more	1.2%	10	1.0%	2	0.0%	0	2.7%	3	0.0%	0	4.1%	4	0.6%	1
(Don't know / varies)	3.8%	30	5.5%	9	3.8%	5	0.8%	1	1.7%	3	6.3%	6	6.2%	6
<i>Mean:</i>	78.29		56.81		72.43		76.21		95.40		65.20		104.44	
Weighted base:	778		157		126		119		178		101		97	
Sample:	759		136		138		137		132		108		108	

**Q12 When visiting CENTRE MENTIONED AT Q08 which market or markets do you use? [MR]***Excluding those who said SAWBRIDGEWORTH at Q08 because it doesn't have a market AND Excl. Nulls & SFT***Zone 1**

Hertford farmers market – second Saturday of every month	6.3%	15	29.7%	11	3.6%	1	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Hertford Market (every Saturday)	18.1%	42	92.4%	34	15.8%	6	0.7%	0	0.0%	0	6.4%	2	0.0%	0
Hertford street food market – fourth Thursday of each month March – October	1.6%	4	5.5%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 2**

Ware local produce and craft market – held monthly on Saturday's	7.2%	17	0.0%	0	41.1%	15	0.0%	0	0.0%	0	0.0%	0	14.0%	2
Ware Market (every Tuesday)	11.6%	27	0.0%	0	57.0%	21	0.0%	0	3.6%	2	1.7%	1	25.3%	3

**Zone 3A**

Bishop's Stortford monthly farmers and craft market – first Saturday of each month	27.0%	62	0.0%	0	6.9%	3	55.5%	27	46.6%	30	0.0%	0	27.9%	3
Bishop's Stortford Market (every Thursday and Saturday)	42.2%	97	0.0%	0	3.6%	1	81.3%	39	74.1%	47	6.4%	2	60.8%	7

**Zone 3B**

<b>Zone 4</b> Buntingford Outdoor Market (every Monday)	11.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.1%	27	0.0%	0
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**Zone 5****Outside Survey Area**

Hoddesdon Market	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Weald Market	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0

**Others**

Weighted base:	231		36		37		48		64		34		12	
Sample:	213		49		40		49		34		31		10	

Column %ges.



Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q14 What do you like most about CENTRE MENTIONED AT Q08 for shopping and services?</b>														
<i>Those who visit a centre at Q08</i>														
Close to home	22.6%	176	24.2%	38	19.4%	24	35.9%	43	15.8%	28	34.8%	35	8.0%	8
Good cafés / restaurants	14.0%	109	8.7%	14	6.7%	8	13.8%	16	23.6%	42	9.4%	9	19.5%	19
Traditional / quaint	9.3%	72	10.1%	16	13.0%	16	0.0%	0	9.7%	17	4.0%	4	19.4%	19
Shops - good range of independent shops	4.8%	37	2.0%	3	5.8%	7	7.6%	9	2.4%	4	8.2%	8	5.4%	5
Familiar / know where everything is	4.4%	34	5.8%	9	8.5%	11	6.8%	8	0.7%	1	1.6%	2	3.7%	4
Attractive environment / nice place	3.8%	29	11.2%	17	2.0%	3	1.1%	1	3.5%	6	0.6%	1	1.3%	1
Nice atmosphere / friendly people	3.7%	29	3.4%	5	1.7%	2	2.0%	2	4.1%	7	1.4%	1	10.6%	10
Has a particular shop that I like	3.4%	27	0.9%	1	2.7%	3	1.9%	2	4.6%	8	5.9%	6	5.4%	5
Shops - good range of non-food shops generally	3.0%	24	6.4%	10	0.5%	1	3.3%	4	3.2%	6	2.4%	2	1.0%	1
You can get everything you need there	2.3%	18	2.2%	3	2.0%	3	1.8%	2	3.8%	7	1.6%	2	1.4%	1
Shops - good range of supermarkets	1.8%	14	1.7%	3	0.2%	0	2.3%	3	2.6%	5	1.6%	2	2.1%	2
Shops - good range of charity shops	1.7%	13	5.2%	8	2.0%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Good layout / shops close together	1.5%	12	1.7%	3	2.2%	3	1.1%	1	0.2%	0	3.3%	3	1.0%	1
Close to work / en route to work	1.3%	10	0.0%	0	0.0%	0	0.0%	0	4.4%	8	0.0%	0	2.1%	2
Shops - good range of affordable shops	1.2%	9	0.0%	0	0.2%	0	0.0%	0	1.5%	3	6.3%	6	0.0%	0
Quiet / not too busy	1.2%	9	0.2%	0	4.9%	6	0.0%	0	1.3%	2	0.0%	0	0.3%	0
Close to friends / relatives	1.0%	8	2.0%	3	3.2%	4	0.0%	0	0.0%	0	0.3%	0	0.3%	0
Shops - good range of clothes shops	1.0%	8	0.0%	0	0.0%	0	0.0%	0	3.4%	6	1.3%	1	0.3%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.8%	6	1.5%	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Easy to get there on foot	0.7%	6	0.2%	0	0.7%	1	2.0%	2	1.0%	2	0.3%	0	0.0%	0
Open / green spaces / parks	0.7%	5	2.0%	3	0.0%	0	0.3%	0	1.0%	2	0.0%	0	0.0%	0
Shops - good range of quality shops	0.7%	5	0.2%	0	0.2%	0	0.0%	0	0.0%	0	1.6%	2	3.0%	3
Good for financial services (e.g. banks / building societies)	0.7%	5	0.0%	0	0.2%	0	0.3%	0	0.5%	1	3.0%	3	0.6%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	0.5%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Parking - it's easy to find a space	0.5%	4	0.0%	0	1.5%	2	0.3%	0	0.5%	1	1.1%	1	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.5%	4	0.5%	1	0.2%	0	1.8%	2	0.2%	0	0.3%	0	0.0%	0
Shops - good range of 'high street' retailers	0.5%	4	0.0%	0	0.2%	0	0.3%	0	1.5%	3	0.0%	0	0.3%	0
Good pubs / bars	0.3%	2	0.2%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	1.4%	1
Good safety / security / feel safe there	0.3%	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Like to support local businesses	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Easy to get there by car	0.2%	2	0.2%	0	0.0%	0	0.8%	1	0.2%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets / well maintained	0.1%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.3%	0
Good market	0.1%	1	0.2%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Parking - it's free	0.1%	1	0.0%	0	0.2%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Shops - good range of bakers / butchers / greengrocers	0.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Good public transport	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Specific store - B&M	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Good historical sites	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Specific store - M&S	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Close to the gym	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Good bus service	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Coopers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / delivery reasons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to compare goods online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / delivery shopping has low prices / good offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / delivery shopping is convenient / quick / easier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	9.3%	73	5.5%	9	18.0%	23	14.5%	17	7.5%	13	5.9%	6	4.9%	5
(Don't know)	1.3%	10	0.7%	1	1.5%	2	2.3%	3	0.5%	1	0.3%	0	3.2%	3
Weighted base:	778	157		126		119		178		101		97		
Sample:	759	136		138		137		132		108		108		

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q15 Is there anything about CENTRE MENTIONED AT Q08 that could be improved to encourage you to visit more often?</b>														
<i>Those who visit a centre at Q08</i>														
Shops - more / better clothes shops	14.7%	114	20.8%	33	15.1%	19	17.3%	21	15.0%	27	4.7%	5	10.8%	11
Shops - more independent shops	9.4%	73	7.7%	12	2.1%	3	18.7%	22	13.2%	24	0.9%	1	12.4%	12
Parking - make more spaces available	7.5%	58	6.2%	10	8.0%	10	7.3%	9	7.9%	14	11.6%	12	4.3%	4
Shops - more / better range of non-food shops generally	7.1%	55	9.6%	15	11.6%	15	6.4%	8	7.8%	14	2.4%	2	1.6%	2
Less traffic congestion / improved access	4.6%	36	0.7%	1	0.5%	1	5.3%	6	7.6%	14	8.7%	9	5.4%	5
More / better financial services (e.g. banks / building societies)	3.7%	28	6.5%	10	9.2%	12	0.0%	0	2.2%	4	2.4%	2	0.3%	0
Parking - make it free	3.3%	26	5.9%	9	2.7%	3	0.8%	1	0.7%	1	5.7%	6	5.1%	5
Less empty shops	3.2%	25	5.3%	8	0.7%	1	5.1%	6	4.9%	9	0.6%	1	0.6%	1
Shops - more 'high street' retailers	3.1%	24	5.6%	9	5.5%	7	3.3%	4	2.2%	4	0.3%	0	0.6%	1
More / better cafés / restaurants	2.7%	21	1.3%	2	0.2%	0	0.0%	0	1.0%	2	8.3%	8	8.9%	9
Parking - make it cheaper	2.1%	17	0.2%	0	5.4%	7	0.8%	1	3.7%	7	1.3%	1	0.6%	1
Better market	2.0%	15	0.0%	0	3.8%	5	4.7%	6	1.7%	3	0.0%	0	1.8%	2
More / better range of other services (e.g. library, hairdresser, vets etc.)	1.9%	15	3.1%	5	3.5%	4	0.3%	0	0.0%	0	3.2%	3	1.8%	2
More pedestrianised areas	1.7%	13	0.2%	0	0.0%	0	2.3%	3	5.3%	10	0.3%	0	0.0%	0
Less hairdressers / barbers / beauty salons	1.5%	11	2.2%	3	3.2%	4	1.8%	2	0.0%	0	1.6%	2	0.3%	0
Shops - more high quality shops	1.3%	10	0.7%	1	2.0%	3	0.0%	0	3.8%	7	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	1.3%	10	1.3%	2	0.0%	0	0.8%	1	1.3%	2	1.3%	1	3.5%	3
Shops - more / better range of supermarkets	1.1%	9	0.5%	1	0.7%	1	0.0%	0	0.0%	0	7.0%	7	0.0%	0
Shops - more bakers / butchers / greengrocers	1.1%	8	0.0%	0	2.1%	3	3.9%	5	0.0%	0	0.9%	1	0.0%	0
Cleaner streets / better maintained	0.9%	7	2.0%	3	0.2%	0	3.0%	4	0.0%	0	0.3%	0	0.0%	0
Specific store - Primark	0.7%	6	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Nicer atmosphere / friendlier people	0.7%	5	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.6%	5	0.0%	0	3.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Shops - more affordable shops	0.6%	5	0.2%	0	0.0%	0	0.0%	0	2.3%	4	0.3%	0	0.0%	0
Shops - more toy shops	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Less vape shops	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Better security / safety	0.4%	3	0.0%	0	0.2%	0	1.5%	2	0.0%	0	0.0%	0	1.4%	1
Specific store - Waitrose	0.4%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - longer parking times	0.3%	3	1.5%	2	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.3%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more department stores	0.3%	3	0.0%	0	0.0%	0	1.5%	2	0.2%	0	0.0%	0	0.3%	0
Less takeaways	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
More / better pubs / bars	0.3%	2	1.3%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	0.3%	2	0.2%	0	0.2%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More / better public toilets	0.2%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Make it bigger	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Less housing	0.2%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Less cafes / restaurants	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	0
More road improvements	0.1%	1	0.0%	0	0.0%	0	0.3%	0	0.2%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.1%	1	0.0%	0	0.0%	0	0.3%	0	0.2%	0	0.0%	0	0.0%	0
Easier to get to by bus	0.1%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Specific store - McDonald's	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Finish development projects	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
More / better cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
More rubbish bins	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Parking - better car park access	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Parking - closer to the shops	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Quieter / less busy	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more parking restrictions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
More cycle paths	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Make it more attractive / nicer environment	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more DIY shops	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Sainsbury's	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Wetherspoons	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Location / Travel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - longer opening hours / more open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More or better cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car Parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amenities / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More green / open spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / no improvements)	16.4%	127	14.3%	22	10.1%	13	5.8%	7	12.8%	23	30.9%	31	32.3%	31
(Don't know)	1.4%	11	0.7%	1	0.2%	0	3.4%	4	0.0%	0	2.8%	3	2.7%	3
Weighted base:		778		157		126		119		178		101		97
Sample:		759		136		138		137		132		108		108

**Q16 Overall, how satisfied are you with CENTRE MENTIONED AT Q08 as a place to shop, eat/drink or visit?***Those who visit a centre at Q08*

Very Satisfied	12.7%	99	8.9%	14	7.1%	9	12.3%	15	11.0%	20	25.5%	26	16.3%	16
Satisfied	51.2%	398	51.3%	80	43.0%	54	40.1%	48	58.1%	103	49.4%	50	64.3%	63
Neither satisfied nor unsatisfied	21.3%	166	21.6%	34	24.2%	30	30.5%	36	18.2%	32	15.4%	16	17.5%	17
Unsatisfied	12.1%	94	14.5%	23	23.2%	29	13.7%	16	9.5%	17	7.9%	8	1.3%	1
Very Unsatisfied	2.4%	19	2.7%	4	2.5%	3	3.4%	4	3.0%	5	1.6%	2	0.6%	1
(Don't know)	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.2%	0	0.3%	0	0.0%	0
Weighted base:		778		157		126		119		178		101		97
Sample:		759		136		138		137		132		108		108

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q17 Where does your household do most of its shopping for clothing and footwear?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Hertford Town Centre	2.0%	7	5.3%	3	7.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Ware Road, Hertford, SG13 7HH	2.0%	7	6.4%	4	1.3%	1	0.0%	0	0.0%	0	4.9%	2	0.0%	0
<b>Zone 2</b>														
Asda, Watton Road, Ware, SG12 0AD	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Van Hage Garden Centre, Great Amwell, Ware, SG12 9RP	0.2%	1	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware Town Centre	1.5%	5	0.0%	0	7.2%	3	0.0%	0	0.0%	0	0.6%	0	3.6%	2
<b>Zone 3A</b>														
Bishop's Stortford Town Centre	14.8%	53	0.0%	0	1.3%	1	32.7%	21	29.6%	24	7.8%	4	6.6%	3
Marks and Spencer (M&S), South Street, Bishop's Stortford, CM23 3YJ	3.4%	12	0.0%	0	0.0%	0	5.1%	3	8.0%	7	1.7%	1	3.3%	2
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0
<b>Zone 3B</b>														
London Stansted Airport, Bassingbourn Road, Stansted, CM24 1QW	0.4%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Thorley Lane East, Bishop's Stortford, CM23 4EG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishop's Stortford, CM23 4DD	0.8%	3	0.0%	0	0.0%	0	0.5%	0	3.3%	3	0.0%	0	0.0%	0
<b>Zone 4</b>														
Buntingford Town Centre	1.7%	6	0.0%	0	0.0%	0	6.8%	4	0.0%	0	0.0%	0	3.6%	2
Sainsbury's, Magpie Crescent, Stevenage, SG2 7DU	0.3%	1	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
<b>Zone 5</b>														
Sainsbury's, Allende Avenue, Harlow, CM20 2AG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Sawbridgeworth Town Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	4
The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	0.6%	2	1.1%	1	0.6%	0	0.5%	0	0.0%	0	0.0%	0	1.3%	1
<b>Outside Survey Area</b>														
Asda, Town Centre, Hatfield, AL10 0JP	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biggleswade Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.6%	2	0.0%	0	0.0%	0	0.5%	0	2.2%	2	0.0%	0	0.0%	0
Braintree Village Shopping Outlet, Chapel Hill, Braintree, CM77 8YH	2.2%	8	0.6%	0	0.0%	0	3.6%	2	3.3%	3	2.6%	1	2.6%	1
Bristol City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Brookfield Shopping Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	7.4%	26	10.8%	7	11.6%	6	0.5%	0	7.8%	6	11.2%	6	2.6%	1
Bury St Edmunds Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Cambridge City Centre	8.5%	30	0.0%	0	0.6%	0	14.2%	9	10.3%	8	23.4%	12	1.3%	1
Central London / West End	2.3%	8	3.6%	2	6.9%	3	1.5%	1	1.5%	1	0.0%	0	0.7%	0
Chelmsford City Centre	0.6%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.3%	2
Cheshunt Town Centre	1.4%	5	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colney Fields Shopping Park, London Colney, St Albans, AL2 1BW	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Harlow Town Centre	17.8%	63	8.9%	6	13.8%	7	22.6%	14	17.9%	15	0.0%	0	46.5%	22
Hatfield Town Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoddesdon Town Centre	0.5%	2	0.6%	0	2.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Keswick Town Centre	0.5%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.7%	0
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays, RM20 2ZP	3.2%	11	0.0%	0	0.0%	0	4.3%	3	8.5%	7	0.0%	0	3.6%	2
Maidenhead Town Centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Brookfield Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0TZ	1.4%	5	1.1%	1	1.9%	1	0.0%	0	3.3%	3	0.6%	0	0.7%	0
Marks and Spencer (M&S), Roaring Meg Retail Park, London Road, Great North Road, Stevenage, SG1 1XN	0.5%	2	1.1%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Matalan, Haydens Road, Harlow, CM20 1AR	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	3.0%	11	9.2%	6	1.3%	1	0.0%	0	0.5%	0	6.9%	3	0.0%	0
Royston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.6%	0	0.0%	0
Saffron Walden Town Centre	0.7%	2	0.0%	0	0.0%	0	0.5%	0	2.2%	2	0.0%	0	0.7%	0
Sainsbury's, Brewery Road, Hoddesdon, EN11 8HF	1.2%	4	2.5%	2	4.7%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Sainsbury's, Church Road, Welwyn Garden City, AL8 6SA	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Stevenage Town Centre	8.0%	28	11.1%	7	21.4%	10	0.0%	0	0.0%	0	21.8%	11	0.0%	0
Tesco Extra, Old North Road, Royston, SG8 5UA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Tesco Superstore, Church Langley Way, Harlow, CM17 9TE	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	4
Tesco Superstore, London Road, Broadwater, Stevenage, SG2 8DT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
The Galleria Shopping Outlet, Comet Way, Hatfield, AL10 0XR	1.7%	6	5.3%	3	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Watford Town Centre	0.5%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	4.6%	16	18.1%	12	6.6%	3	0.0%	0	0.5%	0	1.7%	1	0.0%	0
Westfield London, Ariel Way, London, W12 7GF	0.7%	3	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Weighted base:	356		66		47		64		82		50		47	
Sample:	474		82		81		92		77		69		73	

Weighted:

February 2026

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4		Zone 5	
<b>Q18 Where does your household do most of its shopping for furniture, carpets and other floor coverings?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Hertford Town Centre	2.4%	10	10.6%	8	0.4%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Madford Retail Park, Ware Road, Hertford, SG13 7HH	2.2%	9	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	3
<b>Zone 2</b>														
Ware Town Centre	3.4%	14	0.5%	0	15.8%	12	0.0%	0	0.0%	0	1.3%	1	2.4%	1
<b>Zone 3A</b>														
Birchanger Industrial Estate, Bishop's Stortford, CM23 2TH	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Bishop's Stortford Town Centre	7.3%	31	0.0%	0	0.4%	0	19.7%	14	11.8%	11	5.9%	3	3.2%	2
Easy Chair & Sofa Company, London Road, Bishop's Stortford, CM23 3YT	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Fitzroy Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.7%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0
Goodliffe Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.6%	3	0.0%	0	0.0%	0	0.4%	0	2.4%	2	0.0%	0	0.0%	0
Marks and Spencer (M&S), South Street, Bishop's Stortford, CM23 3YJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
<b>Zone 3B</b>														
Hatfield Heath Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Sainsbury's, Thorley Lane East, Bishop's Stortford, CM23 4EG	1.3%	6	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
Simply Carpets, Takeley Business Centre, Dunmow Road, Takeley, Bishop's Stortford, CM22 6SJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Takeley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
You're Furnished, Waltham Hall Industrial Estate, Hall Road, Takeley, Bishop's Stortford, CM22 6PF	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Buntingford Town Centre	2.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.9%	9	0.0%	0
<b>Zone 5</b>														
Harlow Retail Park, Edinburgh Way, Harlow CM20 2TN	13.5%	57	12.1%	9	17.6%	13	21.7%	16	5.1%	5	0.0%	0	24.1%	14
Princes Gate Retail Park, Howard Way, Harlow, CM20 2AB	5.2%	22	0.0%	0	0.0%	0	12.7%	9	7.7%	7	0.6%	0	8.6%	5
Sawbridgeworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
The Maltings, Station Road, Sawbridgeworth, CM21 9JX	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
The Oaks Retail Park, Howard Way, Harlow, CM20 2AB	3.1%	13	0.0%	0	5.8%	4	2.0%	1	0.4%	0	0.0%	0	12.0%	7
The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	13.5%	57	2.2%	2	8.8%	7	12.7%	9	24.9%	24	0.6%	0	26.5%	15
<b>Outside Survey Area</b>														
Baldock Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Brent Cross District Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.9%	4	0.5%	0	2.2%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Broxted Village Centre	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	2.8%	12	0.0%	0	0.0%	0	7.9%	6	4.4%	4	3.4%	2	0.0%	0
Central London / West End	0.6%	2	0.0%	0	0.0%	0	0.9%	1	0.4%	0	2.8%	1	0.0%	0
Chelmsford City Centre	1.1%	4	0.0%	0	0.0%	0	0.4%	0	4.4%	4	0.0%	0	0.0%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Cheshunt Town Centre	1.0%	4	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield, EN1 1TH	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Dunmow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Harlow Town Centre	6.3%	27	7.4%	5	7.4%	6	4.2%	3	6.8%	6	0.0%	0	10.7%	6
Hatfield Town Centre	0.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfields Furniture & Interiors, Peartree Road, Colchester, CO3 0LA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Hitchin Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hoddesdon Town Centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Brands, Skippers Lane, West Wickham, CB21 4SF	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Ikea Lakeside, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays, RM20 2ZP	0.5%	2	0.0%	0	0.0%	0	0.4%	0	2.0%	2	0.0%	0	0.0%	0
Marks and Spencer (M&S), Brookfield Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0TZ	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Potters Bar Town Centre	1.3%	6	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
Ravenside Retail Park, Ravenside Close, London, N18 3HA	1.0%	4	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	13.1%	55	33.4%	25	14.0%	10	0.0%	0	5.3%	5	32.1%	15	0.0%	0
Royston Gateway Retail Park, Orchard Road, Royston, SG8 5HN	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0
Saffron Walden Town Centre	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.6%	0	0.0%	0
Stevenage Town Centre	2.0%	8	1.5%	1	1.8%	1	0.0%	0	3.7%	4	5.3%	2	0.0%	0
The Carpet Warehouse, Sunderland Estate, Church Lane, Kings Langley, WD4 8JU	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Thetford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Waltham Abbey Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Waltham Cross Town Centre	2.7%	11	4.2%	3	2.8%	2	0.4%	0	2.4%	2	2.8%	1	4.0%	2
Welwyn Garden City Town Centre	6.2%	26	25.3%	19	4.0%	3	0.9%	1	0.0%	0	7.2%	3	0.5%	0
<b>Others</b>														
Weighted base:	420	74	74	74	94	46	58							
Sample:	440	75	84	79	73	64	65							

