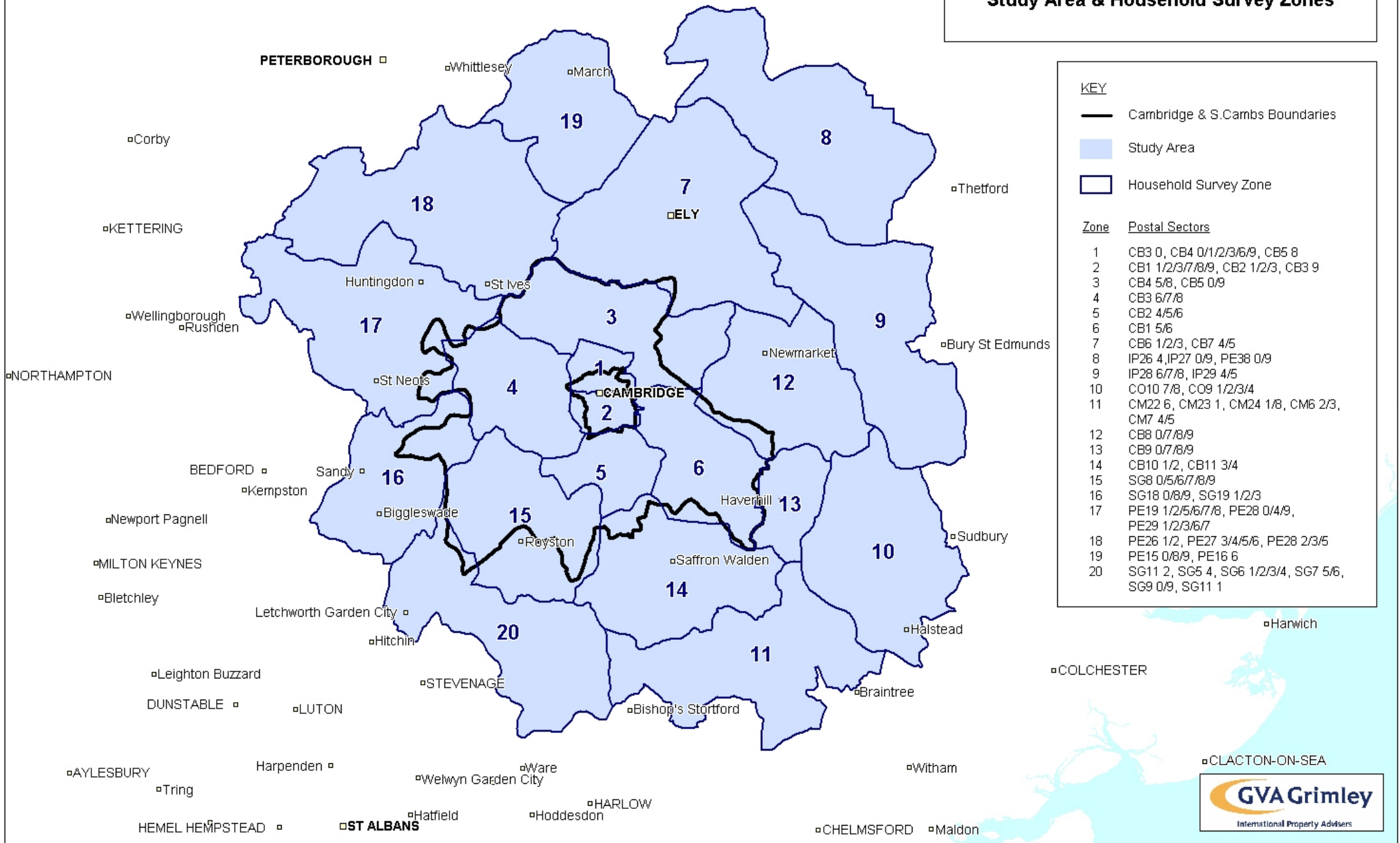

PLAN 2

STUDY AREA AND HOUSEHOLD TELEPHONE SURVEY ZONES

CAMBRIDGE SUB-REGION RETAIL STUDY

Study Area & Household Survey Zones



KEY

- Cambridge & S. Cambs Boundaries
- Study Area
- Household Survey Zone

Zone	Postal Sectors
1	CB3 0, CB4 0/1/2/3/6/9, CB5 8
2	CB1 1/2/3/7/8/9, CB2 1/2/3, CB3 9
3	CB4 5/8, CB5 0/9
4	CB3 6/7/8
5	CB2 4/5/6
6	CB1 5/6
7	CB6 1/2/3, CB7 4/5
8	IP26 4, IP27 0/9, PE38 0/9
9	IP28 6/7/8, IP29 4/5
10	CO10 7/8, CO9 1/2/3/4
11	CM22 6, CM23 1, CM24 1/8, CM6 2/3, CM7 4/5
12	CB8 0/7/8/9
13	CB9 0/7/8/9
14	CB10 1/2, CB11 3/4
15	SG8 0/5/6/7/8/9
16	SG18 0/8/9, SG19 1/2/3
17	PE19 1/2/5/6/7/8, PE28 0/4/9, PE29 1/2/3/6/7
18	PE26 1/2, PE27 3/4/5/6, PE28 2/3/5
19	PE15 0/8/9, PE16 6
20	SG11 2, SG5 4, SG6 1/2/3/4, SG7 5/6, SG9 0/9, SG11 1



