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**PLAN 1**

**CAMBRIDGE SUB-REGION: STUDY CONTEXT AREA**

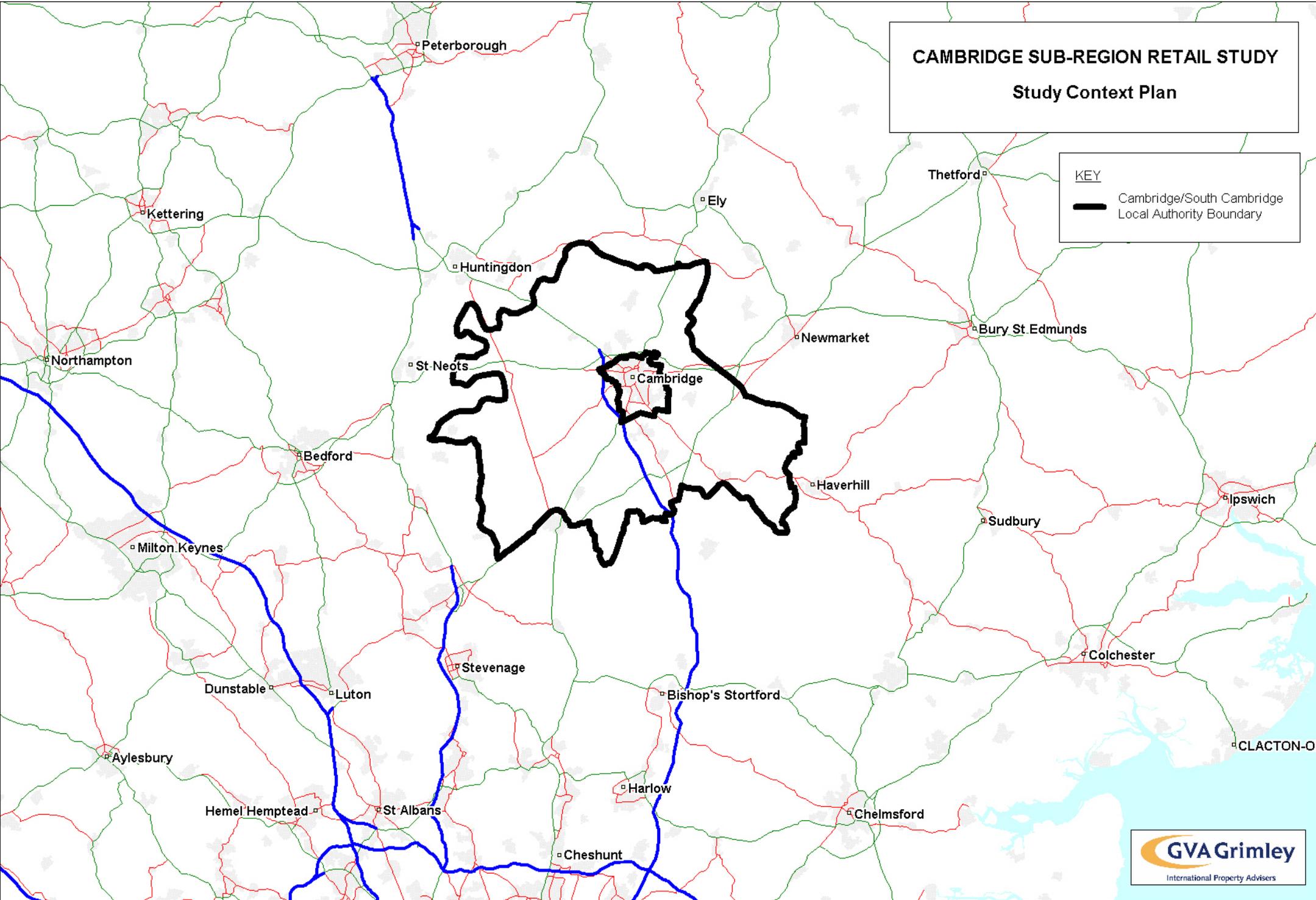
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# CAMBRIDGE SUB-REGION RETAIL STUDY