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q19 Where does your household do most of its shopping for household textiles and soft furnishings, including bedding?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Fishpools, John Tate Road, Hertford, SG13 7DT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Hertford Town Centre	2.0%	10	6.3%	6	2.9%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Madford Retail Park, Ware Road, Hertford, SG13 7HH	5.0%	24	12.5%	11	8.6%	7	0.0%	0	0.0%	0	6.7%	4	2.5%	2
Tesco Superstore, Ware Road, Hertford, SG14 1QA	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Asda, Watton Road, Ware, SG12 0AD	0.3%	1	0.4%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Ware Town Centre	0.5%	3	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3A</b>														
Aldi, London Road, Bishop's Stortford, CM23 5NF	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Stortford Town Centre	6.0%	29	0.0%	0	0.0%	0	17.0%	13	12.0%	13	4.6%	3	0.9%	1
Fitzroy Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Marks and Spencer (M&S), South Street, Bishop's Stortford, CM23 3YJ	1.0%	5	0.0%	0	0.0%	0	3.7%	3	0.8%	1	1.0%	1	0.9%	1
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	3.5%	17	0.0%	0	0.0%	0	11.1%	9	7.5%	8	0.0%	0	0.4%	0
Waitrose, Northgate End, Bishop's Stortford, CM23 2BA	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0
<b>Zone 3B</b>														
Sainsbury's, Thorley Lane East, Bishop's Stortford, CM23 4EG	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishop's Stortford, CM23 4DD	0.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Sainsbury's, Magpie Crescent, Stevenage, SG2 7DU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
<b>Zone 5</b>														
Harlow Retail Park, Edinburgh Way, Harlow CM20 2TN	20.7%	101	6.2%	5	23.2%	20	22.4%	18	28.0%	29	2.1%	1	39.2%	27
Princes Gate Retail Park, Howard Way, Harlow, CM20 2AB	3.6%	17	0.0%	0	1.5%	1	9.4%	7	3.0%	3	0.5%	0	7.6%	5
Sawbridgeworth Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
St James Centre, Edinburgh Way, Temple Fields, Harlow, CM20 2DH	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road (off Edinburgh Way), Harlow, CM20 2TG	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
The Oaks Retail Park, Howard Way, Harlow, CM20 2AB	1.7%	8	0.0%	0	2.9%	3	1.8%	1	1.8%	2	2.1%	1	2.0%	1
The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	10.7%	52	5.3%	5	16.8%	14	7.2%	6	12.8%	13	0.0%	0	20.4%	14
<b>Outside Survey Area</b>														
Asda, High Street, Conduit Lane, Hoddesdon, EN11 8HD	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Watergardens, South Gate, Harlow, CM20 1AN	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Bluewater Shopping Centre,	0.4%	2	0.0%	0	0.0%	0	0.4%	0	1.8%	2	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Bluewater Parkway, Dartford, Greenhithe, DA9 9ST							
Braintree Village Shopping Outlet, Chapel Hill, Braintree, CM77 8YH	1.0%	5	0.0%	0	0.0%	0	3.7%
Brookfield Shopping Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	1.8%	9	0.8%	1	7.6%	7	0.0%
Cambridge City Centre	5.4%	26	0.0%	0	0.0%	0	7.4%
Central London / West End	0.1%	1	0.0%	0	0.0%	0	0.8%
Chelmsford City Centre	1.4%	7	0.0%	0	0.0%	0	0.0%
Colosseum Retail Park, Enfield, EN1 3FD	0.9%	4	0.0%	0	0.0%	0	5.5%
Dunelm, London Road, Apsley, Hemel Hempstead, HP3 9SR	0.1%	0	0.4%	0	0.0%	0	0.0%
Enfield Retail Park, Crown Road, Enfield, EN1 1TH	0.1%	0	0.0%	0	0.0%	0	0.0%
Harlow Town Centre	7.0%	34	8.4%	7	6.6%	6	3.9%
Hoddesdon Town Centre	0.1%	0	0.0%	0	0.3%	0	0.0%
Ikea Lakeside, Lakeside Retail Park, Heron Way, Grays, RM20 3WJ	0.3%	1	0.0%	0	0.0%	0	0.0%
Marks and Spencer (M&S), Brookfield Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0TZ	1.5%	7	0.0%	0	4.8%	4	1.2%
Marks and Spencer (M&S), Roaring Meg Retail Park, London Road, Great North Road, Stevenage, SG1 1XN	0.2%	1	0.4%	0	0.3%	0	0.0%
Matalan, Haydens Road, Harlow, CM20 1AR	0.1%	0	0.4%	0	0.0%	0	0.0%
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.3%	1	0.0%	0	0.7%	1	0.0%
Moreton Hall Local Centre	0.1%	0	0.0%	0	0.0%	0	0.4%
Morrisons, Amwell Street, Hoddesdon, EN11 8UD	0.3%	1	0.0%	0	1.5%	1	0.0%
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	0.6%	3	3.5%	3	0.0%	0	0.0%
Olive and Olive Interiors, Ringers Farmhouse, Saffron Walden, CB11 3RY	0.3%	1	0.0%	0	1.5%	1	0.0%
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	9.7%	47	23.7%	21	6.6%	6	0.0%
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	1.8%	9	4.3%	4	0.3%	0	0.0%
Saffron Walden Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	2.1%	10	1.2%	1	2.9%	3	0.0%
Tesco Extra, Brookfield Centre, Cheshunt, Waltham Cross, EN8 0TA	0.3%	2	1.8%	2	0.0%	0	0.0%
Tesco Extra, Old North Road, Royston, SG8 5UA	0.1%	0	0.0%	0	0.0%	0	0.0%
Torquay Town Centre	0.3%	1	0.0%	0	1.5%	1	0.0%
Waltham Cross Town Centre	0.6%	3	2.3%	2	0.0%	0	0.0%
Welwyn Garden City Town Centre	6.3%	31	21.5%	19	3.5%	3	0.4%
<b>Others</b>							
Weighted base:	487	89	86	78	105	60	69
Sample:	529	93	95	92	87	73	89

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>Q20 Where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?</b>							
<i>Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Hertford Town Centre	13.9%	46	48.6%	39	8.4%	3	0.0%
Madford Retail Park, Ware Road, Hertford, SG13 7HH	0.1%	0	0.0%	0	0.8%	0	0.0%
<b>Zone 2</b>							
Asda, Watton Road, Ware, SG12 0AD	0.5%	2	0.0%	0	4.2%	2	0.0%
Tesco Superstore, West Street, Ware, SG12 9EE	0.1%	0	0.0%	0	0.8%	0	0.0%
Ware Town Centre	0.3%	1	0.0%	0	2.3%	1	0.0%
<b>Zone 3A</b>							
Bishop's Stortford Town Centre	4.9%	16	0.0%	0	0.0%	0	19.2%
Goodliffe Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.1%	0	0.0%	0	0.0%	0	0.5%
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	3.0%	10	0.0%	0	3.4%	1	9.0%
Stortford Hall Industrial Park, Dunmow Road, Bishop's Stortford, CM23 5GZ	0.1%	0	0.0%	0	0.0%	0	0.5%
<b>Zone 3B</b>							
<b>Zone 4</b>							
Sainsbury's, Magpie Crescent, Stevenage, SG2 7DU	0.1%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 5</b>							
Harlow Retail Park, Edinburgh Way, Harlow CM20 2TN	7.6%	25	0.0%	0	10.3%	4	8.3%
Princes Gate Retail Park, Howard Way, Harlow, CM20 2AB	3.2%	11	0.0%	0	0.0%	0	3.2%
Sainsbury's, Allende Avenue, Harlow, CM20 2AG	1.4%	5	0.0%	0	0.0%	0	0.0%
Tesco Superstore, East Road (off Edinburgh Way), Harlow, CM20 2TG	0.1%	0	0.0%	0	0.0%	0	0.0%
The Oaks Retail Park, Howard Way, Harlow, CM20 2AB	1.4%	5	2.5%	2	0.0%	0	0.0%
The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	24.6%	82	10.2%	8	25.8%	10	33.5%
<b>Outside Survey Area</b>							
Asda, Monkswood Way, Stevenage, SG1 1LA	0.1%	0	0.0%	0	0.0%	0	0.0%
Baldock Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	0	0.0%	0	0.0%	0	0.5%
Braintree Village Shopping Outlet, Chapel Hill, Braintree, CM77 8YH	1.1%	4	0.0%	0	0.0%	0	0.0%
Cambridge City Centre	7.4%	25	0.0%	0	0.8%	0	11.8%
Cambridge Retail Park, Newmarket Road, Cambridge, CB5 8WR	0.2%	1	0.0%	0	0.0%	0	0.5%
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.5%
Goddards Electrical & Home, Chalk Place, Thaxted Road, Saffron Walden, CB11 3BY	0.1%	0	0.0%	0	0.0%	0	0.0%
Great Yarmouth Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Harlow Town Centre	3.5%	12	2.5%	2	5.0%	2	3.3%	2	0.7%	0	4.8%	2	6.7%	3
Hoddesdon Town Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Brookfield Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0TZ	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Roaring Meg Retail Park, London Road, Great North Road, Stevenage, SG1 1XN	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0
Moreton Hall Local Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	11.0%	36	19.1%	15	13.7%	5	0.0%	0	0.0%	0	30.6%	16	0.0%	0
Royston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Saffron Walden Town Centre	1.7%	6	0.0%	0	0.0%	0	7.2%	5	1.4%	1	0.6%	0	0.0%	0
Sainsbury's, Third Avenue, Letchworth Garden City, SG6 2HX	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	3.2%	11	0.0%	0	7.2%	3	0.0%	0	6.1%	4	8.1%	4	0.0%	0
Welwyn Garden City Town Centre	7.0%	23	17.0%	14	15.2%	6	1.5%	1	0.7%	0	3.7%	2	0.8%	0
<b>Others</b>														
Weighted base:	332		80		39		64		58		52		39	
Sample:	446		98		76		79		60		66		67	

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q21 Where does your household do most of its shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Bengeo Local Centre	1.0%	3	3.5%	3	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford Town Centre	7.9%	26	26.1%	23	5.3%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0
<b>Zone 2</b>														
Asda, Watton Road, Ware, SG12 0AD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Ware Town Centre	1.2%	4	0.0%	0	3.4%	1	0.0%	0	0.0%	0	4.6%	2	0.0%	0
<b>Zone 3A</b>														
Bishop's Stortford Town Centre	5.4%	18	0.0%	0	0.8%	0	20.8%	12	9.2%	5	0.5%	0	1.6%	1
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	1.1%	4	0.0%	0	0.0%	0	1.7%	1	5.2%	3	0.0%	0	0.0%	0
Waitrose, Northgate End, Bishop's Stortford, CM23 2BA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
<b>Zone 3B</b>														
<b>Zone 4</b>														
Buntingford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Sainsbury's, Magpie Crescent, Stevenage, SG2 7DU	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>														
Harlow Retail Park, Edinburgh Way, Harlow CM20 2TN	4.9%	16	0.0%	0	6.5%	3	1.7%	1	7.6%	4	0.5%	0	21.0%	8
Princes Gate Retail Park, Howard Way, Harlow, CM20 2AB	0.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, East Road (off Edinburgh Way), Harlow, CM20 2TG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
The Oaks Retail Park, Howard Way, Harlow, CM20 2AB	1.6%	5	2.3%	2	0.0%	0	0.6%	0	0.8%	0	4.9%	3	0.0%	0
The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	25.6%	84	11.4%	10	23.5%	9	33.2%	19	36.2%	19	3.5%	2	64.1%	25
<b>Outside Survey Area</b>														
Aldi, First Avenue, Harlow, CM20 3FA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Asda, Watergardens, South Gate, Harlow, CM20 1AN	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge City Centre	10.0%	33	0.0%	0	0.8%	0	22.0%	12	16.7%	9	21.7%	12	0.0%	0
Cambridge Retail Park, Newmarket Road, Cambridge, CB5 8WR	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Great Yarmouth Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0
Harlow Town Centre	2.8%	9	2.3%	2	0.8%	0	9.0%	5	3.6%	2	0.0%	0	0.0%	0
Hoddesdon Town Centre	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knight Park, Saffron Walden, CB10 2SG	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Roaring Meg Retail Park, London Road, Great North Road, Stevenage, SG1 1XN	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Nintronics Audio, Bridge Gate Centre, Welwyn Garden City, AL7 1JG	0.8%	2	0.0%	0	0.0%	0	0.0%
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	15.8%	52	24.2%	21	28.5%	11	0.0%
Saffron Walden Town Centre	0.2%	1	0.0%	0	0.0%	0	0.6%
Southgate Local Centre	0.5%	2	1.9%	2	0.0%	0	0.0%
Stevenage Town Centre	2.3%	7	3.5%	3	0.8%	0	0.0%
Watford Town Centre	0.4%	1	0.0%	0	0.0%	0	2.6%
Welwyn Garden City Town Centre	12.8%	42	24.4%	21	27.4%	11	0.6%
<b>Others</b>							
Weighted base:	327	87	39	56	52	53	40
Sample:	419	92	65	71	60	65	66

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>Q22 Where does your household do most of its shopping for hardware, DIY goods, decorating supplies and garden products?</b>							
<i>Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Hertford Town Centre	2.2%	13	4.2%	5	2.4%	2	0.0%
Madford Retail Park, Ware Road, Hertford, SG13 7HH	18.4%	110	49.8%	65	30.6%	28	0.0%
Screwfix, Merchant Drive, Mead Lane, Hertford, SG13 7AY	0.1%	1	0.3%	0	0.3%	0	0.0%
Watton Nursery, Ware Road, Hertford, SG14 3RA	0.1%	0	0.3%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Asda, Watton Road, Ware, SG12 0AD	0.4%	3	0.0%	0	2.8%	3	0.0%
Leafy Oak Nursery, Hertford Road, Ware, SG12 9RR	0.5%	3	1.1%	1	1.5%	1	0.0%
Tesco Superstore, West Street, Ware, SG12 9EE	0.1%	1	0.0%	0	0.3%	0	0.0%
Van Hage Garden Centre, Great Amwell, Ware, SG12 9RP	4.7%	28	6.5%	8	9.3%	8	1.1%
Ware Town Centre	0.8%	5	0.3%	0	4.9%	4	0.0%
Westmill Garden Centre, Westmill Road, Ware, SG12 0ES	0.4%	3	0.0%	0	0.3%	0	0.0%
<b>Zone 3A</b>							
B&M, South Street, Bishop's Stortford, CM23 3AB	0.7%	4	0.0%	0	0.0%	0	5.0%
Bishop's Stortford Town Centre	5.2%	31	0.0%	0	0.0%	0	13.1%
Fitzroy Park, Stansted Road, Bishop's Stortford, CM23 5PP	4.9%	29	0.0%	0	0.0%	0	17.8%
Goodliffe Park, Stansted Road, Bishop's Stortford, CM23 5PP	7.9%	47	0.0%	0	0.0%	0	26.7%
Raynham Road Industrial Estate, Raynham Close, Bishop's Stortford, CM23 5PB	0.2%	1	0.0%	0	0.0%	0	1.5%
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	0.2%	1	0.0%	0	0.0%	0	1.7%
Stort Valley Industrial Park, Stansted Road, Bishop's Stortford, CM23 2TU	0.4%	2	0.0%	0	0.0%	0	1.7%
Travis Perkins, Dunmow Road, Woodside, Bishop's Stortford, CM23 5RG	0.1%	0	0.0%	0	0.0%	0	0.4%
<b>Zone 3B</b>							
<b>Zone 4</b>							
Buntingford Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%
Mill End Plants and Café, Mill End, Buntingford, SG9 0TA	0.7%	4	0.0%	0	0.0%	0	0.0%
Nationwide Supplies, Baldock Road, Buntingford, SG9 9RH	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 5</b>							
B&M, The Queensgate Centre, Harlow, CM20 2DA	0.5%	3	1.5%	2	0.0%	0	0.0%
Harlow Retail Park, Edinburgh Way, Harlow CM20 2TN	5.6%	34	7.7%	10	10.6%	10	5.0%
Princes Gate Retail Park, Howard Way, Harlow, CM20 2AB	6.6%	39	0.0%	0	3.4%	3	7.3%
Sainsbury's, Allende Avenue, Harlow, CM20 2AG	0.1%	0	0.0%	0	0.0%	0	0.0%
Sawbridgeworth Town	0.1%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Centre														
Screwfix, Ascent Park, Edinburgh Way, Temple Fields, Harlow, CM20 2HW	1.9%	11	0.0%	0	1.8%	2	0.0%	0	4.0%	6	0.0%	0	5.4%	4
St James Centre, Edinburgh Way, Temple Fields, Harlow, CM20 2DH	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.2%	2
The Oaks Retail Park, Howard Way, Harlow, CM20 2AB	9.9%	59	3.1%	4	13.1%	12	1.9%	2	13.1%	18	3.5%	3	27.1%	21
The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	3.5%	21	0.0%	0	2.1%	2	0.0%	0	8.6%	12	0.0%	0	9.0%	7
<b>Outside Survey Area</b>														
Aylett Nurseries, North Orbital Road, St Albans, AL2 1DH	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, London Road, Stevenage, SG1 1XW	4.9%	29	4.1%	5	1.3%	1	0.0%	0	4.2%	6	23.3%	17	0.0%	0
B&Q, Swallowfields, Welwyn Garden City, AL7 1JD	2.0%	12	5.6%	7	0.3%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Braintree Garden Centre, Cressing Road, Cressing, Braintree, CM77 8DH	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Broxted Village Centre Bury Lane Farm Shop, Meldreth, Royston, SG8 6GT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Cambridge City Centre Chapel End Nursery, Broxted, Dunmow, CM6 2BW	0.4%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Cotton Brown Park, Letchworth Garden City, SG6 1UP	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Dobbies Garden Centre, Dunsbridge Turnpike, Shepreth, Royston, SG8 6RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Enfield Garden Centre, Cattlegate Road, Crews Hill, Enfield, EN2 8AZ	0.3%	2	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Retail Park, Crown Road, Enfield, EN1 1TH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Group Components, Woodgreen Road, Waltham Abbey, EN9 3TN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Harlow Garden Centre, Canes Lane, Hastingwood, Harlow, CM17 9LD	1.0%	6	0.0%	0	0.0%	0	0.4%	0	2.2%	3	0.0%	0	3.6%	3
Harlow Town Centre Langthorns Plantery, High Cross Lane West, Little Canfield, Dunmow, CM6 1TD	4.2%	25	5.6%	7	3.6%	3	7.1%	6	1.6%	2	0.0%	0	8.0%	6
Little Art Garden Centre, Bretts Farm, Dunmow, CM6 1RF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Barnet Road, London Colney, St Albans, AL2 1AB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Matthews Plants, Hadley Nursery, Tylers Road, Roydon, Harlow, CM19 5LJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%	1
Monkswood Retail Park, Elder Way, Stevenage, SG1 1TL	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Phillimore Garden Centre, Cambridge Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.1%	2	0.0%	0

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Melbourn, Royston, SG8 6EY							
Plants Galore, Hamlet Hill, Roydon, Harlow, CM19 5JY	0.4%	2	0.0%	0	0.0%	0	0.4%
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	4.0%	24	4.3%	6	9.5%	9	0.0%
Royston Town Centre	0.2%	1	0.0%	0	0.0%	0	0.3%
Saffron Walden Town Centre	0.1%	0	0.0%	0	0.0%	0	0.3%
Sainsbury's, Brewery Road, Hoddesdon, EN11 8HF	0.1%	0	0.0%	0	0.3%	0	0.0%
Scotsdales, Cambridge Road, Great Shelford, Cambridge, CB22 5JT	0.6%	4	0.0%	0	0.0%	0	0.8%
Screwfix, Cockerell Close, Stevenage, SG1 2NB	0.2%	1	0.0%	0	0.0%	0	0.0%
Stevenage Garden Centre, North Road, Graveley Road, Stevenage, Hitchin, SG1 4AH	0.1%	1	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	0.7%	4	3.4%	4	0.0%	0	0.0%
The A1 Retail Park, Biggleswade, SG18 8PS	0.0%	0	0.0%	0	0.0%	0	0.0%
The Dutch Marketplace, Great North Road, Hatfield, AL9 6ND	0.1%	0	0.3%	0	0.0%	0	0.0%
Tyndalls Garden Centre, Sedge Green, Nazeing, Waltham Abbey, EN9 2PA	0.1%	1	0.3%	0	0.0%	0	0.3%
Vanstone Park Garden Centre, Hitchin Lane, Codicote, Hitchin, SG4 8TH	0.1%	0	0.3%	0	0.0%	0	0.0%
Welwyn Garden City Town Centre	0.1%	1	0.6%	1	0.0%	0	0.0%
White Roding Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
<b>Others</b>							
Weighted base:	596	130	91	86	139	74	77
Sample:	622	112	108	102	110	91	99

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q23 Where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Aldi, Gascoyne Way, Hertford, SG14 1LH	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Pharmacy and Travel Clinic, The Avenue, Bengoe, Hertford, SG14 3DU	0.4%	2	1.6%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crescent Pharmacy, Fleming Crescent, Hertford, SG14 2DJ	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford Town Centre	12.4%	76	52.5%	71	3.2%	3	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Sainsbury's, Hartham Lane, Hertford, SG14 1RD	0.4%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sele Farm Local Centre	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ware Road, Hertford, SG14 1QA	4.9%	30	22.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Asda, Watton Road, Ware, SG12 0AD	3.2%	20	4.8%	7	10.9%	11	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Stansted Abbots Village Centre	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, West Street, Ware, SG12 9EE	4.6%	28	0.0%	0	21.0%	21	0.0%	0	3.3%	5	5.2%	3	0.0%	0
Ware Town Centre	5.6%	34	0.0%	0	34.3%	34	0.0%	0	0.3%	0	0.5%	0	0.0%	0
<b>Zone 3A</b>														
Aldi, London Road, Bishop's Stortford, CM23 5NF	0.9%	5	0.0%	0	0.0%	0	2.5%	3	2.0%	3	0.0%	0	0.0%	0
B&M, South Street, Bishop's Stortford, CM23 3AB	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Bishop's Stortford Town Centre	24.9%	153	0.0%	0	1.7%	2	75.6%	81	43.3%	59	9.6%	6	7.3%	6
Hobbs Pharmacy, Haymeads Lane, Bishop's Stortford, CM23 5JH	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
J E Williamson Pharmacy, Snowley Parade, Manston Drive, Bishop's Stortford, CM23 5EP	1.1%	7	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Lidl, Stansted Road, Bishop's Stortford, CM23 2BT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Marks and Spencer (M&S), South Street, Bishop's Stortford, CM23 3YJ	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	1.9%	12	0.0%	0	0.0%	0	3.1%	3	5.8%	8	0.0%	0	0.4%	0
<b>Zone 3B</b>														
Hatfield Heath Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Much Hadham Village Centre	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Thorley Lane East, Bishop's Stortford, CM23 4EG	1.6%	10	0.0%	0	0.0%	0	1.9%	2	5.1%	7	0.0%	0	0.8%	1
Stansted Mountfitchet Village Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	5	0.0%	0	0.0%	0
Takeley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishop's Stortford, CM23 4DD	3.5%	22	0.0%	0	0.0%	0	3.8%	4	12.7%	17	0.5%	0	0.0%	0
The Thorley Centre, Thorley Lane East, Bishop's Stortford, CM23 4EG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Thorley Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
<b>Zone 4</b>														
Buntingford Town Centre	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	11	0.0%	0
Puckeridge Village Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	0	8.9%	5	0.0%	0
Sainsbury's Local, High Street, Buntingford, SG9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