PLAN 3

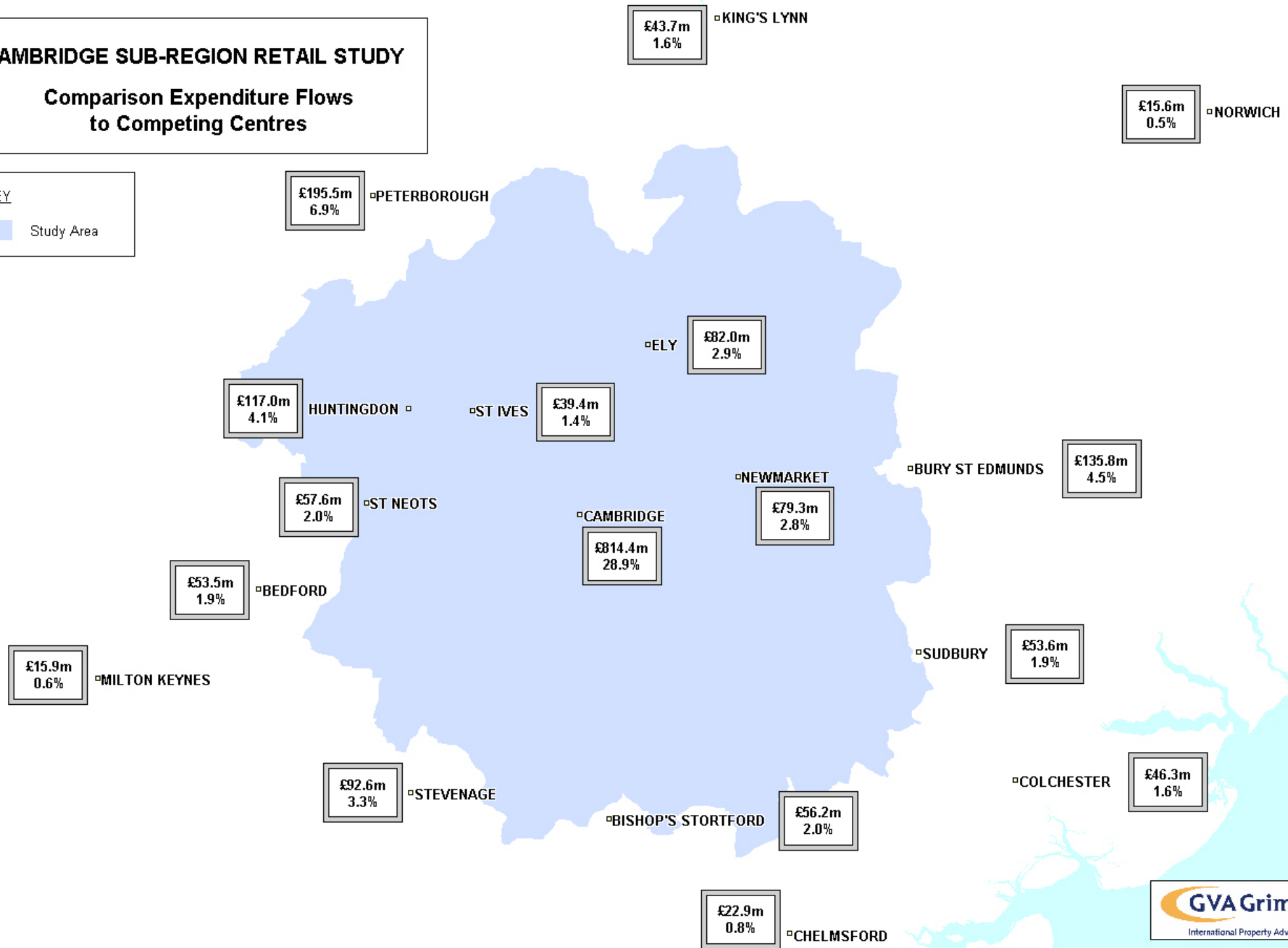
COMPARISON GOODS EXPENDITURE FLOW TO COMPETING CENTRES

CAMBRIDGE SUB-REGION RETAIL STUDY

Comparison Expenditure Flows to Competing Centres