## Study Context Plan

**KEY**

- Cambridge/South Cambridge Local Authority Boundary



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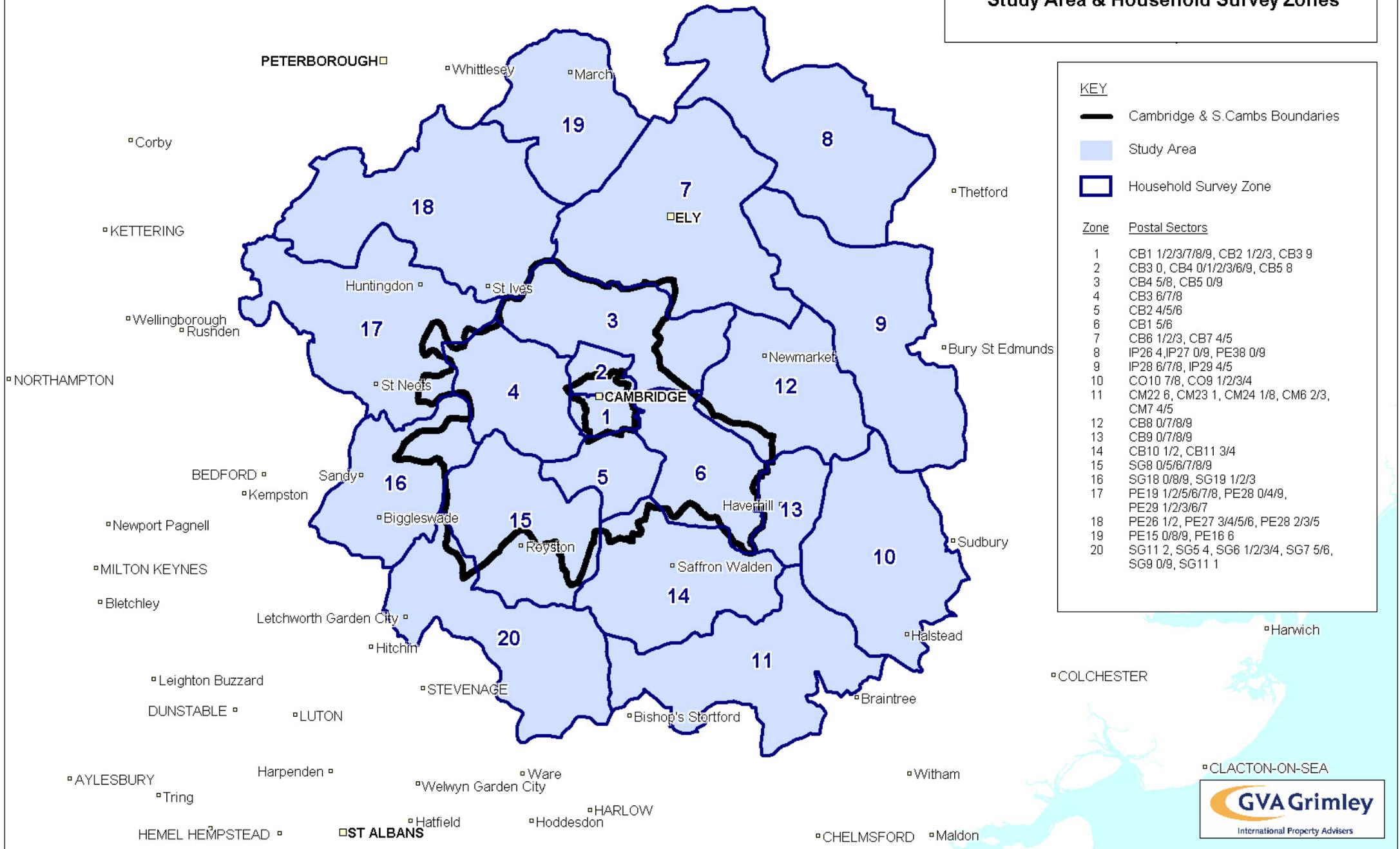
**PLAN 2**

**STUDY AREA AND HOUSEHOLD TELEPHONE SURVEY ZONES**

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# CAMBRIDGE SUB-REGION RETAIL STUDY

## Study Area & Household Survey Zones



**KEY**

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

**Zone**    **Postal Sectors**

1	CB1 1/2/3/7/8/9, CB2 1/2/3, CB3 9
2	CB3 0, CB4 0/1/2/3/6/9, CB5 8
3	CB4 5/8, CB5 0/9
4	CB3 6/7/8
5	CB2 4/5/6
6	CB1 5/6
7	CB8 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	PE28 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



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**PLAN 3**

**COMPARISON GOODS EXPENDITURE FLOW TO COMPETING CENTRES**

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# CAMBRIDGE SUB-REGION RETAIL STUDY

## Comparison Expenditure Flows to Competing Centres

### KEY

Study Area