Column %ges.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
9AE														
Sainsbury's, Magpie Crescent, Stevenage, SG2 7DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
<b>Zone 5</b>														
Co-op, London Road, Sawbridgeworth, CM21 9JS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Harlow Retail Park, Edinburgh Way, Harlow CM20 2TN	0.5%	3	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Edinburgh Way, Harlow, CM20 2DA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Old Harlow Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Sainsbury's, Allende Avenue, Harlow, CM20 2AG	2.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.7%	16
Sawbridgeworth Town Centre	2.7%	17	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	19.7%	16
Tesco Superstore, East Road (off Edinburgh Way), Harlow, CM20 2TG	3.3%	20	0.0%	0	4.1%	4	0.0%	0	6.4%	9	0.0%	0	9.4%	8
The Oaks Retail Park, Howard Way, Harlow, CM20 2AB	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3
The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	6
<b>Outside Survey Area</b>														
Asda, High Street, Conduit Lane, Hoddesdon, EN11 8HD	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Asda, Watergardens, South Gate, Harlow, CM20 1AN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Brookfield Shopping Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0QE	0.8%	5	1.5%	2	1.7%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Cambridge City Centre	1.1%	7	0.0%	0	0.0%	0	0.3%	0	0.6%	1	9.4%	5	0.0%	0
Chelmsford City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Colney Fields Shopping Park, London Colney, St Albans, AL2 1BW	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Gunnels Wood Road, Stevenage, SG1 2FW	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Cuffley Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epping Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Godstone Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	3.8%	24	1.5%	2	5.1%	5	0.0%	0	3.8%	5	0.0%	0	14.2%	11
Hoddesdon Town Centre	1.0%	6	1.5%	2	3.9%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Keynsham Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Lidl, Moors Walk, Welwyn Garden City, AL7 2BQ	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Southern Way, Harlow, CM18 7PJ	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Marks and Spencer (M&S), Brookfield Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0TZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Morrisons, Amwell Street, Hoddesdon, EN11 8UD	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Oaks Cross Pharmacy, Oaks Cross, Broadwater, Stevenage, SG2 8LU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Potters Bar Town Centre	0.7%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	1.8%	11	0.3%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	11	0.0%	0
Romford Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Royston Gateway Retail Park, Orchard Road, Royston, SG8 5HN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Royston Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Saffron Walden Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's, Brewery Road, Hoddesdon, EN11 8HF	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	2.6%	16	4.6%	6	4.5%	4	0.0%	0	0.3%	0	8.9%	5	0.0%	0
Tesco Extra, Brookfield Centre, Cheshunt, Waltham Cross, EN8 0TA	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Great North Road, Hatfield, AL9 5JY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Tesco Extra, Old North Road, Royston, SG8 5UA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Tesco Superstore, Church Langley Way, Harlow, CM17 9TE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Tesco Superstore, London Road, Broadwater, Stevenage, SG2 8DT	0.2%	1	0.3%	0	0.3%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Superstore, Stortford Road, Great Dunmow, Dunmow, CM6 1SF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Waitrose, Bridge Road, Welwyn Garden City, AL8 6AB	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware Cross Pharmacy, Christian Close, Hoddesdon, Hertford, EN11 9FF	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	1.1%	7	3.6%	5	1.7%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Weighted base:	617	136	98	108	136	58	80							
Sample:	668	122	121	122	114	84	105							

Weighted:

February 2026

	Total		Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5						
<b>Q24 Where does your household do most of its shopping for books, jewellery, watches, china, glassware, kitchen utensils, recreational and luxury goods?</b>														
<i>Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Avenue Pharmacy and Travel Clinic, The Avenue, Bengeo, Hertford, SG14 3DU	0.1%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford Town Centre	5.7%	16	28.9%	15	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Madford Retail Park, Ware Road, Hertford, SG13 7HH	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Ware Road, Hertford, SG14 1QA	1.8%	5	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Asda, Watton Road, Ware, SG12 0AD	1.6%	4	0.7%	0	7.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, West Street, Ware, SG12 9EE	1.6%	4	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware Town Centre	7.7%	21	3.8%	2	28.4%	16	0.0%	0	0.8%	0	8.4%	3	0.0%	0
<b>Zone 3A</b>														
B&M, South Street, Bishop's Stortford, CM23 3AB	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Stortford Town Centre	29.2%	81	0.7%	0	2.9%	2	74.1%	35	71.9%	35	10.4%	4	12.0%	4
Fitzroy Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.3%	1	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.0%	0	0.0%	0
Goodliffe Park, Stansted Road, Bishop's Stortford, CM23 5PP	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Jackson Square, Bishop's Stortford, CM23 3XG	0.8%	2	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3B</b>														
Bishops Park Centre, Lancaster Way, Bishop's Stortford, CM23 4DA	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Thorley Lane East, Bishop's Stortford, CM23 4EG	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bishops Park Centre, Lancaster Way, Bishop's Stortford, CM23 4DD	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>														
Buntingford Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0
Sainsbury's, Magpie Crescent, Stevenage, SG2 7DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
<b>Zone 5</b>														
Harlow Retail Park, Edinburgh Way, Harlow CM20 2TN	0.5%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Old Harlow Local Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Sainsbury's, Allende Avenue, Harlow, CM20 2AG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sawbridgeworth Town Centre	2.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	8
Tesco Superstore, East Road (off Edinburgh Way), Harlow, CM20 2TG	1.7%	5	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	8.1%	3
The Oaks Retail Park, Howard Way, Harlow, CM20 2AB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	4.6%	13	0.0%	0	10.5%	6	3.0%	1	0.0%	0	0.0%	0	15.4%	6
<b>Outside Survey Area</b>														
Asda, High Street, Conduit Lane, Hoddesdon, EN11	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2

Column %ges.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
8HD														
Asda, Monkswood Way, Stevenage, SG1 1LA	0.9%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Baldock Town Centre	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	4	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Braintree Village Shopping Outlet, Chapel Hill, Braintree, CM77 8YH	0.3%	1	0.0%	0	0.5%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Cambridge City Centre	5.8%	16	3.8%	2	0.0%	0	1.4%	1	16.8%	8	14.4%	5	0.0%	0
Central London / West End	1.3%	4	0.7%	0	3.0%	2	2.7%	1	0.0%	0	0.0%	0	0.9%	0
Chelmsford City Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enfield Town Centre	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester City Centre	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	9.4%	26	3.8%	2	9.1%	5	9.8%	5	8.0%	4	0.0%	0	28.6%	10
Hitchin Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Hoddesdon Town Centre	0.2%	1	0.7%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock Way, West Thurrock, Grays, RM20 2ZP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Letchworth Garden City Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Marks and Spencer (M&S), Brookfield Centre, Halfhide Lane, Cheshunt, Waltham Cross, EN8 0TZ	0.7%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Morrisons, Black Fan Road, Welwyn Garden City, AL7 1RY	1.1%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roaring Meg Retail Park, Great North Road, Stevenage, SG1 1XN	0.7%	2	0.7%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Roebuck Retail Park, London Road, Stevenage, SG1 1XZ	1.1%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Saffron Walden Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0	4.4%	2	0.9%	0
Sainsbury's, Brewery Road, Hoddesdon, EN11 8HF	0.9%	3	3.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre	0.7%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage Town Centre	2.8%	8	2.1%	1	0.5%	0	0.0%	0	0.0%	0	18.0%	6	0.0%	0
Tesco Extra, High Street, Baldock, SG7 6BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Extra, Old North Road, Royston, SG8 5UA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Superstore, London Road, Broadwater, Stevenage, SG2 8DT	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
The A1 Retail Park, Biggleswade, SG18 8PS	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
The Galleria Shopping Outlet, Comet Way, Hatfield, AL10 0XR	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	6.9%	19	21.6%	11	9.4%	5	0.0%	0	0.0%	0	7.2%	3	0.0%	0
<b>Others</b>														
Weighted base:	277		52		55		48		49		36		36	
Sample:	356		60		64		74		53		45		60	

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q25 How often do you do the following leisure activities? [PR]</b>														
<b><i>Drinking out (i.e. pub / bar)</i></b>														
At least weekly	42.2%	340	41.5%	66	55.6%	70	39.3%	48	49.9%	92	21.7%	23	38.1%	41
Once a fortnight	9.9%	80	13.0%	21	10.5%	13	6.9%	8	8.1%	15	18.6%	20	2.7%	3
Once a month	11.1%	90	9.6%	15	4.4%	6	11.3%	14	8.1%	15	18.2%	19	19.3%	21
Once every 2-3 months	5.6%	45	5.9%	9	4.2%	5	5.4%	7	4.3%	8	9.3%	10	5.4%	6
Once every 6 months	3.1%	25	4.4%	7	0.9%	1	2.8%	3	3.9%	7	5.2%	5	0.9%	1
Once a year	0.8%	6	0.0%	0	1.5%	2	2.5%	3	0.5%	1	0.0%	0	0.3%	0
Less often	2.8%	22	5.0%	8	2.2%	3	0.3%	0	0.7%	1	1.8%	2	7.4%	8
(Don't do)	23.5%	190	18.0%	29	20.4%	26	31.5%	38	24.2%	45	23.0%	25	25.9%	28
(Don't know / varies)	0.9%	8	2.5%	4	0.2%	0	0.0%	0	0.5%	1	2.3%	2	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126
<b><i>Eating out (i.e. restaurant / café)</i></b>														
At least weekly	37.5%	303	34.7%	55	44.1%	56	27.6%	33	48.1%	89	21.2%	23	43.2%	47
Once a fortnight	21.4%	172	31.1%	50	19.4%	25	16.4%	20	17.1%	31	34.0%	36	9.9%	11
Once a month	17.9%	144	17.8%	28	8.7%	11	23.9%	29	16.9%	31	19.5%	21	22.1%	24
Once every 2-3 months	7.2%	58	1.1%	2	7.9%	10	8.5%	10	8.2%	15	13.4%	14	6.3%	7
Once every 6 months	2.0%	16	4.1%	7	0.7%	1	2.8%	3	0.5%	1	1.5%	2	3.0%	3
Once a year	0.8%	6	0.7%	1	0.5%	1	1.2%	1	1.5%	3	0.5%	1	0.0%	0
Less often	1.5%	12	0.2%	0	1.3%	2	0.3%	0	0.5%	1	1.5%	2	7.1%	8
(Don't do)	10.6%	85	7.4%	12	16.9%	21	17.6%	21	6.9%	13	8.4%	9	8.4%	9
(Don't know / varies)	1.0%	8	2.7%	4	0.5%	1	1.7%	2	0.5%	1	0.0%	0	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126
<b><i>Gym / indoor sports / other health and fitness activities</i></b>														
At least weekly	31.8%	256	42.2%	67	35.8%	45	25.7%	31	35.5%	65	17.5%	19	26.2%	28
Once a fortnight	1.8%	14	1.3%	2	0.0%	0	1.5%	2	4.3%	8	2.3%	2	0.3%	0
Once a month	1.3%	10	0.2%	0	0.0%	0	2.3%	3	1.0%	2	5.2%	5	0.0%	0
Once every 2-3 months	0.3%	2	0.0%	0	0.2%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Once every 6 months	0.3%	3	0.0%	0	0.2%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Once a year	0.7%	6	0.0%	0	0.0%	0	1.5%	2	2.2%	4	0.0%	0	0.0%	0
Less often	3.9%	31	0.0%	0	9.6%	12	0.0%	0	4.3%	8	3.0%	3	7.3%	8
(Don't do)	58.3%	470	53.8%	86	54.1%	68	65.5%	79	51.6%	95	65.7%	70	66.3%	72
(Don't know / varies)	1.6%	13	2.5%	4	0.0%	0	3.6%	4	0.0%	0	4.6%	5	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126
<b><i>Cinema</i></b>														
At least weekly	0.9%	7	0.9%	1	3.4%	4	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Once a fortnight	2.2%	18	4.7%	7	1.1%	1	0.3%	0	1.9%	4	4.6%	5	0.3%	0
Once a month	9.6%	77	16.0%	25	7.5%	10	6.9%	8	4.9%	9	16.8%	18	6.4%	7
Once every 2-3 months	15.8%	127	22.5%	36	9.0%	11	13.0%	16	19.0%	35	7.8%	8	19.2%	21
Once every 6 months	13.4%	108	17.3%	28	14.7%	19	9.7%	12	17.2%	32	2.6%	3	14.2%	15
Once a year	3.7%	30	4.8%	8	6.6%	8	1.1%	1	4.6%	8	1.5%	2	2.4%	3
Less often	6.9%	56	5.2%	8	12.3%	16	2.5%	3	6.7%	12	10.7%	11	4.7%	5
(Don't do)	46.3%	373	25.8%	41	45.2%	57	62.6%	76	45.7%	84	54.5%	58	52.7%	57
(Don't know / varies)	1.2%	9	2.7%	4	0.2%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126
<b><i>Ten-pin bowling</i></b>														
At least weekly	0.1%	1	0.0%	0	0.2%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Once a month	1.6%	13	4.5%	7	0.2%	0	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Once every 2-3 months	3.8%	31	4.3%	7	4.5%	6	2.9%	4	2.7%	5	1.2%	1	8.0%	9
Once every 6 months	5.7%	46	8.3%	13	5.4%	7	3.7%	5	7.0%	13	3.1%	3	5.1%	6
Once a year	4.7%	38	6.5%	10	4.5%	6	3.7%	5	3.7%	7	4.3%	5	5.4%	6
Less often	9.6%	77	10.6%	17	12.6%	16	2.9%	4	15.8%	29	5.6%	6	5.3%	6
(Don't do)	71.5%	576	63.2%	101	70.0%	88	82.8%	100	67.8%	125	74.5%	79	76.2%	83
(Don't know / varies)	2.6%	21	2.5%	4	2.6%	3	3.6%	4	3.0%	6	3.8%	4	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4		Zone 5		
<b>Bingo</b>														
At least weekly	0.6%	5	0.2%	0	0.2%	0	1.7%	2	1.0%	2	0.3%	0	0.0%	0
Once a fortnight	0.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Once a month	0.1%	1	0.0%	0	0.0%	0	0.3%	0	0.5%	1	0.0%	0	0.0%	0
Once every 2-3 months	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Once every 6 months	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Less often	9.3%	75	8.1%	13	15.5%	20	2.9%	4	16.5%	30	3.3%	3	4.7%	5
(Don't do)	87.2%	703	88.9%	142	84.0%	106	91.5%	111	78.8%	145	92.4%	98	92.6%	101
(Don't know / varies)	2.6%	21	2.5%	4	0.0%	0	3.6%	4	3.0%	6	3.8%	4	2.4%	3
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126
<b>Theatres / museums / live entertainment venues / other cultural facilities</b>														
At least weekly	0.6%	5	1.7%	3	0.2%	0	0.5%	1	0.2%	0	0.0%	0	0.6%	1
Once a fortnight	1.7%	14	1.7%	3	1.3%	2	0.8%	1	2.2%	4	4.1%	4	0.3%	0
Once a month	7.9%	64	12.1%	19	6.7%	8	5.7%	7	8.0%	15	7.7%	8	5.4%	6
Once every 2-3 months	13.0%	105	15.9%	25	7.5%	10	14.1%	17	11.3%	21	12.6%	13	17.2%	19
Once every 6 months	15.2%	122	13.5%	22	8.8%	11	16.1%	19	22.7%	42	12.5%	13	14.0%	15
Once a year	12.3%	99	13.7%	22	6.7%	8	9.3%	11	15.7%	29	7.9%	8	18.8%	20
Less often	10.8%	87	7.8%	12	24.1%	30	4.5%	6	13.2%	24	5.6%	6	7.8%	8
(Don't do)	36.1%	291	30.7%	49	42.6%	54	44.7%	54	25.1%	46	45.4%	48	36.0%	39
(Don't know / varies)	2.4%	20	3.0%	5	2.0%	3	4.1%	5	1.5%	3	4.3%	5	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126
<b>Events (e.g. music festivals, fayres, etc)</b>														
At least weekly	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.5%	4	0.0%	0	0.2%	0	0.3%	0	1.0%	2	1.5%	2	0.0%	0
Once a month	1.5%	12	1.5%	2	1.3%	2	1.7%	2	1.5%	3	2.4%	3	0.6%	1
Once every 2-3 months	3.3%	27	5.6%	9	1.5%	2	3.7%	5	3.9%	7	3.2%	3	0.9%	1
Once every 6 months	10.3%	83	6.6%	11	2.2%	3	11.0%	13	20.2%	37	2.8%	3	14.8%	16
Once a year	17.1%	138	17.5%	28	18.5%	23	10.5%	13	16.8%	31	21.5%	23	18.5%	20
Less often	12.6%	102	11.1%	18	19.6%	25	9.3%	11	16.3%	30	7.9%	8	8.8%	10
(Don't do)	52.0%	419	54.0%	86	55.9%	71	59.5%	72	39.1%	72	58.3%	62	51.6%	56
(Don't know / varies)	2.6%	21	3.8%	6	0.7%	1	3.6%	4	1.2%	2	2.3%	2	4.8%	5
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

Weighted:

February 2026

	Total		Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4		Zone 5	
<b>Q26 Where do you visit most often for drinking out (i.e. pub / bar)?</b>														
<i>Those who said "Once every 6 months" or more often for drinking out AND Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
Bengeo Local Centre	0.1%	1	0.3%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford Heath Village Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford Town Centre	19.5%	110	73.6%	85	13.3%	13	0.0%	0	0.0%	0	10.7%	8	6.0%	4
Sele Farm Local Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galley Hall, Hailey Lane, Hailey, Hoddesdon, Hertford, SG13 7NY	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Horse, Hertingfordbury Road, Hertford, SG14 2LB	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watton at Stone Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>														
Dane End Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Hunsdon Village Centre	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Mead, Hertford Road, Ware, SG12 9LE	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stansted Abbots Village Centre	0.8%	4	0.0%	0	4.1%	4	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Thundridge Village Centre	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wadesmill Local Centre	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware Town Centre	12.1%	68	0.9%	1	63.3%	60	0.0%	0	3.4%	5	3.4%	3	0.0%	0
<b>Zone 3A</b>														
Birchanger Village Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.4%	0
Bishop's Stortford Golf Club, Dunmow Road, Bishop's Stortford, CM23 5HP	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bishop's Stortford Sports Club, Cricketfield Lane, Bishop's Stortford, CM23 2TD	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Bishop's Stortford Town Centre	28.7%	162	0.3%	0	0.0%	0	83.1%	62	61.6%	83	3.6%	3	19.9%	14
<b>Zone 3B</b>														
Berden Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Braughing Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.4%	0	0.0%	0
Coach & Horses, Thorley Street, Thorley, Bishop's Stortford, CM23 4AS	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0
Elsenham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Farnham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Green Tye Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Hatfield Heath Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Hazel End Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Henham Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Little Hallingbury Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Much Hadham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Sheering Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	0
Stansted Mountfitchet Village Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%	0	0.0%	0
Thorley Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
<b>Zone 4</b>														
Anstey Village Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0	2.9%	2	0.0%	0
Aston Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Buntingford Town Centre	5.0%	28	0.0%	0	0.0%	0	0.0%	0	3.4%	5	31.2%	24	0.0%	0
Puckeridge Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Standon Village Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	5	0.0%	0
Walkern Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Westmill Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
<b>Zone 5</b>														
Allen's Green Village Centre	0.1%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Gilston Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
Matching Green Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Old Harlow Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Sawbridgeworth Town	4.6%	26	0.0%	0	0.0%	0	2.4%	2	1.7%	2	1.7%	1	29.9%	21

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Centre							
<b>Outside Survey Area</b>							
Bardfield End Green Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Barkway Village Centre	0.2%	1	0.0%	0	0.0%	0	1.7%
Barley Village Centre	0.1%	0	0.0%	0	0.0%	0	0.4%
Barrington Village Centre	0.2%	1	0.0%	0	0.0%	0	1.7%
Biggleswade Town Centre	0.4%	2	0.0%	0	0.0%	0	3.3%
Cambridge City Centre	0.7%	4	0.0%	0	0.0%	0	1.7%
Central London / West End	6.0%	34	7.5%	9	1.7%	2	4.3%
Cheshunt Town Centre	0.5%	3	0.3%	0	0.0%	0	0.0%
Clavering Village Centre	0.1%	1	0.0%	0	0.0%	0	0.8%
Harlow Town Centre	5.2%	29	3.5%	4	7.1%	7	2.0%
Hitchin Town Centre	0.5%	3	0.0%	0	0.0%	0	0.3%
Hoddesdon Town Centre	1.1%	6	4.9%	6	0.3%	0	0.0%
Hove Local Centre	0.1%	0	0.0%	0	0.4%	0	0.0%
Hunston Local Centre	0.2%	1	0.0%	0	1.4%	1	0.0%
Newmarket Town Centre	0.3%	1	0.0%	0	0.0%	1	1.9%
Rabley Heath Local Centre	0.1%	0	0.0%	0	0.0%	0	0.4%
Roaring Meg Retail Park, London Road, Stevenage, SG1 1XN	0.7%	4	0.0%	0	0.0%	0	5.2%
Royston Town Centre	0.3%	2	0.0%	0	0.0%	1	1.9%
Saffron Walden Town Centre	0.1%	1	0.0%	0	0.4%	0	0.4%
Southend-on-Sea City Centre	0.1%	0	0.0%	0	0.4%	0	0.0%
Stanstead Village Centre	0.5%	3	0.0%	0	0.0%	0	2.0%
Stevenage Town Centre	1.9%	11	1.4%	2	6.1%	6	0.0%
Tackley Village Centre	0.1%	0	0.0%	0	0.4%	0	0.0%
Tewin Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%
Thorpeness Village Centre	0.3%	2	0.0%	0	0.0%	0	1.4%
Welwyn Village Centre	0.5%	3	2.7%	3	0.0%	0	0.0%
White Roding Local Centre	0.1%	0	0.0%	0	0.4%	0	0.0%
Woolmer Green Village Centre	0.3%	2	1.4%	2	0.0%	0	0.0%
<b>Others</b>							
Weighted base:	564	116	95	74	135	75	69
Sample:	426	80	81	64	72	70	59