KEY

Study Area

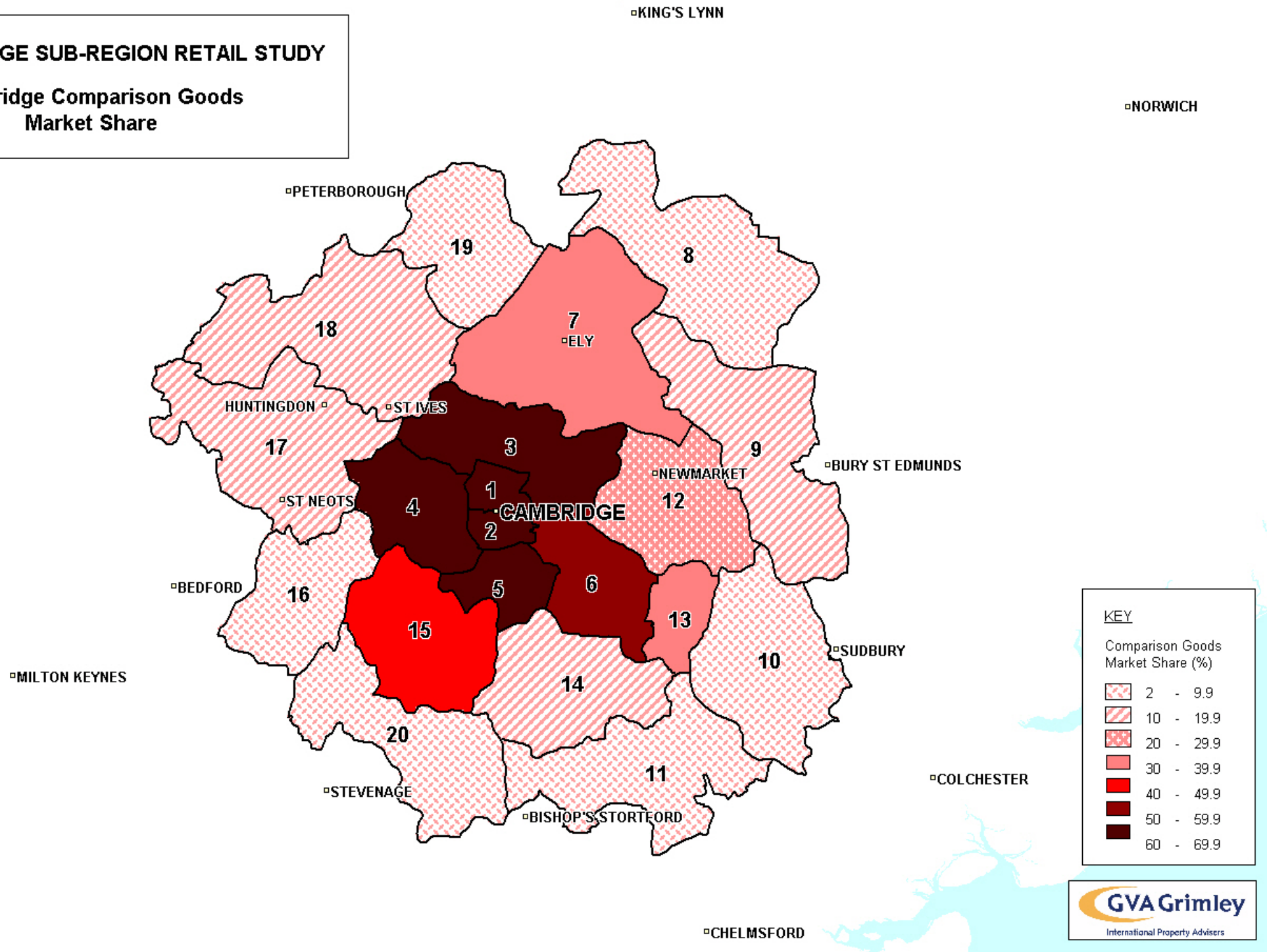


PLAN 4

CAMBRIDGE COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Cambridge Comparison Goods Market Share

