Nathaniel Lichfield and Partners

Planning Design Economics

WANDSWORTH BOROUGH COUNCIL

RETAIL AND TOWN CENTRE NEEDS ASSESSMENT

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APPENDICES

GLOSSARY OF TERMS

BISL	Business in Sport and Leisure is a major leisure industry association with over 100 members including leisure operators and consultants**.**
Class A1	Commercial units classed as retail or shop uses within the Use Classes Order**.**
Class A1 Services	Non-retail uses classed as A1 within the Use Classes Order, such as hairdressers, travel agents and dry cleaners.
Class A2	Commercial units classed as financial or professional services, for example banks and building societies, within the Use Classes Order.
Class A3/A4/A5	Commercial units classed as food or drink outlets, for example pubs, restaurants and takeaways, within the Use Classes Order.
Convenience Goods	Consumer goods purchased on a regular basis, including food and groceries and cleaning materials.
Comparison Goods	Durable goods such as clothing, household goods, furniture, DIY and electrical goods.
Experian	A data consultancy who are widely used for retail planning information.
EGi	A published source of information providing known retail and leisure operators' space requirements in towns across the country.
Goad Plans	Town centre plans prepared by Experian, which are based on occupier surveys of over 1,200 town centres across the country.
Gross floorspace	Total external floorspace including exterior walls**.**
Higher order comparison goods	Durable goods which tend to be high value, bought on an occasional basis and/or where customers are most likely to shop around and compare products in different shops e.g. adult fashion items, high value electrical goods, jewellery, furniture etc. Customers are usually prepared to tend to travel further to purchase these items.
Lower order comparison goods	Durable goods which tend to be lower value, bought on a regular basis and/or where customers are less likely to shop around e.g. small household goods, books, pharmaceutical and toiletries. Customers are less likely to travel long distances to purchase these items.
Market share Penetration rate	The proportion of total consumer expenditure within a given area taken by a particular town centre or shopping facility.
Multiple traders	National or regional *'chain store'* retailers.
Net floorspace	Retail floorspace devoted to the sale of goods, excluding storage space.
Zone A Rent	The annual rental charge per square foot for the first 20 foot depth of a shop unit, which is the most suitable measure for standardising and comparing rental levels.

EXECUTIVE SUMMARY

Purpose of the Study

1. Nathaniel Lichfield & Partners (NLP) were commissioned by Wandsworth Borough Council to prepare a Borough wide retail and town centre needs assessment including an assessment of the main town centres within the authority area, namely Putney, Wandsworth, Tooting, Clapham Junction and Balham. The study assesses the future need for additional retail, commercial leisure facilities and other town centre uses. The study includes:

- a survey of 1,202 households within the Borough and parts of neighbouring authorities; and
- a postal canvas of over 300 national/regional multiple retailers and leisure operators, in order to ascertain their potential space requirements in the Borough.

The Potential for Retail Development

Convenience Retailing (Food and Grocery)

2. An assessment of available expenditure and existing shopping patterns suggests that convenience goods sales floorspace within the Borough is collectively trading about 15% above the expected levels, £57.61 million above average.

3. In qualitative terms, the Borough has a good selection of large food stores, supported by a range of smaller supermarkets and convenience stores. Most households have the choice of at least two large food stores within two kilometres of their home, and there are no obvious locational areas of deficiency in large food store provision in the Borough.

4. The quantitative capacity analysis indicates that further convenience retail development could be supported in the Borough taking into account the proposed Tesco commitment in Streatham. There are potential floorspace requirements for about 5,300 sq m net of large (over 1,000 sq m net) food store floorspace in the Borough by 2015 and about 4,9000 sq n net in smaller stores/shops (10,200 sq m net in total). Existing major commitments with planning permission in the Borough could provide an additional 1,000 sq m net of convenience floorspace in the form of small unit shops. The capacity projections for Tooting assume trade diversion to the proposed Tesco in Streatham but do not take into account the closure of the Marks & Spencer food hall and opening of a new store in Colliers Wood.

Comparison Retailing (Non-Food Durable Goods)

5. An assessment of available expenditure and existing shopping patterns suggest that a significant amount of comparison goods expenditure in the study area is spent at shopping centres outside the Borough, and residents have a choice of shopping destinations e.g. Central London, Wimbledon, Richmond, Kingston and Chelsea are the main comparison shopping destinations in the Borough.

6. Trading levels vary within the Borough with Wandsworth Town having the highest sales density, which may reflect the high proportion of sales floorspace within the recently redeveloped/refurbished Southside Centre. Three of the other main centres

(Balham, Clapham Junction and Putney) have slightly lower sales densities and Tooting has a relatively low sales density when compared with the other main town centres, however, this reflects the high proportion of small independent traders and specialist retailers within the centre.

7. Major retail development in the Borough could change existing shopping patterns and could reduce comparison expenditure leakage. Conversely improvements in competing centres may increase expenditure leakage from the study area including the Westfield shopping centre at White City which is expected to be completed in 2008. Expenditure projections available to shops in the Borough and new retail floorspace projections are shown in the Table below.

Additional Comparison Goods Floorspace Projections

Period	2007 to 2010	2007 to 2015	2007 to 2020
Surplus Expenditure £M	36.18	119.98	228.53
Sales Floorspace Sq M Net	6,919	21,301	37,664
Gross Floorspace Sq M	**9,225**	**28,401**	**50,218**

8. These capacity projections suggest there is scope for a reasonable amount of additional comparison goods retail development within the Borough up to 2015. The long term projections beyond 2015 should be treated with caution. In the main town centres there could be scope for the following gross floorspace up to 2015:

- Clapham Junction - 6,386 sq m gross;
- Wandsworth Town - 10,370 sq m gross;
- Balham - 1,955 sq m gross;
- Putney - 4,411 sq m gross;
- Tooting - 2,676 sq m gross; and
- Other/Local Shops - 2,602 sq m gross.

9. In qualitative terms, the Borough has a good spread of comparison shopping destinations with the main centres providing a good range of comparison shops including many national multiples and independent shops. However, these centres are ranked below larger centres in South West London and Central London and many residents in the Borough will travel to these large centres particularly for higher order comparison shopping.

10. There are currently three major retail warehouses in the Borough. However, there is a good provision of retail warehouses in neighbouring authorities including Merton.

Commercial Leisure and Entertainment Facilities

11. The provision of leisure, entertainment and cultural facilities within the Borough is reasonable, however residents also have good access to facilities outside the Borough particularly in Central London, Wimbledon, Kingston and Croydon. The main sectors that could offer some potential for new leisure facilities are private health & fitness facilities, ten-pin bowling and bingo facilities.

The Hierarchy and Role of Wandsworth Borough's Centres

12. Clapham Junction, Wandsworth, Balham, Tooting and Putney are the main comparison shopping centres within the Borough. These centres should continue to be designated as Town Centres above other centres in the Borough.

13. Balham Hill, Westbury Parade & Clapham South Station is currently designated a large Important Local Parade, it has a significant number of commercial units including eight convenience stores. We suggest the centre is re-designated as a Local Centre and re-named as Clapham South. All other designated Local Centres and Important Local Parades should remain unchanged.

Clapham Junction Town Centre's Strengths and Weaknesses

Strengths

- Clapham Junction town centre has a good selection of shops, with a good proportion of high quality multiple retailers for a centre of its size including Marks & Spencer and Debenhams department stores. The centre has a slightly lower proportion of comparison retail uses compared with the national average but has a broadly similar mix.

- The centre has three supermarkets (Asda, Lidl and Somerfield) along with a food hall in Marks and Spencer. These supermarkets are complimented by a Tesco Express, a Sainsbury's Local, a Fresh & Wild and a Marks & Spencer Simply Food ensuring convenience shopping provision in the town centre is suitable for both main and top up food shopping.

- The town centre provides a good range of evening uses including provision of restaurants, cafes and takeaways that is significantly higher than the national average, as well as a good proportion of bars and pubs.

- Northcote Road has a distinct character with its independent shops and businesses, street market and on-street activities. It has an important complementary role to the multiple retailers in the core area of the centre and should be maintained and enhanced to remain a vibrant and viable area, in line with the outcomes of the URBED "Essence of Northcote Road" study.

- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong.

- The architectural quality of buildings is very good. The historic buildings are a special feature of the centre and enhance the attraction of the town.

- The centre has good quality pavements, which provide a pleasant shopping environment for customers. Most areas within the centre are well maintained and clean. The provision of street furniture throughout the centre is good.

- Clapham Junction has excellent public transport links with both the train station and buses providing convenient means of getting to and from the centre.

Weaknesses

- The heavy traffic through the centre detracts from the environment and acts as a barrier to free pedestrian movement.
- There is limited car parking provision within the centre, however, this is countered by the excellent public transport links.
- There are a significantly lower proportion of banks and other financial services in Clapham Junction when compared with the national average.

Balham Town Centre's Strengths and Weaknesses

Strengths

- The centre has two supermarkets (Sainsbury's and Waitrose) along with a Marks & Spencer Simply Food. Food and grocery provision in the town centre is suitable for both main and top up food shopping.
- The town centre provides a good range of service facilities including banks and building societies. The provision of estate agents and hairdressers and beauty parlours is significantly higher than the national average.
- The vacancy rate is slightly lower than the national average which suggests demand for premises is reasonable.
- The architectural quality of buildings is very good. The red brick terraces of some of the shopping frontages are a feature of the centre and enhance the attraction of the town.
- The centre has good quality wide pavements which provide a pleasant shopping environment for customers.
- Hildreth Street maintains a high quality streetscape and a pedestrian friendly realm which suits its function as a space for the market.
- The centre has excellent public transport links.
- The centre has a reasonable evening economy with numerous pubs, bars and restaurants. However, there is scope to improve commercial leisure facilities such as health and fitness clubs.

Weaknesses

- The centre does not offer the same quality and range of comparison retailers available in competing town centres. This is especially noticeable in the number of multiple retailers present in the centre.
- The core shopping area is limited to the southern part of Balham High Road, and despite a relatively compact centre the periphery areas suffer from lower pedestrian flows and more unit vacancies, suggesting limited scope for new high quality comparison operators outside of the core.

- There are some areas of the centre where there is vehicular/pedestrian conflict, especially along Balham High Road.

Putney Town Centre's Strengths and Weaknesses

Strengths

- The centre has two supermarkets (Sainsbury's and Waitrose) along with a food hall in Marks and Spencer. Food and grocery provision in the town centre is suitable for both main and top up food shopping.

- Although the proportion of comparison retailers is relatively low, there is a healthy mix of national and independent retailers, the majority of which are of a high quality.

- The town centre provides a good range of service facilities including banks and building societies. The provision of restaurants, cafes and takeaways is significantly higher than the national average.

- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong.

- The architectural quality of buildings is very good. The historic buildings are an attractive feature of the centre and enhance the environment within the town.

- The centre has good quality pavements and the provision of street furniture throughout the centre is very good. The façades and buildings in general are well maintained.

- The centre is compact which enables shoppers to visit most parts of the town centre easily during their shopping trip.

- Putney town centre has excellent public transport links with the rest of London and beyond.

Weaknesses

- The proportion of comparison retailers is significantly below the national average.

- There is limited car parking provision within the centre, however, this is countered by the excellent public transport links.

- The heavy traffic through the centre detracts from the environment and acts as a barrier to free pedestrian movement.

- Although the paving is of a good quality, the amount of chewing gum and dirtiness of the pavements also detracts from the environment within the centre.

Tooting Town Centre's Strengths and Weaknesses

Strengths

- The centre has two supermarkets (Sainsbury's and Somerfield) along with a food hall in Marks & Spencer. Food and grocery provision in the town centre is suitable for both main and top up food shopping. However, the Marks & Spencer store is expected to close, following the opening of a new store at Colliers Wood.

- Although the proportion of comparison retailers is lower than the national average, there is a healthy mix of national and independent retailers, with a good range of specialist comparison retailers. The impact of the future loss of the Mark & Spencer store will need to be monitored.

- The town centre retains space for the two Markets, which provide an important local function, and further variety in how and where people choose to shop.

- The town centre provides a good range of service facilities including banks and building societies.

- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong.

- The architectural quality of buildings is generally very good. Both certain modern and historic buildings are attractive features of the centre and enhance the environment within the town.

- Tooting town centre has excellent public transport links with the rest of London and beyond.

Weaknesses

- The centre lacks retailers in a number of comparison goods categories, most significantly 'toys, hobby, cycle and sport retailers', 'florists' and 'booksellers, arts, crafts and stationers'.

- The proposed loss of the Mark & Spencer store is a future threat. The long term impact of this closure will be dependent on what use(s) reoccupy the vacated premises.

- There is limited car parking provision within the centre, however, this is countered by the excellent public transport links.

- The heavy traffic through the centre detracts from the environment and has necessitated railings to be put up. A combination of these factors creates a barrier to free pedestrian movement.

- Although there is a reasonable provision of Class A3-A5 uses, these are primarily takeaways and there is a limited range of pubs and bars in the centre which limits the evening economy.

- The centre is very linear, reducing the ease of accessibility to the peripheral areas.

Wandsworth Town Centre's Strengths and Weaknesses

Strengths

- Wandsworth Town Centre has a good selection of shops, with a range of multiple retailers including Next and Argos.
- The centre has two supermarkets (Sainsbury's and Waitrose) along with an Iceland frozen food store. Food and grocery provision in the town centre is suitable for both main and top up food shopping.
- The town centre includes several of the major banks and building societies.
- The recent and ongoing refurbishment of the Southside shopping centre has enhanced the quality of the shopping environment in Wandsworth Town. The refurbishment has provided larger modern units to accommodate new national retailers to the centre.
- Redevelopment of the Southside shopping centre units along Garratt Lane is currently taking place and will further enhance the town centre shopping provision providing larger modern units.
- There are proposals to redevelop the former Young's brewery and Capital Studios sites which will enhance the town centre and improve the existing retail offer.
- The pedestrianised shopping centre makes for a relatively safe and traffic free environment in most of the centre.
- There is a good range of leisure and entertainment facilities in the centre, including a cinema, gym, several restaurants, bars, pubs and takeaways.

Weaknesses

- The vacancy rate is currently substantially higher than the national average in part due to the ongoing refurbishment of the Southside shopping centre.
- The centre has a slightly lower proportion of comparison shops compared to the national average, but this is partly due to the high vacancy rate caused by the ongoing refurbishment of the Southside shopping centre.
- The heavy traffic flows along Wandsworth High Street and Garratt Lane detract from the overall environmental quality of the centre and cause a barrier for pedestrian movement around the centre.
- The current structure of the centre does not encourage shoppers to all parts of the town centre during their shopping trip.

Neighbourhood/Village Centres

14. Local Centres should complement the five town centres and should offer a good range of local shops and services and may also contain specialist comparison shops and community facilities.

15. Important Local Parades should be purely of local significance, having a smaller range and choice of services with a limited choice of specialist shops and community facilities.

Future Strategy Implementation and Monitoring

16. There are a number of broad areas of possible actions the Council could pursue in order to maintain and enhance the role of shopping centres within the Borough, as follows:

- application of guidance within PPS6, particularly relating to need and the sequential approach in determining out-of-centre retail and other development proposals that generate significant numbers of trips;
- improving the range and choice of shops and services in all centres (where appropriate in terms of scale) by encouraging intensification, development and the re-occupation of vacant premises, and continuing to promote the centres.
- maintaining the generally high quality environment within each centre;
- measures to improve accessibility and public transport to the town and local centres and important local parades in order to encourage more residents to shop in their nearest centre, which may involve maintaining an appropriate level of car parking at a competitive cost and safeguarding and improving public transport services;
- measures to bring forward development opportunities to improve the availability of modern premises suitable for new occupiers.

17. The recommendations and projections within this study are expected to assist the Council in preparing development plan policies over the coming years and to assist development control decisions during this period.

1.0 INTRODUCTION

The Study

1.1 Nathaniel Lichfield & Partners (NLP) were commissioned by Wandsworth Borough Council to prepare a retail and town centre needs assessment, including an assessment of the main town centres within the authority area, namely Balham, Clapham Junction, Putney, Tooting and Wandsworth in line with the requirements of PPS6: Planning for Town Centres (March 2005).

1.2 A key objective of the study will be to provide robust evidence to support the Council in formulating policies on retail provision in the Local Development Framework, specifically the Wandsworth Core Strategy and subsequent Development Control policies and Site Specific Allocation documents. The key objectives are to:

- identify the catchment areas of the five main town centres;
- assess the need for retail floorspace up to 2010, 2015 and 2020, reflecting social and demographic changes;
- provide a qualitative assessment of the range and distribution of shopping destinations (including 5 town and 8 local centres and 25 local parades); and to
- assess the impact of various development scenarios at Battersea Power Station.

1.3 The Retail Needs Assessment has taken into account the wider network of centres in London. In particular the impact of future retail development both within and outside of the borough, such as the Battersea Power Station Redevelopment and the White City development has been considered.

Content of the Report

1.4 Section 2.0 provides an overview of retail and commercial leisure trends. Section 3.0 provides an overview of the national, regional and local planning policy context. Section 4.0 provides a description of the shopping hierarchy in Wandsworth and the surrounding area.

1.5 Sections 5.0 summarises the results of a household survey. Sections 6.0 to 11.0 provide centre health checks and n audit of the local centres and parades.

1.6 Sections 12.0 and 14.0 set out an analysis of shopping and commercial leisure needs. Section 13.0 provides an impact analysis of potential retail development at Battersea Power Station, Section 15.0 sets out recommendations and conclusions.

2.0 OVERVIEW OF RETAIL AND COMMERCIAL LEISURE TRENDS

2.1 An assessment of the need for retail and leisure facilities in Wandsworth Borough is set out in Sections 14 and 15 of this report. In the section below, we provide an overview of recent trends within the retail and leisure sectors.

Retail Trends

2.2 Past retail trends indicate that expenditure has consistently grown in real terms in the past, generally following a cyclical growth trend. The underlying trend shows consistent growth and this trend is expected to continue in the future, particularly for comparison goods. In the past expenditure growth has fuelled the growth in retail floorspace, including major out-of-centre development particularly in the 1980's and 1990. Continuation of these past trends is likely to lead to a need for further retail floorspace.

2.3 New forms of retailing have emerged in recent years as an alternative to more traditional shopping facilities. Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the Internet. Trends within this sector may well have implications for retailing within Wandsworth Borough. The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street.

2.4 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure. Recent trends suggest continued strong growth in this sector. However, there is still uncertainty about its longer-term prospects and the potential effects on the high street.

2.5 In addition to new forms of retailing, retail operators have responded to changes in customers' requirements. For example, extended opening hours and Sunday trading increased significantly in the 1990s. Retailers also responded to stricter planning controls by changing their trading formats. For example, some major food operators have introduced smaller store formats capable of being accommodated within town centres, such as the Tesco *Metro*, Sainsbury *Central/Local* store and Marks and Spencer's *Simply Foods* formats. Food operators have also entered the local convenience store market, for example *Tesco Express* store and convenience stores linked with petrol filling stations. The entrance of European discount food operators such as Aldi, Lidl and Netto has also been rapid during the last decade.

2.6 Food store operators have also commenced a programme of store extensions, particularly Tesco, Sainsbury's and Asda. These operators, faced with limited growth in food expenditure, have attempted to increase the sale of non-food products within their food stores, including clothing and electrical goods.

2.7 Comparison retailers have also responded to recent market conditions. The bulky goods retail warehouse sector has rationalised and there have been a number of mergers. For example there are fewer DIY operators, following the acquisition of Do It All, Great Mills and Wickes by Focus DIY. B&Q and Homebase developed very large *'category killer'* retail warehouses (some exceeding 10,000 sq m gross), but more recently have scaled down their stores. Other traditional high street retailers have sought large out-of-centre stores, for example Boots, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores across the country. Sports clothing retail warehouses including JJB Sports and Decathlon have also expanded out-of-centre. These trends have already been evident across the Country and in London. However within Inner London, where land values are relatively high and the availability of land development sites is limited, the development of large retail warehouses and retail parks has been more restricted than in outer London Boroughs.

2.8 Within town centres, some high street multiple comparison retailers have also changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq m - 2,150 sq ft) with an increasing polarisation of activity into the larger regional and sub-regional centres. The continuation of these trends may also influence future operator requirements in Wandsworth Borough, with some operators looking for new premises in larger centres e.g. Central London, White City, Croydon and Kingston.

2.9 Factory outlet centres have been developed across the country as an alternative to fashion shops within town centres. These developments are usually large and can provide over 10,000 sq m of comparison retailing, focusing primarily on fashion items and clothing, offering designer clothing at discounted prices. A number of large factory outlet developments have emerged across Great Britain and draw from a wide catchment area.

Leisure Trends

2.10 The demand for commercial leisure facilities has increased significantly during the last 20 years. The growth in the commercial leisure sector was particularly strong during the late 1980s and again in the mid 1990s. Average household expenditure on leisure services increased in real terms by 93% between 1984 and 1995 (source: Family Expenditure Survey). Average household expenditure on leisure services increased by a further 45% between 1995 and 2005. The latest (2004-2005) average household expenditure on leisure services is over £3,000 per annum. However, many analysts consider that the commercial leisure market has now reached saturation in some sub-sectors.

2.11 The mid-1990s saw the expansion of major *leisure parks.* These leisure parks are generally anchored by a large multiplex cinema and offer other facilities such as ten-pin bowling, bingo, nightclubs, health/fitness clubs, themed destination restaurants, pub/restaurants, children's nurseries and budget hotels. Commercial leisure facilities have typically been located on the edge of town centres or out-of-centre, with good road access. Many leisure uses have also emerged on retail warehouse parks.

2.12 The cinema market remains an important sector because cinemas often anchor leisure developments, providing footfall for other uses. However, growth in this sector has slowed significantly in recent years with many areas reaching saturation levels. Many cinema operators have suspended or curtailed their expansion plans. Some cinema operators such as City Screen, Mainline Pictures and Reeltime Cinemas have opened new or taken over small cinemas in recent years. The expansion of other sectors has slowed, including ten-pin bowling and bingo. However, other sub-sectors have remained strong in recent years, in particular the private health and fitness market, with a number of multiple operators seeking premises across the UK, e.g. LA Fitness, Fitness First and Esporta. Nevertheless, the health and fitness sector is also reaching saturation point in some areas.