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>Q27 Where do you visit most often for eating out (i. restaurant / café)?</b>							
<i>Those who said "Once every 6 months" or more often for eating out AND Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Bramfield Village Centre	0.0%	0	0.0%	0	0.3%	0	0.0%
Brickendon Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%
Hertford Town Centre	17.7%	116	61.8%	85	7.5%	8	0.0%
The Beehive, Epping Green, Hertford, SG13 8NB	0.1%	0	0.3%	0	0.0%	0	0.0%
Watton at Stone Village Centre	0.1%	0	0.3%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Great Amwell Village Centre	0.1%	1	0.3%	0	0.3%	0	0.0%
Hunsdon Village Centre	0.5%	3	0.0%	0	3.2%	3	0.0%
King's Mead, Hertford Road, Ware, SG12 9LE	0.0%	0	0.0%	0	0.3%	0	0.0%
Leafy Oak Nursery, Hertford Road, Ware, SG12 9RR	0.1%	0	0.3%	0	0.0%	0	0.0%
Stansted Abbots Village Centre	0.2%	2	0.0%	0	1.2%	1	0.0%
Thundridge Village Centre	0.1%	1	0.0%	0	0.3%	0	0.0%
Van Hage, Great Amwell, Ware, SG12 9RP	0.1%	0	0.3%	0	0.0%	0	0.0%
Wadesmill Local Centre	0.1%	0	0.3%	0	0.0%	0	0.0%
Ware Town Centre	8.4%	55	0.5%	1	37.5%	38	0.0%
<b>Zone 3A</b>							
Birchanger Village Centre	0.2%	1	0.0%	0	0.0%	0	0.4%
Bishop's Stortford Town Centre	30.6%	201	0.0%	0	9.6%	10	80.6%
Hockerill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.4%
<b>Zone 3B</b>							
Braughing Village Centre	0.2%	1	0.5%	1	0.0%	0	0.4%
Burger King (Stansted Airport), Main Terminal Airside, Molehill Green, Stansted, CM24 1QW	0.1%	0	0.0%	0	0.0%	0	0.0%
Burton End Local Centre	0.1%	0	0.0%	0	0.0%	0	0.3%
Great Hadham Country Club, Great Hadham Road, Much Hadham, Bishop's Stortford, SG10 6JE	0.0%	0	0.0%	0	0.0%	0	0.4%
Hatfield Heath Village Centre	0.2%	1	0.0%	0	0.0%	0	0.8%
Henham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.3%
Much Hadham Village Centre	0.1%	1	0.0%	0	0.0%	0	0.3%
Sheering Village Centre	0.1%	0	0.0%	0	0.0%	0	0.3%
Stansted Mountfitchet Village Centre	1.7%	11	0.0%	0	0.0%	0	0.8%
The Three Horseshoes, Hazelend Road, Hazel End, Bishop's Stortford, CM23 1HB	0.0%	0	0.0%	0	0.0%	0	0.4%
<b>Zone 4</b>							
Anstey Village Centre	0.1%	1	0.0%	0	0.0%	0	0.3%
Aston Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Buntingford Town Centre	3.3%	22	0.3%	0	1.6%	2	0.0%
Standon Village Centre	0.3%	2	0.0%	0	0.3%	0	0.0%
Walkern Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Westmill Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 5</b>							
Gilston Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlow Mill Beefeater, Cambridge Road, Old Harlow, CM20 2EP	0.0%	0	0.0%	0	0.0%	0	0.0%
Matching Green Village Centre	0.1%	1	0.0%	0	0.3%	0	0.4%
Moorhen, Burntmill Lane, Harlow, CM20 2QS	0.5%	3	2.3%	3	0.0%	0	0.0%
Old Harlow Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%
Sawbridgeworth Town Centre	3.8%	25	0.0%	0	0.0%	0	0.4%
The John Barleycorn, Threshers Bush, Harlow,	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ages.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
CM17 0NS														
<b>Outside Survey Area</b>														
Ashfields Country Kitchen, Private Road, Great Canfield, Dunmow, CM6 1JU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Aythorpe Roding Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Baldock Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Barley Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Barrington Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Berkhamsted Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Biggleswade Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Biggleswade Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Birmingham City Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Cambridge City Centre	0.8%	5	0.3%	0	0.0%	0	0.4%	0	0.3%	0	1.5%	1	2.9%	3
Central London / West End	6.2%	41	7.2%	10	3.5%	4	2.5%	2	8.4%	13	6.1%	5	7.2%	7
Chelmsford City Centre	0.8%	5	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.7%	1
Cheshunt Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clavering Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Dobbies Garden Centre, Dunsbridge Turnpike, Shepreth, Royston, SG8 6RA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Enfield Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Fen Drayton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.3%	0	0.0%	0
Finsbury Park Local Centre	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hailey Local Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlow Town Centre	8.2%	54	7.3%	10	8.1%	8	2.9%	2	1.7%	3	0.0%	0	33.3%	30
Hatfield Town Centre	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hickling Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
High Ongar Village Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Hoddesdon Town Centre	0.7%	5	0.8%	1	2.5%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Hove Local Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Ingatestone Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Letchworth Garden City Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Little Canfield Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Little Dunmow Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Miller & Carter, Great North Road, Brookmans Park, Hatfield, AL9 6NA	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Miller & Carter, London Road, Harlow, CM17 9NG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Milton Keynes City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
New Malden Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Newhall Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Newport Village Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
North Weald Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Phillimore Garden Centre, Cambridge Road, Melbourn, Royston, SG8 6EY	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Rabley Heath Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Roaring Meg Retail Park, London Road, Stevenage, SG1 1XN	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royston Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.3%	0	5.8%	5	0.0%	0
Saffron Walden Town Centre	0.2%	1	0.0%	0	0.0%	0	0.4%	0	0.5%	1	0.3%	0	0.0%	0
Shrewsbury Town Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sidmouth Town Centre	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-on-Sea City Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
St Albans City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Stanstead Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Stevenage Town Centre	7.4%	49	11.8%	16	22.8%	23	0.0%	0	0.0%	0	11.3%	10	0.0%	0
Sunbridge Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Tewin Village Centre	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Wanstead Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Welwyn Garden City Town Centre	0.8%	5	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Welwyn Village Centre	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.3% 0	0.0% 0
Wheathampstead Village Centre	0.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.5% 1	0.0% 0
White Roding Local Centre	0.2% 1	0.0% 0	0.0% 0	1.7% 1	0.0% 0	0.0% 0	0.0% 0
<b>Others</b>							
Weighted base:	657	137	101	83	160	85	91
Sample:	614	103	106	99	110	94	102

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>Q28 Where do you visit most often for the Gym, indoor sports or health and fitness activities?</b>							
<i>Those who said "Once a month" or more often for indoor sports or health and fitness AND Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Haileybury Sports Complex, College Road, Hertford Heath, Hertford, SG13 7NU	0.1%	0	0.5%	0	0.0%	0	0.0%
Hartham Leisure Centre, Hartham Common, Hartham Lane, Hertford, SG14 1QR	11.8%	32	33.5%	23	16.1%	7	0.0%
Hertford Town Centre	1.1%	3	4.6%	3	0.0%	0	0.0%
Horns Mill Local Centre	0.1%	0	0.0%	0	0.7%	0	0.0%
Nuffield Health Fitness & Wellbeing Gym, Madford Retail Park, Ware Road, Hertford, SG13 7RQ	14.5%	39	47.8%	32	7.6%	3	0.0%
<b>Zone 2</b>							
Allenburys Sports & Social Club, Harris's Lane, Ware, SG12 0DJ	0.1%	0	0.0%	0	0.7%	0	0.0%
Hanbury Manor Marriott Hotel & Country Club, Ware, SG12 0SD	1.0%	3	0.0%	0	0.0%	0	10.3%
Hunsdon Village Centre	0.7%	2	0.0%	0	4.5%	2	0.0%
Stanstead Abbots Village Centre	0.2%	1	0.0%	0	1.4%	1	0.0%
Thunbridge Village Centre	0.1%	0	0.0%	0	0.0%	0	1.1%
Wodson Park Sports & Leisure Centre, Wadesmill Road, Ware, SG12 0UQ	5.9%	16	0.5%	0	23.0%	10	0.0%
<b>Zone 3A</b>							
AbFabFit Club Ladies Only Gym, Raynham Road Industrial Estate, Bishop's Stortford, CM23 5PE	0.2%	0	0.0%	0	0.0%	0	0.6%
Bishops Stortford Bowling Club, Bowling Lane, Bishop's Stortford, CM23 5FE	0.8%	2	0.0%	0	0.0%	0	6.6%
Bishop's Stortford Golf Club, Dunmow Road, Bishop's Stortford, CM23 5HP	0.1%	0	0.0%	0	0.0%	0	0.0%
Bishop's Stortford Sports Club, Cricketfield Lane, Bishop's Stortford, CM23 2TD	0.1%	0	0.0%	0	0.0%	0	1.0%
Bishop's Stortford Squash & Rackethall Club, Silver Leys, Hadham Road, Bishop's Stortford, CM23 2QE	0.5%	1	0.0%	0	0.0%	0	4.5%
Bishop's Stortford Town Centre	3.0%	8	0.0%	0	0.0%	0	13.7%
Grange Paddocks Leisure Centre, Rye Street, Bishop's Stortford, CM23 2HH	10.4%	28	0.0%	0	0.7%	0	41.6%
Havers Community Centre, Knights Row, Bishop's Stortford, CM23 3GR	0.1%	0	0.0%	0	0.0%	0	1.0%
Nuffield Health Fitness & Wellbeing Gym, Anchor Street, Bishop's Stortford, CM23 3BP	9.1%	25	0.0%	0	0.0%	0	21.8%
Southmill Arts Centre, South Road, Bishop's Stortford, CM23 3JG	0.3%	1	0.0%	0	0.0%	0	0.0%
<b>Zone 3B</b>							
Akasha Wellness, Hadham Road, Bishop's Stortford, CM23 1JG	1.6%	4	0.0%	0	0.0%	0	2.5%
Bishops Park Centre,	0.1%	0	0.0%	0	0.0%	0	1.0%

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Lancaster Way, Bishop's Stortford, CM23 4DA							
Challenge Gym & Peak Performance Centre, London Road, Spellbrook, Bishop's Stortford, CM23 4AU	0.8%	2	0.0%	0	0.0%	0	1.0%
Cross Fit, Church End Industrial Estate, Ware, SG11 2DY	0.8%	2	0.0%	0	0.0%	0	3.1%
Great Hadham Country Club, Great Hadham Road, Much Hadham, Bishop's Stortford, SG10 6JE	0.3%	1	0.0%	0	0.0%	0	1.0%
Henham Village Centre	0.2%	0	0.0%	0	0.0%	0	0.6%
Little Hadham Village Centre	0.2%	0	0.0%	0	0.0%	0	0.6%
Mountfitchet Romeera Leisure Centre, Forest Hall Road, Stansted Mountfitchet, Stansted, CM24 8TZ	0.7%	2	0.0%	0	0.0%	0	2.5%
Much Hadham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Stansted Mountfitchet Village Centre	0.3%	1	0.0%	0	0.0%	0	1.1%
Thorley Local Centre	1.3%	4	0.0%	0	0.0%	0	4.7%
<b>Zone 4</b>							
Aston Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Benington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Buntingford Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%
East Herts Golf Club, Hamels Lane, Buntingford, SG9 9NB	0.1%	0	0.0%	0	0.0%	0	1.0%
<b>Zone 5</b>							
Body Active Gym, Cambridge Road, Harlow, CM20 2HE	1.0%	3	0.0%	0	0.0%	0	3.1%
High Wych Village Centre	0.5%	1	0.0%	0	0.0%	0	4.5%
Manor of Groves Health Club, Sawbridgeworth, CM21 0JU	0.5%	1	0.0%	0	0.0%	0	1.0%
Matching Green Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Sawbridgeworth Town Centre	0.9%	2	0.0%	0	0.7%	0	2.5%
The Lock Climbing Wall, Burnt Mill, Harlow, CM20 2QS	0.5%	1	0.0%	0	0.0%	0	0.0%
<b>Outside Survey Area</b>							
Ansty Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
Cheshunt Park Golf Course, Park Lane, Cheshunt, Waltham Cross, EN7 6QD	0.1%	0	0.5%	0	0.0%	0	0.0%
Cheshunt Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%
David Lloyd, Carterhatch Lane, Enfield, EN1 4LF	0.7%	2	0.5%	0	3.8%	2	0.0%
David Lloyd, Innovation Park, Newhall Way, Harlow, CM17 9XH	4.5%	12	0.0%	0	0.0%	0	6.2%
David Lloyd, Leisure Park, Kings Way, Stevenage, SG1 2UA	1.1%	3	0.5%	0	5.8%	3	0.0%
Great Dunmow Leisure Centre, Parsonage Downs, Dunmow, CM6 2AT	0.2%	0	0.0%	0	0.0%	0	0.6%
Harlow Leisurezone, Second Avenue, Harlow, CM20 3DT	6.6%	18	0.0%	0	0.0%	0	13.7%
Harlow Town Centre	1.1%	3	0.0%	0	0.0%	0	0.0%
Harpenden Golf Club, Hammonds End Lane, Harpenden, AL5 2AX	0.5%	1	0.0%	0	3.1%	1	0.0%
JD Gyms, Broad Walk,	4.4%	12	0.0%	0	7.6%	3	0.0%

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Harvey Centre Approach, Harlow, CM20 1XR							
Knebworth Village Centre	0.1%	0	0.5%	0	0.0%	0	0.0%
Letchworth Sports and Tennis Club, Muddy Lane, Letchworth Garden City, SG6 3TB	0.1%	0	0.0%	0	0.0%	0	0.0%
Nuffield Health Fitness & Wellbeing Gym, Letchworth Lane, Letchworth Garden City, SG6 3NP	1.8%	5	7.3%	5	0.0%	0	0.0%
Pure Gym, Baldock Road, Letchworth Garden City, SG6 2HN	0.5%	1	0.0%	0	0.0%	0	0.0%
Pure Gym, Queensway, Stevenage, SG1 1EA	0.6%	2	0.0%	0	3.8%	2	0.0%
Pure Gym, The Galleria, Comet Way, Hatfield, AL10 0XR	0.9%	3	0.0%	0	5.8%	3	0.0%
Pure Gym, The Water Gardens, College Square, Harlow, CM20 1AJ	1.2%	3	0.0%	0	3.8%	2	0.0%
Royston Leisure Centre, Woodcock Road, Royston, SG8 7XT	0.5%	1	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%
The Gym Group, Oaklands Retail Park, London Road, Stevenage, SG1 1XW	1.8%	5	0.0%	0	5.8%	3	0.0%
The Hay Barn, Royston, SG8 9RE	0.1%	0	0.0%	0	0.0%	0	0.0%
The John Warner Sports Centre, Stanstead Road, Hoddesdon, EN11 0QG	0.8%	2	0.5%	0	4.5%	2	0.0%
Welwyn Garden City Town Centre	0.8%	2	3.0%	2	0.7%	0	0.0%
<b>Others</b>							
Weighted base:	272	67	43	32	74	27	29
Sample:	196	39	38	31	38	23	27

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q29 Which cinema do you visit most often?</b>														
<i>Those who said "Once a year" or more often for cinema AND Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
BEAM, The Wash, Hertford, SG14 1PS	9.5%	34	25.4%	27	7.6%	4	0.0%	0	3.2%	3	0.8%	0	0.7%	0
<b>Zone 2</b>														
<b>Zone 3A</b>														
Roxy Movies, Anchor Street, Bishop's Stortford, CM23 3BP	4.1%	15	0.0%	0	0.0%	0	24.7%	8	5.4%	5	5.0%	2	0.7%	0
Southmill Arts Centre, South Road, Bishop's Stortford, CM23 3JG	0.7%	3	0.0%	0	0.0%	0	7.0%	2	0.5%	0	0.0%	0	0.0%	0
<b>Zone 3B</b>														
<b>Zone 4</b>														
Buntingford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
<b>Zone 5</b>														
Cineworld, The Queensgate Centre, Edinburgh Way, Harlow, CM20 2DA	21.5%	77	23.7%	25	24.1%	13	33.7%	11	23.4%	20	5.0%	2	14.7%	7
Sawbridgeworth Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
<b>Outside Survey Area</b>														
Arts Picturehouse, St Andrew's Street, Cambridge, CB2 3AR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Broadway Cinema & Theatre, Eastcheap, Letchworth Garden City, SG6 3DD	1.6%	6	0.0%	0	0.0%	0	4.4%	1	0.0%	0	11.7%	4	0.0%	0
Cambridge City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Central London / West End	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.7%	0
Cinema at Campus West, The Campus, Welwyn Garden City, AL8 6BX	2.6%	9	7.4%	8	1.7%	1	0.0%	0	0.5%	0	0.0%	0	0.7%	0
Cineworld, Charter Way, Freeport, Braintree, CM77 8YH	2.1%	8	0.0%	0	0.0%	0	5.4%	2	6.8%	6	0.0%	0	0.0%	0
Cineworld, Harvey Shopping Centre, Harlow, CM20 1XR	24.4%	87	3.5%	4	10.4%	6	16.4%	5	48.2%	41	10.5%	4	61.2%	28
Cineworld, Southbury Leisure Centre, Southbury Road, Enfield, EN1 1YQ	0.5%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Stevenage Leisure Park, Kings Way, Stevenage, SG1 2UA	26.7%	96	38.9%	41	47.9%	25	0.0%	0	5.4%	5	62.7%	23	3.7%	2
Everyman, Bond Street, Chelmsford, CM1 1GD	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
Harlow Town Centre	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Leiston Film Theatre, High Street, Leiston, IP16 4BZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Odeon, Kings Head Walk, Chelmsford, CM2 6FH	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Odeon, Lee Valley, Edmonton, Pickett's Lock Lane, London, N9 0AS	0.4%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, The Galleria, Comet Way, Hatfield, AL10 9TF	1.7%	6	0.7%	1	5.3%	3	0.0%	0	0.0%	0	0.0%	0	5.7%	3
Saffron Screen, Audley End Road, Saffron Walden, CB11 4UH	1.0%	4	0.0%	0	0.0%	0	2.0%	1	3.4%	3	0.0%	0	0.0%	0
The Light, Clifton Way, Cambridge, CB1 7GX	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Vue, Stratford Place, London, E20 1EJ	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Others</b>														
Weighted base:	359	105	53	33	84	37	46							
Sample:	271	70	46	35	48	33	39							

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>Q30 Where do you visit most often for Ten-pin bowling?</b>							
<i>Those who said "Once a year" or more often for ten-pin bowling AND Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Hertford Town Centre	3.2%	4	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Ware Town Centre	0.2%	0	0.0%	0	1.6%	0	0.0%
<b>Zone 3A</b>							
Ace of Lanes, Anchor Street, Bishop's Stortford, CM23 3BP	20.3%	25	0.0%	0	1.6%	0	84.1%
Bishop's Stortford Town Centre	3.0%	4	0.0%	0	0.0%	0	13.0%
<b>Zone 3B</b>							
<b>Zone 4</b>							
<b>Zone 5</b>							
<b>Outside Survey Area</b>							
Hollywood Bowl, Leisure Park, Six Hills Way, Stevenage, SG1 2UA	58.9%	73	86.0%	32	88.1%	16	0.0%
Milton Keynes City Centre, MK9 3ES	0.3%	0	1.0%	0	0.0%	0	0.0%
Namco Funscape, Leisure Park, Charter Way, Braintree, CM77 8YH	2.0%	2	0.0%	0	0.0%	0	2.9%
Stevenage Town Centre	4.0%	5	13.0%	5	0.0%	0	0.0%
Tenpin, Terminus Street, Harlow, CM20 1EY	8.2%	10	0.0%	0	8.7%	2	0.0%
<b>Others</b>							
Weighted base:		123		38		19	
Sample:		71		14		13	
<b>Q31 Where do you visit most often for Bingo?</b>							
<i>Those who said "Once a year" or more often for bingo AND Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
Bengeo Local Centre	3.8%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>							
Stanstead Abbots Village Centre	3.9%	0	0.0%	0	50.0%	0	0.0%
Ware Town Centre	3.9%	0	0.0%	0	50.0%	0	0.0%
<b>Zone 3A</b>							
Bishop's Stortford Town Centre	22.9%	2	0.0%	0	0.0%	0	73.2%
Havers Community Centre, Knights Row, Bishop's Stortford, CM23 3GR	4.2%	0	0.0%	0	0.0%	0	13.4%
<b>Zone 3B</b>							
<b>Zone 4</b>							
<b>Zone 5</b>							
Sawbridgeworth Town Centre	23.9%	2	0.0%	0	0.0%	0	59.7%
<b>Outside Survey Area</b>							
Mecca Bingo, Danestrete, Stevenage, SG1 1XB	5.4%	0	0.0%	0	0.0%	0	13.4%
Mecca Bingo, Terminus Street, Velizy Avenue, Harlow, CM20 1XA	24.2%	2	100.0%	1	0.0%	0	26.8%
Stevenage Town Centre	3.8%	0	0.0%	0	0.0%	0	0.0%
Tackley Village Centre	4.2%	0	0.0%	0	0.0%	0	13.4%
<b>Others</b>							
Weighted base:		8		1		1	
Sample:		15		2		2	

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q32 Where do you visit most often for theatres / museums / live entertainment venues / other cultural facilities?</b>														
<i>Those who said "Once a year" or more often for theatre / museums / other cultural facilities AND Excl. Nulls &amp; SFT</i>														
<b>Zone 1</b>														
BEAM, The Wash, Hertford, SG14 1PS	10.2%	38	34.0%	28	12.0%	4	0.0%	0	0.0%	0	10.0%	4	1.7%	1
Hertford Castle, Hertford, SG14 1HR	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford Museum, Bull Plain, Hertford, SG14 1DT	0.4%	1	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hertford Town Centre	1.0%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Little Theatre, Christchurch Place, Balfour Street, Hertford, SG14 3BB	1.3%	5	2.8%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
<b>Zone 2</b>														
The Ware Museum, High Street, Ware, SG12 9AL	0.2%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ware Town Centre	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3A</b>														
Bishop's Stortford Town Centre	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Southmill Arts Centre, South Road, Bishop's Stortford, CM23 3JG	3.9%	15	0.0%	0	0.0%	0	12.6%	7	6.8%	7	0.7%	0	1.1%	1
<b>Zone 3B</b>														
Much Hadham Forge Museum, The Forge, Much Hadham, SG10 6BS	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
<b>Zone 4</b>														
<b>Zone 5</b>														
Harlow Museum & Walled Gardens, Muskham Road, Harlow, CM20 2LF	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Victoria Hall Theatre, Bury Road, Harlow, CM17 0ED	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
<b>Outside Survey Area</b>														
Aldeburgh Jubilee Hall, Crabbe Street, Aldeburgh, IP15 5BN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Barn Theatre, Barn Close, Welwyn Garden City, AL8 6ST	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Broxbourne Town Centre	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Cambridge City Centre	3.7%	14	1.9%	2	0.0%	0	2.4%	1	5.4%	5	10.0%	4	1.7%	1
Cambridge Corn Exchange, Wheeler Street, Cambridge, CB2 3QB	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Cambridge Theatre, Earlham Street, London, WC2H 9HU	0.2%	1	0.0%	0	0.9%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	67.8%	251	53.4%	45	71.0%	24	79.4%	43	67.2%	67	64.7%	29	79.8%	44
Cliffs Pavilion, Station Road, Westcliff-on-Sea, Southend-on-Sea, SS0 7RA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Epping Forest District Museum, Sun Street, Waltham Abbey, EN9 1EL	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Glasgow City Centre	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gordon Craig Theatre, Lytton Way, Stevenage, SG1 1LZ	1.3%	5	1.3%	1	0.0%	0	0.0%	0	0.4%	0	7.8%	3	0.0%	0
Harlow Playhouse, College Gate, Harlow, CM20 1LS	1.3%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	3	0.0%	0	3.4%	2
Harlow Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Hoddesdon Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Ilford Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0	0.0%	0
Islington Assembly Hall, Upper Street, London, N1 2UD	0.1%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Stadium, London, E20 2ST	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
Loughborough Town Centre	0.1%	0	0.0%	0	0.0%	0	0.6%
Lowewood Museum, High Street, Hoddesdon, EN11 8BH	0.1%	0	0.0%	0	0.9%	0	0.0%
Milton Keynes City Centre	0.2%	1	0.0%	0	0.0%	0	1.3%
Natural History Museum, Cromwell Road, South Kensington, London, SW7 5BD	0.2%	1	0.0%	0	0.9%	0	0.0%
Nottingham City Centre	0.1%	0	0.0%	0	0.6%	0	0.0%
Palace Theatre, Shaftesbury Avenue, London, W1D 5AY	0.1%	0	0.0%	0	0.0%	0	0.4%
Royal Albert Hall, Kensington Gore, South Kensington, London, SW7 2AP	0.5%	2	0.0%	0	0.0%	0	2.6%
Royal Ballet and Opera, Bow Street, London, WC2E 9DD	0.1%	0	0.4%	0	0.0%	0	0.0%
Saffron Hall, Audley End Road, Saffron Walden, CB11 4UH	0.2%	1	0.0%	0	0.0%	0	0.6%
Saffron Walden Museum, Museum Street, Saffron Walden, CB10 1BN	0.1%	0	0.0%	0	0.0%	0	0.4%
Saffron Walden Town Centre	0.1%	0	0.0%	0	0.0%	0	0.4%
Southend-on-Sea City Centre	0.5%	2	0.0%	0	0.0%	0	1.9%
St Albans Museum & Gallery, St Peter's Street, St Albans, AL1 3DH	0.1%	0	0.0%	0	0.9%	0	0.0%
Tate Britain, Millbank, London, SW1P 4RG	0.1%	0	0.0%	0	0.9%	0	0.0%
The Fitzwilliam Museum, Trumpington Street, Cambridge, CB2 1RB	0.2%	1	0.0%	0	0.9%	0	0.6%
The Gate, Keppoch Street, Roath, Cardiff, CF24 3JW	0.1%	0	0.0%	0	0.0%	0	0.4%
The National Gallery, Trafalgar Square, London, WC2N 5DN	0.2%	1	0.0%	0	0.0%	0	0.4%
The O2, Peninsula Square, London, SE10 0DX	0.3%	1	0.0%	0	0.0%	0	2.9%
The Spotlight, High Street, Hoddesdon, EN11 8BE	0.1%	0	0.0%	0	0.0%	0	0.7%
Theatre Royal Drury Lane, Catherine Street, London, WC2B 5JF	0.1%	0	0.4%	0	0.0%	0	0.0%
Victoria and Albert Museum, Cromwell Road, London, SW7 2RL	1.0%	4	0.0%	0	0.9%	0	3.5%
Whitewebbs Museum of Transport, Whitewebbs Road, Enfield, EN2 9HW	0.1%	0	0.0%	0	0.0%	0	0.7%
<b>Others</b>							
Weighted base:	371	84	33	55	99	45	55
Sample:	378	75	55	62	71	51	64