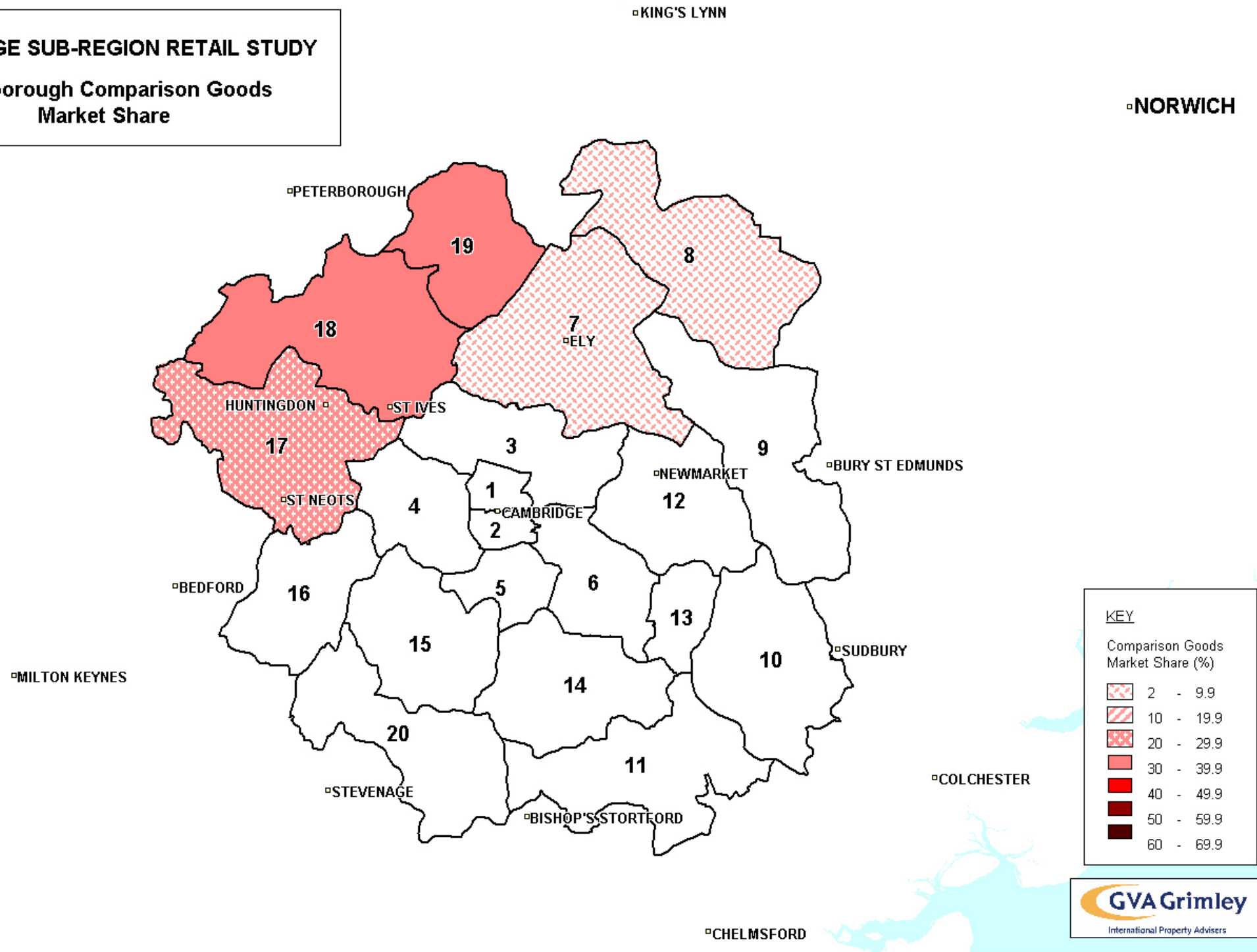


PLAN 5

PETERBOROUGH COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Peterborough Comparison Goods Market Share