3.0 PLANNING POLICY CONTEXT

National Policy

3.1 PPS6: Planning for Town Centres (March 2005) sets out the Government's policies on town centres, retail, commercial leisure and other town centre uses.

3.2 The Government's key objective for town centres (this covers city, town, district and local centres) is to promote their vitality and viability by planning for growth and development of existing centres and promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all.

3.3 Other Government objectives that need to be taken account of in the context of the key objective are set out in paragraph 1.4:

- Enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community and particularly socially excluded groups;
- Supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and
- Improving accessibility, ensuring that existing or new development is, or will be, accessible and well served by a choice of means of transport.

3.4 Regional planning bodies (RPB's) and local planning authorities (LPAs) are advised in paragraph 1.6 to implement the Government's objectives for town centres, by planning positively for their growth and development. They should therefore:

- develop a hierarchy and network of centres;
- assess the need for further main town centre uses and ensure there is capacity to accommodate them;
- focus development in, and plan for the expansion of, existing centres as appropriate, and at the local level identify appropriate sites in development plan documents;
- promote town centre management, creating partnerships to develop, improve and maintain the town centre and manage the evening and night-time economy; and
- regularly monitor and review the impact and effectiveness of their policies for promoting vital and viable town centres.

3.5 Paragraph 2.1 states that in order to deliver the Government's key objective, RPB's and LPA's should actively promote growth and manage change in town centres, define the network and a hierarchy of centres, each performing their appropriate role to meet the needs of their catchment, and adopt a pro-active, plan-led approach to planning for town centres, through regional and local planning.

3.6 The main town centre uses to which PPS6 applies are outlined in paragraph 1.8:

- retail (including warehouse clubs and factory outlet centres);
- leisure, entertainment facilities and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls);
- offices, both commercial and those of public bodies; and
- arts, culture and tourism (theatres, museums, galleries and concert halls, hotels and conference facilities).

3.7 PPS6, paragraph 2.15 to 2.17 offers specific guidance to LPA's on the role of plans at local level, including the need to work in conjunction with stakeholders and the community to:

- assess the need for new floorspace for retail, leisure and other main town centre uses, taking account of both quantitative and qualitative considerations;
- identify deficiencies in provision, assess the capacity of existing centres to accommodate new development, including, where appropriate, the scope for extending the primary shopping area and/or town centre, and identify centres in decline where changes need to be made;
- identify centres within their area where development will be focused, as well as the need for any new centres of local importance, and development strategies for developing and strengthening centres within their area;
- define the extent of the primary shopping area and the town centre, for the centre in their area on their proposal map;
- review all existing allocations and reallocate sites which do not comply with this policy statement;
- identify and allocate sites in accordance with the considerations on sight selection and land assembly e.g. assessment of need, appropriate scale of development, sequential approach, impact and accessibility;
- develop spatial policies and proposals to promote and secure investment in deprived areas by strengthening and/or identifying opportunities for growth of existing centres, and to seek to improve access to local facilities; and

- set out criteria based policies, in accordance with this policy statement, for assessing and locating new development proposals, including development on sites not allocated in development plan documents.

3.8 PPS6 also indicates that in addition to defining the extent of the primary shopping area for their local centres, LPA's may distinguish between primary and secondary frontages. Primary frontages should contain a high proportion of retail uses, while secondary frontages provide opportunities for flexibility and diversity of uses. Policy should make clear which uses will be permitted in such locations.

Demonstrating Need for development

3.9 PPS6 requires Councils to undertake assessments of need for other non-retail town centre uses, i.e. commercial leisure and office development. This study assesses the retail needs of Wandsworth Borough.

3.10 PPS6 states in paragraph 2.33 that:

> *'in assessing the need and capacity for additional retail and leisure development, local planning authorities should place greater weight on quantitative need for additional floorspace for the specific types of retail and leisure developments. However local planning authorities should also take account of qualitative considerations. In deprived areas which lack access to a range of services and facilities, and there will be clear and demonstrable benefits in identifying sites for appropriate development to serve the communities in these areas, additional weight should be given to meeting these qualitative needs'.*

3.11 In assessing quantitative need for additional development, local planning authorities should assess the likely future demand for additional retail floorspace, having regard to a realistic assessment of the existing forecast population levels, forecast expenditure for specific classes of goods to be sold, within the broad categories of comparison and convenience goods and forecast improvements in productivity in the use of floorspace.

3.12 With regards to assessing the qualitative need for additional development, paragraph 2.35 states that a key consideration will be to provide for consumer choice, ensuring that:

- an appropriate distribution of locations is achieved, subject to the key objective of promoting the vitality and viability of town centres and the application of the sequential approach, to improve accessibility for the whole community; and

- provision is made for a range of sites for shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community, particularly the needs of those living in deprived areas.

3.13 Other local issues, although not necessarily elements of *'need',* can be important material considerations.

Appropriate Scale of Development

3.14 PPS6 also requires that local planning authorities ensure that the scale of opportunities identified is directly related to the role and function of the centre and its catchment. Paragraph 2.41 states:

> *'The aim should be to locate the appropriate type and scale of development in the right type of centre, to ensure that is fits into that centre and that it complements its role and function'.*

3.15 For city and town centres, PPS6, paragraph 2.43 states that where a need has been identified, LPA's should seek to identify sites in the centre, or failing that on the edge of the centre, capable of accommodating larger format developments. Paragraph 2.42 indicates that in most cases it is likely to be inappropriate to include local centres within the search area to be applied under the sequential approach for large scale developments.

3.16 The guidance places greater emphasis on the regeneration of town centres, particularly smaller centres and the need to define a network of centres, and where appropriate to plan for the decline of some centres. Local authorities are expected to set indicative upper limits on the scale of new floorspace appropriate in different types of centres.

The Sequential Approach

3.17 PPS6 sets out the sequential approach to site selection for new retail development (paragraph 2.44), namely that first preference should be existing centres where suitable sites or buildings for conversion are, or are likely to become available, taking account of an appropriate scale of development in relation to the role and function of the centre, followed by edge-of-centre locations, with preference given to sites that are or will be well-connected to the centre and only then out-of-centre sites, with preference given to sites which are or will be well served by a choice of means of transport and which are close to the centre and have a high likelihood of forming links with the centre.

3.18 Further to this LPA's should, in consultation with stakeholders (including the development industry) and the community, identify an appropriate range of sites to allow for accommodation of the identified need. Paragraph 2.45 emphasises the need for flexibility and realism from both LPA's and developers and operators in discussing the identification of sites,

> *'LPA's should be sensitive to the needs of the community and stakeholders, including developers and operators and identify sites that are, or are likely to become available for development during the development plan period and which allow for the accommodation of the identified need, including sites capable of accommodating a range of business models'.*

3.19 The factors that should be taken into account in considering business models are scale, format, car park provision and the scope for disaggregation.

3.20 In selecting sites for allocation, the LPA should also consider the degree to which other considerations, including specific local circumstances, may be material to the choice of appropriate locations for development, and these include physical regeneration, employment, economic growth and social inclusion.

3.21 The guidance clearly states that local planning authorities should plan positively for growth by making provision for a range and choice of shopping and services. If a 'need' for new development is established, it will be necessary to identify opportunities to meet that need. PPS6 indicates that local authorities should allocate sufficient sites to meet anticipated demand for the next five years. PPS6 also suggests that an apparent lack of sites of the right size and in the right location should not be construed as an obstacle to site allocation and development to meet this need. Local planning authorities should consider the scope for effective site assembly using their compulsory purchase (CPO) powers, to ensure that suitable sites within or on the edge of centres are brought forward for development.

3.22 This suggests the onus is placed on the Council to identify sites to accommodate the 5-year demand for development. This study provides floorspace projections up to 2020. Therefore, it may not be appropriate for the Council to seek to identify opportunities to accommodate projections up to 2020 at this stage.

3.23 PPS6 also suggests that where growth cannot be accommodated in identified existing centres, local planning authorities should plan for the extension of the primary shopping area if there is a need for additional retail provision or, where appropriate, plan for the extension of the town centre to accommodate other main town centre uses. Extension of the primary shopping area or town centre may also be appropriate where a need for large developments has been identified and this cannot be accommodated within the centre. Larger stores may deliver benefits for consumers and local planning authorities should seek to make provision for them in this context. In such cases, local planning authorities should seek to identify, designate and assemble larger sites adjoining the primary shopping area (i.e. in edge-of-centre locations).

Planning for a Sustainable Future White Paper (May 2007)

3.24 The White Paper, Planning for a Sustainable Future was published in May 2007 and sets out a wide ranging package of reforms to streamline the town and country planning system.

3.25 In relation to town centre planning policy the White Paper states in para 7.50 that:

> *"A crucially important aspect of creating places where people want to live and communities can flourish is to maintain and nurture the vitality of our town centres."*

3.26 The White Paper emphasises the need for local authorities to proactively manage the role and function of their town centres, including by extending the boundary where that makes sense, and to promote growth and development of their town centres by facilitating a wide range of shopping, leisure and local services to enhance consumer choice. To achieve this, local authorities need to have robust, evidence based plans and strategies that are up to date and which set out a clear and pro-active vision for town centres based on a sound understanding of both the need and demand for new facilities.

3.27 The White Paper goes on to state in para 7.52 that:

> *"Where development outside the town centre would not impact detrimentally on the town centre, and it is otherwise acceptable in planning terms, both plans and planning decisions should reflect this".*

3.28 In relation to the 'needs test', the paper considers that it can have the unintended effect of restricting competition and limiting consumer choice. To address this issue, two clear objectives have been identified, firstly to support current and prospective town centre investment which contributes to economic prosperity and to national social and environmental goals. Secondly, planning should promote competition and improve consumer choice avoiding the unintended effects of the current needs test.

3.29 It is therefore proposed to review and replace the current need and impact tests with a new test which has a strong focus on national town centre policy and promotes competition and improves consumer choice avoided the unintended effects of the current needs test. Proposals for this will be consulted on in late summer/early autumn 2007.

Planning Policy Guidance Note 13: Transport (PPG 13, March 2001)

3.30 The key objectives, set out at paragraph 4 of PPG13 are to integrate planning and transport, in order to:

- *"promote more sustainable transport choices for both people and for moving freight;*
- *promote accessibility to jobs, shopping, leisure facilities and services by public transport; and*
- *reduce the need to travel, especially by car."*

3.31 The Guidance advises that planning policies should seek to promote the vitality and viability of existing town centres, which should be the preferred locations for new retail and leisure developments. When this development cannot be accommodated in or on the edge of existing centres, it may be appropriate to combine the proposal with existing out-of-centre developments.

The London Plan

3.32 The London Plan: Spatial Development Strategy has replaced strategic planning guidance for London (formerly RPG3). The London Plan was published in February 2004. One of the strategic priorities for Central London (Policy 5B.1) is to: "promote and intensify retailing, services, employment, leisure and housing in town centres and opportunities for mixed-use development."

3.33 Policy 3D.1 relates to town centres stating that the Mayor and London Boroughs should: *"enhance access to goods and services and strengthen the wider role of town centres, including UDP policies to:*

- *Encourage retail, leisure, and other related uses in town centres, and discourage them outside the town centres;*
- *Improve access to town centres by public transport, cycling and walking;*
- *Enhance the quality for retail and other consumer service in town centres*

- *Support a wide role for town centres as locations for leisure and cultural activities, as well as business and housing;*

- *Require the location of appropriate health, education and other public and community serving in town centres;*

- *Designate core areas primarily for shopping uses and secondary areas for shopping and other uses and set out policies for the appropriate management of both types of area;*

- *Undertake regular town centre health checks; and*

- *Support and encourage town centre management, partnerships and strategies including the introduction of Business Improvement District in appropriate locations."*

3.34 Policies 3D.2 and 3D.3 are consistent with advice set out in PPS6, regarding maintaining town centres and focusing development within centres. Policies 3D.4 and 3D.5 seek to promote and protect arts/culture and sports facilities.

3.35 The London Plan sets out a hierarchy/classification of centres across London, i.e. international centres (2), metropolitan centres (10), major centres (35) and district centres (160). Clapham Junction, Putney, Tooting and Wandsworth are classified as *major centres*, and Balham is classified as a *district centre*. The London Plan indicates that the broad classification of centres should be refined in the light of local circumstances through development plans.

3.36 Supporting the London Plan the Mayor has also published two documents relating to the future requirement for retail floorspace:

- Comparison Goods Floorspace Need in London (October 2004); and

- Convenience Goods Floorspace Need in London (June 2005).

3.37 These reports provide broad brush projections for retail floorspace requirements across London up to 2016 based on a number of scenarios relating to growth in turnover sales densities.

Sub-Regional Planning Framework

3.38 The Central London Sub-Regional Planning Framework (SRDF) was published in May 2006, covering the Boroughs of Camden, City of Westminster, Islington, Kensington & Chelsea, Lambeth, Southwark and Wandsworth. The document states in relation to retail developments (Paragraph 61):

"The scale of growth in population and consumer expenditure across London is generating substantial need for new retail space in the Central London sub-region. It is estimated that Central London's resident-based consumer expenditure alone will increase by over 50% between 2001 and 2016, which is above the average increase for London as a whole. Over the same period resident-based comparison goods expenditure is expected to more than double from £4bn to £8bn. When commuter and tourist spend are factored in, comparison goods expenditure is projected to increase to over £10.5bn by 2016. Expenditure on convenience goods in the sub-region is also expected to increase but at a more modest rate of about 40% from £2.4bn to £3.4bn."

3.39 Wandsworth Borough is identified as having the joint third highest level of need for comparison floorspace compared to the other Boroughs in the sub-region. One of the proposed action points (Proposed Actions 1D) is for the boroughs to undertake fine-grained distributions of need and capacity for new retail space. Table 1D.1 estimates that Wandsworth Borough needs an additional 24,000 sq m of comparison floorspace up to 2016, and an additional 11,000 sq m of convenience floorspace over the same period. These estimates are based on a sales density of £4,000 sq m for comparison goods and £5,000 sq m for convenience goods. The comparison estimate includes an allowance for the proposed retail scheme at Battersea Power Station which is estimated to include 41,805 sq m of comparison retail floorspace.

3.40 In relation to cultural and leisure uses Action 1E requests that Boroughs "seek to sustain and enhance Central London's unique strategic leisure, cultural and tourism offer in line with London Plan policy…". In Annex 4 of the SRDF per capita spending on leisure services in Wandsworth Borough is predicted to rise from £2,291 in 2001 to £2,652 in 2016. Battersea is named as a primary location for future Visitor Accommodation development with budget, four-star and lifestyle hotels likely.

Local Planning Context

3.41 The Wandsworth Unitary Development Plan was adopted in August 2003. The hierarchy of shopping centres in the Borough is defined as follows:

- **Town Centre:** Clapham Junction, Putney, Tooting, Wandsworth and Balham;
- **Local Centres:** Battersea Park Road, Bellevue Road, Earlsfield, Lavender Hill/ Queenstown Road, Mitcham Lane, Roehampton, Southfields and Tooting Bec;
- **Important Local Parades:**
  - 1-6 Aubyn Square;
  - 25-41 & 43-65 Balham Hill & 1-8 Westbury Parade and Units in Clapham South Tube Station;
  - 152-168 Battersea Bridge Road;

- 141-185 Battersea High Street;
- 281-305 & Somerfield Battersea Park Road;
- 129-139 Beaumont Road;
- 2-14 Blandfield Road/55-61 & 81-95 Nightingale Lane;
- 47-67 East Hill;
- 135-153 Franciscan Road;
- 171-227 Garratt Lane;
- 812-842 & 911-919 Garratt Lane;
- 74-88 Inner Park Road;
- 50-94 Lower Richmond Road;
- 169-201 Merton Place;
- 2-14 Montford Place;
- 58-86 & 91-111 Moyser Road;
- 172-184 & 175-189 Northcote Road/48,59-63 Broomwood Road;
- 1-11 Petersfield Rise;
- 1-7 Portswood Place;
- 7-12 Rockingham Close;
- 115-141 St John's Hill;
- 323-409 Tildesley Road;
- 314-324 Trinity Road;
- 271-299 Upper Richmond Road;
- 349-393 Upper Richmond Road.

3.42 Within the adopted plan Policy TCS9 relates to retail development outside the designated Town Centres. This policy states that outside the designated Town Centres proposals for retail development will only be permitted if:

- A need for the development can be demonstrated;
- There are no suitable sites available within the town centres; in which case preference will be given to edge-of-town centres, and then to sites in local centres;
- It is demonstrated that there has been flexibility in the proposed format, deign, scale of development and the amount of car parking proposed;
- The site is well served by public transport and/or adequate public transport facilities would be provided as part of the proposal, other than in small scale schemes serving local needs in areas lacking shopping facilities;
- The proposal would not harm the vitality or viability of existing centres either individually or cumulatively;
- The proposal would not have an unacceptable impact on parking congestion and traffic flow;
- Servicing and car parking is satisfactory;
- Convenient and safe provision is made for access and circulation by pedestrians and cyclists;

- There would be no unacceptable effect on the surrounding environment and its amenity; and

- The proposal is not located in an Industrial Employment Area.

3.43 Policy GEN 16 proposes that the Council will:

> *'promote and protect the Town Centres, Local Centres and Important Local Parades as defined on the Proposals Map as the main focus for shopping and complementary uses".*

3.44 While Policy GEN 18 proposes that the Council will:

> *'encourage the provision of new and improved shopping facilities in the Borough. The preferred locations for large-scale retail development are the Town Centres.'*

3.45 While there are no specific policies for the individual Town Centres, there are distinct strategies for each outlining the Council's aspirations.

3.46 The strategy for Clapham Junction Town Centre aims to strengthen its comparison shopping role and improve the mix of activities, whilst safeguarding the existing leisure, entertainment and employment opportunities. The Hackney/South West underground line link will be promoted, as will development on the railway line adjoining Clapham Junction station. The strategy also seeks to improve the Clapham Junction's street market.

3.47 The strategy for Putney Town Centre aims to reinforce its role as a mixed shopping, office employment, leisure and recreation centre, whilst safeguarding its office uses and extending the mix and nature of retailing. Improvements to access and parking are also a priority.

3.48 The strategy for Tooting Town Centre aims to enhance its convenience shopping role whilst reinforcing its comparison and specialist shopping roles. Improvements to the markets and car parking facilities are also key aims.

3.49 The strategy for Wandsworth Town Centre aims to regenerate the Town Centre through improvements to the shopping and town centre environment, whilst also enhancing its comparison shopping provision and promoting leisure and other uses. It also aims to reduce the impact of traffic whilst maintaining accessibility.

3.50 The strategy for Balham Town Centre is to strengthen its convenience shopping and service functions, and to improve the street market.

3.51 Policy TC1 states that development within Town Centres will only be permitted where it contains a suitable mix of uses, which include retail, business, financial and professional services, leisure and recreation uses, food and drink, hotels, community uses, education, health care and on environmentally suitable sites residential uses.

3.52 Within Town Centres and Local Centres uses within core and secondary shopping frontages are protected. Policy TCS3 protects ground floor retail uses within core shopping frontages so that only changes of use to A2 or A3 use will be permitted, with the conditions that the proportion of A1 units in the relevant frontage would not exceed 20%, that a shop front would be retained and that the continuity of shopping frontage would not be significantly interrupted. Ground floor retail units within secondary shopping frontages in Town and Local Centres are protected by policy TCS4, which allows for more flexibility than in core shopping frontages. Changes of use from ground floor A1 units to A2 or A3 uses, laundrettes and dry cleaners, healthcare, childcare and community uses or leisure and recreation uses will be permitted subject to certain conditions. The proportion of retail uses must not fall below 60% and the continuity of the shopping frontage must not be significantly interrupted.

3.53 With regards to the function of Important Local Parades paragraph 253 of the UDP states that

> *"Individual shopping parades across the Borough have been identified as having an important local shopping function. Within these parades a high proportion of retail uses had generally been maintained and this will be protected. They serve residents and workers in the immediate surrounding area principally with day-to-day necessities."*

3.54 Policy TCS6 protects retail uses within Important Local Parades. It allows for changes of use to non-retail uses providing that the proportion of units in retail use does not fall below 50% subject to a minimum of 5 retail units being retained. The proposed use must be compatible with the retail function of the parade, a shop front must be retained and the proposal should not cause harm to the amenity of the area.

3.55 Policy TCS2 is the only site specific policy in terms of development, and states that:

> *'Development of land at Clapham Junction (see Proposals map) will be permitted if it includes a mix of town centre uses (which may include housing) and improved access to Clapham Junction Station.'*

Local Development Framework

3.56 Wandsworth Borough Council has begun preparing a Local Development Framework (LDF) in line with the new provision of the Planning and Compulsory Purchase Act 2004. The Revised Local Development Scheme (LDS) was approved by the Secretary of State in March 2007. The Council's Statement of Community Involvement (SCI) was adopted in January 2007. It is anticipated that the LDF will completely replace the existing UDP in 2011, although the Core Strategy is due to be adopted at the end of 2009. The Wandsworth LDF will comprise the following:

- Statement of Community Involvement;
- Core Strategy;
- Proposals Map;
- Site Allocations;
- Development Control Policies; and
- Annual Monitoring Reports.

3.57 The LDF may also contain Supplementary Planning Documents (SPDs) which explain the application of the policies outlined in the Development Plan Documents (DPDs). However, Wandsworth Borough Council is not proposing any SPDs at this stage, rather it will continue using its existing Supplementary Planning Guidance (SPGs) and review the position in the Annual Monitoring Reports.

4.0 THE SHOPPING HIERARCHY AND CATCHMENT AREA

Major Shopping Centres in Wandsworth Borough and the Surrounding Area

4.1 Clapham Junction, Putney, Tooting, Wandsworth and Balham are the five main shopping centres within Wandsworth Borough. These town centres are influenced by major shopping destinations in Central and South West London, including Kingston, Croydon. The main centres in the Borough compete with similar sized centres in neighbouring boroughs including Brixton, Richmond, Streatham and Wimbledon. Residents in the Borough have good access to surrounding centres by road and rail.

4.2 Venuescore's UK Shopping Index 2006 provides an index of retail centres on the basis of a weighted score for multiple retailers represented in each centre. Venuescore's rank for centres in the Borough and other shopping centres in the sub-region are shown in Table 4.1.