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>Q33 Where do you visit most often for events (e.g. music festivals, fayres, etc)?</b>							
<i>Those who said "Once a year" or more often for events (e.g. music festivals, fayres, etc) AND Excl. Nulls &amp; SFT</i>							
<b>Zone 1</b>							
BEAM, The Wash, Hertford, SG14 1PS	0.2%	0	1.2%	0	0.0%	0	0.0%
Bramfield Village Centre	0.2%	0	1.2%	0	0.0%	0	0.0%
Corn Exchange, Fore Street, Hertford, SG14 1AL	0.2%	0	1.2%	0	0.0%	0	0.0%
Hertford Castle, Hertford, SG14 1HR	0.4%	1	2.4%	1	0.0%	0	0.0%
Hertford Town Centre	7.4%	14	30.5%	9	13.3%	3	0.0%
<b>Zone 2</b>							
Hunsdon Village Centre	0.2%	0	0.0%	0	1.3%	0	0.0%
Ware Priory, High Street, Ware, SG12 9AL	0.6%	1	0.0%	0	5.3%	1	0.0%
Ware Town Centre	0.3%	1	0.0%	0	2.7%	1	0.0%
<b>Zone 3A</b>							
Bishop's Stortford Town Centre	7.4%	14	0.0%	0	0.0%	0	16.8%
Southmill Arts Centre, South Road, Bishop's Stortford, CM23 3JG	0.7%	1	0.0%	0	0.0%	0	3.9%
Town Park Sworder's Field, Bishop's Stortford, CM23 2AY	0.7%	1	0.0%	0	0.0%	0	3.9%
Town Park Sworder's Field, Heron Court, Bishop's Stortford, CM23 2AY	1.4%	3	0.0%	0	0.0%	0	11.0%
<b>Zone 3B</b>							
Braughing Village Centre	1.2%	2	0.0%	0	0.0%	0	3.8%
Hatfield Heath Village Centre	1.1%	2	0.0%	0	0.0%	0	0.7%
Little Hadham Village Centre	0.2%	0	0.0%	0	1.3%	0	0.0%
National Trust - Hatfield Forest, Bush End Road, Takeley, Bishop's Stortford, CM22 6NE	0.2%	0	0.0%	0	0.0%	0	1.3%
Thorley Local Centre	1.0%	2	0.0%	0	0.0%	0	3.1%
<b>Zone 4</b>							
Anstey Village Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Brent Pelham Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%
Puckeridge Village Centre	1.8%	4	0.0%	0	0.0%	0	3.8%
Standon Village Centre	2.8%	5	0.0%	0	1.3%	0	0.0%
<b>Zone 5</b>							
<b>Outside Survey Area</b>							
Ashwell Village Centre	0.7%	1	0.0%	0	0.0%	0	0.0%
Audley End Local Centre	1.1%	2	0.0%	0	0.0%	0	1.3%
Brentwood Town Centre	1.0%	2	0.0%	0	0.0%	0	3.1%
Brighton Local Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Cambridge City Centre	1.4%	3	0.0%	0	1.3%	0	8.4%
Cambridge Junction, Clifton Way, Cambridge, CB1 7GX	0.2%	0	0.0%	0	0.0%	0	1.3%
Capel Manor Gardens, Bullsmoor Lane, Enfield, EN1 4RQ	0.2%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	46.8%	90	48.8%	15	62.0%	14	33.2%
Chelmsford City Centre	1.0%	2	0.0%	0	0.0%	0	3.1%
Cheshunt Town Centre	0.2%	0	1.2%	0	0.0%	0	0.0%
Clavering Village Centre	0.7%	1	0.0%	0	0.0%	0	5.8%
Claydon House, Middle Claydon, Buckingham, MK18 2EY	0.2%	0	0.0%	0	1.3%	0	0.0%
Fairlands Valley Park, Six Hills Way, Stevenage, SG2 0BL	0.2%	0	0.0%	0	0.0%	0	0.0%
Glastonbury Town Centre	2.3%	4	6.5%	2	0.0%	0	0.0%
Great Yarmouth Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%
Harlow Town Centre	2.8%	6	0.0%	0	1.3%	0	1.3%
Hatfield House, Park and Gardens, Hatfield, AL9	0.2%	0	1.2%	0	0.0%	0	0.0%

Column %ges.

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5
<b>5HX</b>							
Hatfield Town Centre	0.5%	1	2.4%	1	1.3%	0	0.0%
Hay-on-Wye Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Hilton Garden Inn, Concorde Road, Birmingham, B26 3RY	1.8%	4	0.0%	0	0.0%	0	0.0%
Huntingdon Racecourse, Thrapston Road, Brampton, Huntingdon, PE28 4NL	0.2%	0	1.2%	0	0.0%	0	0.0%
Ilford Town Centre	1.2%	2	0.0%	0	0.0%	0	3.8%
Kettering Town Centre	0.7%	1	0.0%	0	6.0%	1	0.0%
Knebworth Village Centre	0.8%	2	0.0%	0	0.0%	0	0.0%
Letchworth Garden City Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Newmarket July Course, Newmarket, CB8 0XE	1.5%	3	0.0%	0	0.0%	0	11.6%
Ramsey Town Centre	0.2%	0	0.0%	0	1.3%	0	0.0%
Saffron Walden Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Sheffield City Centre	0.7%	1	0.0%	0	0.0%	0	0.0%
Sidmouth Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%
Stevenage Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%
Stotfold Mill Steam Fair & Country Show, Mill Lane, Stotfold, Hitchin, SG5 4NU	0.2%	0	0.0%	0	0.0%	0	0.7%
Swanage Town Centre	0.2%	0	1.2%	0	0.0%	0	0.0%
The O2, Peninsula Square, London, SE10 0DX	0.7%	1	0.0%	0	0.0%	0	0.0%
Thetford Town Centre	0.2%	0	0.0%	0	0.0%	0	0.7%
Tottenham Hotspur Stadium, High Road, London, N17 0BX	1.0%	2	0.0%	0	0.0%	0	3.1%
Trallong Village Centre	0.2%	0	1.2%	0	0.0%	0	0.0%
Twinwood Arena, Twinwood Road, Clapham, Bedford, MK41 6AB	0.2%	0	0.0%	0	0.0%	0	0.0%
<b>Others</b>							
Weighted base:	194	31	22	25	60	26	30
Sample:	158	27	25	27	30	27	22

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
<b>Q34 What additional facilities or other improvements would encourage you to do leisure activities more often in the area? [MR]</b>														
Better shopping facilities	18.2%	147	12.7%	20	39.8%	50	7.1%	9	16.6%	31	11.2%	12	23.5%	25
More / better restaurants / cafes	18.2%	147	31.8%	51	27.8%	35	10.3%	12	10.5%	19	11.1%	12	15.9%	17
Cinema - art house	10.1%	81	4.7%	7	0.0%	0	15.9%	19	24.5%	45	2.7%	3	6.3%	7
Cinema - multi-screen	9.0%	72	7.0%	11	0.0%	0	24.0%	29	12.9%	24	8.0%	9	0.0%	0
More / better leisure facilities / activities for families	7.4%	60	15.5%	25	7.1%	9	10.6%	13	2.5%	5	1.8%	2	6.3%	7
Swimming pool - indoor	7.3%	58	10.3%	16	3.2%	4	1.5%	2	1.0%	2	24.9%	27	7.3%	8
More / better leisure facilities / activities for teenagers	5.5%	44	9.6%	15	8.8%	11	0.0%	0	2.5%	5	1.8%	2	10.4%	11
More / better pubs / bars	4.1%	33	10.6%	17	12.0%	15	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More / better leisure facilities / activities for the elderly	4.0%	33	8.6%	14	1.3%	2	3.6%	4	0.2%	0	0.0%	0	11.5%	13
More / better leisure facilities / activities for young children	3.8%	31	3.3%	5	4.6%	6	0.0%	0	2.9%	5	2.3%	2	11.1%	12
More / better cultural facilities (e.g. museums / art galleries)	3.2%	26	5.0%	8	2.6%	3	3.9%	5	4.3%	8	0.0%	0	1.9%	2
Swimming pool - outdoor	3.2%	26	11.5%	18	1.5%	2	1.5%	2	0.0%	0	1.5%	2	1.9%	2
More / better health clubs / gyms (indoor)	3.0%	24	0.2%	0	2.6%	3	8.6%	10	1.5%	3	1.5%	2	5.0%	5
More outdoor entertainment / events (includes festivals)	2.4%	19	6.4%	10	1.3%	2	2.9%	4	1.2%	2	0.0%	0	1.6%	2
Improved car parking facilities	2.1%	17	4.3%	7	3.4%	4	0.3%	0	1.0%	2	1.8%	2	1.6%	2
Cheaper prices to access leisure facilities	2.0%	16	4.0%	6	4.3%	5	0.0%	0	0.0%	0	1.5%	2	2.4%	3
Leisure / sports centre	1.6%	13	3.3%	5	0.0%	0	0.5%	1	1.2%	2	4.7%	5	0.0%	0
Specific store - Primark	1.5%	12	0.0%	0	6.3%	8	1.5%	2	1.2%	2	0.0%	0	0.0%	0
Better markets	1.3%	11	0.2%	0	7.1%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Live music venues	1.3%	10	3.2%	5	0.0%	0	2.5%	3	0.0%	0	0.0%	0	1.9%	2
Theatre	1.1%	9	0.2%	0	0.5%	1	5.2%	6	0.2%	0	0.5%	1	0.6%	1
Ten-pin bowling	1.0%	8	1.2%	2	0.2%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0
Table tennis	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.2%	0	7.5%	8	0.0%	0
More / better car parking at leisure venues	1.0%	8	0.5%	1	1.3%	2	0.0%	0	1.7%	3	0.0%	0	2.1%	2
More traffic control measures	0.9%	7	1.0%	2	0.0%	0	1.5%	2	1.2%	2	0.0%	0	1.3%	1
More sports facilities (football pitches, tennis courts)	0.9%	7	3.3%	5	1.1%	1	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Food / farmers markets	0.9%	7	0.0%	0	1.3%	2	0.0%	0	1.9%	4	0.0%	0	1.6%	2
Better disabled access	0.8%	7	0.0%	0	1.3%	2	0.3%	0	0.2%	0	3.9%	4	0.0%	0
More / better parks / green spaces	0.7%	6	0.0%	0	0.0%	0	3.6%	4	0.0%	0	1.2%	1	0.0%	0
Specific store - Poundland	0.6%	5	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.6%	5	0.0%	0	3.2%	4	0.3%	0	0.0%	0	0.0%	0	0.3%	0
Games centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.2%	0	3.8%	4	0.0%	0
Casinos	0.5%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Culture / arts centre	0.5%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Comedy clubs	0.5%	4	0.0%	0	1.1%	1	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Business support	0.5%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - M&S	0.5%	4	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0
Soft play areas	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Improved access by foot and cycle	0.4%	3	0.2%	0	0.0%	0	1.5%	2	0.2%	0	0.0%	0	0.6%	1
More / better leisure facilities / activities	0.4%	3	0.2%	0	0.0%	0	0.3%	0	0.0%	0	2.3%	2	0.0%	0
More welcoming environment	0.4%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better advertising	0.4%	3	0.2%	0	0.0%	0	0.5%	1	1.0%	2	0.0%	0	0.0%	0
Ice rink	0.4%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Ski / snow centre	0.3%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Improved public transport	0.3%	2	0.2%	0	0.9%	1	0.3%	0	0.0%	0	0.5%	1	0.0%	0
Cheaper shopping facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Not as busy	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Antiques fair	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Reopen closed venues	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better local music scene	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Escape rooms	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5							
Bingo venues	0.1%	1	0.2%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
Pilates class	0.1%	1	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Outdoor bowls	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Paddle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
Facilities closer to the town centre	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better events at places of worship	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Yoga class	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combat leisure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More nightclubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlier / later opening hours at leisure venues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor gyms	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skateboarding	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety and security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Climbing centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trampoline parks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	30.3%	244	32.4%	52	28.5%	36	26.1%	32	31.4%	58	32.4%	34	30.3%	33
(Don't know)	10.4%	84	10.9%	17	8.0%	10	21.7%	26	8.6%	16	9.1%	10	4.5%	5
(Don't do leisure activities)	2.9%	23	1.1%	2	0.0%	0	3.1%	4	4.3%	8	3.8%	4	5.4%	6
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

**GEN Could I please ask your gender?**

Male	29.1%	235	25.4%	41	33.4%	42	27.6%	33	27.1%	50	28.6%	30	35.3%	38
Female	67.8%	547	70.8%	113	64.0%	81	69.5%	84	70.4%	130	67.8%	72	61.6%	67
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Prefer not to say)	3.1%	25	3.8%	6	2.6%	3	2.9%	4	2.5%	5	3.7%	4	3.1%	3
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

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

18 to 24	9.7%	78	11.3%	18	10.4%	13	8.8%	11	9.9%	18	6.0%	6	11.0%	12
25 to 34	10.6%	85	11.3%	18	10.4%	13	7.4%	9	13.6%	25	4.5%	5	14.1%	15
35 to 44	19.9%	160	24.6%	39	25.4%	32	21.6%	26	21.2%	39	14.6%	16	7.7%	8
45 to 54	19.3%	155	19.4%	31	18.0%	23	11.3%	14	13.3%	25	30.0%	32	29.0%	31
55 to 64	18.7%	151	12.2%	20	13.7%	17	25.0%	30	23.1%	42	24.3%	26	14.0%	15
65 +	21.9%	176	21.1%	34	22.2%	28	25.9%	31	18.9%	35	20.7%	22	24.3%	26
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

**CHI How many people are there in your household aged up to 15?**

0	47.5%	383	45.3%	72	40.2%	51	66.7%	81	44.5%	82	54.6%	58	36.3%	39
1	4.2%	34	7.3%	12	4.5%	6	1.5%	2	1.5%	3	4.6%	5	6.8%	7
2	24.3%	196	33.1%	53	25.0%	32	16.7%	20	24.3%	45	18.3%	20	24.8%	27
3	7.8%	63	2.5%	4	2.6%	3	5.9%	7	8.0%	15	10.6%	11	21.0%	23
4+	8.3%	67	3.8%	6	20.1%	25	1.7%	2	9.5%	18	5.3%	6	9.5%	10
(Refused)	7.8%	63	8.0%	13	7.5%	10	7.6%	9	12.2%	22	6.6%	7	1.6%	2
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

**PEO1 Including yourself - how many people are there in your household aged 16 years or over?**

1	46.2%	372	41.2%	66	49.6%	63	38.6%	47	53.6%	99	28.8%	31	62.2%	68
2	29.8%	240	33.3%	53	26.2%	33	33.1%	40	24.2%	45	44.5%	47	19.9%	22
3	7.3%	59	9.8%	16	5.0%	6	8.2%	10	5.9%	11	8.5%	9	6.1%	7
4	5.6%	45	4.4%	7	4.1%	5	10.4%	13	6.6%	12	3.6%	4	3.7%	4
5	1.4%	11	0.2%	0	0.0%	0	2.3%	3	0.2%	0	5.8%	6	1.6%	2
6+	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
(Refused)	9.8%	79	11.0%	18	15.1%	19	7.3%	9	9.2%	17	8.8%	9	6.5%	7
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1		Zone 2		Zone 3A		Zone 3B		Zone 4		Zone 5		
<b>PEO2 Including yourself - how many people are there aged 16-64 in... [MR/PR]</b>														
Part time employment (up to 29 hours per week)	66.4%	535	65.9%	105	45.8%	58	80.1%	97	69.5%	128	72.8%	77	64.0%	70
Full time employment (30 or more hours per week)	83.3%	672	88.3%	141	75.9%	96	86.1%	104	80.7%	149	84.0%	89	85.2%	93
Unemployed but available or seeking employment (Refused)	61.1%	493	55.1%	88	46.7%	59	79.2%	96	60.1%	111	62.2%	66	67.3%	73
	12.6%	102	11.7%	19	19.9%	25	8.9%	11	13.1%	24	9.6%	10	11.7%	13
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126
<b>M1 Part time employment (up to 29 hours per week)</b>														
0	61.2%	327	62.4%	66	48.6%	28	60.5%	59	62.1%	79	62.6%	48	67.3%	47
1	33.4%	179	27.7%	29	49.1%	28	32.4%	31	34.4%	44	37.4%	29	24.0%	17
2	3.7%	20	5.0%	5	0.0%	0	4.3%	4	3.5%	5	0.0%	0	8.7%	6
3	1.2%	6	4.8%	5	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4+	0.5%	3	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:		535		105		58		97		128		77		70
Sample:		653		120		92		120		111		102		108
<b>M2 Full time employment (30 or more hours per week)</b>														
0	35.8%	240	32.1%	45	25.3%	24	51.4%	54	33.2%	49	38.8%	35	36.1%	33
1	31.9%	215	49.6%	70	26.2%	25	26.2%	27	30.1%	45	31.0%	28	21.4%	20
2	21.3%	143	11.5%	16	32.4%	31	16.7%	17	28.5%	42	11.7%	10	27.4%	25
3	6.9%	46	4.0%	6	4.3%	4	5.7%	6	5.8%	9	11.6%	10	12.2%	11
4+	4.1%	28	2.9%	4	11.8%	11	0.0%	0	2.4%	4	6.9%	6	3.0%	3
Weighted base:		672		141		96		104		149		89		93
Sample:		711		131		111		123		120		108		118
<b>M3 Unemployed but available or seeking employment</b>														
0	79.4%	391	80.6%	71	76.6%	45	84.7%	81	80.2%	89	84.8%	56	66.8%	49
1	15.2%	75	15.9%	14	9.8%	6	5.5%	5	19.4%	21	15.2%	10	25.1%	18
2	5.1%	25	3.5%	3	13.6%	8	7.9%	8	0.4%	0	0.0%	0	8.0%	6
3	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
4+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		493		88		59		96		111		66		73
Sample:		633		114		90		119		105		96		109
<b>QUOTA Zone</b>														
Zone 1	19.8%	160	100.0%	160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	15.7%	126	0.0%	0	100.0%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3A	15.0%	121	0.0%	0	0.0%	0	100.0%	121	0.0%	0	0.0%	0	0.0%	0
Zone 3B	22.8%	184	0.0%	0	0.0%	0	0.0%	0	100.0%	184	0.0%	0	0.0%	0
Zone 4	13.2%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	106	0.0%	0
Zone 5	13.5%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	109
Weighted base:		806		160		126		121		184		106		109
Sample:		806		140		140		140		140		120		126

# East Herts Household Survey for CPW Planning

Weighted:

February 2026

	Total	Zone 1	Zone 2	Zone 3A	Zone 3B	Zone 4	Zone 5				
<b>PC Postcode Sector</b>											
CM17 0	2.6%	21	0.0%	0	0.0%	0	0.0%	0	19.0%	21	
CM20 2	4.9%	40	0.0%	0	0.0%	0	0.0%	0	36.4%	40	
CM21 0	2.3%	18	0.0%	0	0.0%	0	0.0%	0	16.8%	18	
CM21 9	3.7%	30	0.0%	0	0.0%	0	0.0%	0	27.8%	30	
CM22 6	5.8%	47	0.0%	0	0.0%	0	25.4%	47	0.0%	0	
CM22 7	1.7%	14	0.0%	0	0.0%	0	7.6%	14	0.0%	0	
CM23 1	2.6%	21	0.0%	0	0.0%	0	11.2%	21	0.0%	0	
CM23 2	5.7%	46	0.0%	0	0.0%	0	38.1%	46	0.0%	0	
CM23 3	6.8%	55	0.0%	0	0.0%	0	45.1%	55	0.0%	0	
CM23 4	6.9%	56	0.0%	0	0.0%	0	30.2%	56	0.0%	0	
CM23 5	2.5%	20	0.0%	0	0.0%	0	16.8%	20	0.0%	0	
CM24 1	0.7%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	
CM24 8	2.6%	21	0.0%	0	0.0%	0	11.4%	21	0.0%	0	
SG10 6	0.7%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	
SG11 1	3.3%	27	0.0%	0	0.0%	0	0.0%	0	25.3%	27	
SG11 2	1.8%	15	0.0%	0	0.0%	0	8.1%	15	0.0%	0	
SG12 0	2.3%	18	0.0%	0	14.4%	18	0.0%	0	0.0%	0	
SG12 7	8.5%	68	0.0%	0	54.0%	68	0.0%	0	0.0%	0	
SG12 8	2.1%	17	0.0%	0	13.3%	17	0.0%	0	0.0%	0	
SG12 9	2.9%	23	0.0%	0	18.4%	23	0.0%	0	0.0%	0	
SG13 7	10.9%	88	54.9%	88	0.0%	0	0.0%	0	0.0%	0	
SG13 8	2.2%	18	11.1%	18	0.0%	0	0.0%	0	0.0%	0	
SG14 1	1.0%	8	4.9%	8	0.0%	0	0.0%	0	0.0%	0	
SG14 2	2.4%	19	12.1%	19	0.0%	0	0.0%	0	0.0%	0	
SG14 3	3.4%	27	17.0%	27	0.0%	0	0.0%	0	0.0%	0	
SG2 7	1.8%	14	0.0%	0	0.0%	0	0.0%	0	13.4%	14	
SG9 0	2.0%	16	0.0%	0	0.0%	0	0.0%	0	14.9%	16	
SG9 9	6.1%	49	0.0%	0	0.0%	0	0.0%	0	46.3%	49	
Weighted base:	806	160		126		121		184		106	109
Sample:	806	140		140		140		140		120	126

# Appendix C

Retail capacity tables



Table: 3

**CATCHMENT AREA EXPENDITURE FORECASTS**

Catchment Zone	TOTAL RETAIL EXPENDITURE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1 (Hertford)	114,095	113,667	113,318	112,884	112,906	139,874	148,288	166,843	187,730	209,699
2 (Ware)	88,057	87,841	87,466	87,303	87,349	106,051	112,557	126,530	142,590	159,354
3A (Bishop's Stortford Urban Area)	83,795	83,353	83,121	83,096	83,468	102,019	108,025	121,581	137,249	153,986
3B (Bishop's Stortford Rural Area)	132,892	134,230	136,326	138,117	139,444	166,931	179,452	205,715	235,310	265,391
4 (Buntingford)	77,655	77,326	77,148	76,789	76,684	96,496	102,243	115,147	129,439	144,379
5 (Sawbridgeworth)	78,638	78,221	77,785	77,334	77,162	94,623	100,155	112,428	126,207	140,661
TOTALS	575,133	574,639	575,164	575,523	577,011	705,993	750,720	848,245	958,524	1,073,470

Source: Tables 1 and 2

Table: 4

**COMPARISON GOODS PER CAPITA EXPENDITURE BY GOODS TYPE**

Per Capita Comparison Goods Expenditure in	2026 for the catchment area as a whole							2023 Prices	
	Clothing & footwear	Furniture & floor coverings	Household textiles	Household appliances	Audio-visual & computer equipment	DIY goods & decorating supplies	Chemist's goods, medical & beauty products	All other comparison goods	Total Comparison Goods
Including SFT (£)	1,028	456	128	301	492	343	152	1,766	4,666
Deduction for SFT (%)	29.0	23.0	22.5	29.5	29.0	9.5	11.5	28.6	26.1
Excluding SFT (£)	730	351	99	212	349	310	135	1,261	3,448

Source: Experian Retail Planner Data for the Catchment Area (January 2026) for per capita expenditure. SFT deductions estimated by CPW Planning.