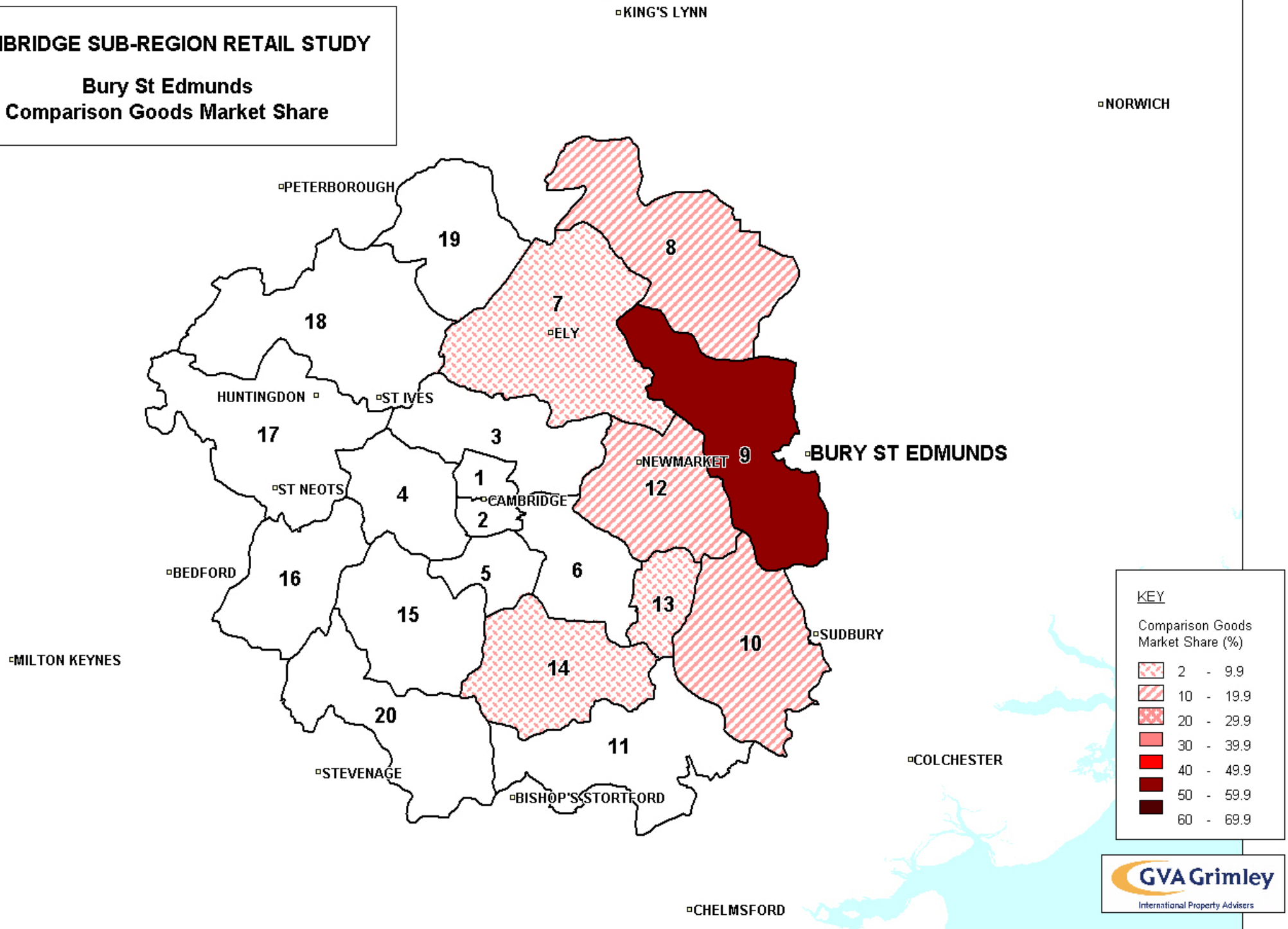


PLAN 6

BURY ST EDMUNDS COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Bury St Edmunds Comparison Goods Market Share