4.3 Putney is the highest ranked centre in the Borough (196th) followed by Clapham Junction (232nd), Tooting (297th) and Wandsworth (315th). Balham is ranked significantly lower at 650th and Battersea is ranked 764th.

4.4 There are several centres surrounding the Borough that are ranked above Putney, Clapham Junction, Tooting and Wandsworth including London. Oxford Street is at the top of the hierarchy and is ranked 11th. Kingston Upon Thames is a designated Metropolitan Centre and is ranked 16th slightly above Croydon (26th) and these are highest ranked centres in the Greater London. Wimbledon, Kings Road, Hammersmith and Richmond upon Thames are also ranked higher than the main centres in the Borough. However, these four main centres are ranked above Streatham, Brixton, New Malden and Mitcham. Balham is ranked below the above centres, but above Fulham Broadway, Waterloo and East Sheen. Battersea is ranked slightly below Balham and is comparable with Fulham Broadway.

4.5 Other Local Centres and Important Local Parades within the Borough are not included within the Venuescore Index because they are relatively small with limited or no multiple retailer provision.

Table 4.1 Venuescore Shopping Index (2006)

Venue	Venuescore Index	Rank
Oxford Street	297	11
Kingston Upon Thames	264	16
Croydon	228	27
Wimbledon	151	101
Kings Road	147	107
Hammersmith	126	149
Richmond Upon Thames	118	166
Putney	**107**	**196**
Clapham Junction	**92**	**232**
Tooting	**76**	**297**
Wandsworth	**72**	**315**
Streatham	68	330
Brixton	61	387
Mitcham	40	593
New Malden	38	633
Balham	**37**	**650**
Waterloo	35	679
Battersea*	**31**	**764**
Fulham Broadway	31	764
East Sheen	28	850
Morden	28	850
New Malden – Shannon Corner Retail Park	26	906
Fulham Road	23	1,034
Parsons Green	21	1,127
Clapham High St	20	1,173
Raynes Park	18	1,290
Wandsworth Bridge Road, Fulham	17	1,357
Wimbledon Village	17	1,357
Merton	17	1,357
Clapham**	15	1,528
London Road, Kingston	12	1,818
Colliers Wood/Merton	12	1,818
Wandsworth Common	**12**	**1,818**

Source: Venuescore (2006)

** Battersea relates to multiple retailers within: Battersea Park Road; Battersea Bridge Road; Battersea High Street; Queenstown Road/Lavender Hill; and Wandsworth Road.*

*** Clapham relates to multiple retailers within: Clapham Old Town; Clapham Northside; Clapham Common and Clapham South.*

4.6 The catchment areas of the centres of these centre overlap to large extent. Wandsworth Borough falls within the catchment areas of centres outside the Borough, in particular the West End, Chelsea & Fulham, Kingston and Croydon. A notable proportion of residents travel to these destinations, particularly for higher order comparison shopping, such as clothing and footwear.

4.7 The relative performance and importance of shopping centres can be demonstrated by commercial yields and Zone A rental levels achieved for retail property. Retail yields for the established centres in the sub-region are shown in Table 4.2 and a comparison of Zone A rental levels is shown in Table 4.3.

4.8 Commercial yields are a measure of property values, which enables the values of properties of different size, location and characteristic to be compared. The level of yield broadly represents the market's evaluation of risk and return attached to the income stream of shop rents. Broadly speaking low yields indicate that a centre is considered to be attractive and, as a result, more likely to attract investment and rental growth than a centre with high yields.

Table 4.2: Retail Yields in Wandsworth Borough and Surrounding Centres

Centre	Yield %							
	2000	2001	2002	2003	2004	2005	2006	2007
London, West End	5.0	5.25	5.25	5.25	5.25	5.0	5.0	4.25
Kingston Upon Thames	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25
London, Knightsbridge	5.0	5.0	5.0	5.0	5.0	5.0	5.0	4.5
Richmond	4.5	4.5	4.5	4.5	4.5	5.0	5.0	5.0
London, Chelsea	5.75	5.75	5.75	5.75	5.75	5.5	5.5	5.0
London, Kensington	6.25	6.25	6.25	6.25	6.25	6.25	6.0	5.5
Croydon	5.5	5.5	5.5	6.0	6.0	6.0	6.0	5.75
London, Wimbledon	7.0	7.0	7.0	7.0	7.0	6.5	6.5	6.25
London, Putney	**6.5**	**6.5**	**6.5**	**6.5**	**6.5**	**6.25**	**6.25**	**6.25**
Chiswick	6.5	7.0	7.0	7.0	7.0	7.0	7.05	6.5
Acton	9.5	9.5	9.0	9.0	9.0	9.0	9.0	6.75
London, Clapham Junction	**7.25**	**7.25**	**7.25**	**7.25**	**7.25**	**7.5**	**7.25**	**7.0**
London, Lewisham	8.5	8.5	8.5	7.5	7.5	7.5	7.0	7.0
London, Peckham	9.0	8.5	8.0	7.0	7.0	7.0	7.25	7.0
London, Brixton	9.0	8.5	7.5	7.5	7.5	7.5	7.5	7.25
London, Balham	**8.5**	**8.5**	**8.5**	**8.5**	**8.5**	**8.0**	**8.0**	**7.5**
London, Tooting	**8.0**	**8.0**	**8.0**	**8.0**	**8.0**	**8.0**	**7.75**	**7.5**
London, East Sheen	8.0	8.0	8.0	8.0	8.0	8.0	8.0	7.5
London, Streatham	10.0	9.75	9.0	8.5	7.5	7.5	7.5	7.5
London, Catford	9.0	9.0	9.0	8.0	8.0	8.0	8.0	8.0
London, Hammersmith	9.5	9.25	9.25	9.25	9.0	9.0	9.0	8.5
London, Fulham Nth End Rd	9.75	9.5	9.5	9.0	9.0	9.0	9.0	8.5
Morden	9.0	9.0	9.0	9.0	9.5	10.0	10.0	9.0

Source: Valuation Office (July 2007)

4.9 Retail yield data is not available for Wandsworth town centre. Retail yields in Putney are currently 6.25%, in Clapham Junction they are 7.0% and in Balham and Tooting they are 7.5%. Yields within all four town centres have fallen by between 1% and 0.25% since 2000. Yields within Putney the same as in Wimbledon, however, they are slightly higher (worse) than yields in Croydon and Kensington but significantly higher (worse) than yields in the West End, Kingston Upon Thames and Knightsbridge. Yields in Putney are slightly lower (better) than in Chiswick and Acton.

Retail Yields in Clapham Junction are the same as in Lewisham and Peckham, but they are slightly higher (worse) than yields in Acton and Chiswick. Retail yields in Clapham Junction are slightly lower (better) than yields in Brixton, Balham, Tooting East Sheen and Streatham. Retail yields in Balham and Tooting are the same as yields in East Sheen and Streatham, but are slightly higher (worse) than yields in Brixton, Peckham, Lewisham and Clapham Junction.

Table 4.3: Retail Rents in Wandsworth Borough and Surrounding Centres

Centre	Annual Zone A Retail Rents £ per Sq M								
	1997	**1998**	**1999**	**2000**	**2001**	**2002**	**2003**	**2004**	**2007**
Oxford Street West	3,767	5,651	5,113	4,844	4,844	5,059	5,167	5,221	5,705
Oxford Street East	3,229	4,306	4,037	4,037	4,090	4,090	4,090	4,037	-
Kensington High St	2,153	2,422	2,153	2,691	3,229	3,229	3,444	3,283	-
Kingston	2,153	2,745	2,799	2,799	2,691	2.799	2,960	2,960	3,337
Croydon	2,153	2,691	3,229	3,229	2,960	2,906	2,906	2,906	2,906
Richmond	1,184	1,346	1,615	1,615	1,722	1,884	1,884	1,938	2,153
Hammersmith	646	646	700	807	1,292	1,507	1,722	1,830	2,045
Wimbledon	807	861	969	1,076	1,076	1,292	1,346	1,346	1,722
Brixton	484	484	700	807	807	1,023	1,130	1,238	1,561
Clapham Junction	**583**	**646**	**807**	**1,076**	**1,184**	**1,292**	**1,453**	**1,453**	**1,507**
Chiswick	700	700	807	915	915	1,292	1,399	1,399	1,453
Lewisham	1,076	1,076	1,076	1,076	1,130	1,238	1,292	1,346	1,399
Fulham Rd	861	861	969	1,023	1,076	1,076	1,292	1,292	-
Wandsworth	**431**	**484**	**484**	**484**	**484**	**592**	**969**	**1,023**	**1,292**
Putney	**700**	**753**	**861**	**861**	**861**	**1,023**	**1,076**	**1,076**	**1,184**
Balham	**431**	**431**	**431**	**484**	**538**	**646**	**753**	**807**	**969**
Tooting	**431**	**484**	**538**	**538**	**592**	**592**	**700**	**753**	**969**
Peckham	431	463	484	484	484	484	700	753	969
Streatham	377	431	538	538	592	592	700	753	861
Acton	377	377	431	431	431	484	484	484	700

Source: 1987-2004 figures - Colliers CRE 2004 In-Town Retail Rents, 2007 Figures – Colliers CRE 2007 Retail Rents.

4.10 In 2007, Zone A retail rents in Clapham Junction were £1,507 per sq m; in Wandsworth they were £1,292 per sq m; in Putney they were £1,184 per sq m; in Balham they were £969 per sq m; and in Tooting they were £969 per sq m. In all centres rental levels have increased steadily since 1997 with the exception of Wandsworth, which experienced stagnant rental levels between 1998 and 2001, and Putney, which experienced stagnant rental levels between 1999 and 2001. Rental levels are much higher in larger competing centres i.e. Oxford Street, Kingston Upon Thames, Croydon and Richmond.

4.11 Prime Zone A rents in Clapham Junction are higher than in Chiswick, Lewisham, Fulham Road, Wandsworth, Putney and Acton, this is in contrast to centres' yields where Clapham Junction is ranked lower than Chiswick, Acton and Putney. This may suggest that property investors anticipate that Clapham Junction will achieve less growth in retail rents in the future when compared with these centres. It is interesting to note that rental levels in Hammersmith are higher than in the four town centres in Wandsworth Borough, however, its retail yield is higher (worse) than all four centres, which may suggest that there is a lack of premises in Hammersmith. Up to 2004 Putney had higher rental levels than Wandsworth, but in 2007 Wandsworth overtook Putney, which suggests commercial premises in Wandsworth are now more attractive than those in Putney, probably due to the Southside redevelopment.

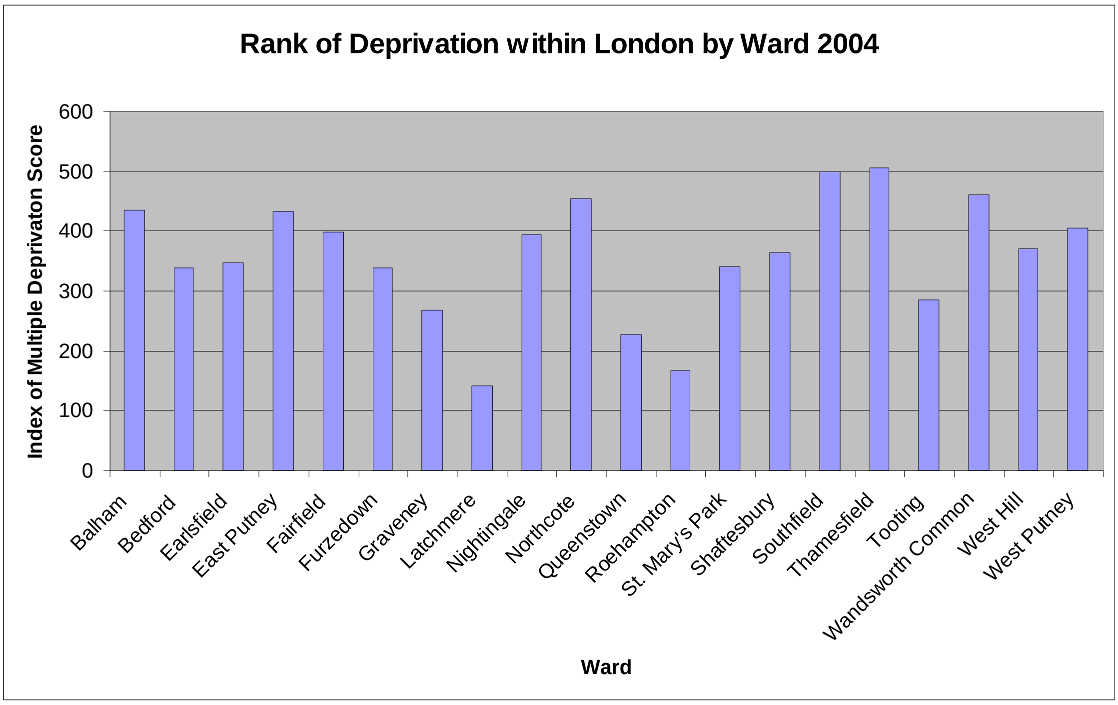
Socio-Economic Characteristics within Wandsworth

4.12 Shopping needs may vary considerably, often related to socio-economic characteristics. For example, residents without access to a car or those on low incomes will have different needs to those who are mobile by car or who enjoy higher income. Lower income groups without access to a car may be less able to travel to shopping facilities and may also be socially excluded from high priced shops, therefore, the availability of discount or value retail facilities may be important for these groups. The socio-economic characteristics of Wandsworth Borough have been examined and compared with the Inner London and national averages.

4.13 The Department for Communities and Local Government's Indices of Deprivation 2007 rank all local authorities in England (354 authorities) for seven separate indicators of deprivation, i.e. income; employment; health and disability; education skills and training; barriers to housing and services; crime and living environment. Overall Wandsworth Borough was ranked 144th out of the 354 authorities, i.e. there are 143 more deprived authorities and 210 less deprived authorities in terms of multiple deprivation. However, the Borough's rank was significantly better than a number of other London Boroughs. Hackney, Tower Hamlets, Newham, Islington, Haringey and Lambeth are all within the 20 most deprived authorities in the England. Wandsworth Borough has relatively low levels of deprivation compared with other Inner London Boroughs. However, this borough wide rank hides variations within different areas of the Borough, and pockets of deprivation exist.

4.14 Detailed deprivation scores and ranks are also provided for 32,482 Super Output Areas in England. There are 174 SOA in Wandsworth Borough, of which 28 are within the worst quartile and 18 are in the best quartile in terms of the Index of Multiple Deprivation, which indicates there is a significant variation in deprivation within different parts of the Borough.

4.15 An analysis of the 2004 Indices of Multiple Deprivation at ward level based on individual Super Output Area scores within wards in London was published in the DMAG briefing (February 2005). The data provides a good indication of where the areas of deprivation and affluence are located within the Borough, as shown in the graph below. The most deprived wards (i.e. with the lowest rank within London, based on average SOA rank 1 = most deprived 624 = least deprived) are Latchmere, Roehampton and Queenstown. The least deprived wards are Thamesfield, Southfield and Wandsworth Common.



4.16 Car ownership in Wandsworth Borough (58.8% of households) is significantly above the Inner London average (49.0%) but is considerably below the UK average (72.6%), as shown in Table 4.4. A higher proportion of households have two or more cars in Wandsworth Borough compared with the Inner London average, which may be an indication of higher levels of affluence and mobility. The low car ownership when compared with the UK average reflects the Borough's good public transport links. Car ownership is generally lower across London. Car ownership is generally lower in major urban areas than in rural areas or small towns, and is necessarily an indication of levels of affluence.

Table 4.4: Car Ownership 2001

Characteristic	% Households 2001		
	Wandsworth Borough	Inner London Average	UK Average
Car Ownership			
Two or more	14.3	9.7	28.8
One	44.5	39.3	43.8
None	40.7	50.6	27.4

Sources: 2001 Census of Population

4.17 Wandsworth Borough has a reasonably high proportion of economically active adults in employment as shown in Table 4.5, and the proportion is higher than the national and Inner London averages. The unemployment rate is comparable with the national average and lower than the Inner London average. The proportion of retired residents is comparable with the Inner London average, but lower than the national average, as is the proportion of students in the Borough.

Table 4.5: Economic Activity 2001

Status	% People aged 16-74		
	Wandsworth Borough	Inner London Average	UK Average
Employed	66.8	57.4	60.4
Unemployed	3.9	5.6	3.4
Looking after home/family	5.7	7.1	6.5
Students	8.6	11.4	7.3
Retired	7.4	7.8	13.4
Other inactive	7.6	10.7	9.0

Sources: 2001 Census of Population

4.18 The age structure in Wandsworth Borough varies slightly from the Inner London average and the Greater London average. Wandsworth has a higher proportion of adults aged 25 to 44 compared to the Inner London and Greater London averages. The proportion of adults aged 45 to 64 is slightly lower than the Inner London average, and significantly lower than the Greater London average, as shown in Table 4.6.

Table 4.6: Age Structure 2006

Status	% of Population 2006		
	Wandsworth Borough	Inner London Average	Greater London Average
Children 0-14	16.1	17.8	18.5
Adults 15 to 24	10.9	11.8	11.8
Adults 25 to 44	47.7	43.3	37.6
Adults 45 to 64	16.2	17.7	20.5
Adults 65 to 74	4.7	5.0	6.0
Adults 75 +	4.4	4.4	5.6

Sources: GLA Demographics

4.19 Wandsworth Borough has a broadly similar ethnic mix when compared with the Inner London average, although Wandsworth has a significantly higher proportion of White British and a lower proportion of Asian/Asian British (Bangladeshi) and Black/ Black British (African) than Inner London. Both Wandsworth Borough and Inner London have a higher proportion of ethnic minorities than the average for the UK, as shown in Table 4.7.

Table 4.7: Ethnic Groups 2001

Status	% of Population 2001		
	Wandsworth Borough	Inner London Average	UK Average
White British	64.8	50.5	88.2
White Irish	3.1	3.4	1.2
Other White	10.0	11.8	2.5
Mixed	3.4	3.9	1.2
Asian or Asian British (Indian)	2.9	3.1	1.8
Asian or Asian British (Pakistani)	2.1	1.6	1.3
Asian or Asian British (Bangladeshi)	0.4	4.6	0.5
Other Asian	1.6	1.3	0.4
Black/Black British (Caribbean)	4.9	6.9	1.0
Black/Black British (African)	3.8	8.3	0.9
Other Black/Black British	0.9	1.3	0.2
Chinese	0.9	1.4	0.4
Other Ethnic Group	1.3	2.0	0.4

Sources: 2001 Census of Population

4.20 This socio-economic analysis indicates that the profile of residents is broadly similar to the profile of residents in Inner London. However, Wandsworth Borough has higher levels of car ownership and a higher proportion of economically active adults in employment than Inner London. Compared with the national profile, Wandsworth

Borough has a lower level of car ownership, a higher proportion of economically active adults in employment, a higher proportion of adults aged 25 – 44 and a higher proportion of ethnic minorities.

4.21 Local residents will generally want access to all forms of shopping, although more affluent households may be more selective and may be prepared to travel further for certain types of shopping.

4.22 The level of accessibility to shopping centres/stores, in terms of the convenience to the home or work, is an important consideration for customers. The distance (or time) customers are prepared to travel for each type of shopping will vary. For example, residents in the main towns might reasonably expect to have easy walking access to local shops (for daily top up purchases). Employees working within or near the town centres may also expect to find shopping facilities within easy walking distance to meet their lunchtime needs.

4.23 For bulk or main food shopping, residents should be able to visit a supermarket that provides a reasonable range of goods by car or public transport within the wider locality. Residents may be prepared to travel further for higher order comparison goods purchased on an occasional basis, such as Christmas gifts, fashion, furniture or electrical goods. For example, customers will be prepared to travel to larger centres for these occasional shopping trips.

4.24 The household survey results demonstrate that residents tend to visit a diverse selection of shopping centres and leisure destinations. A high proportion of residents in the study area regularly shop in London's West End, Chelsea/Fulham, Wimbledon, Kingston and Croydon. These shopping patterns are likely to continue in the future.

The Designation of the Borough's Network of Shopping Centres

4.25 PPS6 indicates that local planning authorities should adopt a positive and proactive approach to planning for the future of the centres within their areas, whether planning for growth, consolidation or decline. Local planning authorities are expected to set out a vision and strategy for the pattern and hierarchy of centres, including local centres, within their area. This strategy should set out how the role of different centres will contribute to the overall vision for their area.

4.26 The sequential approach indicates that town, district and local centres are the preferred location for the main town centre uses including retail and leisure development. Some forms of development may be more appropriate in smaller centres, if there are localised areas of deficiency. The key issues are the nature and scale of retail/leisure development proposed and the catchment area the development seeks to serve. Development should normally be consistent in terms of scale and nature with the character and role of the nearest centre. Therefore, development plan policies should provide clear advice in this respect.

4.27 PPS6 suggests that local authorities should adopt policies that enable town, district and local centres to meet the needs of residents in their area. The sequential approach indicates that the first preference for new developments should be within centres followed by edge-of-centre locations. Out of centre sites are last in the order of preference.

4.28 The current UDP identifies 38 centres. At the top of the hierarchy the plan defines Balham, Clapham Junction, Putney, Tooting and Wandsworth as '*Town Centres'*. Below these main centres the Local Plan identifies 8 '*Local Centres'* and 25 '*Important Local Parades'*.

4.29 Within the London Plan (2004), Clapham Junction, Putney, Tooting and Wandsworth are classified as *'Major Centres'* and Balham is classified as a *'District Centre',* below the four other main centres in the Borough. The existing UDP designation for the five main centres in the Borough is similar but not entirely consistent with the London Plan.

4.30 Balham is defined as a *'District Centre'* in the London Plan, primarily because it smaller than the other four town centres in Wandsworth. The London Plan suggests a *'District Centre'* typically has less than 50,000 sq m of retail floorspace. However, in our view the amount of retail floorspace is not the only consideration in determining whether a centre should be designated as a town or district centre.