Table: 5

**CATCHMENT AREA COMPARISON GOODS EXPENDITURE BY GOODS TYPE IN**

2026

Catchment Zone	Clothing & footwear	Furniture/ floorcvrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden prdcts	Chemists, medd & beauty goods	All other comprsn gds
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)
1 (Hertford)	29,608	14,244	4,024	8,608	14,171	12,592	5,457	51,167
2 (Ware)	22,449	10,799	3,051	6,527	10,744	9,547	4,137	38,794
3A (Bishop's Stortford Urban Area)	21,595	10,389	2,935	6,279	10,335	9,184	3,980	37,320
3B (Bishop's Stortford Rural Area)	35,336	16,999	4,803	10,274	16,912	15,028	6,513	61,065
4 (Buntingford)	20,426	9,826	2,776	5,939	9,776	8,687	3,765	35,299
5 (Sawbridgeworth)	20,030	9,636	2,722	5,823	9,586	8,519	3,692	34,614
TOTALS	149,444	71,892	20,311	43,449	71,524	63,558	27,543	258,260

Source: Tables 1 and 4







Table:

11

**SALES CAPACITY OF EXISTING  
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

**2026**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Sainsbury's (Jackson Square)	3,813	80	3,050	13,209	40,293
M&S Food Hall (South Street)	548	98	537	10,659	5,724
Waitrose (Northgate End)	1,672	90	1,505	14,553	21,899
Tesco Express (South Street)	378	95	359	15,430	5,541
B&M (South Street)	1,470	30	441	7,000	3,087
Co-Op (Carriage House)	296	95	281	11,607	3,264
Other convenience goods shops and stores	1,368	95	1,300	6,500	8,447
<b>ALL STORES</b>	<b>9,545</b>		<b>7,473</b>	<b>11,810</b>	<b>88,256</b>

Sources: Retail and Town Centres Study Update 2013. Edozo Occupiers. Global Data. CPW Planning.

Table:

12

**SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**

**2026**

<b>CONVENIENCE GOODS</b>					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
<b>ALL STORES</b>	-		-		-
<b>COMPARISON GOODS</b>					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
<b>ALL STORES AND SCHEMES</b>	-		-		-

Sources:

Table: 13  
**FORECAST RETAIL CAPACITY**

Scenario: 1		Location: Bishop's Stortford Town Centre									
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in		2026				Comparison Goods:	2.00 % pa	2026 to 2044			
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending £000	69,743	69,788	70,079	70,392	70,807	134,895	143,949	163,530	185,771	208,847	
Plus visitors' spending (%)	3.0	3.0	3.0	3.0	3.0	-	-	-	-	-	
Total spending (£000)	71,835	71,882	72,182	72,504	72,932	134,895	143,949	163,530	185,771	208,847	
Existing shop floorspace (sq m net)	7,473	7,473	7,473	7,473	7,473	12,610	12,610	12,610	12,610	12,610	
Sales per sq m net (£)	9,612	11,810	11,810	11,810	11,810	10,698	11,352	12,534	13,839	15,279	
Sales from extg flrspce (£000)	71,835	88,256	88,256	88,256	88,256	134,895	143,152	158,051	174,501	192,663	
Available spending to support new shops (£000)	0	-16,374	-16,074	-15,751	-15,324	0	797	5,479	11,269	16,184	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	-16,374	-16,074	-15,751	-15,324	0	797	5,479	11,269	16,184	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspce (sq m net)	0	-1,364	-1,339	-1,313	-1,277	0	125	779	1,452	1,889	
Market Share of Catchment Area Expenditure	12.1%	12.1%	12.2%	12.2%	12.3%	19.1%	19.2%	19.3%	19.4%	19.5%	

Sources:

Notes:

<b>Scenario</b>	<b>1</b>
<b>Hertford Town Centre</b>	

Table: **14** **CONVENIENCE GOODS MARKET SHARES IN** **2026**

2026 Hertford Town Centre			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1 (Hertford)	3.2	3.2	3.2
2 (Ware)	0.0	0.9	0.3
3A (Bishop's Stortford Urban Area)	0.0	0.0	0.0
3B (Bishop's Stortford Rural Area)	0.0	2.3	0.7
4 (Buntingford)	0.0	0.0	0.0
5 (Sawbridgeworth)	2.8	0.0	1.9

Sources: Household Survey 2026.  
Expenditure weighting by CPW Planning.

Table: **15** **COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN** **2026**

2026 Allocations to Hertford Town Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	
	Expenditure weighting								
	730 (%)	351 (%)	99 (%)	212 (%)	349 (%)	310 (%)	135 (%)	1,261 (%)	3,448 (%)
1 (Hertford)	5.3	10.6	6.4	48.6	26.1	4.2	52.5	29.0	21.0
2 (Ware)	7.9	0.4	2.9	8.4	5.4	2.4	3.2	1.1	3.6
3A (Bishop's Stortford Urban Area)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3B (Bishop's Stortford Rural Area)	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
4 (Buntingford)	0.0	4.1	2.7	6.5	1.6	7.3	3.2	0.0	1.8
5 (Sawbridgeworth)	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0

Sources: Household Survey 2026.  
Table 4 for expenditure weights.



Table: **17**  
**COMPARISON GOODS SALES BY GOODS TYPE IN** **2026**

Catchment Zones	2026 Sales in Hertford Town Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1 (Hertford)	1,566	1,511	256	4,187	3,693	530	2,867	14,813
2 (Ware)	1,764	43	90	548	575	233	132	419
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	0	0	0
3B (Bishop's Stortford Rural Area)	0	0	0	74	0	0	0	0
4 (Buntingford)	0	400	74	383	160	632	122	0
5 (Sawbridgeworth)	0	0	0	46	0	0	0	0
TOTALS	3,331	1,954	419	5,238	4,428	1,395	3,120	15,232
MARKET SHARES	2.2%	2.7%	2.1%	12.1%	6.2%	2.2%	11.3%	5.9%

Table: **18**  
**FORECAST RETAIL SALES**

Scenario:	1					Location:	Hertford Town Centre				
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Catchment zone	CONVENIENCE GOODS					COMPARISON GOODS					
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	
1 (Hertford)	3,423	3,410	3,400	3,387	3,387	29,373	31,140	35,037	39,423	44,037	
2 (Ware)	0	0	0	0	0	4,242	4,502	5,061	5,704	6,374	
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	0	0	0	0	0	
3B (Bishop's Stortford Rural Area)	1,329	1,342	1,363	1,381	1,394	0	0	0	0	0	
4 (Buntingford)	0	0	0	0	0	1,930	2,045	2,303	2,589	2,888	
5 (Sawbridgeworth)	1,573	1,564	1,556	1,547	1,543	0	0	0	0	0	
TOTALS	6,325	6,317	6,318	6,314	6,325	35,545	37,688	42,401	47,716	53,299	

Table: 19

**SALES CAPACITY OF EXISTING  
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

**2026**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
M&S Food Hall (Fore Street)	455	98	446	10.659	4,753
Other convenience goods shops and stores	858	95	815	6,500	5,298
<b>ALL STORES</b>	<b>1,313</b>		<b>1,261</b>	<b>7,971</b>	<b>10,051</b>

Sources: Retail and Town Centres Study Update 2013. Edozo Occupiers. Global Data. CPW Planning.

Table: 20

**SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**

**2026**

<b>CONVENIENCE GOODS</b>					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
<b>ALL STORES</b>	<b>-</b>		<b>-</b>		<b>-</b>
<b>COMPARISON GOODS</b>					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
<b>ALL STORES AND SCHEMES</b>	<b>-</b>		<b>-</b>		<b>-</b>

Sources:

Table: 21  
**FORECAST RETAIL CAPACITY**

Scenario: 1		Location: Hertford Town Centre								
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Growth in sales per sq m from shop floorspace existing in		2026				Comparison Goods: 2.00 % pa		2026 to 2044		
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044
Residents' Spending (£000)	6,325	6,317	6,318	6,314	6,325	35,545	37,688	42,401	47,716	53,299
Plus visitors' spending (%)	2.0	2.0	2.0	2.0	2.0	-	-	-	-	-
<b>Total spending (£000)</b>	<b>6,451</b>	<b>6,443</b>	<b>6,445</b>	<b>6,441</b>	<b>6,451</b>	<b>35,545</b>	<b>37,688</b>	<b>42,401</b>	<b>47,716</b>	<b>53,299</b>
Existing shop floorspace (sq m net)	1,261	1,261	1,261	1,261	1,261	4,728	4,728	4,728	4,728	4,728
Sales per sq m net (£)	5,116	7,971	7,971	7,971	7,971	7,519	7,979	8,809	9,726	10,738
Sales from extg flrspce (£000)	6,451	10,051	10,051	10,051	10,051	35,545	37,721	41,647	45,982	50,768
Available spending to support new shops (£000)	0	-3,608	-3,606	-3,610	-3,600	0	-34	754	1,734	2,531
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	-3,608	-3,606	-3,610	-3,600	0	-34	754	1,734	2,531
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569
<b>Capacity for new shop flrspce (sq m net)</b>	<b>0</b>	<b>-301</b>	<b>-301</b>	<b>-301</b>	<b>-300</b>	<b>0</b>	<b>-5</b>	<b>107</b>	<b>223</b>	<b>295</b>
Market Share of Catchment Area Expenditure	1.1%	1.1%	1.1%	1.1%	1.1%	5.0%	5.0%	5.0%	5.0%	5.0%

Sources:

Notes:

<b>Scenario</b>	<b>1</b>
<b>Buntingford Town Centre</b>	

Table: **22**  
**CONVENIENCE GOODS MARKET SHARES IN** **2026**

2026 Buntingford Town Centre			
Zones	Main Food	Top-up convenience	<b>WEIGHTED AVERAGE</b>
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1 (Hertford)	0.0	0.0	0.0
2 (Ware)	0.0	0.0	0.0
3A (Bishop's Stortford Urban Area)	0.0	0.0	0.0
3B (Bishop's Stortford Rural Area)	0.0	1.7	0.5
4 (Buntingford)	3.0	55.3	18.7
5 (Sawbridgeworth)	0.0	0.0	0.0

Sources: Household Survey 2026.  
 Expenditure weighting by CPW Planning.

Table: **23**  
**COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN** **2026**

2026 Allocations to Buntingford Town Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ flocrvgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	<b>WEIGHTED AVERAGE</b>
	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	
	Expenditure weighting								
	730 (%)	351 (%)	99 (%)	212 (%)	349 (%)	310 (%)	135 (%)	1,261 (%)	3,448 (%)
1 (Hertford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2 (Ware)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3A (Bishop's Stortford Urban Area)	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
3B (Bishop's Stortford Rural Area)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4 (Buntingford)	0.0	19.9	0.0	0.0	0.6	8.8	19.3	10.8	7.6
5 (Sawbridgeworth)	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8

Sources: Household Survey 2026.  
 Table 4 for expenditure weights.



Table: 25  
**COMPARISON GOODS SALES BY GOODS TYPE IN** **2026**

Catchment Zones	2026 Sales in Buntingford Town Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1 (Hertford)	0	0	0	0	0	0	0	0
2 (Ware)	0	0	0	0	0	0	0	0
3A (Bishop's Stortford Urban Area)	1,477	0	0	0	0	0	0	0
3B (Bishop's Stortford Rural Area)	0	0	0	0	0	0	0	0
4 (Buntingford)	0	1,958	0	0	54	765	727	3,819
5 (Sawbridgeworth)	729	0	0	0	0	0	0	0
TOTALS	2,206	1,958	0	0	54	765	727	3,819
MARKET SHARES	1.5%	2.7%	0.0%	0.0%	0.1%	1.2%	2.6%	1.5%

Table: 26  
**FORECAST RETAIL SALES**

Scenario:	1		Location:	Buntingford Town Centre						
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1 (Hertford)	0	0	0	0	0	0	0	0	0	0
2 (Ware)	0	0	0	0	0	0	0	0	0	0
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	1,020	1,080	1,216	1,372	1,540
3B (Bishop's Stortford Rural Area)	1,329	1,342	1,363	1,381	1,394	0	0	0	0	0
4 (Buntingford)	14,755	14,692	14,658	14,590	14,570	7,720	8,179	9,212	10,355	11,550
5 (Sawbridgeworth)	0	0	0	0	0	946	1,002	1,124	1,262	1,407
TOTALS	16,083	16,034	16,021	15,971	15,964	9,686	10,261	11,552	12,990	14,497

Table: 27

**SALES CAPACITY OF EXISTING  
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

**2026**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Sainsbury's Local (High Street)	694	95	659	13,209	8,709
Co-Op (Station Road)	723	95	687	11,607	7,972
Budgens (Baldock Road)	144	95	137	11,500	1,573
Other convenience goods shops and stores	233	95	221	6,500	1,439
<b>ALL STORES</b>	<b>1,794</b>		<b>1,704</b>	<b>11,555</b>	<b>19,693</b>

Sources: Retail and Town Centres Study Update 2013. Edozo Occupiers. Global Data. CPW Planning.

Table: 28

**SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**

**2026**

<b>CONVENIENCE GOODS</b>					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
<b>ALL STORES</b>	-		-		-
<b>COMPARISON GOODS</b>					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
<b>ALL STORES AND SCHEMES</b>	-		-		-

Sources:

Table: 29  
**FORECAST RETAIL CAPACITY**

Scenario: 1		Location: Buntingford Town Centre									
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in		2026					Comparison Goods: 2.00 % pa		2026 to 2044		
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending (£000)	16,083	16,034	16,021	15,971	15,964	9,686	10,261	11,552	12,990	14,497	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	16,083	16,034	16,021	15,971	15,964	9,686	10,261	11,552	12,990	14,497	
Existing shop floorspace (sq m net)	1,704	1,704	1,704	1,704	1,704	835	835	835	835	835	
Sales per sq m net (£)	9,437	11,555	11,555	11,555	11,555	11,604	12,315	13,596	15,011	16,574	
Sales from extg flrspce (£000)	16,083	19,693	19,693	19,693	19,693	9,686	10,279	11,349	12,530	13,834	
Available spending to support new shops (£000)	0	-3,659	-3,672	-3,722	-3,729	0	-18	203	460	663	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	-3,659	-3,672	-3,722	-3,729	0	-18	203	460	663	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspce (sq m net)	0	-305	-306	-310	-311	0	-3	29	59	77	
Market Share of Catchment Area Expenditure	2.8%	2.8%	2.8%	2.8%	2.8%	1.4%	1.4%	1.4%	1.4%	1.4%	

Sources:

Notes:

<b>Scenario</b>	<b>1</b>
<b>Sawbridgeworth Town Centre</b>	

Table: **30**  
**CONVENIENCE GOODS MARKET SHARES IN** **2026**

2026 Sawbridgeworth Town Centre			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1 (Hertford)	0.0	0.0	0.0
2 (Ware)	0.0	0.0	0.0
3A (Bishop's Stortford Urban Area)	0.0	0.0	0.0
3B (Bishop's Stortford Rural Area)	0.0	0.0	0.0
4 (Buntingford)	0.0	0.0	0.0
5 (Sawbridgeworth)	2.8	2.6	2.7

Sources: Household Survey 2026.  
 Expenditure weighting by CPW Planning.

Table: **31**  
**COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN** **2026**

2026 Allocations to Sawbridgeworth Town Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	
	Expenditure weighting								
	730 (%)	351 (%)	99 (%)	212 (%)	349 (%)	310 (%)	135 (%)	1,261 (%)	3,448 (%)
1 (Hertford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2 (Ware)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3A (Bishop's Stortford Urban Area)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3B (Bishop's Stortford Rural Area)	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
4 (Buntingford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5 (Sawbridgeworth)	8.6	1.1	0.9	0.0	0.0	0.4	19.8	20.9	10.4

Sources: Household Survey 2026.  
 Table 4 for expenditure weights.



Table: **33**  
**COMPARISON GOODS SALES BY GOODS TYPE IN** **2026**

Catchment Zones	2026 Sales in Sawbridgeworth Town Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1 (Hertford)	0	0	0	0	0	0	0	0
2 (Ware)	0	0	0	0	0	0	0	0
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	0	0	0
3B (Bishop's Stortford Rural Area)	0	0	0	0	0	0	40	0
4 (Buntingford)	0	0	0	0	0	0	0	0
5 (Sawbridgeworth)	1,713	103	25	0	0	34	729	7,245
TOTALS	1,713	103	25	0	0	34	769	7,245
MARKET SHARES	1.1%	0.1%	0.1%	0.0%	0.0%	0.1%	2.8%	2.8%

Table: **34**  
**FORECAST RETAIL SALES**

Scenario:	1	Location:	Sawbridgeworth Town Centre							
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1 (Hertford)	0	0	0	0	0	0	0	0	0	0
2 (Ware)	0	0	0	0	0	0	0	0	0	0
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	0	0	0	0	0
3B (Bishop's Stortford Rural Area)	0	0	0	0	0	0	0	0	0	0
4 (Buntingford)	0	0	0	0	0	0	0	0	0	0
5 (Sawbridgeworth)	2,359	2,347	2,334	2,320	2,315	9,462	10,016	11,243	12,621	14,066
TOTALS	2,359	2,347	2,334	2,320	2,315	9,462	10,016	11,243	12,621	14,066

Table: 35

**SALES CAPACITY OF EXISTING  
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

**2026**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Morrisons Daily (Bell Street)	149	95	142	10,379	1,469
Other convenience goods shops and stores	192	95	182	6,500	1,186
<b>ALL STORES</b>	<b>341</b>		<b>324</b>	<b>8,195</b>	<b>2,655</b>

Sources: Retail and Town Centres Study Update 2013. Edozo Occupiers. Global Data. CPW Planning.

Table: 36

**SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**

**2026**

<b>CONVENIENCE GOODS</b>					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
<b>ALL STORES</b>	<b>-</b>		<b>-</b>		<b>-</b>
<b>COMPARISON GOODS</b>					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
<b>ALL STORES AND SCHEMES</b>	<b>-</b>		<b>-</b>		<b>-</b>

Sources:

Table: **37**  
**FORECAST RETAIL CAPACITY**

Scenario: 1		Location: Sawbridgeworth Town Centre											
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.													
Growth in sales per sq m from shop floorspace existing in		2026					Comparison Goods:	2.00 % pa	2026 to 2044				
	CONVENIENCE GOODS					COMPARISON GOODS							
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044			
Residents' Spending £000	2,359	2,347	2,334	2,320	2,315	9,462	10,016	11,243	12,621	14,066			
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-			
Total spending (£000)	2,359	2,347	2,334	2,320	2,315	9,462	10,016	11,243	12,621	14,066			
Existing shop floorspace (sq m net)	324	324	324	324	324	765	765	765	765	765			
Sales per sq m net (£)	7,282	8,195	8,195	8,195	8,195	12,369	13,126	14,492	16,001	17,666			
Sales from extg flrspce (£000)	2,359	2,655	2,655	2,655	2,655	9,462	10,041	11,087	12,240	13,514			
Available spending to support new shops (£000)	0	-308	-321	-335	-340	0	-26	156	380	552			
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0			
Net available spending for new shops (£000)	0	-308	-321	-335	-340	0	-26	156	380	552			
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569			
Capacity for new shop flrspce (sq m net)	0	-26	-27	-28	-28	0	-4	22	49	64			
Market Share of Catchment Area Expenditure	0.4%	0.4%	0.4%	0.4%	0.4%	1.3%	1.3%	1.3%	1.3%	1.3%			

Sources:

Notes:

<b>Scenario</b>	<b>1</b>
<b>Ware Town Centre</b>	

Table: **38** **CONVENIENCE GOODS MARKET SHARES IN** **2026**

2026 Ware Town Centre			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1 (Hertford)	0.0	0.3	0.1
2 (Ware)	43.0	55.0	46.6
3A (Bishop's Stortford Urban Area)	0.0	0.0	0.0
3B (Bishop's Stortford Rural Area)	2.8	0.0	1.9
4 (Buntingford)	5.9	7.2	6.3
5 (Sawbridgeworth)	0.0	0.0	0.0

Sources: Household Survey 2026.  
Expenditure weighting by CPW Planning.

Table: **39** **COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN** **2026**

2026 Allocations to Ware Town Centre Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	
	Expenditure weighting								
	730 (%)	351 (%)	99 (%)	212 (%)	349 (%)	310 (%)	135 (%)	1,261 (%)	3,448 (%)
1 (Hertford)	0.0	0.5	0.0	0.0	0.0	0.3	0.0	3.8	1.5
2 (Ware)	7.2	15.8	2.9	3.1	3.4	5.2	55.3	36.2	19.6
3A (Bishop's Stortford Urban Area)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3B (Bishop's Stortford Rural Area)	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.8	0.4
4 (Buntingford)	0.6	1.3	0.0	0.0	4.6	0.4	5.7	8.4	4.1
5 (Sawbridgeworth)	3.6	2.4	0.0	0.0	0.0	0.0	0.0	0.0	1.0

Sources: Household Survey 2026.  
Table 4 for expenditure weights.