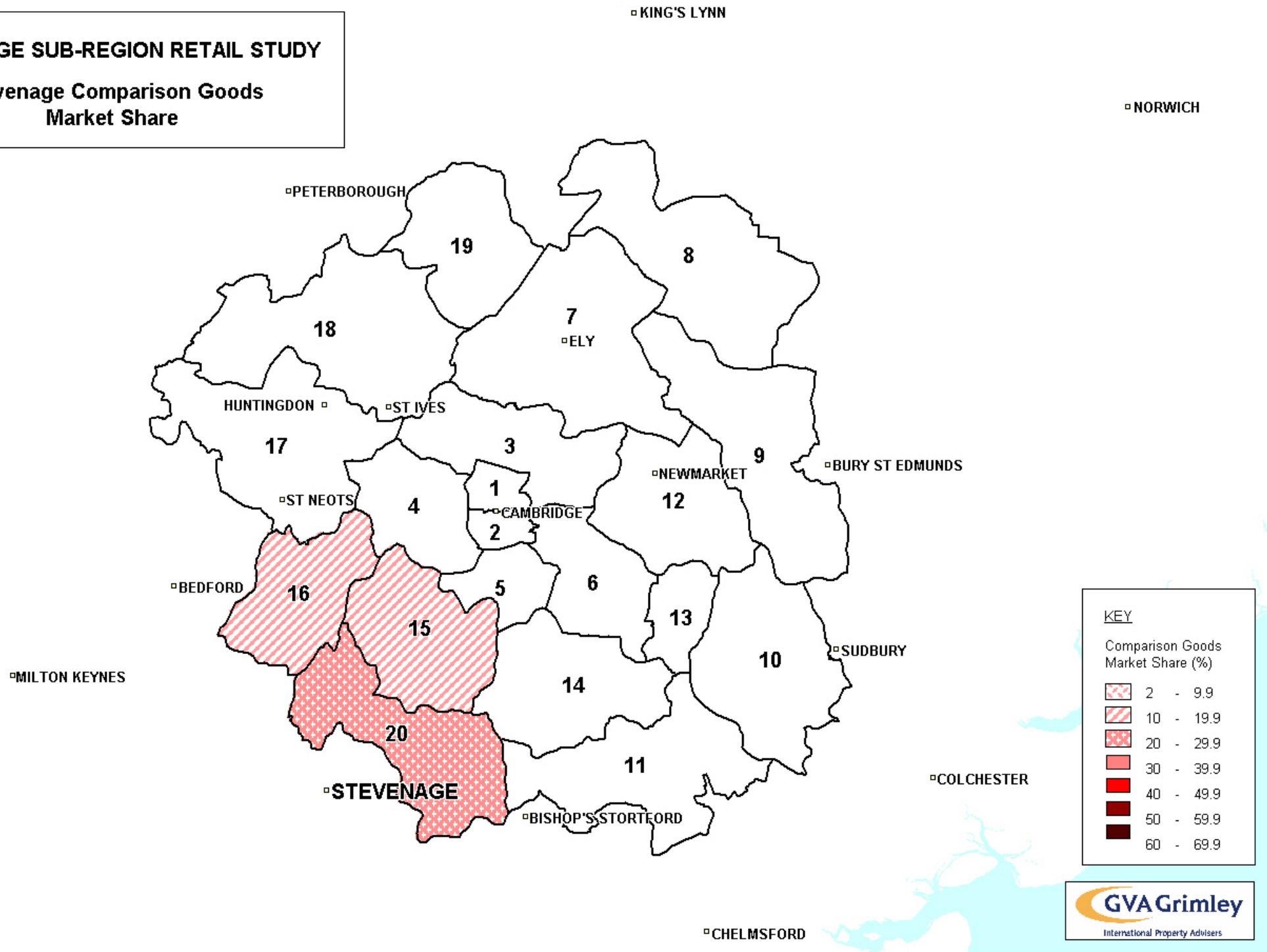


PLAN 7

STEVENAGE COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Stevenage Comparison Goods Market Share