4.31 Annex A of PPS6 provides guidance on the definition of centres and some clarification on the designation and role of centres. Table 1 of PPS6 describes the characteristics of different centres. It suggests that city centres are the highest level of centre and will often be a regional centre and will serve a wide catchment. Town centres are usually the second level of centres after city centres, and in many cases, they will be the principal centre or centres in a local authority's area. However, Wandsworth does not have one dominant centre, but has five main centres each serving a different catchment area.

4.32 There is a wide variation in the scale and nature of the 156 district centres designated in the London Plan. Table 1 of PPS6 states that *'In London 'major' and many of the 'district' centres identified in the Mayors Spatial Development Strategy typically perform the role of town centres.'*

4.33 In terms of retail floorspace, Balham is smaller than the other town centres in the Borough, but Balham has a range of other non-retail facilities including a good evening economy with a range of pubs and bars and other town centre uses. It also had two large supermarkets, Sainsbury's and Waitrose and is a key centre in the east of the Borough. Balham has an important role in serving the east of the Borough and the western part of Lambeth. Balham's role is similar to Tooting. If the Council wish to maintain Balham's important role then the current definition of centres within the Wandsworth UDP, i.e. five town centres including Balham should be retained.

4.34 Below district centres, PPS6 does not provide sub-divisions for local centres. However, the footnotes indicate that small parades of shops of purely neighbourhood significance are not regarded as centres for purposes of the policy statement. PPS6 states that local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette.

4.35 The London Plan describes *neighbourhood centres* as providing services for local communities, but provides limited guidance on what may be considered to be appropriate within neighbourhood centres.

4.36 A key issue to be considered is to establish whether any of the designated local centres should be re-categorised as District Centres. PPS6 suggests that district centres often contain at least one supermarket or superstore. None of the designated local centres have a food superstore or large supermarket (i.e. over 1,000 sq m net). All the local centres are relatively small when compared with Balham and other district centres in London. In our view none of the local centres in the Borough should be reclassified as district centres, based on the current scale of commercial floorspace.

4.37 PPS6 makes a distinction between local centres and smaller parades, but does not give definitive guidance on how local authorities should categorise local centres/shopping parades within their areas. However, PPS6 suggests that the designation of local centres (i.e. anything below district centres) should be defined by local authorities based on local circumstances. Therefore there is no set methodology or approach that can be applied from elsewhere. Based on our experience many local authorities have two tiers of local centre, and usually very small parades or individual local shops are not identified as centres, and this approach is consistent with the Wandsworth UDP.

4.38 An analysis of local centres and parades is set out in Section 11 of this report. Nearly all of the designated *Important Local Parades* in the Borough have less than 20 commercial units, with the exception of Balham Hill, Westbury Parade & Clapham South Station (31), 171-227 Garratt Lane (26) and Lower Richmond Road (22).

4.39 Balham Hill, Westbury Parade & Clapham South Station is currently designated a large *Important Local Parade*. It has a significant number of commercial units which include eight convenience stores and scores 8 out of 11 in the Local Needs Index (see Chapter 11). The centre also includes units outside the borough in Lambeth that are designated in the Lambeth UDP 2007 as a *Local Centre*. We suggest the centre is re-designated as a *Local Centre* and re-named as Clapham South.

4.40 As a rule of thumb and based on the current designation of centres, Important Local Parades will generally have between 5 to 15 commercial units and will be of purely of local significance. These centres should have a smaller range and choice of shops and services, and will have a limited choice of specialist shops and community facilities. Smaller clusters of local shops and freestanding shops should not be designated as local centres.

Summary and Conclusions

4.41 The analysis of the shopping hierarchy and commercial property indicators demonstrate that no single centre dominates in Wandsworth Borough. Balham, Clapham Junction, Putney, Tooting and Wandsworth are the main comparison shopping centres within the Borough. These centres primarily compete with other similar centres outside the Borough, i.e. Brixton, Streatham, Richmond and Wimbledon. Balham Hill, Westbury Parade & Clapham South Station should be re-designated as a Local Centre. Other centres/parades within the Borough are smaller with limited catchment areas.

4.42 The socio-economic analysis indicates that the profile of residents in the Borough is similar to those in the rest of Inner London, with a higher proportion of younger adults, ethnic diversity, higher economic activity rates and lower car ownership than the national average. The Borough is relatively affluent compared with other Inner London Borough's but there are pockets of deprivation.

5.0 HOUSEHOLD SURVEY

Survey Structure

5.1 NEMS Market Research carried out a telephone survey of 1,202 households across the Wandsworth study area in December/January 2007. The survey results are shown in Appendix E and summarised in this section. The study area, shown in Appendix A, was split into ten sectors or zones based on postcode boundaries, as follows:

- Zone 1: Queenstown
- Zone 2: Battersea
- Zone 3: Balham
- Zone 4: Tooting/Mitcham Lane
- Zone 5: Tooting/Colliers Wood
- Zone 6: Wandsworth
- Zone 7: Putney
- Zone 8: Southfields/Wimbledon Park
- Zone 9: Roehampton/Barnes
- Zone 10: Fulham

5.2 The study area includes all parts of Wandsworth Borough, and also parts of adjacent boroughs where people may conceivably shop within the Borough. A list of the postcodes contained in each zone is shown in Appendix A. The zones were chosen based on postcode boundaries which best fit the likely primary catchment areas of the main centres in the Borough.

5.3 The number of interviews undertaken in each zone reflects the population in each respective zone in order to provide statistically reliable sub-samples. The main aims of the survey were to establish patterns for the following:

- Main food and grocery shopping;
- Top-up food and grocery shopping;
- Non-food shopping, including:
    - clothing and footwear;
    - domestic electrical appliances;
    - other electrical goods (TV, Hi-Fi and computers);
    - furniture, soft furnishing or carpets;
    - DIY/garden items and hardware;
    - health, beauty and chemist goods;
    - other non-food items; and

- Leisure activities, including:
  - cinema;
  - theatre;
  - pub/bar;
  - restaurant;
  - nightclub;
  - bingo;
  - health club; and
  - ten-pin bowling.

5.4 Given that the surveys were carried out around the Christmas period, questions were designed to ensure reliable information representative of people's normal shopping habits were obtained. Questions on comparison shopping specifically excluded trips made for Christmas shopping purposes, which are likely to be different from respondents' normal shopping patterns.

Food and Grocery Shopping

Main Food Shopping

5.5 Large food stores are the main destination for respondents' last main food shopping trip across the study area. Overall, the Asda at Lavender Hill, Clapham Junction was the most popular shopping destination for the study area as a whole, though different zones recorded different responses as the most popular destination for their main food shopping trip:

- **Zone 1**: Sainsbury's in Nine Elms (26.3%) followed by Asda at Lavender Hill, Clapham Junction (23.8%);
- **Zone 2**: Asda at Lavender Hill, Clapham Junction (39.6%) followed by Waitrose in Chelsea and the internet (both 4.9%);
- **Zone 3**: Sainsbury's on Balham High Road (38.9%) followed by the Waitrose on Balham High Road (14.8%) and Tesco at Clapham South (10.1%);
- **Zone 4:** Sainsbury's on Tooting High Street (22.6%) followed by Sainsbury's on Balham High Road (14.2%);
- **Zone 5**: Sainsbury's, Merton High Street, Colliers Wood (35.2%) followed by Sainsbury's on Tooting High Street (11.2%);
- **Zone 6**: Sainsbury's on Garratt Lane, Wandsworth (45.1%) followed by Waitrose in Southside Shopping Centre, Wandsworth (9.7%);
- **Zone 7**: Waitrose in Putney Exchange Shopping Centre, Putney (33.3%);
- **Zone 8**: Sainsbury's, Worpole Road, Wimbledon (24.6%);

- **Zone 9**: Asda, Roehampton Vale (29.6%) followed by Waitrose, Upper Richmond Road West, East Sheen (14.8%); and

- **Zone 10**: Sainsbury's, Townmead Road, Fulham (28.4%) followed by Waitrose, North End Road (15.8%) and Waitrose in Putney (7.4%).

5.6 Overall, 4.1% of respondents chose to do their last main food shopping on the internet and have it delivered, which is greater than the average derived from similar NLP surveys across the Country (1.1%).

Mode of Travel for Main Food Shopping

5.7 In the whole study area 48.4% of respondents indicated that they travel to do their main food shopping by car, which is significantly lower than NLP's average derived from similar surveys across the Country (80.0%). A higher proportion of households travel by bus (16.8%) compared to the NLP averages derived from other surveys of 7.0% and also a higher proportion walk to their main food shopping destination (23.8%) compared to the NLP average of 8.7%. A number of all respondents (1.4%) used a bicycle to travel to their last main food shopping location which is much higher than NLP's average of 0.3%. A small proportion of respondents (1.3%) stated that they used the train/tube to travel to their last main food shopping destination, higher than the NLP observed average of 0.3%.

Top-Up Food Shopping

5.8 Top-up food shopping trips are usually made in addition to main weekly (or less frequent) shopping trips. Over 77% of households across the catchment area indicated that they undertake small-scale or top-up shopping trips in addition to their main food shopping trips. The overall results showed that a high proportion of the respondents' last top-up shopping trip was undertaken in local shops (22.3%). However, in two of the zones the majority of respondents used their local supermarket for their last top-up shopping destination, as opposed to their local shops. These were Waitrose, Putney for Zone 7 and Sainsbury's, Balham for Zone 3.

Non-Food Shopping

5.9 Households were asked in which location they buy most of their household's non-food shopping. For the study area as a whole, London's West End is the most popular destination, with 12.3% of all respondents shopping there, followed by Wandsworth Town (9.9%) and Wimbledon (9.6%). Despite the preference of

London's West End overall, it is only the most popular destination for non-food shopping in two zones once the results are broken down:

- **Zone 1**: London, West End (27.5%);
- **Zone 2**: Clapham Junction (36.6%);
- **Zone 3**: London West End (24.3%);
- **Zone 4:** Tooting (22.1%);
- **Zone 5**: Wimbledon (40.8%);
- **Zone 6**: Wandsworth Town (33.3%);
- **Zone 7**: Putney (45.3%);
- **Zone 8**: Wimbledon (30.8%);
- **Zone 9**: Kingston (18.3%); and
- **Zone 10**: Fulham (21.1%)

5.10 Overall, 3.0% of respondents buy most of their non-food shopping on the internet or have it delivered.

Mode of Travel for Non-Food Shopping

5.11 The predominant modes of travel for non-food shopping were the car and bus with 30.2% of respondents indicating they use the car and 29.1% indicating that they use the bus to travel to their non-food shopping destination. The third most popular mode of transport for travelling to non-food shopping destinations was walking (18.6%), and travelling by train/tube was the fourth most common (12.4%) mode of travel.

Non Food Shopping Destinations

5.12 Households were also asked where they normally go to shop for different types of non-food goods.

5.13 The most popular destination for buying clothes and footwear in Zones 1 (35.0%), 3 (35.6%) and 10 (24.2%) was London's West End, which also proved the most popular destination overall. In Zones 5 and 8, Wimbledon was the most popular destination people last used to shop for clothing and footwear with 32.0% and 32.3% respectively. In Zone 4, Tooting was the most popular destination, Zone 6 Wandsworth Town and Zone 7 Putney, which are all the centres local to that zone. In

Zone 9 the highest proportion of respondents last went clothes and footwear shopping in Kingston.

5.14 Overall the internet or delivery style retailers were the most popular way of buying domestic electrical appliances such as fridges or kitchen items with 13.6% of all respondents. The internet accounted for the majority of respondents in Zones 3, 4 and 9. Most respondents from Zone 1 bought their domestic appliances in London's West End (16.3%) whilst most respondents from Zone 5 bought their domestic appliances in Wimbledon (23.2%). In both Zones 2 (15.9%) and 6 (18.8%), the majority of respondents bought their domestic appliances in Wandsworth Town. Most respondents in Zone 8 preferred to shop in Kingston for their domestic appliances, whilst in Zone 10 the preference was for Fulham.

5.15 Similarly to domestic electrical appliances overall the internet was the main location respondents last bought other kinds of electrical goods, such as TVs, Hi-Fi and computers, with 17.7% of all respondents. The internet was the most popular location for purchasing these goods in six of the ten zones. In Zone 1, most respondents (17.5%) bought their other electrical goods from London's West End whilst in Zone 6 the preferred location was Wandsworth Town (17.4%). In Zone 7, the highest proportion of respondents (18.7%) used Putney to buy their other electrical goods. In Zone 8, the highest proportion of respondents (20.0%) shop in Wimbledon for their other electrical goods.

5.16 The highest proportion of respondents in Zones 1 (18.8%), 2 (12.8%) and 6 (13.2%) last bought furniture, soft furnishings or floor coverings in London's West End. In Zones 3 and 4 Croydon was the preferred location to shop for these goods with 17.5% and 14.2% of the respondents respectively. Wimbledon was the most popular location for respondents from Zones 5 (15.2%) and 8 (20.0%) and Kingston was the most popular in Zone 9 (12.2%). The only zone where the most popular destination to buy furniture, soft furnishings or floor coverings within Wandsworth Borough was in Zone 7 where 20.0% of respondents chose to shop in Putney.

5.17 Overall for DIY, hardware and garden items the most popular destination respondents last shopped at was B&Q, Smugglers Way in Wandsworth. This was followed by Wimbledon and the Homebase on Swandon Way, Wandsworth. As well as being the most popular destination overall the B&Q at Smugglers Way, Wandsworth was also the most popular destination within Zones 1 (17.5%), 2 (18.3%), 3 (20.1%), 4 (15.8%), 6 (22.2%) and 10 (23.2%). In Zone 5 and Zone 8 the most popular destination was Wimbledon for DIY, hardware and garden items (44.8% and 50.8% respectively). In Zone 7 the most popular last destination was Putney, whilst in Zone 9 it was Richmond.

5.18 In both Zone 1 (27.5%) and Zone 2 (46.3%) the primary destination for buying chemist, health and beauty items was Clapham Junction. In Zone 3 49.7% of respondents last went to Balham to buy their health and beauty items, whilst in Zone 4 37.4% of respondents preferred Tooting. In both Zones 5 and 8 Wimbledon was the destination the greatest proportion of respondents who last bought health and beauty items with 48.8% and 56.9% respectively. The majority of respondents in Zone 7 (85.3%) went to Putney, whilst the most popular last destination in Zone 9 was also Putney (29.6%). In Zone 6 Wandsworth was the most popular destination with 59.0% of responses whilst in zone 10 Fulham was the most popular destination.

5.19 Of all respondents 20.1% last bought items such as books, optical media, toys and gifts on the internet, meaning overall the internet was the preferred method of purchasing these types of goods. Despite this, in Zones 5 and 8, respondents preferred to use Wimbledon to buy books, CDs, toys and gifts (40.8% and 40.0% respectively), whilst in Zones 7 (60.0%) and 9 (27.8%) most respondents last used Putney. In Zone 1 the most popular destination was split between the internet and London's West End with 22.5% each. The most popular destination was also split in Zone 10 where 23.2% of respondents used Fulham and 23.2% of respondents used to internet when they last bought books, CDs, toys or gifts. In Zone 2 the highest proportion of respondents (26.2%) preferred to shop in Clapham Junction for these goods, whilst in Zone 6 this was Wandsworth Town (27.8%). In Zones 3 and 4 the highest proportion of respondents preferred to use the internet to purchase books, CDs, toys or gifts.

5.20 Tables 5.1 and 5.2 show the shopping destination with the highest proportion of respondents for each comparison good in each zone. This indicates broadly where people prefer to shop for each type of good and allows comparison between each zone. In Zone 1, people prefer to shop in London's West end for clothing/footwear, domestic electrical appliance, other electrical goods, furniture/soft furnishings and books/CDs/toys/gifts. In Zone 2 Clapham Junction is the main destination for respondents buying clothing and footwear, health and beauty products or books/CDs/toys/gifts, whilst for other goods they prefer to shop elsewhere. In Zone 3, the internet is the most popular place to purchase domestic appliances, electrical goods and books/CDs/toys/gifts, although respondents prefer to shop in Balham for chemists, health and beauty items. In Zone 4, Tooting is where the majority of respondents shop for clothing and footwear goods and health and beauty items, whilst the internet is most popular for domestic electrical appliances, electrical goods and books/CDs/toys/gifts. In Zone 5, Wimbledon is the preferred location among respondents for all comparison goods with the exception of electrical goods where most people used the internet.

Table 5.1: Destinations with High Proportions of Respondents

Comparison Good	Zone 1 Queenstown	Zone 2 Battersea	Zone 3 Balham	Zone 4 Tooting/ Mitcham Lane	Zone 5 Tooting/Colliers Wood
Clothing & Footwear	London West End	Clapham Junction	London West End	Tooting	Wimbledon
Domestic Appliances	London West End	Wandsworth Town	Internet	Internet	Wimbledon
Electrical Goods	London West End	Internet	Internet	Internet	Internet
Furnishings	London West End	London West End	Croydon	Croydon	Wimbledon
DIY & Hardware	B&Q Wandsworth	B&Q Wandsworth	B&Q Wandsworth	B&Q Wandsworth	Wimbledon
Health & Beauty	Clapham Junction	Clapham Junction	Balham	Tooting	Wimbledon
Books/CDs/Toys/Gifts	Internet/West End	Clapham Junction	Internet	Internet	Wimbledon
Comparison Good	**Zone 6 Wandsworth**	**Zone 7 Putney**	**Zone 8 Southfields/ Wimbledon Park**	**Zone 9 Roehampton/ Barnes**	**Zone 10 Fulham**
Clothing & Footwear	Wandsworth Town	Putney	Wimbledon	Kingston	London West End
Domestic Appliances	Wandsworth Town	Putney	Kingston	Internet	Fulham
Electrical Goods	Wandsworth Town	Putney	Wimbledon	Internet	Internet
Furnishings	London West End	Putney	Wimbledon	Kingston	Kings Road, Chelsea
DIY & Hardware	B&Q Wandsworth	Putney	Wimbledon	Richmond	B&Q Wandsworth
Health & Beauty	Wandsworth Town	Putney	Wimbledon	Putney	Fulham
Books/CDs/Toys/Gifts	Wandsworth Town	Putney	Wimbledon	Putney	Internet/Fulham

5.21 Wandsworth Town was the most popular destination for clothing and footwear goods, domestic electrical appliances, other electrical goods, health and beauty items and books/CDs/toys/gifts in Zone 6. In Zone 7, the highest proportion of respondents went to Putney in all the categories of comparison goods surveyed. In Zone 8, Wimbledon was the preferred destination for all comparison goods with the exception of domestic electrical appliances, where Kingston was the preferred shopping destination. In Zone 9, the most popular destination for respondents was Kingston last time they bought clothing and footwear goods or furniture and soft furnishings, whilst most preferred Putney for health and beauty items and books/CDs/toys/gifts. In Zone 10, Fulham was the predominant destination among respondents for domestic electrical appliances, health and beauty products and books/CDs/toys/gifts, however, for DIY, hardware and garden items the majority of respondents came into Wandsworth to go to the B&Q on Smugglers Way.

Internet Shopping

5.22 In addition to those respondents who stated they last bought their main shopping or a specific comparison good on the internet, all respondents were asked what items, if any, they regularly bought on the internet. Overall 49.5% of the respondents stated they did not regularly buy anything on the internet.

5.23 Of all the respondents, the most popular category of goods people regularly bought on the internet were books, CDs and toys with 38.0% of all respondents. This was followed in popularity by electrical, TV, hi-fi and computer items (16.0%) and clothes and footwear (12.4%). Overall 9.8% of respondents regularly did their grocery shopping online and 8.7% of respondents bought their domestic electrical appliances on the internet. Other items that respondents regularly shopped for online include travel tickets/holidays, furniture or soft furnishings, health and beauty items and DIY/hardware items (all between 2%-3.5% of respondents).

Improvements to Town Centres

5.24 All respondents were asked what, if anything, would make them shop more often in each of the town centres within the Wandsworth Borough.

5.25 For Wandsworth Town over 54% of respondents stated that ‘nothing’ would make them visit the town centre more often. A notable proportion, 13%, stated they would shop more often in Wandsworth Town if there was a better choice of shops in general, whilst 6.8% stated that specifically better choice of clothing shops would attract them to the town centre.

5.26 For Clapham Junction most respondents suggested nothing would make them shop in the town centre more often. However, top of the list of measures that would attract people to Clapham Junction was a better choice of shops in general (9.6% of respondents) and more car parking (6.6%).

5.27 For Putney town centre, again the vast majority of respondents (62.7%) of respondents stated that nothing would entice them to the town centre more often. The main improvements cited that would make people shop in the centre more often included more car parking (8.2%), better shops in general (6.2%) and more traffic free areas and pedestrianisation (3.4%).

5.28 For Balham town centre, 69.3% of respondents stated that regardless of any improvements they would not shop more often in Balham. However, similarly to Wandsworth Town a better choice of shops in general (6.7% of responses) and a better choice of clothing shops (4.4% of responses) were improvements notable proportions of respondents felt would make them shop in Balham.

5.29 For Tooting town centre, as with all the other centres, the majority of respondents (66.6%) stated that nothing would make them shop more often in the town centre. Again, similar to responses for the other centres, improvements in the choice of shops in general (6.7%), more car parking (4.0%) and a better choice of clothing shops (3.1%) are all measures that people suggested would make them shop in Tooting town centre more often.

Leisure Activities

Cinemas

5.30 Respondents were asked if they went to the cinema and if so which cinema they last visited. 59.7% of respondents indicated they visit the cinema, which was the second most popular leisure activity after visiting restaurants. This is higher than NLP's average derived from similar surveys across the Country (49.6%). The main cinema destination which accounts for 29.9% of respondents was the Cineworld at Southside Shopping Centre, Wandsworth. A notable proportion of respondents visit cinemas in Wimbledon (16.3%), whilst the Clapham Picturehouse on Clapham High Street (9.2%), cinemas in Central London (8.5%) and the Odeon on Putney High Street are also relatively popular.

Theatre

5.31 In the study area, 55.5% of respondents indicated they visit theatres, compared with NLP's average for other surveys of only 40.6%. When asked where they visit the Theatre, Central London and the West End was the most popular locations, accounting for over 69% of the respondents in the catchment area. A significant proportion of respondents last visited the theatre at The New Wimbledon Theatre in Wimbledon (10.5%) whilst 3% visited the Richmond Theatre in Richmond. Within the Borough only 0.6% went to the Battersea Arts Centre, Lavender Hill and even fewer respondents went to the Putney Arts Theatre (0.3%) and Theatre 503 on Battersea Park Road (0.15%).