Table: **41**  
**COMPARISON GOODS SALES BY GOODS TYPE IN** **2026**

Catchment Zones	2026 Sales in Ware Town Centre							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1 (Hertford)	0	71	0	0	0	35	0	1,965
2 (Ware)	1,623	1,708	90	199	365	499	2,288	14,047
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	0	0	0
3B (Bishop's Stortford Rural Area)	0	0	0	0	0	0	237	513
4 (Buntingford)	118	123	0	0	453	34	215	2,969
5 (Sawbridgeworth)	723	230	0	0	0	0	0	0
TOTALS	2,465	2,133	90	199	818	568	2,740	19,494
MARKET SHARES	1.6%	3.0%	0.4%	0.5%	1.1%	0.9%	9.9%	7.5%

Table: **42**  
**FORECAST RETAIL SALES**

Scenario:	1	Location:	Ware Town Centre							
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1 (Hertford)	0	0	0	0	0	1,399	1,483	1,668	1,877	2,097
2 (Ware)	41,387	41,285	41,109	41,033	41,054	21,210	22,511	25,306	28,518	31,871
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	0	0	0	0	0
3B (Bishop's Stortford Rural Area)	2,658	2,685	2,727	2,762	2,789	0	0	0	0	0
4 (Buntingford)	4,659	4,640	4,629	4,607	4,601	3,860	4,090	4,606	5,178	5,775
5 (Sawbridgeworth)	0	0	0	0	0	946	1,002	1,124	1,262	1,407
TOTALS	48,704	48,609	48,464	48,402	48,444	27,415	29,086	32,705	36,835	41,149

Table: 43

**SALES CAPACITY OF EXISTING MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

**2026**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Tesco (West Street)	2,211	90	1,990	15,430	30,704
Sainsbury's Local (Star Street)	298	95	283	13,209	3,739
Costcutter (Amwell End)	363	95	345	7,500	2,586
Other convenience goods shops and stores	680	95	646	6,500	4,199
<b>ALL STORES</b>	<b>3,552</b>		<b>3,264</b>	<b>12,632</b>	<b>41,229</b>

Sources: Retail and Town Centres Study Update 2013. Edozo Occupiers. Global Data. CPW Planning.

Table: 44

**SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**

**2026**

<b>CONVENIENCE GOODS</b>					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
<b>ALL STORES</b>	-		-		-
<b>COMPARISON GOODS</b>					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
<b>ALL STORES AND SCHEMES</b>	-		-		-

Sources:

Table: 45  
**FORECAST RETAIL CAPACITY**

Scenario:	1		Location:		Ware Town Centre						
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in		2026				Comparison Goods:		2.00 % pa		2026 to 2044	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending £000	48,704	48,609	48,464	48,402	48,444	27,415	29,086	32,705	36,835	41,149	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	48,704	48,609	48,464	48,402	48,444	27,415	29,086	32,705	36,835	41,149	
Existing shop floorspace (sq m net)	3,264	3,264	3,264	3,264	3,264	2,445	2,445	2,445	2,445	2,445	
Sales per sq m net (£)	14,922	12,632	12,632	12,632	12,632	11,214	11,901	13,140	14,507	16,017	
Sales from extg flrspce (£000)	48,704	41,229	41,229	41,229	41,229	27,415	29,093	32,121	35,464	39,155	
Available spending to support new shops (£000)	0	7,380	7,235	7,173	7,215	0	-7	584	1,371	1,994	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	7,380	7,235	7,173	7,215	0	-7	584	1,371	1,994	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspce (sq m net)	0	615	603	598	601	0	-1	83	177	233	
Market Share of Catchment Area Expenditure	8.5%	8.5%	8.4%	8.4%	8.4%	3.9%	3.9%	3.9%	3.8%	3.8%	

Sources:

Notes:

**Scenario 1**  
**Other Centres in East Herts**

Table: **46**  
**CONVENIENCE GOODS MARKET SHARES IN 2026**

2026			
Other Centres in East Herts			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1 (Hertford)	0.3	5.3	1.8
2 (Ware)	0.0	5.4	1.6
3A (Bishop's Stortford Urban Area)	35.5	11.8	28.4
3B (Bishop's Stortford Rural Area)	33.9	18.8	29.3
4 (Buntingford)	7.6	0.0	5.3
5 (Sawbridgeworth)	4.6	0.4	3.3

Sources: Household Survey 2026.  
 Expenditure weighting by CPW Planning.

Table: **47**  
**COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2026**

2026 Allocations to Other Centres in East Herts Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medcl & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	
	Expenditure weighting								
	730 (%)	351 (%)	99 (%)	212 (%)	349 (%)	310 (%)	135 (%)	1,261 (%)	3,448 (%)
1 (Hertford)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2 (Ware)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3A (Bishop's Stortford Urban Area)	0.5	0.0	2.3	0.0	0.0	0.0	5.7	2.0	1.1
3B (Bishop's Stortford Rural Area)	3.8	5.9	0.0	0.0	0.0	0.0	20.1	0.0	2.2
4 (Buntingford)	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
5 (Sawbridgeworth)	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0

Sources: Household Survey 2026.  
 Table 4 for expenditure weights.



Table: 49  
**COMPARISON GOODS SALES BY GOODS TYPE IN**

2026

Catchment Zones	2026 Sales in Other Centres in East Herts							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1 (Hertford)	0	0	0	0	0	0	0	0
2 (Ware)	0	0	0	0	0	0	0	0
3A (Bishop's Stortford Urban Area)	110	0	66	0	0	0	226	758
3B (Bishop's Stortford Rural Area)	1,329	1,005	0	0	0	0	1,308	0
4 (Buntingford)	0	0	0	0	0	0	19	0
5 (Sawbridgeworth)	0	0	0	0	0	0	28	0
TOTALS	1,439	1,005	66	0	0	0	1,581	758
MARKET SHARES	1.0%	1.4%	0.3%	0.0%	0.0%	0.0%	5.7%	0.3%

Table: 50  
**FORECAST RETAIL SALES**

Scenario:	1		Location:	Other Centres in East Herts						
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1 (Hertford)	2,282	2,273	2,266	2,258	2,258	0	0	0	0	0
2 (Ware)	1,761	1,757	1,749	1,746	1,747	0	0	0	0	0
3A (Bishop's Stortford Urban Area)	23,463	23,339	23,274	23,267	23,371	1,020	1,080	1,216	1,372	1,540
3B (Bishop's Stortford Rural Area)	38,539	38,927	39,534	40,054	40,439	3,339	3,589	4,114	4,706	5,308
4 (Buntingford)	3,883	3,866	3,857	3,839	3,834	0	0	0	0	0
5 (Sawbridgeworth)	2,359	2,347	2,334	2,320	2,315	0	0	0	0	0
TOTALS	72,286	72,509	73,015	73,484	73,964	4,359	4,669	5,330	6,079	6,848

Table: 51

**SALES CAPACITY OF EXISTING MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

**2026**

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Tesco (Bishops Park Centre, Lancaster Way, Bishop's Stortford)	3,311	80	2,649	15,430	40,871
Sainsbury's (Thorley Lane East, Bishop's Stortford)	2,315	85	1,968	13,209	25,992
Morrisons Daily (Thorley Centre, Bishop's Stortford)	150	95	143	10,379	1,479
Morrisons Daily (Snowley Parade, Bishop's Stortford)	150	95	143	10,379	1,479
Co-Op (High Street, Stanstead Abbots)	238	95	226	11,607	2,624
Co-Op (Fleming Crescent, Hertford)	175	95	166	11,607	1,930
Budgens (High Street, Watton at Stone)	140	95	133	11,500	1,530
<b>ALL STORES</b>	<b>6,479</b>		<b>5,427</b>	<b>13,987</b>	<b>75,905</b>

Sources: Retail and Town Centres Study Update 2013. Global Data. CPW Planning.

Table: 52

**SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**

**2026**

<b>CONVENIENCE GOODS</b>					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
Land east of A10, Buntingford (application ref. 3/23/1447/OUT) [1]	200	95	190	12,000	2,280
Bishop's Stortford North - western parcel (application ref. 3/19/2626/FUL) [2]	250	95	238	12,000	2,850
<b>ALL STORES</b>	<b>450</b>		<b>428</b>		<b>5,130</b>
<b>COMPARISON GOODS</b>					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
<b>ALL STORES AND SCHEMES</b>	<b>-</b>		<b>-</b>		<b>-</b>

Sources: EHDC.

Notes: [1] Outline approval for 500 sqm gross of Class E retail floorspace. Net convenience goods floorspace estimated by CPW Planning.

[2] Detailed approval for 1,200 sqm gross of A1-A5 floorspace across two local centres. Net convenience goods floorspace within the 'western parcel' local centre estimated by CPW Planning.

Table: 53  
**FORECAST RETAIL CAPACITY**

Scenario: 1		Location: Other Centres in East Herts									
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in		2026					Comparison Goods: 2.00 % pa		2026 to 2044		
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending (£000)	72,286	72,509	73,015	73,484	73,964	4,359	4,669	5,330	6,079	6,848	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	72,286	72,509	73,015	73,484	73,964	4,359	4,669	5,330	6,079	6,848	
Existing shop floorspace (sq m net)	5,427	5,427	5,427	5,427	5,427	1,052	1,052	1,052	1,052	1,052	
Sales per sq m net (£)	13,320	13,987	13,987	13,987	13,987	4,143	4,397	4,854	5,359	5,917	
Sales from extg flrspce (£000)	72,286	75,905	75,905	75,905	75,905	4,359	4,626	5,107	5,639	6,225	
Available spending to support new shops (£000)	0	-3,396	-2,889	-2,421	-1,941	0	44	223	440	622	
Less sales capacity of committed new floorspace (£000)	0	5,130	5,130	5,130	5,130	0	0	0	0	0	
Net available spending for new shops (£000)	0	-8,526	-8,019	-7,551	-7,071	0	44	223	440	622	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspce (sq m net)	0	-710	-668	-629	-589	0	7	32	57	73	
Market Share of Catchment Area Expenditure	12.6%	12.6%	12.7%	12.8%	12.8%	0.6%	0.6%	0.6%	0.6%	0.6%	

Sources:

Notes:

**Scenario 1**  
**Madford Retail Park, Hertford (non-central)**

Table: **54**  
**CONVENIENCE GOODS MARKET SHARES IN 2026**

2026			
Madford Retail Park, Hertford (non-central)			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	100 (%)
1 (Hertford)			0.0
2 (Ware)			0.0
3A (Bishop's Stortford Urban Area)			0.0
3B (Bishop's Stortford Rural Area)			0.0
4 (Buntingford)			0.0
5 (Sawbridgeworth)			0.0
	BLANK		

Sources: Household Survey 2026.  
 Expenditure weighting by CPW Planning.

Table: **55**  
**COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN 2026**

2026 Allocations to Madford Retail Park, Hertford (non-central)									
Indicated by Household Interview Survey									
Zones	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medcl & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	
	Expenditure weighting								
	730 (%)	351 (%)	99 (%)	212 (%)	349 (%)	310 (%)	135 (%)	1,261 (%)	3,448 (%)
1 (Hertford)	6.4	0.0	12.5	0.0	0.0	49.8	0.0	0.0	6.2
2 (Ware)	1.3	8.8	8.7	0.8	0.0	30.7	0.0	1.1	4.6
3A (Bishop's Stortford Urban Area)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3B (Bishop's Stortford Rural Area)	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0	0.5
4 (Buntingford)	4.9	0.0	6.7	0.0	0.0	10.2	0.0	0.0	2.1
5 (Sawbridgeworth)	0.0	4.5	2.5	0.0	0.0	2.2	0.0	0.0	0.7

Sources: Household Survey 2026.  
 Table 4 for expenditure weights.



Table: **57**  
**COMPARISON GOODS SALES BY GOODS TYPE IN**

**2026**

Catchment Zones	2026 Sales in Madford Retail Park, Hertford (non-central)							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1 (Hertford)	1,892	0	503	0	0	6,268	0	0
2 (Ware)	283	949	264	50	0	2,926	0	419
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	0	0	0
3B (Bishop's Stortford Rural Area)	0	0	0	0	0	873	0	0
4 (Buntingford)	995	0	187	0	0	883	0	0
5 (Sawbridgeworth)	0	437	67	0	0	189	0	0
TOTALS	3,170	1,387	1,021	50	0	11,140	0	419
MARKET SHARES	2.1%	1.9%	5.0%	0.1%	0.0%	17.5%	0.0%	0.2%

Table: **58**  
**FORECAST RETAIL SALES**

Scenario:	1	Location:	Madford Retail Park, Hertford (non-central)							
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1 (Hertford)	0	0	0	0	0	8,392	8,897	10,011	11,264	12,582
2 (Ware)	0	0	0	0	0	5,303	5,628	6,327	7,129	7,968
3A (Bishop's Stortford Urban Area)	0	0	0	0	0	0	0	0	0	0
3B (Bishop's Stortford Rural Area)	0	0	0	0	0	1,669	1,795	2,057	2,353	2,654
4 (Buntingford)	0	0	0	0	0	1,930	2,045	2,303	2,589	2,888
5 (Sawbridgeworth)	0	0	0	0	0	946	1,002	1,124	1,262	1,407
TOTALS	0	0	0	0	0	18,240	19,366	21,821	24,597	27,498



Table: **62**  
**FORECAST RETAIL CAPACITY**

Scenario:	1					Location:	Madford Retail Park, Hertford (non-central)				
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in						Comparison Goods:		2.00 % pa		2026 to 2044	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending £000						18,240	19,366	21,821	24,597	27,498	
Plus visitors' spending (%)						-	-	-	-	-	
Total spending (£000)						18,240	19,366	21,821	24,597	27,498	
Existing shop floorspace (sq m net)			BLANK			4,009	4,009	4,009	4,009	4,009	
Sales per sq m net (£)						4,550	3,837	4,236	4,677	5,164	
Sales from extg flrspace (£000)						18,240	15,382	16,983	18,751	20,703	
Available spending to support new shops (£000)						0	3,984	4,838	5,846	6,795	
Less sales capacity of committed new floorspace (£000)						0	1,059	1,169	1,290	1,425	
Net available spending for new shops (£000)						0	2,925	3,669	4,556	5,370	
Sales per sq m net in new shops (£)						6,000	6,367	7,030	7,762	8,569	
<b>Capacity for new shop flrspace (sq m net)</b>						<b>0</b>	<b>459</b>	<b>522</b>	<b>587</b>	<b>627</b>	
Market Share of Catchment Area Expenditure						2.6%	2.6%	2.6%	2.6%	2.6%	

Sources:

Notes:





Table: **66**  
**COMPARISON GOODS SALES BY GOODS TYPE IN 2026**

Catchment Zones	Sales in Other non-central stores in East Herts							
	By Comparison Goods Type.							
2026	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medcl & beauty goods (£000)	All other comparison gds (£000)
1 (Hertford)	166	0	33	0	0	956	1,592	5,163
2 (Ware)	283	0	21	272	0	1,325	450	2,805
3A (Bishop's Stortford Urban Area)	0	453	12	31	0	4,188	101	504
3B (Bishop's Stortford Rural Area)	0	408	85	0	0	4,552	325	513
4 (Buntingford)	0	0	13	0	0	680	0	0
5 (Sawbridgeworth)	0	0	0	0	75	325	0	0
TOTALS	449	861	164	303	75	12,027	2,469	8,984
MARKET SHARES	0.3%	1.2%	0.8%	0.7%	0.1%	18.9%	9.0%	3.5%

Table: **67**  
**FORECAST RETAIL SALES**

Scenario:	1	Location:	Other non-central stores in East Herts							
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	
1 (Hertford)	86,712	86,387	86,121	85,792	85,808	8,392	8,897	10,011	11,264	12,582
2 (Ware)	29,939	29,866	29,738	29,683	29,699	5,303	5,628	6,327	7,129	7,968
3A (Bishop's Stortford Urban Area)	15,921	15,837	15,793	15,788	15,859	5,101	5,401	6,079	6,862	7,699
3B (Bishop's Stortford Rural Area)	31,894	32,215	32,718	33,148	33,466	6,677	7,178	8,229	9,412	10,616
4 (Buntingford)	7,766	7,733	7,715	7,679	7,668	965	1,022	1,151	1,294	1,444
5 (Sawbridgeworth)	9,437	9,386	9,334	9,280	9,259	0	0	0	0	0
TOTALS	181,669	181,425	181,420	181,370	181,760	26,438	28,127	31,796	35,962	40,308

Table: 68

**SALES CAPACITY OF EXISTING  
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2026

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Aldi (London Road, Bishop's Stortford)	1,349	80	1,079	11,356	12,255
Lidl (Stansted Road, Bishop's Stortford)	1,414	80	1,131	8,308	9,398
Tesco Express (Havers Lane, Bishop's Stortford)	181	95	172	15,430	2,653
Waitrose (Birchanger Green Services, Bishop's Stortford)	1,170	90	1,053	14,553	15,324
Little Waitrose (Shell Garage, London Road, Bishop's Stortford)	204	98	200	14,553	2,909
Aldi (Gascayne Way, Hertford)	1,254	80	1,003	11,356	11,392
Sainsbury's (Hartham Lane, Hertford)	2,328	85	1,979	13,209	26,138
Tesco (Ware Road, Hertford)	2,211	85	1,879	15,430	28,998
M&S Simply Food (BP Garage, Stanstead Road, Hertford)	200	98	196	10,659	2,089
Co-Op (Bengeo Street, Bengeo, Hertford)	202	95	192	11,607	2,227
Asda (Watton Road, Ware)	2,601	85	2,211	10,547	23,318
Co-Op (London Road, Sawbridgeworth)	504	95	479	11,607	5,557
Little Waitrose (Shell Garage, London Road, Sawbridgeworth)	204	98	200	14,553	2,909
Co-Op (The Heath, Hatfield Heath)	160	95	152	11,607	1,764
Co-Op (Church Road, Stansted Mountfitchet)	300	95	285	11,607	3,308
Tesco Express (Cambridge Road, Stansted Mountfitchet)	276	95	262	15,430	4,046
Tesco Express (Ambrose Corner, Elsenham)	276	95	262	15,430	4,046
<b>ALL STORES</b>	<b>14,834</b>		<b>12,735</b>	<b>12,433</b>	<b>158,334</b>

Sources: Retail and Town Centres Study Update 2013. East Herts District Council. Edozo Occupiers. Global Data. CPW Planning.

Table: 69

**SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE**

Store	Gross Flrspace (sq m)	Net Flrspace (sq m)	Sales Density (£per sqm net)	2026 Sales (£000)
Net to gross ratio: 90 % (unless otherwise indicated)				
<b>Comparison Goods Floorspace in stores &amp; warehouses:</b>				
Aldi (London Road, Bishop's Stortford)	n/a	270	8,580	2,315
Lidl (Stansted Road, Bishop's Stortford)	n/a	283	4,677	1,323
Aldi (Gascayne Way, Hertford)	n/a	251	8,580	2,152
Sainsbury's (Hartham Lane, Hertford)	n/a	349	8,677	7,248
Tesco (Ware Road, Hertford)	n/a	332	9,018	3,130
Asda (Watton Road, Ware)	n/a	390	6,675	2,604
Leafy Oak Nursery (Hertford Road, Ware)	337	303	2,500	758
Van Hage Garden Centre (Great Amwell, Ware)	900	810	3,000	2,430
Westmill Garden Centre (Westmill Road, Ware)	300	270	2,500	675
The Range (Fitzroy Park, Stansted Road, Bishop's Stortford)	3,060	2,754	4,000	11,016
Wickes (Goodliffe Park, Stansted Road, Bishop's Stortford) (1)	2,326	1,465	2,500	3,663
<b>TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns</b>		<b>7,477</b>	<b>4,991</b>	<b>37,313</b>

Sources: Retail and Town Centres Study Update 2013. East Herts District Council. Valuation Office Agency. Global Data. CPW Planning.

Notes: (1) 2,093 sq m net sales but 30% excluded for trade / non-retail sales.

Table: 70

**SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS**

2026

<b>CONVENIENCE GOODS</b>					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
<b>ALL STORES</b>	<b>-</b>		<b>-</b>		<b>-</b>
<b>COMPARISON GOODS</b>					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
<b>ALL STORES AND SCHEMES</b>	<b>-</b>		<b>-</b>		<b>-</b>

Sources:

Notes:

Table: 71  
**FORECAST RETAIL CAPACITY**

Scenario:		1		Location:		Other non-central stores in East Herts					
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in		2026				Comparison Goods:	2.00 % pa		2026 to		2044
		CONVENIENCE GOODS					COMPARISON GOODS				
		2026	2029	2034	2039	2044	2026	2029	2034	2039	2044
Residents' Spending £000		181,669	181,425	181,420	181,370	181,760	26,438	28,127	31,796	35,962	40,308
Plus visitors' spending (%)		-	-	-	-	-	-	-	-	-	-
Total spending (£000)		181,669	181,425	181,420	181,370	181,760	26,438	28,127	31,796	35,962	40,308
Existing shop floorspace (sq m net)		12,735	12,735	12,735	12,735	12,735	7,477	7,477	7,477	7,477	7,477
Sales per sq m net (£)		14,265	12,433	12,433	12,433	12,433	3,536	5,296	5,847	6,456	7,128
Sales from extg flrspace (£000)		181,669	158,334	158,334	158,334	158,334	26,438	39,597	43,719	48,269	53,293
Available spending to support new shops (£000)		0	23,091	23,086	23,036	23,426	0	-11,470	-11,922	-12,306	-12,984
Less sales capacity of committed new floorspace (£000)		0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)		0	23,091	23,086	23,036	23,426	0	-11,470	-11,922	-12,306	-12,984
Sales per sq m net in new shops (£)		12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569
Capacity for new shop flrspace (sq m net)		0	1,924	1,924	1,920	1,952	0	-1,801	-1,696	-1,586	-1,515
Market Share of Catchment Area Expenditure		31.6%	31.6%	31.5%	31.5%	31.5%	3.7%	3.7%	3.7%	3.8%	3.8%

663 769 879 949

Sources:

Notes:

# Appendix D

Business survey data

EHDC Business Survey Results		Bishop's Stortford	Hertford	Ware	Sawbridgeworth	Buntingford
Q1 Business name		108	120	42	33	25
Q2 What type of business do you operate?						
	Retail shop	56%	36%	29%	36%	40%
	Café / restaurant	19%	21%	21%	12%	8%
	Pub or bar	1%	7%	5%	9%	0%
	Leisure venue	0%	3%	2%	0%	0%
	Retail Services, e.g. hairdressers, nail bar, key cutting, pharmacy, tattooist etc.	11%	19%	21%	24%	28%
	Financial Services- e.g. estate agent, bank, employment agency, solicitor / accountant	7%	10%	14%	9%	8%
	Business services e.g. printing, IT	1%	1%	0%	0%	4%
	Market stall	1%	0%	0%	0%	0%
	Other (please state)	0%	0%	0%	0%	0%
Q3 In your opinion, what are the main reasons for customers to be in 'this town centre'?						
	Shopping	71%	30%	50%	45%	52%
	Live nearby	55%	66%	74%	82%	84%
	Work nearby	44%	51%	50%	42%	36%
	Leisure	17%	27%	12%	12%	12%
	Eating / drinking	74%	91%	69%	55%	72%
	Using retail / financial services	16%	18%	19%	12%	24%
	Commuting / passing through	19%	20%	21%	6%	28%
	Arts / culture / heritage / tourism	1%	17%	10%	0%	12%
	Study nearby	6%	8%	21%	3%	8%
	The market	10%	26%	5%	0%	4%
	Other (please state)	0%	0%	0%	0%	0%
Q4 How often do your customers typically visit 'this town centre'?						
	Daily	23%	19%	24%	15%	20%
	Twice per week	22%	25%	24%	24%	16%
	Three or four times a week	24%	20%	17%	24%	24%
	Once a week	27%	27%	12%	30%	40%
	Once a fortnight	8%	8%	7%	3%	16%
	Once a month	9%	10%	7%	6%	24%
	Once every 3 months	2%	2%	0%	3%	0%
	Less often	4%	8%	2%	3%	0%
Q5 What are your busiest times of day on weekdays, Saturdays and Sundays?						
Weekday	Before 9.00	3%	5%	0%	3%	8%
	9.00 to 11.00	25%	33%	26%	18%	32%
	11.00 to 3.00	74%	69%	60%	64%	56%
	3.00 to 6.00	13%	23%	19%	24%	40%
	After 6.00	7%	10%	12%	9%	12%
	No answer	8%	4%	17%	15%	16%
Saturday	Before 9.00	4%	7%	2%	6%	12%
	9.00 to 11.00	24%	43%	31%	30%	36%
	11.00 to 3.00	72%	64%	67%	45%	68%
	3.00 to 6.00	19%	21%	10%	9%	4%
	After 6pm	6%	13%	12%	6%	4%
	No answer	13%	18%	17%	21%	12%
Sunday	Before 11.00	4%	13%	7%	3%	8%
	11.00 - 2.00 pm	43%	34%	17%	21%	8%
	2.00 pm to 5.00 pm	16%	14%	14%	12%	4%
	After 5.00	4%	4%	5%	3%	4%
	Do not open on Sundays	19%	28%	38%	36%	40%
	No answer	31%	29%	29%	36%	36%