KEY

Comparison Goods Market Share (%)

- 2 - 9.9
- 10 - 19.9
- 20 - 29.9
- 30 - 39.9
- 40 - 49.9
- 50 - 59.9
- 60 - 69.9

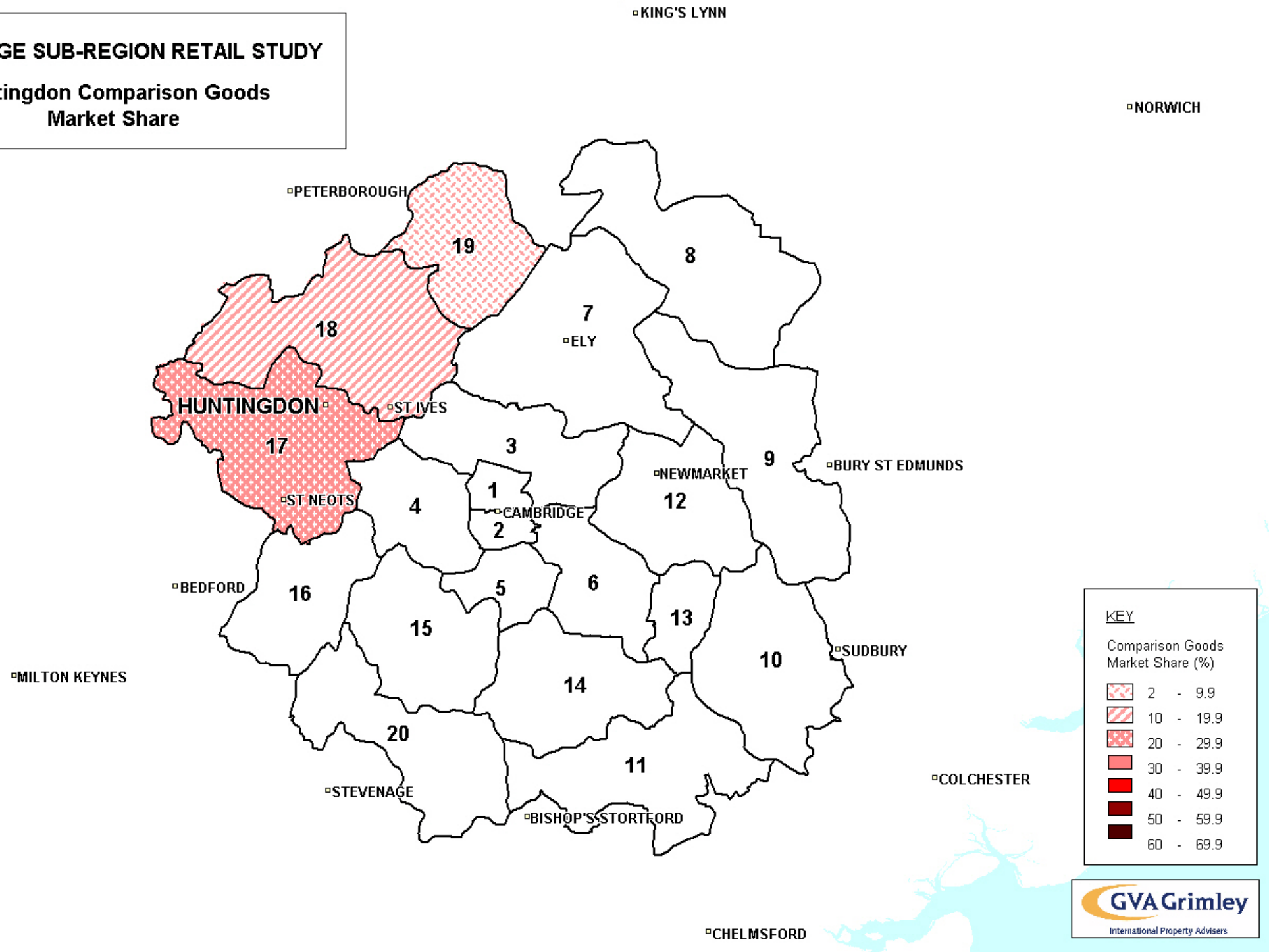


PLAN 8

HUNTINGDON COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Huntingdon Comparison Goods Market Share