Pubs/Bars

5.32 The household survey asked respondents if and where they or their family last visited a pub/bar. 46.4% of respondents indicated that they visit pubs/bars, which is slightly lower than the NLP's average from other surveys (48.4%). The main destinations for respondents who visit pubs and bars varies across the zones:

- Zone 1 - London West End / Clapham High Street (both 22.5%)
- Zone 2 - Clapham Junction (24.3%)
- Zone 3 - Balham (31.2%)
- Zone 4 - Balham (28.2%)
- Zone 5 - Wimbledon (45.8%)
- Zone 6 - Wandsworth Town (41.4%)
- Zone 7 - Putney (53.7%)
- Zone 8 - Wimbledon (58.3%)
- Zone 9 - Putney (35.2%)
- Zone 10 - Fulham (62.5%)

5.33 Of all the respondents who visit pubs/bars as a whole London's West End attracted 11.7% of respondents and Wimbledon town centre attracted 10.9%. Within the Borough, Putney and Wandsworth Town were the most popular bar/pub venues with 10.2% and 9.5% of respondents respectively.

Restaurants

5.34 Over 76% of respondents indicated they visit restaurants, which was the most popular leisure activity, and is much higher than NLP's average for other surveys (66.5%). Again there was significant variation in where respondents visited restaurants:

- Zone 1 - London West End (26.7%)
- Zone 2 - Clapham Junction (24.6%)
- Zone 3 - Balham (31.3%)
- Zone 4 - Tooting (23.0%)
- Zone 5 - Wimbledon (44.8%)
- Zone 6 - Wandsworth Town (26.6%)
- Zone 7 - Putney (49.2%)
- Zone 8 - Wimbledon (57.1%)
- Zone 9 - Barnes (19.1%)
- Zone 10 - Fulham (42.1%).

5.35 Of all the respondents who visit pubs/bars, London's West End attracted 16.7% of respondents and Wimbledon town centre attracted 10.8%. Within the Borough Putney and Wandsworth Town were the most popular restaurant venues with 8.4% and 7.8% of respondents respectively.

Nightclubs / Live Music

5.36 Only 11.6% of respondents indicated that they had visited nightclub/live music venues, and this activity is the second least popular leisure activity after 'bingo', therefore, the sample for nightclub visitors within each zone is very small. However, NLP's average derived from other similar surveys suggests a similar participation rate of 9.6%. The main nightclub destination for respondents in the study area as a whole is London's West End (46.8%) with Clapham High Street second most popular (11.5%).

Bingo

5.37 Bingo proved the least popular leisure activity with only 4.6% of respondents indicating that they undertake this activity, and this is slightly lower than NLP's average participation rate of 5.1% as derived from other similar surveys. The sample for bingo visitors within each zone is again very small. Mecca Bingo at Brendon Valley, Wandsworth was the most popular place to play bingo (41.8%), followed by Gala Bingo on Mitcham Road, Tooting (23.6%).

Health and Fitness Clubs

5.38 Over 30% of respondents indicated their household visit health clubs/gyms, which is slightly higher than the NLP average participation rate from other surveys (24.6%). Respondents used a wide range of gyms across the study area with some using gyms in the adjoining areas. The main gym/health club destinations for respondents in the study area as a whole are Wimbledon (12.8%) and Fulham (10.0%). Within Wandsworth Borough the most popular gyms destinations are, Virgin Active in Southside Shopping Centre, Wandsworth (6.6%), gyms in Balham (6.6%), Virgin Active in Putney (4.3%) and other gyms in Putney (5.5%).

Tenpin Bowling

5.39 Overall 11.7% of respondents indicated their household visit tenpin bowling facilities, which is significantly lower than the NLP average for other surveys (18.8%). The main tenpin bowling destinations are Raynes Park (17.9%), London's West End (12.1%) and Kingston (10.7%).

Key Messages from the Household Survey Results

5.40 Key findings of the household survey are summarised below:

- Large food stores are the primary destinations for main food shopping and the preferred location of these food stores varies significantly throughout the study area.
- Over 77% of respondents indicated that they undertook small scale shopping or top-up shopping trips in addition to their main food shopping trips.
- A relatively low proportion of respondents use the car as their main mode of travel for their food and non-food shopping, when compared with NLP's national average derived from other surveys. A far higher proportion of respondents use the bus or walk.
- Many respondents use their local town centre for comparison shopping, however, in most goods categories London's West End and the internet were also popular choices. The exception to this was DIY, hardware and garden items where the majority of respondents used the large DIY stores, especially B&Q in Wandsworth.
- Approximately half of the respondents regularly use the internet to shop with the most common goods purchased books, CDs, toys and gift items and electrical, TV, hi-fi and computer items. 9.8% of respondents regularly use the internet to shop for their groceries.
- For each centre a large proportion of respondents did not identify any potential improvements that would make them shop more often in that centre. Where a suggestion was made the common theme across all centres was improving the choice of shops in general. The other most commonly cited improvements were more car parking and better clothes shops.
- The household survey demonstrates that for several types of leisure activity the majority of respondents travel outside the Borough. Popular destinations outside the Borough for all leisure activities include London's West End and Wimbledon. Cineworld in the Southside Shopping Centre (Wandsworth Town) is popular for cinema-goers and the most popular locations for pubs/bars and restaurants vary greatly by zone but include a significant proportion of respondents going to destinations within the Borough.

6.0 CLAPHAM JUNCTION TOWN CENTRE

Introduction

6.1 Clapham Junction rapidly developed in the late 1800's following the construction of the railway and the station, from which the area takes its name. Clapham Junction retains an essentially Victorian character, with the main area of the Town Centre along the 'high street' type form of St Johns Road and Northcote Road. This is complimented by newer large format retail in the Falcon Lane area and the shopping arcade, Shop Stop @ Clapham Junction, within the station building. Clapham Junction is identified as a 'Major Centre' in The London Plan.

6.2 The centre serves shoppers from Wandsworth Borough and beyond, though the adopted Wandsworth UDP acknowledges that the town centre could not realistically be promoted to fulfil a strategic shopping role. Clapham Junction fulfils a localised role with the Wandsworth UDP setting out an individual strategy for the centre to consolidate its comparison shopping role and safeguard existing leisure and entertainment opportunities. In addition the Wandsworth UDP identifies part of Clapham Junction as within a conservation area.

6.3 The town centre is focussed around two main cross roads with arteries stretching from the intersections of St. John's Hill/St. Johns Road and Northcote Road/Battersea Rise. The main supermarket within the centre is the ASDA superstore located on Falcon Lane in the North East of the centre, with several other national convenience retailers spread throughout the centre. Clapham Junction town centre is bounded by residential areas to the south, west and east, and the railway line to the north.

Mix of Uses and Occupier Representation

6.4 Clapham Junction town centre's key roles include:

- *convenience shopping* – including newsagents, butchers, bakers, grocers, off licences, delicatessens and two health food shops. There are a number of convenience stores including a Tesco Express, Sainsbury's Local, a Marks & Spencer Simply Food store and a Fresh & Wild store. There are also several supermarkets including, Asda, Lidl, Somerfield, a food hall in the Marks & Spencer department store and a Fresh and Wild organic supermarket;

- *comparison shopping* - a good proportion of multiple retailing shops selling a range of high and lower order comparison goods.

- *services* – including a good range of high street national banks/building societies, cafés, restaurants, takeaways, travel agents, dry cleaners, and hairdressers/beauty parlours;

- *entertainment* – including several pubs/bars, two amusement arcades, two theatres and a comedy club; and
- *community facilities* – including two places of worship, a nursery school, a library and several doctors' surgeries.

6.5 Clapham Junction town centre has 331 retail/service units (excluding non-retail Class A uses). Table 6.1 sets out the mix of uses in Clapham Junction town centre, compared with the Goad national average. The centre has a broadly similar mix of uses compared with the national average. The proportion of vacant units is substantially below the national average, with the proportion of comparison retail units also below the national average. The centre has a significantly greater proportion of A3/5 units and convenience retailers compared to the national average. There are also slightly greater proportions of A1 and A2 services than the national average.

Table 6.1: Clapham Junction Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Clapham Junction	National Average*
Comparison Retail	121	39.2	45.4
Convenience Retail	40	12.9	9.1
A1 Services	40	12.9	10.6
A2 Services	37	12.0	9.6
A3 and A5	61	19.8	14.3
A4	22	N/A	N/A
Vacant	10	3.2	11.0
Total	**331**	**100.0**	**100.0**

Source: GOAD Data Feb 2006
** UK average relates to all town centres surveyed by Goad Plans (Nov 07)*

Retailer Representation

6.6 Clapham Junction town centre has a reasonable selection of comparison shops (119) reflecting the centre's comparison retail role as one the five town centres within the borough, as identified in the Wandsworth UDP individual strategy for Clapham Junction. Table 6.2 provides a breakdown of comparison shop uses by goods categories.

Table 6.2: Clapham Junction Town Centre Breakdown of Comparison Units

Type of Unit	Clapham Junction Town Centre		UK Average*
	Clapham Junction	%	%
Clothing and Footwear	30	24.8	27.4
Furniture, carpets and textiles	12	9.9	8.8
Booksellers, arts, crafts and stationers	12	9.9	9.3
Electrical, gas, music and photography	17	14.1	10.1
DIY, hardware & homewares	5	4.1	6.3
China, glass, gifts & fancy goods	5	4.1	3.7
Cars, motorcycles & motor access.	0	0.0	2.9
Chemists, drug stores & opticians	12	9.9	8.7
Variety, department & catalogue	4	3.3	2.0
Florists, nurserymen & seedsmen	2	1.7	2.2
Toys, hobby, cycle & sport	6	5.0	5.3
Jewellers	4	3.3	5.1
Other comparison retailers	12	9.9	8.2
Total	**121**	**100.0**	**100.0**

Source: GOAD Data Feb 2006 .
** UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*

6.7 All categories except cars/motorcycles/motor accessories are represented in the centre and overall the breakdown is comparable to the national average. The proportion of units in a number of the categories is higher than the national average, including electrical/gas/music/photography and chemists/drugstores/opticians stores. The proportion of jewellers and DIY/hardware/homeware units are slightly lower than the national average. Major national multiple comparison retailers present in the centre include:

- Woolworths;
- WH Smiths;
- Boots;
- Currys Digital;
- Superdrug;
- Specsavers; and
- Clothing retailers including:
    - TK Maxx
    - Republic
    - New Look; and
    - Fat Face.

6.8 Clapham Junction town centre contains two department stores; Marks & Spencer on St. John's Road and Debenhams which occupies the prominent Arding & Hobbs building on the corner of St John's Road and Lavender Hill. The

Service Uses

6.9 Clapham Junction town centre has a good range of service uses, with all categories represented, as shown in Table 7.3. The centre has a relatively low proportion of banks/other financial services and travel agents compared with the national average. The proportion of restaurants/cafes/takeaways is significantly higher than the national average.

Table 6.3: Clapham Junction Town Centre Analysis of Selected Service Uses

Type of Use	Clapham Junction Town Centre		UK Average*
	Units	%	%
Restaurants, cafes & takeaways	61	53.0	43.1
Banks/other financial services	7	6.1	15.4
Estate agents and valuers	20	17.4	11.7
Travel agents	2	1.7	4.9
Hairdressers & beauty parlours	18	15.7	22.0
Laundries and dry cleaners	7	6.1	2.9
Total	**115**	**100.0**	**100.0**

Source: GOAD Data Feb 2006
**UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*
N.B. 'Restaurants, cafés and takeaways' does not include the 22 pubs in the centre

6.10 A number of high street banks/building societies are represented within Clapham Junction town centre including; HSBC, Natwest, Halifax, Abbey, Barclays, Woolwich and Nationwide. In addition to Class A service uses Clapham Junction town centre has several other non-retail uses including two places of worship, several doctors surgeries, and a number of office buildings. The centre also contains a number of non Class A entertainment uses including two theatres, a Jongleurs comedy club and two amusement arcades.

6.11 The majority of the vacant units are located along Northcote Road, with other vacancies located on Lavender Hill/Lavender Sweep. The vacant units are predominantly located towards the peripheries of the centre. As well as a higher proportion of vacant units, the southern end of the town centre along Northcote Road also has a higher proportion of bars.

6.12 Despite its peripheral location within Clapham Junction town centre and its more limited retail offer, Northcote Road does provide a focus for specialist independent shops and market stalls and also high end clothing retailers such as Ghost and Fenn Wright Manson. The Wandsworth Core Strategy Preferred Options (Sept 2007) highlights that measures to protect the nature and character of the Northcote Road area will be pursued.

6.13 The convenience retail units are spread quite evenly throughout the centre as are the retail service units. The centre has a moderate number of comparison units predominantly found in the shopping core along St John's Road, which underlines the importance of Debenhams and Marks & Spencer as the two department stores anchoring the centre of Clapham Junction.

6.14 Development proposals at Clapham Junction station include approximately 18,500 sq. m. of retail floorspace. If implemented this will enhance the overall offer of Clapham Junction town centre.

Accessibility and Movement

Car Parking

6.15 The household survey indicated that 30.2% of respondents travelled by car (drivers and passengers) to do their non-food shopping and this rose to 40.8% when carrying out main food shopping. 6.6% of all respondents stated they would visit Clapham Junction more if there was more car parking. Therefore, whilst levels of car usage are significantly below NLP's observed average from similar studies, good accessibility to convenient car parks remains important to the vitality and viability of the town centre.

6.16 The main car park serving the centre is the multi-storey on Lavender Hill at Asda which has a total of 492 spaces. This car park is a privately operated and is free to all users for the first two hours, with a charge of £2 per hour after that. There are further privately operated car parks at Lidl and Boots in the Falcon Lane area, which are for customers only, as well as Clapham Junction Approach Car Park near to Clapham Junction station.

6.17 In addition to the car parks there are 30 on-street parking spaces available to visitors in Clapham Junction though all are within controlled zones where pay and display is required and varying restrictions apply. Some of these zones are shared permit/pay and display parking areas, however, along Northcote Road there are a number of shopper only zones with a maximum stay of 1 hour. Charges for pay and display for on street parking vary dependent on the zone and maximum stay, but typically one or two hour maximum stay zones are £2.20 per hour, whilst four or more hour maximum stay zones are £1.80.

6.18 Traffic flows through the town centre can be heavy in the peak periods including the morning and evening commuter times. During these periods there are a large volume of buses stopping which, combined with generally higher levels of traffic, can cause significant congestion. During one of NLP's visits at an off-peak period the traffic levels observed were relatively light.

Public Transport

6.19 Public transport accessibility to Clapham Junction town centre is excellent. Clapham Junction railway station is located at the northern end of the centre near the junction of St. Johns Hill and Falcon Road, but retains a good feeling of centrality within the town centre. The station is managed by South West Trains and provides regular direct trains to a number of suburban and national rail network destinations including London Waterloo, London Victoria, London Bridge, Wandsworth Town, Putney, Richmond, Feltham, Staines, Watford Junction, Basingstoke, Brighton, Southampton, Portsmouth, Bournemouth Ascot, Bracknell, Reading, Windsor & Eton Riverside, Woking, Croydon, Gatwick Airport and Eastbourne. There are proposals as part of the East London Line project to link Clapham Junction with Surrey Quays to complete an orbital rail around London. This will further improve rail links in the future for Clapham Junction, though these plans are still only at a proposals stage.

6.20 Many bus routes have stops in Clapham Junction town centre. Several bus stops are located along St. John's Hill, St. John's Road, Falcon Road, Northcote Road and Battersea Rise. There are at least seventeen bus routes providing access to and from Clapham Junction from surrounding areas in the Borough and beyond. The bus routes connect Clapham Junction with many destinations throughout London including Aldwych, Brixton, Colliers Wood, Earl's Court, Fulham, Hammersmith, Kensington, The City, Ladbroke Grove, Peckham, Putney, Richmond, Roehampton, Waterloo, Shoreditch, Wimbledon, Wandsworth Town, Tooting and Victoria. Four of the bus routes through the centre run 24 hours with an additional four night bus routes running providing links to Kingston, Putney, Ladbroke Grove, Camden, Finsbury Park, Aldwych, Liverpool Street and Peckham, throughout the night.

Pedestrian Access and Movement

6.21 The main shopping areas within Clapham Junction are Northcote Road, St. John's Road, Battersea Rise, Lavender Hill, the Falcon Lane area and 'Shop Stop' @ Clapham Junction. The 'Shop Stop' shopping arcade is pedestrianised and leads to

Clapham Junction station meaning pedestrian accessibility is very good. St. John's Road, where the main shopping frontages are, is generally quite enclosed with relatively narrow pavements obstructed by bus shelters, bins and other street furniture. However, to mitigate this, the paving finish is flush with the road creating a sense of pedestrianisation and vehicular access is only permitted to buses and service vehicles which limits the level of traffic to a certain extent. There are also a number of zebra crossings giving further a sense pedestrian priority. These factors create a streetscape that feels quite pedestrian oriented, but, with the frequency of buses, is also a place of vehicle – pedestrian conflict. To the south along Northcote Road and Battersea Rise, and to the north along Lavender Hill the area of public realm is wider with more space along the pavements.

6.22 The greatest obstacle to pedestrian movement in Clapham Junction town centre is the busy junction of Falcon Road, St. John's Road, Lavender Hill and St. John's Hill. The junction has heavy levels of traffic and despite the provision of pelican crossings across each of the roads, the large amount of railings and phasing of the traffic lights, whilst possibly ensuring safety can make negotiating the junction as a pedestrian inconvenient. Around the Falcon Lane area pedestrian access is again quite poor with the large format retail warehouse type units and the Asda supermarket both surrounded by car parking leading to relatively incomprehensible access for the pedestrian.

6.23 The Clapham Junction Town Centre Exemplar Study has detailed a number proposed improvements to the pedestrian realm in Clapham Junction. These proposals were consulted on with a Public Consultation Report released in December 2007. In general there was widespread support for the scheme which includes proposals to de-clutter the footways and remove all railings and proposals for a contemporary as opposed to traditional style streetscape.

6.24 Pedestrian flows tend to be heaviest along St. John's Road, where the majority of the main shops are located, and St. John's Hill, where access to Clapham Junction railway station is obtained through the shopping arcade. Pedestrian flows are significantly lower along Northcote Road and Battersea Rise, particularly where there is a proliferation evening economy uses. At the time of the NLP site visit pedestrian flows in general were low, but this was possibly as many of the retailers were closed.

6.25 Overall Clapham Junction town centre has a reasonably good layout, with some aspects which facilitate pedestrian movement and others which impede pedestrian movement. Its compact size ensures that the centre is accessible to visitors and encourages them to walk to the periphery.

Environmental Quality

6.26 The quality of buildings within Clapham Junction town centre is predominantly very good. The historic buildings are an attractive feature of the centre and enhance the attraction of the town. The Arding & Hobbs building is a landmark within Clapham Junction and imposes itself with an Edwardian baroque composition of red brick and stone. This high quality of architecture is continued down St. John's Road. Along St. John's Hill the red brick massing of The Grand Theatre dominates the environment, and the Grade II listed building adds significant architectural quality to the environment. There are, however, a number of modern buildings which, although are well maintained, are not particularly attractive such as the building on the corner of Falcon Lane and Falcon Road as well as the retail warehousing on Falcon Lane. Generally in the centre the facades including upper parts are well maintained and the shopfronts do not detract from the quality of the built environment. The buildings along Northcote Road are also predominantly attractive buildings, although there are several retail units with features not in context with the historic nature of the centre, such as the Somerfield building.

6.27 There was only limited evidence of graffiti or vandalism within the centre. Overall during the daytime the centre felt safe and there was no evidence of anti-social behaviour or begging. The area does not have any areas of green space, but along St John's Road there are a number of small seating areas with benches, bins, bicycle stands and some small trees.

6.28 Throughout the centre the paving is generally of good quality, with attractive block paving throughout the centre which is even and well maintained. The level of chewing gum on the paving is quite good and the public realm was generally clean and free from litter or detritus, with good provision of bins throughout the centre, ensuring the upkeep of the environmental quality of the centre. There is a good provision of street lighting throughout the centre, which is generally of a good quality, attractive and in keeping with the character of the centre. CCTV is evident within core of the centre. The street furniture throughout the centre (i.e. litter bins, seating, bicycle racks) is of a good, attractive quality, and is co-ordinated in terms of style, colour and materials. Clapham Junction town centre has a generally very good physical fabric with a number of historic and characteristic buildings.

6.29 The Conservation Area designation upon the town centre requires special attention be paid to the desirability of preserving or enhancing the character or appearance of the conservation area. Any proposed new development or alterations to buildings in the conservation area will therefore be subject to restrictive Unitary Development Plan policies.

6.30 The overall environmental quality within Clapham Junction town centre is generally very good. Clapham Junction is an attractive town with some exceptional architecture which remains in commercial use and viable. The town centre has a good range of retail and services. Although the traffic flow can be high in areas of the centre, there are an adequate number of pedestrian crossings, and there are measures in place to ensure a pedestrian friendly fabric to the centre.

Arding & Hobbs Building

Asda, Lavender Hill

St. John's Road looking towards Battersea Rise


Library on Lavender Hill

Summary of Clapham Junction Town Centre's Strengths and Weaknesses

Strengths

- Clapham Junction town centre has a good selection of shops, with a good proportion of high quality multiple retailers for a centre of its size including Marks

& Spencer and Debenhams department stores. The centre has a slightly lower proportion of comparison retail uses compared with the national average but has a broadly similar mix.

- The centre has three supermarkets (Asda, Lidl and Somerfield) along with a food hall in Marks and Spencer. These supermarkets are complimented by a Tesco Express, a Sainsbury's Local, a Fresh & Wild and a Marks & Spencer Simply Food ensuring convenience shopping provision in the town centre is suitable for both main and top up food shopping.

- The town centre provides a good range of evening uses including provision of restaurants, cafes and takeaways that is significantly higher than the national average, as well as a good proportion of bars and pubs.