Q6. How are your customer numbers compared to last year?						
Increasing	23%	22%	24%	21%	28%	
Static / Same	40%	38%	26%	55%	40%	
Decreasing	33%	38%	45%	21%	32%	
Q7. And how about your sales trend compared to last year?						
Increasing	27%	21%	24%	24%	16%	
Static / Same	32%	34%	29%	42%	36%	
Decreasing	31%	38%	43%	18%	40%	
Q8. How satisfied are you with the performance of 'this town centre' as a place to do business?						
Very satisfied	6%	3%	7%	9%	8%	
Satisfied	38%	34%	31%	45%	28%	
Neither / nor	36%	23%	26%	36%	32%	
Dissatisfied	14%	23%	21%	3%	28%	
Very dissatisfied	6%	18%	10%	3%	4%	
No answer	1%	0%	5%	3%	0%	
Q9. How positive are you about future trading prospects in 'this town centre'?						
Very optimistic	9%	5%	2%	12%	8%	
Quite optimistic	39%	32%	19%	36%	32%	
Neither / nor	27%	20%	38%	33%	20%	
Quite pessimistic	19%	28%	26%	9%	24%	
Very pessimistic	5%	16%	10%	6%	12%	
No answer	1%	0%	5%	3%	4%	
Q10 Please identify which of the following are the highest customer experience improvements you would like to see in 'this town centre'?						
Tick all that apply						
Events to attract customers into town	60%	56%	55%	58%	0%	
More marketing & promotion of centre	31%	38%	45%	21%	0%	
More recycling points	9%	13%	12%	12%	0%	
Better sense of arrival	8%	10%	14%	3%	0%	
Better visibility of shops & businesses	37%	38%	40%	18%	0%	
Better waste management	19%	18%	21%	6%	0%	
More customer information	10%	8%	21%	9%	0%	
Better security / policing	23%	26%	14%	12%	56%	
More short-term free parking	51%	80%	64%	58%	32%	
More long-term free parking	56%	52%	62%	30%	12%	
Better signage for car parking	16%	20%	36%	21%	4%	
Less congestion	55%	28%	38%	36%	16%	
More social media activity	22%	25%	26%	15%	16%	
Community activity	22%	22%	19%	12%	4%	
Other (please state)	0%	0%	0%	0%	4%	
Cheaper parking	1%	1%	2%	3%	16%	
Better shops (quality + well known brands)	3%	2%	1%	0%		
Better public transport (more reliable + more options)	1%	1%	1%			
More activities (on Riverside)	1%	1%	1%		0%	
Tidy up / improve cleanliness	1%	3%	2%			
More shops	1%	1%				
Less of the same type shop / store (eg vapes) = MORE VARIETY	3%	1%				
Fix potholes + sunken drainholes	1%	1%				
Stop constant roadworks (always roadworks coming into town - puts people off coming i	1%	1%				
Larger market	1%					
Improve traffic - it is a major issue	1%					
No answer	1%					

Q11 Generally, for the long term, how would you like to see 'this town centre' offer improve?

Tick all that apply

More retail shops	80%	78%	60%	42%	0%
Better convenience / food provision	13%	10%	10%	21%	0%
More daytime food options	12%	12%	19%	18%	0%
More evening restaurants	8%	7%	19%	24%	0%
More health & beauty services	4%	4%	10%	3%	0%
More variety in general	46%	55%	43%	36%	0%
More independent operators	54%	44%	45%	33%	0%
More multiple operators	10%	13%	14%	6%	56%
Improved regular market	52%	38%	36%	24%	20%
Additional specialist markets	14%	22%	14%	12%	4%
A town centre business group	4%	9%	19%	9%	24%
More arts / culture	17%	18%	12%	12%	0%
More housing in town centre	5%	8%	10%	3%	40%
More hotels / accommodation in town centre	13%	9%	5%	3%	0%
More for tourists	20%	26%	19%	3%	0%
Other (pls specify)	0%	0%	0%	0%	0%
More budget friendly / cheaper shops	1%	0%	7%	3%	4%
More organic shops	1%	1%	2%	3%	0%
More fresh produce shops (butchers, bakery, fruit and veg, eggs...)	1%				
Activities for kids / teenagers (cinema)	1%				
Improve market	1%				
Improve entertainment options	1%				

Q12 Thinking specifically about the public realm, how would you like to see 'this town centre' improved?

Tick all that apply

Better lighting	36%	19%	36%	27%	0%
Improved signage & wayfinding	13%	28%	19%	15%	0%
Improved pavements	36%	35%	38%	42%	0%
Better access to shops	26%	38%	26%	18%	0%
More customer toilets	33%	37%	29%	15%	0%
More public art	10%	21%	12%	12%	12%
Cleaner / tidier	27%	36%	21%	18%	0%
More customer seating	32%	23%	19%	18%	24%
More trees / green space	44%	28%	29%	9%	20%
More focus on heritage	18%	22%	14%	9%	36%
More cycle parking	11%	10%	7%	0%	72%
Other – please specify below	0%	0%	0%	0%	20%
Car parking (more and / or cheaper)	3%	7%	5%	3%	
Better drainage to stop areas flooding	1%	1%			32%
Repair potholes	2%	1%			
More social spaces eg outside seating	1%	1%			24%
Upgrade of certain buildings - lots look dirty and tired	1%	1%		15%	
Improve roads for driving	1%	1%			
No answer	11%	1%	10%		

Q13. What are your business's plans for trading 'this town centre'?

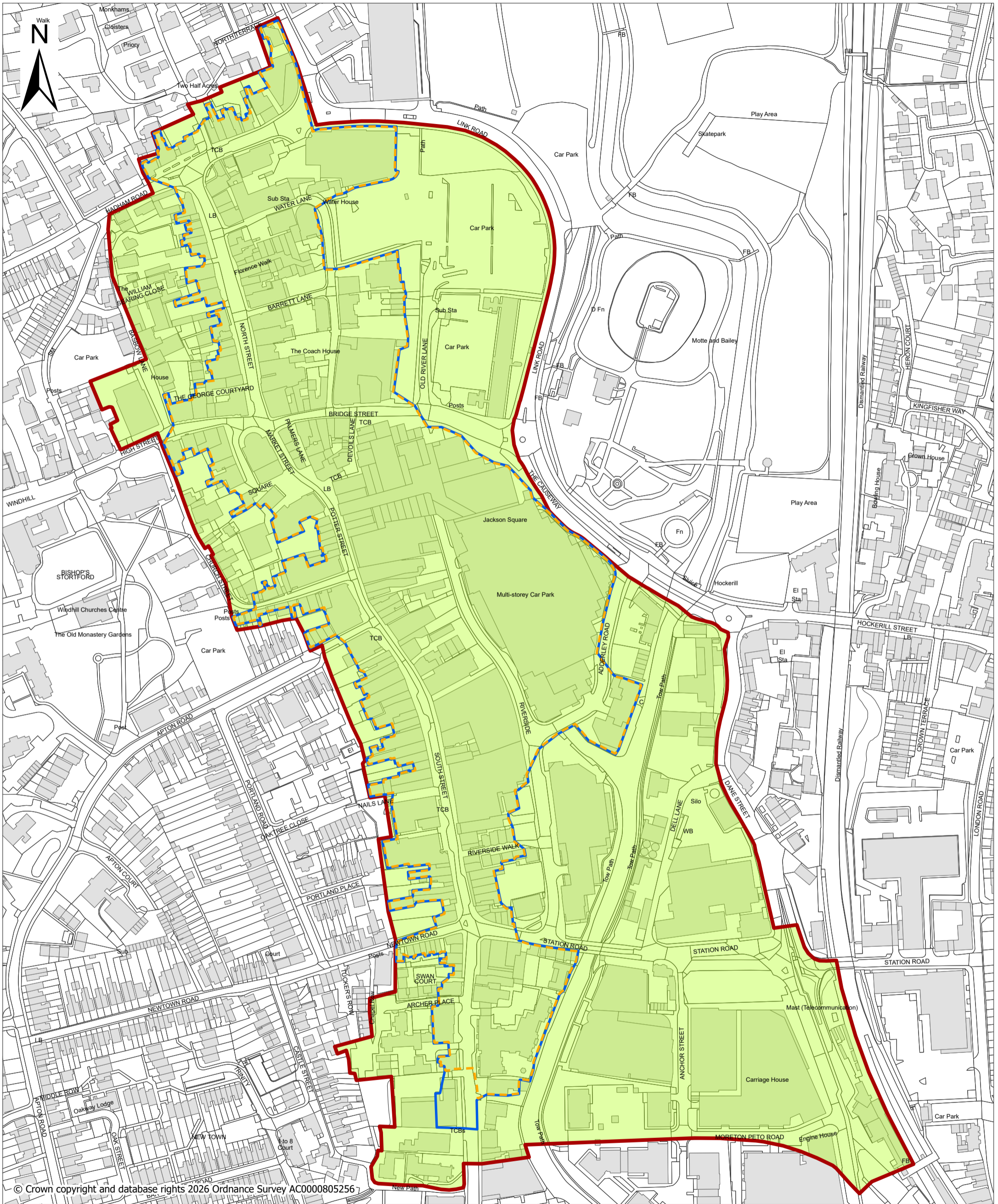
Tick all that apply

Remain in current premises	83%	85%	81%	94%	96%
Expand to larger premises in town centre	7%	1%	2%	3%	0%
Relocate within the town centre	5%	3%	2%	0%	4%
Relocate away from town centre	2%	5%	12%	3%	0%
Close totally	0%	5%	2%	3%	0%
Other	0%	0%	0%	0%	0%
No answer	8%	3%	7%	3%	0%

# Appendix E

Town centre boundary reviews

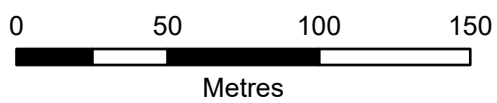
# Bishops Stortford



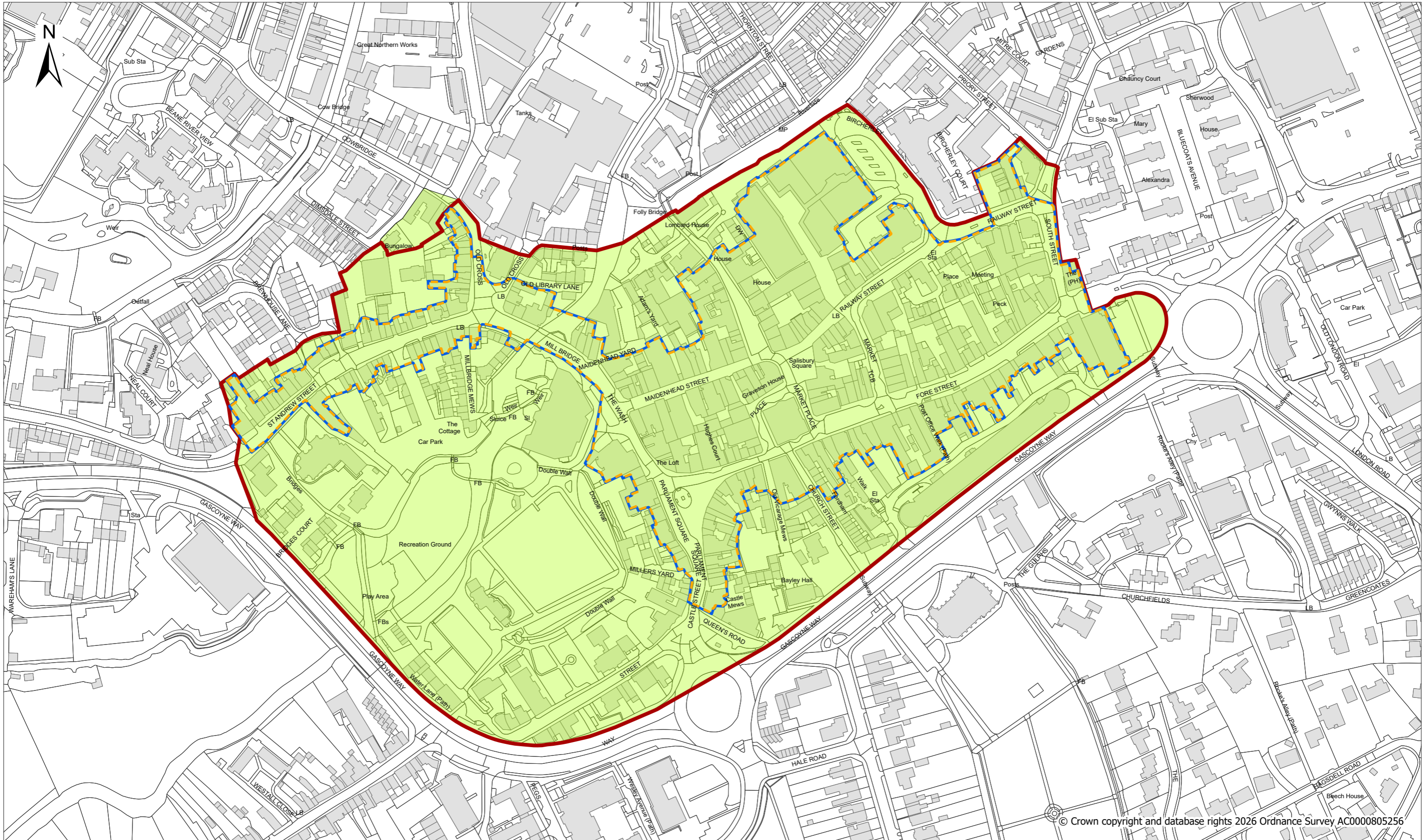
## Legend

- Current Town Centre Boundary
- Proposed Town Centre Boundary
- Current Primary Shopping Area
- Recommended Primary Shopping Area

SCALE @ A3 = 1:2,500



# Hertford



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**Legend**

- Current Town Centre Boundary
- Proposed Town Centre Boundary
- Current Primary Shopping Area
- Recommended Primary Shopping Area

SCALE @ A3 = 1:2,500






The logos for 'cpw planning' and 'SALFORD GIS' are displayed in the bottom right corner.

# Buntingford



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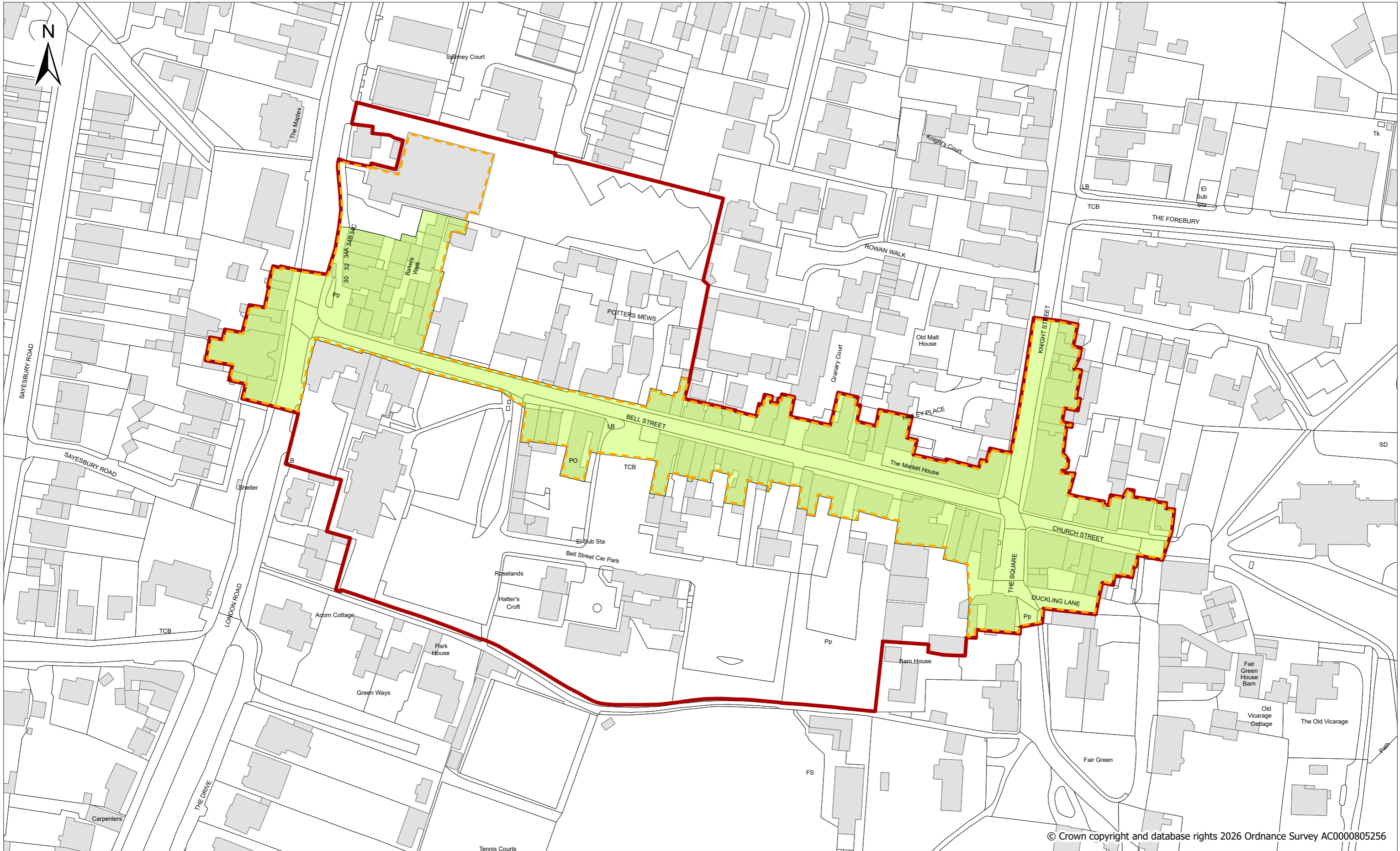
## Legend

-  Current Town Centre Boundary
-  Proposed Town Centre Boundary
-  Recommended Primary Shopping Area

SCALE @ A3 = 1:2,500



# Sawbridgeworth



**Legend**

- Current Town Centre Boundary
- Proposed Town Centre Boundary
- Recommended Primary Shopping Area

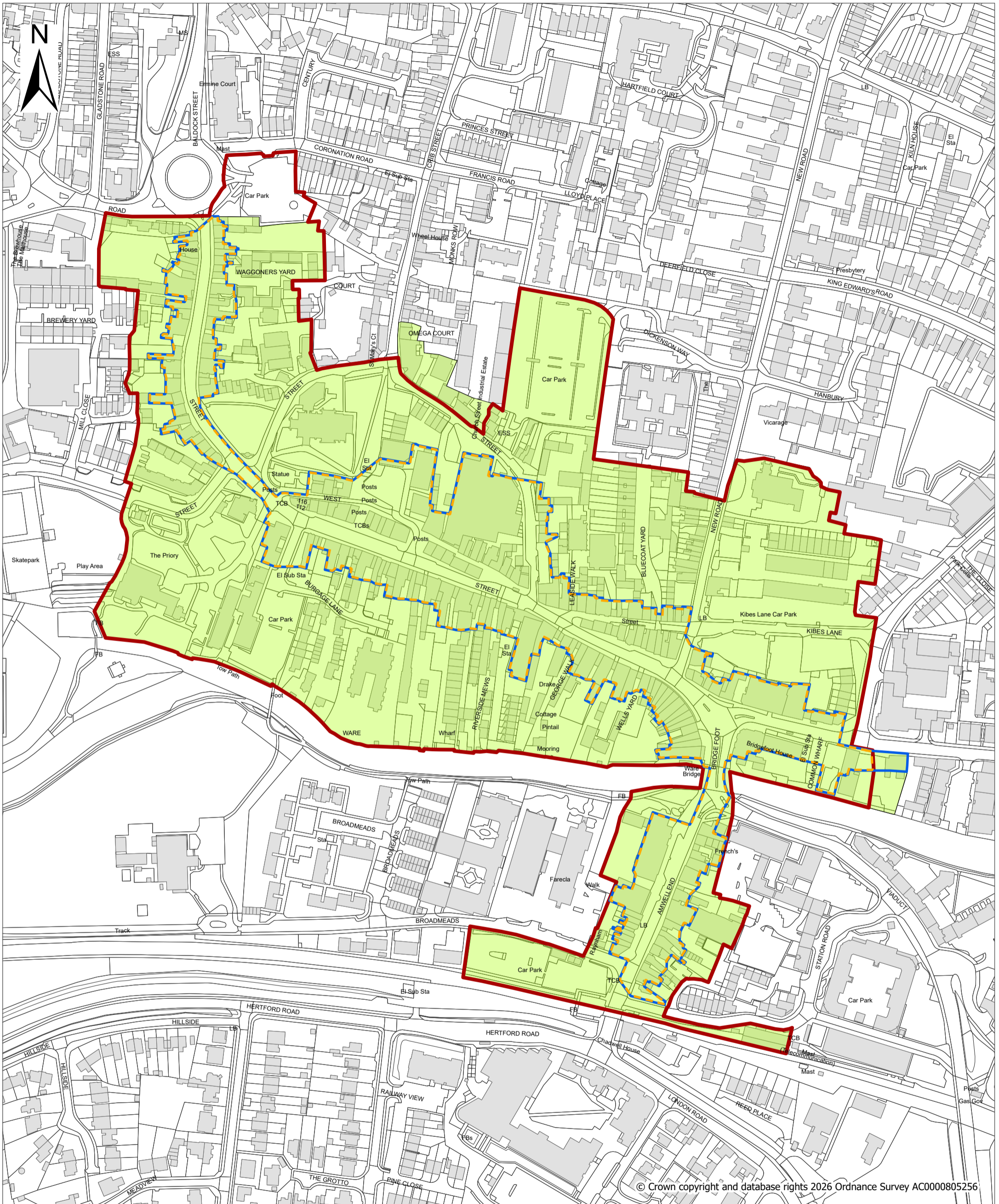
SCALE @ A3 = 1:1,250



**cpw planning**

**SALFORD GIS**

# Ware



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## Legend

- Current Town Centre Boundary
- Proposed Town Centre Boundary
- Current Primary Shopping Area
- Recommended Primary Shopping Area

SCALE @ A3 = 1:2,500