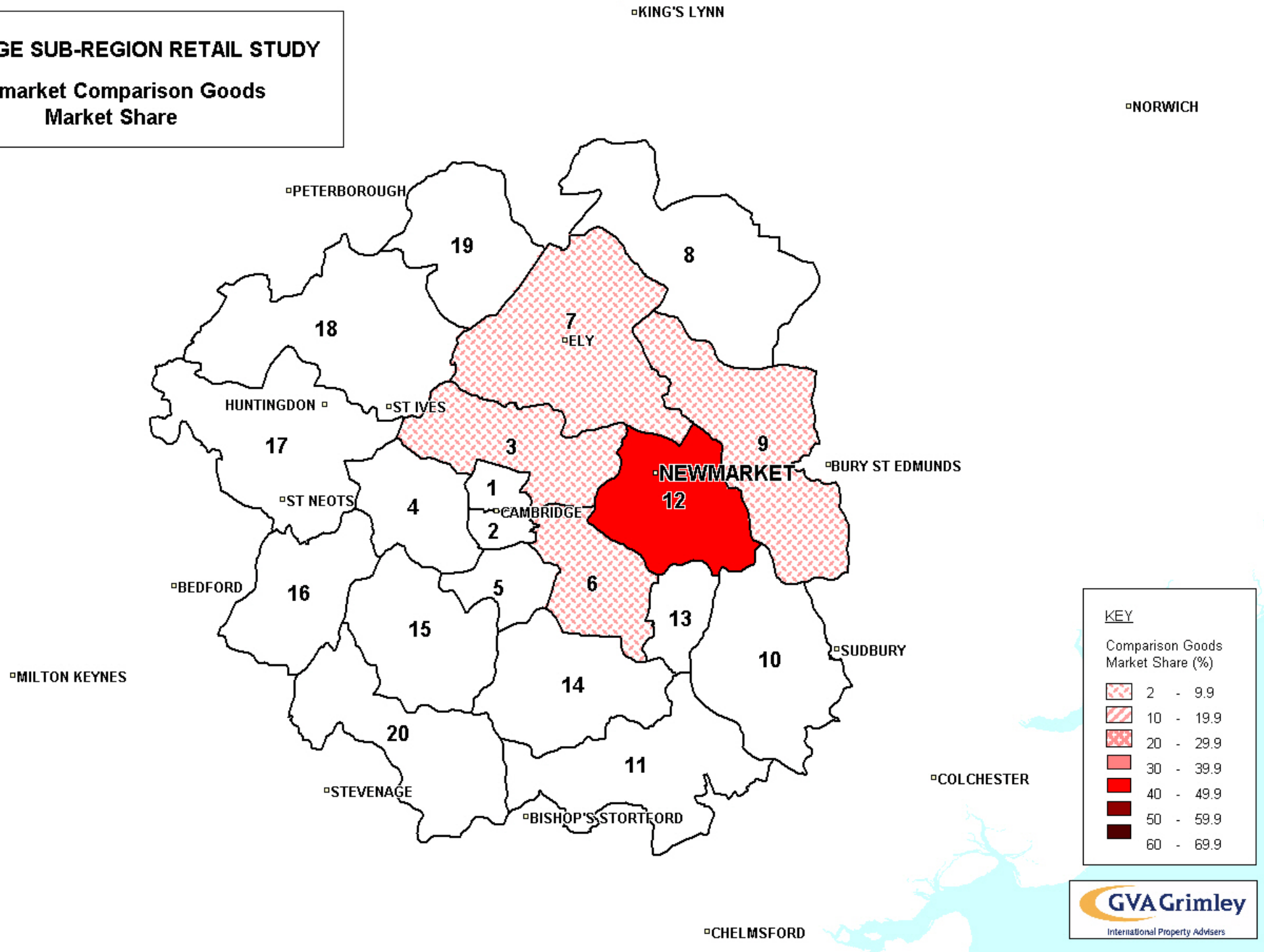


PLAN 9

NEWMARKET COMPARISON GOODS MARKET SHARE

CAMBRIDGE SUB-REGION RETAIL STUDY

Newmarket Comparison Goods Market Share



PLAN 10

ELY COMPARISON GOODS MARKET SHARE