- Northcote Road has a distinct character with its independent shops and businesses, street market and on-street activities. It has an important complementary role to the multiple retailers in the core area of the centre and should be maintained and enhanced to remain a vibrant and viable area, in line with the outcomes of the URBED "Essence of Northcote Road" study.

- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong.

- The architectural quality of buildings is very good. The historic buildings are a special feature of the centre and enhance the attraction of the town.

- The centre has good quality pavements, which provide a pleasant shopping environment for customers. Most areas within the centre are well maintained and clean. The provision of street furniture throughout the centre is good.

- Clapham Junction has excellent public transport links with both the train station and buses providing convenient means of getting to and from the centre.

Weaknesses

- The heavy traffic through the centre detracts from the environment and acts as a barrier to free pedestrian movement.

- There is limited car parking provision within the centre, however, this is countered by the excellent public transport links.

- There are a significantly lower proportion of banks and other financial services in Clapham Junction when compared with the national average.

7.0 BALHAM TOWN CENTRE

Introduction

7.1 Balham began to develop into its current form after the opening of Balham station on the Crystal Palace Line in the mid 1800's and again received another development boost following the opening of Balham tube station on the Northern Line in 1926. Balham town centre retains many of its older buildings though newer developments, such as the Sainsbury's and Waitrose supermarkets, have brought large format convenience shopping floorspace to the centre. Balham is identified as a 'District Centre' in The London Plan.

7.2 The centre serves shoppers predominantly from Wandsworth Borough and fulfils a localised convenience shopping and service function as outlined in the Wandsworth UDP. The Wandsworth UDP sets out an individual strategy for the centre which seeks to consolidate its local convenience and service function and seek to improve Balham's street market. In addition the Wandsworth UDP identifies that Balham is adjacent to two conservation area designations, both of which include buildings within the town centre boundary.

7.3 The town centre is focussed on three main roads, Balham Station Road, Balham High Road and Bedford Hill which create a triangle with the Sainsbury's and Hildreth Street Market at the heart. The main supermarkets within the centre are the Sainsbury's superstore, located on Balham High Road with a car park to the rear, and Waitrose, also located on Balham High Road adjacent to Balham Grove. Balham town centre is bounded by residential areas to the north and east, with the railway line running north-west to south-east parallel to Balham Station Road.

Mix of Uses and Occupier Representation

7.4 Balham town centre's key roles include:

- *convenience shopping* – including bakers, butchers, a fishmongers health food shops, newsagents, off licenses and several independent grocers. There are also two supermarkets, Waitrose and Sainsbury as well as a Marks & Spencer Simply Food store;

- *comparison shopping* - a select number of multiple retailing shops with a healthy number of independent shops selling a range of high and lower order comparison goods.

- *services* – including a good range of high street national banks/building societies, cafés, restaurants, takeaways, travel agents and hairdressers/beauty parlours;

- *entertainment* – including numerous pubs/bars, amusement arcades and three betting offices; and

- *community facilities* – including places of worship, dental surgeries, a doctor's surgery and a sports club.

7.5 Balham town centre has 214 retail/service units (excluding non-retail Class A uses). Table 7.1 sets out the mix of uses in Balham town centre, compared with the Goad national average. The centre has a much smaller proportion of comparison retail that the national average. The proportion convenience retail, A1 services, A2 services and A3/A5 uses is greater than the national average. The centre has a slightly low proportion of vacant units that the national average.

Table 7.1: Balham Town Centre Use Class Mix by Unit

Type of Unit	**Number of Units**	**Proportion of Total Number of Units (%)**	
		Balham	**National Average***
Comparison Retail	48	23.8	45.4
Convenience Retail	24	11.9	9.1
A1 Services	36	17.8	10.6
A2 Services	38	18.8	9.6
A3 and A5	36	17.8	14.3
A4	12	N/A	N/A
Vacant	20	9.9	11.0
Total	**214**	**100.0**	**100.0**

Source: GOAD Data March 2006
** UK average relates to all town centres surveyed by Goad Plans (Nov 07)*

Retailer Representation

7.6 Balham town centre has a limited selection of comparison shops (48) reflecting the centre's role as a predominantly local convenience shopping and service destination. Table 7.2 provides a breakdown of comparison shop uses by goods categories.

7.7 All categories are represented in the centre. The proportion of units in a number of the categories is higher than the national average, including electrical/gas/music/photography stores and booksellers/arts/crafts/stationers. The proportions of clothing/footwear and furniture/carpets/textiles units are substantially lower than the national average. Major national multiple comparison retailers present in the town centre include:

- WH Smiths;
- Boots;
- Woolworths;

- The Link;
- Carphone Warehouse; and
- Bon Marche

Table 7.2: Balham Town Centre Breakdown of Comparison Units

Type of Unit	Balham Town Centre		UK Average*
	Units	%	%
Clothing and Footwear	8	16.7	27.4
Furniture, carpets and textiles	2	4.2	8.8
Booksellers, arts, crafts and stationers	7	14.5	9.3
Electrical, gas, music and photography	7	14.5	10.1
DIY, hardware & homewares	4	8.3	6.3
China, glass, gifts & fancy goods	3	6.3	3.7
Cars, motorcycles & motor access.	2	4.2	2.9
Chemists, drug stores & opticians	5	10.4	8.7
Variety, department & catalogue	1	2.1	2.0
Florists, nurserymen & seedsmen	1	2.1	2.2
Toys, hobby, cycle & sport	1	2.1	5.3
Jewellers	1	2.1	5.1
Other comparison retailers	6	12.5	8.2
Total	**48**	**100.0**	**100.0**

Source: GOAD Data March 2006
** UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*

Service Uses

7.8 Balham town centre has a reasonable range of service uses, with all categories represented, as shown in Table 7.3. The centre has a relatively low proportion of restaurants/cafés/takeaways compared with the national average, although national multiples including Nandos and Pizza Express are present in the centre. The proportion of estate agents is significantly higher than the national average.

Table 7.3: Balham Town Centre Analysis of Selected Service Uses

Type of Use	Balham Town Centre		UK Average*
	Units	%	%
Restaurants, cafes & takeaways	25	31.3	43.1
Banks/other financial services	12	15.0	15.4
Estate agents and valuers	19	23.7	11.7
Travel agents	2	2.5	4.9
Hairdressers & beauty parlours	19	23.7	22.0
Laundries and dry cleaners	3	3.8	2.9
Total	**48**	**100.0**	**100.0**

Source: GOAD Data March 2006
**UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*
N.B. 'Restaurants, cafés and takeaways' does not include the 12 pubs in the centre

7.9 Several of the main high street banks/building societies are represented within Balham town centre including; HSBC, Natwest, Lloyds TSB, Barclays, Abbey, Halifax, Alliance & Leicester and Nationwide. In addition to Class A service uses Balham town centre has several other non-retail uses including a place of worship, dental surgery, and a number of office buildings.

7.10 The majority of the vacant units are located at the northern end of the town centre along Balham High Road and on Bedford Hill, with other vacancies located on Chestnut Grove. The vacant units are predominantly located towards the peripheries of the centre, with the protected core shopping frontages on Balham High Road, and the protected secondary shopping frontages on Hildreth Street almost completely occupied.

7.11 The convenience retail units are spread quite evenly throughout the centre as are the retail service units. The centre has a small number of comparison units of which the national multiple retailers are predominantly found at the Balham underground station end of Balham High Road, with the independent comparison retailers spread throughout the centre.

Accessibility and Movement

Car Parking

7.12 The household survey indicated that 30.2% of respondents travelled by car (drivers and passengers) to do their non-food shopping and this rose to 40.8% when carrying out main food shopping. 2.8% of all respondents stated they would visit Balham more often if there was more car parking. Therefore, whilst levels of car usage are significantly below NLP's observed average from similar studies, good accessibility to convenient car parks remains important to the vitality and viability of the town centre. The main car park serving the centre is the shared Sainsbury's/town centre car park between Balham Station Road and Bedford Hill, behind Sainsbury's, providing 184 spaces. This car park is a privately operated and data from Wandsworth Borough Council shows that it is very well used. A transport survey carried out on Friday 14 September 2007 showed that between 10.00 and 12.00 and again between 13.30 and 16.30 the car park was more than 90%, with it even reaching full capacity at times, suggesting demand for car parking during these periods is greater than the supply. There is a further privately operated car park at Waitrose on Balham High Road. During NLP's visit both car parks were very busy.

7.13 In addition to the car parks there are 50 on-street parking spaces available to visitors in Balham though all are within controlled zones where pay and display is required and varying restrictions apply. Some of these zones are shared permit/pay and display parking areas, however, along Bedford Hill there are a number of shopper only zones with a maximum stay of 1 hour. Charges for pay and display for on street parking vary dependent on the zone and maximum stay, but typically one or two hour maximum stay zones are £2.20 per hour, whilst four or more hour maximum stay zones are £1.80.

7.14 Traffic flows through the town centre can be heavy in the peak periods including the morning and evening commuter times. During one of NLP's visits at an off-peak period the traffic levels observed were relatively heavy, although despite the large volume of traffic it was predominantly flowing.

Public Transport

7.15 Public transport accessibility to Balham town centre is excellent. Balham railway station is located at the southern end of the centre adjacent to Balham Station Road. The station is managed by Southern Trains and provides regular direct trains to a number of suburban destinations including London Victoria, London Bridge, Crystal Palace, Clapham Junction, Wandsworth Common, West Croydon and Sutton. Balham underground station is located adjacent to the railway station, with entrance buildings, which are grade II listed, either side of Balham High Road. Balham underground station is on London Underground's Northern Line with regular direct services to Central London, Kings Cross St. Pancras and North London.

7.16 Many bus routes have stops in Balham town centre. Several bus stops are located along Balham High Road with a further stop outside the train station and stops just outside the town centre on Bedford Hill. There are at least four bus routes providing access to and from Balham from surrounding areas in the Borough and beyond. The bus routes connect Balham with many destinations throughout London including Tooting, Mitcham, Crystal Palace, Norwood, Clapham High Street, Elephant & Castle and Brixton. In addition there is one night bus route that runs through the centre providing night time public transport to Aldwych and Morden.

Pedestrian Access and Movement

7.17 The main shopping areas within Balham are Balham High Road, Hildreth Street and the northern end of Bedford Hill. Hildreth Street is closed to through traffic with access only off of Bedford Hill. This means Hildreth Street is predominantly only used by vehicles for access so is quiet, which, combined with wide pavements and level finishes, creates a pedestrianised feel to the street. Balham High Road has good sized pavements with minimal obstructions, such as poorly placed street furniture, and this is continued down Bedford Hill. These factors create a streetscape that feels quite pedestrian friendly, however the level of traffic, especially along Balham High Road, significantly impedes pedestrian movement. There are several pelican crossings which aide pedestrian movement, but these also include railings between the road and the path either side of the crossing, which, whilst a safety measure, can be inconvenient to negotiate when traffic is light.

7.18 Balham town centre is well laid out with the triangular form of the centre enabling a compact core and a circular flow of pedestrian movement, as opposed to linear flows on typical high streets. The main car park on Balham Station Road/Bedford Hill is accessible through Sainsbury's providing, when the supermarket is open, a pedestrian linkage to the primary shopping frontage on Balham High Road.

7.19 Pedestrian flows tend to be heaviest along the core are of Balham High Road, where the majority of the national multiple shops are located, and Hildreth Street, where there is less vehicle-pedestrian conflict. Pedestrian flows are significantly lower along the northern end of Balham High Road particularly where there is a proliferation of lower quality independent retailers. Pedestrian flows are also low along the southern periphery, adjacent to the railway line, and around the car park due to a lack of frontages. At the time of the NLP site visit pedestrian flows in general were medium, with most activity centred on the two supermarkets.

7.20 Overall Balham town centre has a reasonably good layout, with some aspects which facilitate pedestrian movement and others which impede pedestrian movement. Its compact size ensures that the centre is accessible to visitors, though the peripheral areas of Balham High Road are located on a limb, away from the main transport nodes and as such pedestrian accessibility and pedestrian flows drop significantly.

Environmental Quality

7.21 The quality of buildings within Balham town centre is predominantly very good. The architectural continuity of many of the buildings at upper floors is an attractive feature of the centre and enhances the visual amenity of the town. The two Underground entrance buildings are striking and typical of other station buildings along this section of the Northern Line, reinforcing a sense of place. There are, however, several modern buildings which, although are well maintained, are not of particular visual merit, predominantly the rear of Sainsbury's where a plain white bulk overlooks the car park. Generally in the centre the facades including upper parts are well maintained and the shopfronts do not detract from the quality of the built environment, especially where they have incorporated the original features of the building.

7.22 There was only limited evidence of graffiti or vandalism within the centre. Overall during the daytime the centre felt safe and there was no evidence of anti-social behaviour or begging. The area does not have any areas of green space, but along Balham High Road there are a number of benches and bins and there are also some small trees spread throughout the centre. Whilst the area was not generally run down there were signs of wear on the street furniture.

7.23 Throughout the centre the paving is generally of good quality, with attractive slab paving throughout the centre which is even and well maintained. However, the level of chewing gum on the paving was quite poor and the public realm had signs of light litter or detritus despite good provision of bins throughout the centre. There is an adequate provision of street lighting throughout the centre, but the level of luminance in certain parts of the centre appeared to be poor. Generally the street lighting was of an attractive design and in keeping with the character of the centre, with the lighting along Hildreth Street particularly good quality. CCTV is evident within core of the centre, helping to reinforce a sense of safety. The street furniture throughout the centre (i.e. litter bins, seating, bicycle racks) is of a decent standard, though there is room for improving the standard. The quality of the public art along the railway wall on Balham Station Road was particularly good. Balham town centre has a good physical fabric with a good sense of character.

7.24 The overall environmental quality within Balham town centre is generally good. Balham is an attractive town centre with some good quality architecture which remains in commercial use and viable. The town centre has a good range of convenience retail and services. The quality of the streetscape is mixed, with Hildreth Street setting a high standard that the more peripheral areas of the town centre could aim to follow. Although the traffic flow can be high in areas of the centre, there are an adequate number of pedestrian crossings, and the wide pavements ensure a pedestrian friendly feel.

Hildreth Street Market

Balham Underground Station

Hildreth Street

Balham High Road

Summary of Balham Town Centre's Strengths and Weaknesses

Strengths

- The centre has two supermarkets (Sainsbury's and Waitrose) along with a Marks & Spencer Simply Food. Food and grocery provision in the town centre is suitable for both main and top up food shopping.

- The town centre provides a good range of service facilities including banks and building societies. The provision of estate agents and hairdressers and beauty parlours is significantly higher than the national average.

- The vacancy rate is slightly lower than the national average which suggests demand for premises is reasonable.

- The architectural quality of buildings is very good. The red brick terraces of some of the shopping frontages are a feature of the centre and enhance the attraction of the town.

- The centre has good quality wide pavements which provide a pleasant shopping environment for customers.

- Hildreth Street maintains a high quality streetscape and a pedestrian friendly realm which suits its function as a space for the market.

- The centre has excellent public transport links.

- The centre has a reasonable evening economy with numerous pubs, bars and restaurants. However, there is scope to improve commercial leisure facilities such as health and fitness clubs.

Weaknesses

- The centre does not offer the same quality and range of comparison retailers available in competing town centres. This is especially noticeable in the number of multiple retailers present in the centre.

- The core shopping area is limited to the southern part of Balham High Road, and despite a relatively compact centre the periphery areas suffer from lower pedestrian flows and more unit vacancies, suggesting limited scope for new high quality comparison operators outside of the core.

- There are some areas of the centre where there is vehicular/pedestrian conflict, especially along Balham High Road.

8.0 PUTNEY TOWN CENTRE

Introduction

8.1 Putney has a long history, largely due to its point as a river crossing; it was used as a crossing point by ferry in the early 1300s and the first permanent bridge was completed in 1729 and the bridge that stands today was built in 1886. Putney has a historic core, with the majority of the buildings along Putney High Street being Georgian or Victorian. This is complimented by the modern retail development of The Putney Exchange Shopping Centre. Putney is identified as a 'Major Centre' in The London Plan.

8.2 The centre serves shoppers from Wandsworth Borough and beyond, though the adopted Wandsworth UDP acknowledges that the town centre could not realistically be promoted to fulfil a strategic shopping role. Putney fulfils a localised role with the Wandsworth UDP setting out an individual strategy for the centre to consolidate its role as a mixed shopping, office employment, leisure and recreation centre by extending the nature and mix of retailing whilst safeguarding its office uses and making improvements to parking facilities. In addition the Wandsworth UDP identifies parts of Putney as within a conservation area.

8.3 The town centre is T shaped, with the majority of the retail offer located on Putney High Street, which runs north to south, with further retail located on Upper Richmond Road which runs east to west. The Wandsworth UDP designates the retail of Putney High Street mainly as Core Shopping Frontages with some designated Secondary Shopping Frontages, while the retail along Upper Richmond Road is designated as Secondary Shopping Frontages. There are two main supermarkets within the centre; Sainsbury's on Werter Road and Waitrose in the Putney Exchange Shopping Centre on Putney High Street, both located centrally within the centre. There are several other national convenience retailers spread throughout the centre. Putney town centre is bounded by the River Thames to the north and residential areas to the south, west and east, the railway line dissects the centre, just north of the cross roads with Upper Richmond Road.

Mix of Uses and Occupier Representation

8.4 Putney town centre's key roles include:

- *convenience shopping* – including bakers, three delicatessens, three health food shops, a number of newsagents and grocers. There are also four supermarkets; Tesco Express, Waitrose, Sainsbury's and Somerfield as well as a food hall in the Marks and Spencer store;
- *comparison shopping* - a healthy mix of multiple and independent retailing shops selling a range of high and lower order comparison goods.
- *services* – including a good range of high street national banks/building societies, cafés, restaurants, takeaways, travel agents and hairdressers/beauty parlours;
- *entertainment* – including several pubs, two amusement arcades, a number of betting offices, a theatre and a cinema; and
- *community facilities* –including a number of places of worship, a library, health centres and dental surgery.

8.5 Putney town centre has 332 retail/service units (excluding non-retail Class A uses). Table 8.1 sets out the mix of uses in Putney town centre, compared with the Goad national average. The centre has a lower proportion of comparison retail units compared with the national average, and a comparable proportion of convenience retail units. The proportions of A1 and A2 services units and A3 and A5 units are slightly higher than the national averages while the proportion of vacant units is approximately half that of the national average.

Table 8.1: Putney Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Putney	National Average*
Comparison Retail	109	32.8	45.4
Convenience Retail	31	9.3	9.1
A1 Services	50	15.1	10.6
A2 Services	50	15.1	9.6
A3 and A5	60	18.1	14.3
A4	15	N/A	N/A
Vacant	17	5.1	11.0
Total	**332**	**100.0**	**100.0**

Source: GOAD Data Feb 2006
** UK average relates to all town centres surveyed by Goad Plans (Nov 07)*

Retailer Representation

8.6 Putney town centre has a reasonable selection of comparison shops (109) reflecting the centre's role as one of the main centres within the Borough. Table 8.2 provides a breakdown of comparison shop uses by goods categories.

Table 8.2: Putney Town Centre Breakdown of Comparison Units

Type of Unit	Putney Town Centre		UK Average*
	Units	%	%
Clothing and Footwear	26	23.9	27.4
Furniture, carpets and textiles	6	5.5	8.8
Booksellers, arts, crafts and stationers	11	10.1	9.3
Electrical, gas, music and photography	14	12.8	10.1
DIY, hardware & homewares	10	9.2	6.3
China, glass, gifts & fancy goods	5	4.6	3.7
Cars, motorcycles & motor access.	1	0.9	2.9
Chemists, drug stores & opticians	9	8.3	8.7
Variety, department & catalogue	4	3.7	2.0
Florists, nurserymen & seedsmen	6	5.5	2.2
Toys, hobby, cycle & sport	7	6.4	5.3
Jewellers	3	2.8	5.1
Other comparison retailers	8	7.3	8.2
Total	**109**	**100.0**	**100.0**

Source: GOAD Data Feb 2006
** UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*

8.7 All categories are represented in the centre. The proportion of units in a number of the categories is higher than the national average, including electrical/gas/music/photography, DIY/hardware/homeware, and florists/ nurserymen/seedsmen stores. The proportion of clothing/footwear, furniture/ carpets/textiles and cars/motorcycles/motor accessories units are significantly lower than the national average. Major national multiple comparison retailers present in the town centre include:

- Argos;
- Boots;
- Dixons;
- Halfords Metro;
- HMV;
- Jessops;
- Waterstones;
- WH Smiths; and
- Clothing retailers include:
    - La Senza;
    - Monsoon;
    - Jigsaw;
    - River Island;
    - Gap; and
    - Next;

8.8 Putney town centre contains two department stores, BHS and Marks & Spencer.

Service Uses

8.9 Putney town centre has a reasonable range of service uses, with all categories represented, as shown in Table 8.3. The centre has a relatively low proportion of banks/other financial services, travel agents and hairdressers/beauty parlours compared with the national average. The proportion of restaurants/cafes/takeaways and estate agents/valuers is significantly higher than the national average.

Table 8.3: Putney Town Centre Analysis of Selected Service Uses

Type of Use	**Putney Town Centre**		**UK Average***
	Units	**%**	**%**
Restaurants, cafes & takeaways	66	48.9	43.1
Banks/other financial services	13	9.6	15.4
Estate agents and valuers	23	17.0	11.7
Travel agents	3	2.2	4.9
Hairdressers & beauty parlours	22	16.3	22.0
Laundries and dry cleaners	8	5.9	2.9
Total	**135**	**100.0**	**100.0**

Source: GOAD Data Feb 2006
**UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*
N.B. 'Restaurants, cafés and takeaways' does not include the 15 pubs in the centre

8.10 Despite the relatively low proportion of banks/other financial services, most of the main high street banks/building societies are represented within Putney town centre including; HSBC, Natwest, Lloyds, Barclays, Abbey National, Cheltenham & Gloucester, Halifax, Britannia, Woolwich and Nationwide. In addition to Class A service uses Putney town centre has several other non-retail uses; places of worship, a dental surgery and a few health centres, a library, a theatre and a cinema.

8.11 There are no clusters of vacant units and they are fairly evenly spread throughout the centre.

8.12 The convenience retail units are spread quite evenly throughout the centre while the retail service units are located more densely along Upper Richmond Road than Putney High Street. The centre has a reasonable number of comparison units predominantly found along Putney High Street and in the Putney Exchange Shopping Centre.

Accessibility and Movement

Car Parking

8.13 There are two car parks within the town centre; one at The Exchange Shopping Centre, and one at Sainsbury's. The car park at The Exchange Shopping Centre is multi-storey, contains 250 spaces and operates by 'pay on departure' method. The car park at Sainsbury's contains 48 spaces and is a surface car park, it is free to use for Sainsbury's customers. There is also on-street pay and display parking off Putney High Street (1 hour maximum stay) and on Lower Richmond Road (30 minutes maximum stay) which is charged at either £1.80 or £2.20 per hour. Car parking charges at the Exchange Shopping Centre car park from Monday to Saturday are:

- 0 - 1 hours - £1.20
- 1 - 2 hours - £2.20
- 2 - 3 hours - £3.40
- 3 - 4 hours - £4.60
- 4 - 5 hours - £7.50
- 5+ hours - £25.00

8.14 Parking is also available on Sunday, at slightly cheaper rates.

8.15 Traffic flows throughout all parts of the centre are high; there is particularly heavy traffic on Putney High Street, with small amounts of congestion noted during the NLP site visit. Heavy traffic levels were also noted by the Putney Exchange Retail Group in their 2004 Retail Strategy Study.

Public Transport

8.16 Public transport accessibility to Putney town centre is excellent. Putney Railway station is located in the heart of the centre on Putney High Street, just north of the cross roads with Upper Richmond Road. The station is managed by South West Trains. The station provides regular links to a number of destinations including London Waterloo, Clapham Junction, Wandsworth Town, Richmond, Twickenham, Chiswick, Strawberry Hill, Hounslow, Ascot, Bracknell, Reading, Feltham, Staines, Datchet, Windsor & Eton Riverside, Woking, Chertsey and Egham. East Putney tube station is located just off Upper Richmond Road on the edge of the town centre boundary as defined by the UDP proposals map, and is approximately 500m from the cross roads with Putney High Street. Putney Bridge tube station is located north of the river approximately 600m from the town centre boundary. East Putney and

Putney Bridge are both on the District Line and as such provide regular links to many central, and outer, London destinations.

8.17 Many bus routes have stops in Putney town centre. Several bus stops are located along Putney High Street, Upper Richmond Road, Putney Bridge Road, Lower Richmond Road and Putney Bridge. There are at least fourteen bus routes providing access to and from Putney from surrounding areas in the Borough and beyond. The bus routes connect Putney with many destinations throughout London including:

- Brixton;
- Charing Cross;
- Chelsea;
- Clapham Junction;
- Earl's Court;
- Earlsfield;
- Fulham;
- Hammersmith;
- Hyde Park;
- Kingston;
- Knightsbridge;
- Marble Arch;
- New Malden;
- Peckham;
- Piccadilly Circus;
- Richmond;
- Roehampton;
- Shepherd's Bush;
- South Kensington;
- Tottenham Court Road;
- Wandsworth; and
- Wimbledon.

8.18 There are also eight night bus routes that run in and out of Putney town centre which provide links to Warren Street, Putney Heath, Peckham, Kingston, North Cheam, Harlesden, Wandsworth, King's Cross, Richmond, Fulwell, Piccadilly Circus, Baker Street and Roehampton.

Pedestrian Access and Movement

8.19 Putney High Street and The Putney Exchange Shopping Centre are the main shopping areas within Putney town centre, the shopping centre is a covered mall and therefore pedestrian accessibility within it is very good. Putney High Street is a busy main road, however, it has an adequate provision of pedestrian crossings and therefore pedestrian movement is reasonably good along it. Part of Upper Richmond Road also forms part of the town centre and is relatively busy due to pedestrian movement from East Putney Underground Station to Putney High Street. The layout of the centre does not lead to a natural circuit for pedestrians, but as the centre is relatively compact, this is not a particular problem.

8.20 Pedestrian movement through Putney town centre is quite busy, and while the flow of pedestrians is fairly good there are a number of obstacles that slightly restrict pedestrian movement, for example crowds outside bus stops and cash machines and bikes against railings; scaffolding and bin bags against railings were also observed during the NLP site visit. The pavements within the centre are wide and mostly even, however, due to the high number of shoppers, the centre feels fairly crowded along Putney High Street.

8.21 Pedestrian flows tend to be heaviest along Putney High Street and within The Exchange Shopping Centre. Pedestrian flows are significantly lower along Upper Richmond Road, particularly the eastern half, where there are more independent smaller retail and service units. At the time of NLP site visit pedestrian flows within the centre were highest in the vicinity of the Exchange Shopping Centre and lowest at each end of Upper Richmond Road on the periphery of the town centre. These observations are largely in accordance with the results of the PMRS Footfall Study (May 2003) of Putney and observations made by the Putney Exchange Retail Group Study (2004), although they also report high pedestrian flows around Putney Station.

8.22 Putney town centre has a reasonably good layout, which neither facilitates nor impedes pedestrian movement. Its compact size ensures that the centre is accessible to visitors and encourages them to walk to the periphery.

Environmental Quality

8.23 The quality of buildings within Putney town centre is predominantly very good. The historic buildings are an attractive feature of the centre and enhance the attraction of the town. The Putney Exchange Shopping Centre is a relatively modern building, which is built in an attractive style that complements the historic buildings which dominate Putney High Street. There are, however, a small number of modern buildings which, although are well maintained, are not particularly attractive such as the building on the western side of Putney High Street running from Lacy Road to Felsham Road housing ‘The Bike Hut’ and other shops. The facades including upper parts are well maintained and the shop fronts do not detract from the quality of the built environment. The buildings along Upper Richmond Road are also predominantly attractive historic buildings, although the retail units are smaller than those along Putney High Street.

8.24 There was very limited evidence of graffiti or vandalism within the centre. Overall during the daytime the centre felt safe. There was no evidence of anti-social behaviour or begging.

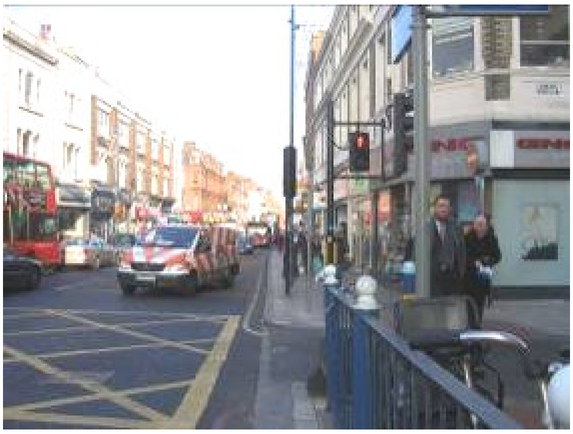
8.25 The area does not have any areas of open/green spaces, however the River Thames runs along the northern edge of the centre which provides attractive scenery and walkways.

8.26 Throughout the centre the paving is generally of good quality, however, some areas on the peripheries of the centre could be improved due to areas being cracked and uneven. The level of chewing gum on the paving is quite high and the pavements are dirty which detracts from the general environmental quality of the centre. This observation is echoed by the Putney Exchange Retail Group Study in their 2004 report.

8.27 There is a good provision of street lighting throughout the centre, which is generally of a good quality, attractive and in keeping with the character of the centre. CCTV is evident within centre. There is minimal litter throughout the centre and there appears to be reasonable provision of litter bins throughout the centre. The street furniture throughout the centre (i.e. litter bins, seating, bicycle racks) is of a good, attractive quality, and is co-ordinated in terms of colour and materials. Putney town centre has a generally good physical fabric with a number of historic and characteristic buildings.

8.28 The Conservation Area designation upon the town centre requires special attention be paid to the desirability of preserving or enhancing the character or appearance of the conservation area. Any proposed new development or alterations to buildings in the conservation area will therefore be subject to restrictive Unitary Development Plan policies.

8.29 The overall environmental quality within Putney town centre is generally very good. Putney is an attractive town with a reasonably good range of shops and services. Although the traffic flow is high throughout the majority of the centre, there are an adequate number of pedestrian crossings, and there is a pedestrianised area within The Exchange Shopping Centre.


View north along Putney High Street


Heavy traffic on Putney High Street


Upper Richmond Road


Attractive historic buildings on Upper Richmond Road

Summary of Putney Town Centre's Strengths and Weaknesses

Strengths

- The centre has two supermarkets (Sainsbury's and Waitrose) along with a food hall in Marks and Spencer. Food and grocery provision in the town centre is suitable for both main and top up food shopping.

- Although the proportion of comparison retailers is relatively low, there is a healthy mix of national and independent retailers, the majority of which are of a high quality.

- The town centre provides a good range of service facilities including banks and building societies. The provision of restaurants, cafes and takeaways is significantly higher than the national average.

- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong.

- The architectural quality of buildings is very good. The historic buildings are an attractive feature of the centre and enhance the environment within the town.

- The centre has good quality pavements and the provision of street furniture throughout the centre is very good. The façades and buildings in general are well maintained.

- The centre is compact which enables shoppers to visit most parts of the town centre easily during their shopping trip.

- Putney town centre has excellent public transport links with the rest of London and beyond.

Weaknesses

- The proportion of comparison retailers is significantly below the national average.

- There is limited car parking provision within the centre, however, this is countered by the excellent public transport links.

- The heavy traffic through the centre detracts from the environment and acts as a barrier to free pedestrian movement.

- Although the paving is of a good quality, the amount of chewing gum and dirtiness of the pavements also detracts from the environment within the centre.

- There is a lack of potential development sites within the centre and therefore limited scope to expand the centre and provide new modern retail units.

9.0 TOOTING TOWN CENTRE

Introduction

9.1 Tooting, like many of the towns in the borough, developed largely in the late Victorian period. Similarly to Balham it received further investment and development in the late 1920's and early 1930's following the opening of Tooting Broadway underground station on the extended Northern Line in 1926. Tooting town centre retains many of its older buildings although post war developments and more modern developments, such as the Sainsbury's supermarket, are dotted amongst the traditional Victorian and Edwardian buildings. Tooting is identified as a 'Major Centre' in The London Plan.

9.2 The centre serves shoppers from Wandsworth Borough and beyond fulfilling a comparison and specialist shopping role as outlined in the Wandsworth UDP. The Wandsworth UDP sets out an individual strategy for the centre which seeks to develop its local convenience shopping role to support its comparison function and to seek improvements to Tooting's markets.

9.3 The town centre is focussed on two main roads, Tooting High Street (which becomes Upper Tooting Road) and Mitcham Road. The centre is very linear along these two roads and the core of the centre is located at their junction with Tooting Broadway underground station adjacent. The main supermarkets within the centre are the Sainsbury's superstore, located on Tooting High Street with a car park to the rear, and Somerfield, located on Mitcham Road. Tooting town centre is bounded by residential areas throughout.

Mix of Uses and Occupier Representation

9.4 Tooting town centre's key roles include:

- *convenience shopping* – including bakers, butchers, newsagents, grocers, off licences and several health food stores. There are two main supermarkets, Sainsbury's and Somerfield, as well as a Budgens, an Iceland and a food hall in the Marks and Spencer store (expected to close);

- *comparison shopping* - a healthy mix of multiple and independent retailing shops selling a range of high and lower order comparison goods;

- *services* – including a good range of high street national banks/building societies, cafés, restaurants, takeaways, estate agents and hairdressers/beauty parlours;

- *entertainment* – including several pubs, amusement arcades, betting offices, a bingo and a snooker club; and

- *community facilities* – including several places of worship, a library, a health centre, a doctor's surgery and two dental surgeries.

9.5 Tooting town centre has 343 retail/service units (excluding non-retail Class A uses). Table 9.1 sets out the mix of uses in Tooting town centre, compared with the Goad national average. The centre has a broadly similar profile of uses compared with the national average, though the proportion of comparison units is slightly below the national average and the number of convenience retailers substantially above. The centre has similar proportion of A2 services and A3/A5 units compared to the national average. There is a slightly higher proportion of A1 services than the national average, though the proportion of vacancies is far less than the national average.

Table 9.1: Tooting Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Tooting	National Average*
Comparison Retail	126	38.3	45.4
Convenience Retail	60	18.2	9.1
A1 Services	44	13.4	10.6
A2 Services	34	10.3	9.6
A3 and A5	49	14.9	14.3
A4	14	N/A	N/A
Vacant	16	4.9	11.0
Total	**343**	**100.0**	**100.0**

Source: GOAD Data March 2006
** UK average relates to all town centres surveyed by Goad Plans (Nov 07)*

Retailer Representation

9.6 Tooting town centre has a good selection of comparison shops (126) reflecting the centre's function as comparison and specialist shopping centre, as outlined in Wandsworth UDP's strategy for the town centre. Table 9.2 provides a breakdown of comparison shop uses by goods categories.

Table 9.2: Tooting Town Centre Breakdown of Comparison Units

Type of Unit	Tooting Town Centre		UK Average*
	Units	%	%
Clothing and Footwear	40	31.8	27.4
Furniture, carpets and textiles	12	9.5	8.8
Booksellers, arts, crafts and stationers	3	2.4	9.3
Electrical, gas, music and photography	16	12.7	10.1
DIY, hardware & homewares	10	7.9	6.3
China, glass, gifts & fancy goods	2	1.6	3.7
Cars, motorcycles & motor access.	0	0.0	2.9
Chemists, drug stores & opticians	15	11.9	8.7
Variety, department & catalogue (1)	4	3.2	2.0
Florists, nurserymen & seedsmen	0	0.0	2.2
Toys, hobby, cycle & sport	2	1.6	5.3
Jewellers	14	11.1	5.1
Other comparison retailers	8	6.3	8.2
Total	**126**	**100.0**	**100.0**

Source: GOAD Data March 2006 *(1) includes the M&S store which is expected to close.*
** UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*

9.7 The majority of categories are represented in the centre with only car/motorcycle and motor accessory dealers and florists not represented within the town centre (although several florists were present in the town trading from market stalls during NLP's visit). The proportion of units in a number of the categories is significantly higher than the national average, including clothing and footwear retailers, jewellers and chemists, drugstore and optician type retailers. The proportion of book, arts, craft and stationary retailers and toy, hobby, cycle and sport retailers are both significantly lower than the national average. There is a good selection of major national multiple comparison retailers present in the town centre including:

- Woolworths;
- H Samuel;
- Specsavers;
- Dolland & Aitcheson;
- Optical Express;
- The Link;
- Vodaphone;
- T Mobile;
- Phones 4 U;
- The Carphone Warehouse;
- Rosebys;
- Superdrug;
- Boots;
- Footlocker; and
- Clothing retailers including:
    - Primark;
    - Peacocks;
    - New Look;
    - Dorothy Perkins;

- Burton; and
- JD Sports.

9.8 Tooting town centre contains two department stores; Marks & Spencer and Smith Brothers of Tooting, who are an independent department store. However, the Marks & Spencer store is expected to close, following the opening of a new store at Colliers Wood in Merton. The Smith Brothers furniture (satellite) store on Mitcham Road is also closing and is to become a Tesco Express.

Service Uses

9.9 Tooting town centre has a good range of service uses, with all categories well represented, as shown in Table 7.3. The centre broadly is very similar to the national profile although the proportion of hairdressers and beauty parlours is lower whilst the proportion of restaurants, cafes and takeaways is higher.

Table 9.3: Tooting Town Centre Analysis of Selected Service Uses

Type of Use	Tooting Town Centre		UK Average*
	Units	%	%
Restaurants, cafes & takeaways	49	46.7	43.1
Banks/other financial services	14	13.3	15.4
Estate agents and valuers	11	10.5	11.7
Travel agents	7	6.7	4.9
Hairdressers & beauty parlours	18	17.1	22.0
Laundries and dry cleaners	6	5.7	2.9
Total	**105**	**100.0**	**100.0**

Source: GOAD Data March 2006
**UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*
N.B. ‘Restaurants, cafés and takeaways’ does not include the 14 pubs in the centre

9.10 Most of the main high street banks/building societies are represented within Tooting town centre including; HSBC, Natwest, Lloyds TSB, Barclays, Abbey, Halifax, and Woolwich. As well as the high street banks there are branches of Habib Bank A G Zurich, an international bank from Switzerland, and Bank of Baroda, an international bank from India. In addition to Class A service uses Tooting town centre has several other non-retail uses including several places of worship, a library, a health centre, a doctor’s surgery and two dental surgeries.

9.11 There are several vacant units on Upper Tooting Road and also several vacant units towards the south of the centre on Mitcham Road. However, there are no obvious clusters of vacant units within the town centre. The vacant units are generally located towards the peripheries of the centre, with the central areas of the town centre around Tooting Broadway underground station predominantly occupied.

9.12 The convenience retail units are spread quite evenly throughout the centre with Sainsbury's located very centrally. The national multiple comparison and service retailers are predominantly found on Mitcham Road and Tooting High Street, near to the junction at the centre of Tooting, close to the underground station where pedestrian flows are highest. The independent comparison and service retailers are spread throughout the peripheries of the centre further away from the Mitcham Road, Tooting High Street junction. Many of these independent retailers have ensured Tooting has developed as a centre for specialist Asian shopping.

Accessibility and Movement

Car Parking

9.13 The household survey indicated that 30.2% of respondents travelled by car (drivers and passengers) to do their non-food shopping and this rose to 40.8% when carrying out main food shopping. 4.0% of all respondents stated they would visit Tooting more if there was more car parking. Therefore, whilst levels of car usage are significantly below NLP's observed average from similar studies, good accessibility to convenient car parks remains important to the vitality and viability of the town centre. The main car park serving the centre is the shared Sainsbury's and town centre car park behind Sainsbury's and Gala Bingo which is a privately operated and contains 185 parking spaces. This car park is open from 7am until 10pm and operates a pay and display charge of £2 for 2 hours with a maximum stay of 2 hrs. There is additional small scale parking areas associated with a number of units including approximately 40 spaces to the rear of Dadus Cash & Carry at 190-196 Upper Tooting Road, approximately 40 spaces behind the Castle Pub at 38 Tooting High Street and 12 space to the rear of the Tesco Express on the edge of the centre at 130-132 Upper Tooting Road.

9.14 In addition to the car parks there are 50 on-street parking spaces available to visitors in Tooting though all are within controlled zones where pay and display is required and varying restrictions apply. Some of these zones are shared permit/pay and display parking areas, but along Mitcham Road and Totterdown Street (off Tooting High Street) there are a number of shopper only zones with a maximum stay of 1 hour. Charges for pay and display for on street parking vary dependent on the zone and maximum stay, but typically one or two hour maximum stay zones are £2.20 per hour, whilst four or more hour maximum stay zones are £1.80.

9.15 Traffic flows through the town centre can be heavy in the peak periods including the morning and evening commuter times. During these periods there is a large volume of traffic which can cause significant congestion. During NLP's visit during a morning rush hour period the traffic levels observed were relatively heavy along Upper Tooting Road, though much lighter towards the southern part of the centre on Mitcham Road.

Public Transport

9.16 Public transport accessibility to Tooting town centre is excellent. Tooting Broadway underground station is located on the corner of Tooting High Street and Mitcham Lane. The underground ticket hall building is grade II listed and is located centrally within the town centre. The station is on London Underground's Northern Line with regular direct services to Central London, Kings Cross St. Pancras and North London. Tooting railway station is located outside of the town centre to the south along Mitcham Road and is within the London Borough of Merton.

9.17 Many bus routes have stops in Tooting town centre. Several bus stops are located along Mitcham Road, Tooting High Street and Garratt Lane on the edge of the town centre boundary. There are at least fourteen bus routes providing access to and from Tooting from surrounding areas in the Borough and beyond. The bus routes connect Tooting with many destinations throughout London including Richmond, Putney, Wandsworth Town, Victoria, Waterloo, Elephant & Castle, Balham, Clapham North, Brixton, Streatham, Croydon, Purley, Sutton and Kingston. Two of the bus routes through the centre run 24 hours with an additional two night bus routes running providing links to Croydon, Kingston, Clapham Park, Sutton, Aldwych and Morden throughout the night.

Pedestrian Access and Movement

9.18 The main shopping areas within Tooting are Tooting High Street and the northern end of Mitcham Road. None of the streets within the town centre are pedestrianised, although there are two indoor markets which allow market trading to go on in a car-free, pedestrian friendly environment. The pavements within the centre are generally adequate, with enough space to comfortably accommodate moderate pedestrian flows along Tooting High Street, whilst the southern end of Mitcham Road benefits from wide pavements creating a streetscape that could accommodate higher pedestrian flows. However, despite good pavement widths allowing better pedestrian movements, the traffic along Tooting High Street creates a significant barrier.

9.19 The greatest obstacle to pedestrian movement in Tooting town centre is the busy junction of Tooting High Street and Mitcham Road, directly outside Tooting Broadway underground station. The junction has heavy levels of vehicle traffic which causes significant pedestrian vehicular conflict, especially during peak hours when the flows of people to and from the underground station is highest. Despite a number of pelican crossings and a significant amount of railings between the pavement and road ensuring safety, the junction significantly reduces pedestrian permeability.

9.20 Pedestrian flows tend to be heaviest along Tooting High Street and the north part of Mitcham Road, where the majority of the main shops are located. Pedestrian flows are significantly lower along Upper Tooting Road and the south part of Mitcham Road, particularly where there is a proliferation of independent traders and numerous buildings which are not retail. At the time of the NLP site visit on a weekday morning pedestrian flows in general were moderate.

9.21 Overall Tooting town centre has a very linear layout, which elongates the centre and prevents easy pedestrian movement to the periphery, especially as the distance discourages people walking the entire length of the centre. In general the pedestrian access is good, but is stifled somewhat by the size and level of traffic along the two main roads.

Environmental Quality

9.22 The quality of buildings within Tooting town centre is predominantly good. The architectural continuity of many of the buildings at upper floors is an attractive feature of the centre and enhances the visual amenity of the town. The Underground entrance building is striking and similarly to Balham, typical of other station buildings along this section of the Northern Line, reinforcing a sense of place. There are several modern buildings which vary in visual quality. The Sainsbury's and South Thames College building adds significantly to the environmental quality of the centre, whilst small areas of post war single storey development breaks up the Victorian and Edwardian context of the centre. The Gala Bingo on Mitcham Road (formerly the Granada Tooting Cinema) is a Grade I listed building. Generally in the centre the facades including upper parts are well maintained and the shopfronts do not detract from the quality of the built environment, however there are a number of shopfronts which look worn.

9.23 There was some evidence of graffiti and fly posting within the centre, however, overall during the daytime the centre felt safe and there was no evidence of anti-social behaviour or begging. The centre does not have any areas of green space, but along Tooting High Street there are a number of benches and bins, though despite some small trees along Mitcham Road, the centre lacks any real greenery or planting. Whilst the area was not generally run down, there were signs of wear on the street furniture.

9.24 Throughout the centre the paving is generally of good quality, with a mixture of slab and brick paving which is even and well maintained. However, the level of chewing gum and general levels of cleanliness of the paving was quite poor and the public realm had signs of light litter and detritus despite good provision of bins throughout the centre. There is a good provision of street lighting throughout the centre with the streetlights themselves visually attractive and in keeping with the character. CCTV is evident within certain areas the centre, helping to reinforce a sense of safety. The street furniture throughout the centre (i.e. litter bins, seating, bicycle racks) is of an acceptable standard, though misses an opportunity to substantially contribute towards the quality of the environment. Tooting town centre has a good physical fabric with a good sense of character.

9.25 The overall environmental quality within Tooting town centre is generally good. Tooting is an attractive town centre with some very good quality architecture, both old, which remains in commercial use and viable, and new. The town centre has a good range of comparison and convenience retailers. The quality of the streetscape is generally good, though in areas the width of the pavement combined with street furniture and especially railings create quite a cluttered feel. Although the traffic flow can be high in areas of the centre, there are an adequate number of pedestrian crossings, and the good pavements ensure a moderate sense of pedestrian safety and superiority.

View north along Mitcham Road with Grade I listed Gala Bingo Club.

Junction of Mitcham Road (right), Tooting High Street (ahead) and Garratt Lane (left)

Tooting High Street

Mitcham Road (near southern boundary of centre)

Summary of Tooting Town Centre's Strengths and Weaknesses

Strengths

- The centre has two supermarkets (Sainsbury's and Somerfield) along with a food hall in Marks & Spencer. Food and grocery provision in the town centre is suitable for both main and top up food shopping. However, the Marks & Spencer store is expected to close, following the opening of a new store at Colliers Wood.

- Although the proportion of comparison retailers is lower than the national average, there is a healthy mix of national and independent retailers, with a good range of specialist comparison retailers. The impact of the future loss of the Mark & Spencer store will need to be monitored.

- The town centre retains space for the two markets, which provide an important local function, and further variety in how and where people choose to shop.

- The town centre provides a good range of service facilities including banks and building societies.

- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong.

- The architectural quality of buildings is generally very good. Both certain modern and historic buildings are attractive features of the centre and enhance the environment within the town.

- Tooting town centre has excellent public transport links with the rest of London and beyond.

- Tooting provides a range of shopping, leisure and local services which allow genuine choice to meet the needs of the whole community, particularly those living in deprived areas.

Weaknesses

- Tooting has a limited range of national multiple retailers which could be improved, however, one of its strengths is the range of independent shopping facilities which serve the local community, therefore an appropriate balance should be maintained.

- Tooting lacks large modern shop units (over 200 sq m) which national multiple retailers are increasingly seeking.

- The centre lacks retailers in a number of comparison goods categories, most significantly 'toys, hobby, cycle and sport retailers', 'florists' and 'booksellers, arts, crafts and stationers'.

- The proposed loss of the Mark & Spencer store is a future threat. The long term impact of this closure will be dependent on what use(s) reoccupy the vacated premises.

- There is limited car parking provision within the centre, however, this is countered by the excellent public transport links.

- The heavy traffic through the centre detracts from the environment and has necessitated railings to be put up. A combination of these factors creates a barrier to free pedestrian movement.

- The centre is very linear, reducing the ease of accessibility to the peripheral areas.

- There is limited provision of performance/art space (i.e. Theatres) in Tooting.

- There is a lack of potential development sites within the centre and therefore limited scope to expand the centre and provide new modern retail units.

10.0 WANDSWORTH TOWN CENTRE

Introduction

10.1 Wandsworth Town was developed along an important coaching route from the City of London to Southampton and Portsmouth. The oldest building is the All Saints church and its tower dates back to 1630. Wandsworth Town is situated to the north of the Borough, just south of the River Thames. The Southside Shopping Centre (formerly the Arndale shopping centre) originally opened in 1971. Between 2000 and 2003 it underwent extensive redevelopment and was opened in 2004 as the renamed Southside Shopping Centre. The centre is currently undergoing further redevelopment to improve the Garratt Lane frontage.

10.2 Wandsworth Town is designated as a 'town centre in the Wandsworth UDP (August 2003) and is identified as a 'Major Centre' in the London Plan (February 2004).

10.3 The centre serves shoppers from Wandsworth Borough and beyond. The majority of the town centre is within a Conservation area. Approximately half of the centre is within a Conservation area, the Southside Shopping Centre and Sainsbury's supermarket are in the town centre but are not within the conservation area. In addition to retail Wandsworth Town is the location for important civic and community facilities including the council offices.

10.4 The town centre is primarily based along Wandsworth High Street and Garratt Lane. The pedestrianised Southside shopping centre has links to both the High Street and Garratt Lane. There are two main supermarkets within the centre, Waitrose which is located in the Southside Shopping Centre and Sainsbury's which is located to the east of the shopping centre on Garratt Lane. The River Wandle runs through the centre passing underneath the Southside Shopping Centre. The town centre is bounded by King George's Park to the south and west and housing to the east. To the north of the centre is the Young's Brewery which is now vacant.

Mix of Uses and Occupier Representation

10.5 Wandsworth town centre's key roles include:

- *convenience shopping* – including a bakers, butchers, health food shop, several newsagents and an Iceland frozen food store. There are also two supermarkets, Waitrose and Sainsbury's;

- *comparison shopping* - a good range of multiple retailers selling a range of high and lower order comparison goods.
- *services* – including a reasonable range of high street national banks/building societies, cafés, restaurants, takeaways, travel agents and hairdressers/beauty parlours;
- *entertainment* – including several pubs, amusement arcade and three betting offices, a cinema and a nightclub; and
- *community facilities* –including two churches, Council Offices and dental surgery.

10.6 Wandsworth town centre has 200 retail/service units (including the seven pub/bars in the centre). Table 10.1 sets out the mix of uses in Wandsworth town centre, compared with the Goad national average. The break down of land use is based on Goad data and therefore does not include the shops and services near Wandsworth Town train station (Old York Road). The proportion of vacant units is significantly higher than the national average and this in part is due to the on going redevelopment of the Southside Shopping Centre.

10.7 The proportion of comparison and convenience retail uses along with Class A1 and A2 service uses are lower than the national averages. The proportion of Class A3 and A5 uses is slightly higher than the national average. These figures will be distorted slightly by the high proportion of vacant units in the centre at the time of the survey.

Table 10.1: Wandsworth Town Centre Use Class Mix by Unit

Type of Unit	Number of Units	Proportion of Total Number of Units (%)	
		Wandsworth	National Average*
Comparison Retail	77	39.9	45.4
Convenience Retail	11	5.7	9.1
A1 Services	18	9.3	10.6
A2 Services	13	6.7	9.6
A3 and A5	29	15.0	14.3
A4	7	N/A	N/A
Vacant	45	23.3	11.0
Total	**200**	**100.0**	**100.0**

Source: GOAD Data Feb 2006 & NLP Site Survey 2008
** UK average relates to all town centres surveyed by Goad Plans (Nov 07)*

Retailer Representation

10.8 Wandsworth town centre has a reasonable selection of comparison shops (77) reflecting the centre's role as one of the five main centre's within the borough and a designated 'Major Centre' in the London Plan. Table 10.2 provides a breakdown of comparison shop uses by goods categories.

Table 10.2: Wandsworth Town Centre Breakdown of Comparison Units

Type of Unit	Wandsworth Town Centre		UK Average*
	Units	%	%
Clothing and Footwear	25	32.5	27.4
Furniture, carpets and textiles	2	2.6	8.8
Booksellers, arts, crafts and stationers	6	7.8	9.3
Electrical, gas, music and photography	8	10.4	10.1
DIY, hardware & homewares	5	6.5	6.3
China, glass, gifts & fancy goods	6	7.8	3.7
Cars, motorcycles & motor access.	0	0.0	2.9
Chemists, drug stores & opticians	8	10.4	8.7
Variety, department & catalogue	1	0.1	2.0
Florists, nurserymen & seedsmen	0	0.0	2.2
Toys, hobby, cycle & sport	7	9.1	5.3
Jewellers	3	3.9	5.1
Other comparison retailers	6	7.8	8.2
Total	**77**	**100.0**	**100.0**

Source: GOAD Data Feb 2006 & NLP Site Survey 2008
** UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*

10.9 All but two categories are represented in the centre (cars, motorcycles & motor accessories and florists, nurserymen and seedsmen). The proportion of units in a number of the categories is higher than the national average, including clothing and footwear, electrical, gas, music and photography, china, glass, gifts and fancy goods, chemists, drug stores and opticians and toys, hobby, cycle and sport shops. The proportion of furniture/carpets/textiles and booksellers, arts, crafts and stationers, jewellers and variety, department and catalogue units are substantially lower than the national average. The majority of the comparison units are found in the Southside Shopping Centre. Major national multiple comparison retailers present in the town centre include:

- WH Smiths;
- Boots;
- Argos;
- Books Etc;
- HMV;
- Birthdays; and
- Clothing retailers include:
    - Dorothy Perkins/Burtons;
    - H&M;
    - MK One;
    - Primark;
    - Next;
    - Uniglo;
    - River Island;
    - Clarks; and
    - Barratts.

Service Uses

10.10 Wandsworth town centre has a reasonable range of service uses, with all categories represented, as shown in Table 10.3. The centre has a high proportion of restaurants/cafés/takeaways compared with the national average. The proportion of hairdressers and beauty parlours and estate agents and valuers are significantly lower than the national average.

Table 10.3: Wandsworth Town Centre Analysis of Selected Service Uses

Type of Use	Wandsworth Town Centre		UK Average*
	Units	%	%
Restaurants, cafes & takeaways	28	56.0	43.1
Banks/other financial services	7	14.0	15.4
Estate agents and valuers	3	6.0	11.7
Travel agents	2	4.0	4.9
Hairdressers & beauty parlours	7	14.0	22.0
Laundries and dry cleaners	3	6.0	2.9
Total	**50**	**100.0**	**100.0**

Source: GOAD Data Feb 2006 & NLP Site Survey 2008
**UK average relates to all town centres surveyed by Goad Plans (Nov 2007)*
N.B. 'Restaurants, cafés and takeaways' does not include the 7 pubs in the centre

10.11 The high street banks/building societies represented within the town centre including; HSBC, Natwest, Lloyds TSB, Barclays, Halifax, Abbey and, Nationwide. In addition to Class A service uses Wandsworth town centre has several other non-retail uses; two place of worship, a dental surgery, and a number of office buildings.

10.12 Property indicators are detailed in Section 4. Retail Yield data is not available for Wandsworth Town Centre. Retail rental data indicates that Zone A retail rents in Wandsworth have significantly increased since 2002, rising from £592 per sq m to £1,292 per sq m in 2007.

Accessibility and Movement

Car Parking

10.13 There are no Council car parks in Wandsworth Town, but there are three privately run car parks. The Sainsbury's car park to the east of Garratt Lane has approximately 400 spaces, the Buckhold Road car park has 330 spaces and the Southside Shopping Centre multi storey car park which is situated to the west of the shopping centre adjacent to King George Park and has approximately 1,200 spaces. The car park has direct links to the Waitrose Supermarket and into the shopping centre.

Surrounding residential areas all have restricted resident parking or pay meters. At the time of the site visit all car parks were well used.

10.14 Traffic flows through the centre are very high particularly as Wandsworth High Street forms part of the London South Circular Trunk Road (A205). There are also heavy traffic flows along Garratt Lane, which is the main link road from Wandsworth through to Earlsfield and Tooting.

Public Transport

10.15 Public transport accessibility to Wandsworth town centre is reasonably good. There is a railway station to the north east of the centre just outside the town centre boundary which provides good access into Central London. The centre does not have a tube line but is well served by bus routes, providing good access to other centres within the Borough and other parts of London.

10.16 Bus routes which serve the centre include no's 28, 37, 39, 44, 87, 156, 170, 220, 270, 337 and 485. The centre is also served by several night bus routes including N28, N44 and N87.

10.17 Wandsworth Town train station is within Zone 2 and is operated by South West Trains. Outside peak hours, there are approximately 8 trains an hour to London Waterloo and also several trains an hour to Weybridge, Richmond, Kingston, Wimbledon and Hounslow and stops in between.

Pedestrian Access and Movement

10.18 The main shopping area within Wandsworth is the Southside shopping centre which is pedestrianised and therefore pedestrian accessibility is good. There is a pedestrian crossing linking the shopping centre with the Sainsbury's store on the east side of Garratt Road. However, links to the eastern end of Wandsworth High Street and through to the train station and relatively poor. The High Street is part of the Wandsworth one-way system which carries high volumes of traffic, therefore, the road acts as a barrier when moving round the centre. The train station is situated outside the Town Centre on Old York Road, often known as 'The Tonsleys', linkages through to Old York Road are again hindered by the one way system.

10.19 Pedestrian movement through Wandsworth town centre is reasonably busy, particularly in the shopping centre. The pavements along Garratt Lane are reasonably wide allowing ease of movement for pedestrians. Along the south side of Wandsworth High Street pavements are also relatively wide. However, paving along the north side of Wandsworth High Street is narrow in places making it difficult for pedestrians to pass easily.

10.20 Pedestrian flows tend to be heaviest within and on the perimeter of the Southside shopping centre, as well as at the crossing from the shopping centre to the Sainsbury's supermarket on Garratt Lane. Pedestrian flows are lower on the periphery of the centre where there are more independent smaller retail and service units.

10.21 The layout of Wandsworth town centre encourages movement around the covered shopping centre but does not encourage shoppers to visit shops outside the centre along Wandsworth High Street.

Environmental Quality

10.22 Building types vary throughout the centre. As stated, the Southside Shopping Centre is a 1970's development which has been refurbished recently and the Sainsbury's store was built in the mid 1980's. Elsewhere there a more period style buildings particularly on Wandsworth High Street. Some of the buildings date back to that late 1600's and the Young's Brewery (which is now closed) opened in the early 1800's. Several of the buildings could benefit from improvements to their façade including upper parts and some of the shops along Wandsworth High Street could improve their fascias. Some of the buildings on the periphery of the centre are looking quite tired and dated and would benefit from refurbishment.

10.23 As stated previously, apart from the Southside shopping centre and the Sainsbury's store all of the centre is designated as part of Wandsworth Town Conservation Area. Any proposed new development or alterations to buildings in the conservation area will therefore be subject to restrictive Local Plan policies.

10.24 There was some evidence of graffiti or vandalism within the centre, but this was not significant. Overall during the daytime the centre felt relatively safe. There was no evidence of anti-social behaviour or begging at the time of the NLP site visit. The area does not have many open spaces, apart from a paved area to the rear of the college buildings and to the north of Sainsbury's where there is a semi circle of seating.

10.25 The paving within the centre is of a reasonable quality, although some cracked paving was identified in front of the main entrance to the shopping centre and there is evidence of chewing gum stuck to the pavements throughout. The paving was relatively clean at the time of the NLP site visit with only small amounts of litter observed. The pedestrianised covered shopping centre assists in creating a good quality shopping environment, however, outside the shopping centre, the heavy traffic flows and quality of some of the buildings detract significantly from the overall quality of the environment.

10.26 There is a reasonable provision of street lighting throughout the centre, but it is basic and not very attractive. CCTV is evident within centre. As stated, there is minimal litter throughout the centre and there appears to be reasonable provision of litter bins throughout the centre, however, there were quite a few refuse sacks located next to the bins. Further seating and cycle racks are provided in front of the main entrance to the Southside shopping centre. The street furniture is quite basic and not very attractive.

View along south side of Wandsworth High St

View of entrance to Southside Shopping Centre from Wandsworth High Street

View of entrance to Southside Shopping Centre from Garratt Lane

Looking north along Garratt Lane towards Wandsworth High Street.

Summary of Wandsworth Town Centre's Strengths and Weaknesses

Strengths

- Wandsworth Town Centre has a good selection of shops, with a range of multiple retailers including Next and Argos.

- The centre has two supermarkets (Sainsbury's and Waitrose) along with an Iceland frozen food store. Food and grocery provision in the town centre is suitable for both main and top up food shopping.

- The town centre includes several of the major banks and building societies.

- The recent and ongoing refurbishment of the Southside shopping centre has enhanced the quality of the shopping environment in Wandsworth Town. The refurbishment has provided larger modern units to accommodate new national retailers to the centre.

- Redevelopment of the Southside shopping centre units along Garratt Lane is currently taking place and will further enhance the town centre shopping provision providing larger modern units.

- There are proposals to redevelop the former Young's brewery and Capital Studios sites which will enhance the town centre and improve the existing retail offer.

- The pedestrianised shopping centre makes for a relatively safe and traffic free environment in most of the centre.

- There is a good range of leisure and entertainment facilities in the centre, including a cinema, gym, several restaurants, bars, pubs and takeaways.

Weaknesses

- The vacancy rate is currently substantially higher than the national average in part due to the ongoing refurbishment of the Southside shopping centre.

- The centre has a slightly lower proportion of comparison shops compared to the national average, but this is partly due to the high vacancy rate caused by the ongoing refurbishment of the Southside shopping centre.

- The heavy traffic flows along Wandsworth High Street and Garratt Lane detract from the overall environmental quality of the centre and cause a barrier for pedestrian movement around the centre.

- The current structure of the centre does not encourage shoppers to all parts of the town centre during their shopping trip.

11.0 LOCAL SHOPPING PROVISION

Introduction

11.1 The Wandsworth UDP (adopted August 2003) identifies 8 local centres and 25 important local parades within the Borough. NLP have visited and carried out an audit of each centre. The audits have been based on the following:

- the physical structure of the parade
- the size of each parade in terms of the number of commercial units
- the mix and diversity of retail and service uses
- the role of the centre in relation to different forms of shopping and customer groups; and
- levels of accessibility by public transport.

11.2 The results of the audit of local centres and parades are shown in Appendix F.

Local Needs Index

11.3 Our analysis and split the local centres and important local parades into: *large* (more than 25 commercial units), *medium* (between 10 and 24 commercial units) or *small* (9 commercial units or less).

11.4 The key focus in auditing local centres and important local parades has been in assessing the 'needs' of local residents and to what extent each centre is meeting these 'needs'. There is no clear definition of need, but it is considered that residents in the densely populated Borough could expect to find some or all of the following shops and services within easy walking distance of their home:

- food or convenience store suitable for top-up shopping;
- bank;
- Post Office;
- newsagent;
- off licence;
- takeaway, cafe or restaurant;
- public house;
- bookmakers;
- launderette;
- hairdressers; and
- chemist.

11.5 Each local centre and important local parade has therefore been allocated a score out of 11, based on the number of local shops and services that it provides. For example the Southfields and Earlsfield Local Centres provide all eleven of the identified key shops and services, scoring 11 on the local needs index, which would suggest the local residents of both Southfields and Earlsfield are relatively well served by their local shopping centre. By contrast, Aubyn Square Important Local Parade only attracts a score of 1 on the local needs index, which would suggest a very limited level of a local needs are being met. In addition to this it is important to consider the ability of a local important parade in meeting top-up shopping needs. Therefore the number of convenience stores with the ability to provide local top-up shopping (e.g. a grocers, local corner shop or small supermarket) in the parade is also considered.

11.6 The local needs index is not a precise measure of whether a local shopping centre is meeting the needs of local residents, as there are many other factors to consider:

- the relative size of an important local parade will dictate the range of shops and services each centre can offer;
- the close proximity of other town centres, local centres and 'stand alone' shops means that local need may be met at an alternative location within walking distance and local needs are therefore still being met;
- the quality of the shopping centre or parade, in terms of its environment, type and range of retailers will effect how it is perceived and used by local residents; and
- the relative accessibility of each centre will be an important factor in how local people use the local shops and services. For example, a major traffic route, which is difficult for pedestrians to cross, may influence shopping patterns in the area.

11.7 However, it is considered that the local needs index provides a useful indicator of whether a local centre or important local parade is meeting some or all needs of local residents.

Local Needs Index Summary

11.8 Table 11.1 provides a summary of local centres and important local parades within the Borough. The local shopping centres and parades vary significantly in size, from only 3 commercial retail units (Aubyn Square) to as large as 87 (Earlsfield). The key points are:

- all 8 of the local centres can be classified as large;
- 10 important local parades are classified as small;

- 13 important local parades are classified as medium; and
- 2 important local parades are classified as large.

Table 11.1: Local Needs Index Summary

Centre Name	Size of Centre	Total Number of Units	Local Needs Index	No. of Convenience Stores	No. of Vacant Units
Local Centres					
Battersea Park Road	Large	65	9	1	6
Bellevue Road	Large	44	6	1	2
Earlsfield	Large	87	11	3	4
Lavender Hill/Queenstown Road	Large	70	9	3	8
Mitcham Lane	Large	54	10	4	7
Roehampton	Large	48	9	4	10
Southfields	Large	72	11	3	1
Tooting Bec	Large	45	9	2	5
Important Local Parades					
Aubyn Square	Small	3	1	1	2
Balham Hill & Westbury Parade	Large	31	8	8	2
Battersea Bridge Road	Small	6	5	1	0
Battersea High Street	Medium	17	2	1	8
Battersea Park Road	Medium	14	6	2	1
Beaumont Road	Small	7	4	2	0
Blandfield Road & Nightingale Lane	Medium	19	4	1	3
East Hill	Medium	10	4	1	0
Franciscan Road	Small	9	6	1	1
Garratt Lane (North)	Large	28	7	1	5
Garratt Lane (South)	Medium	20	5	2	0
Inner Park Road	Small	6	4	2	0
Lower Richmond Road	Medium	22	2	0	1
Merton Road	Medium	16	6	1	1
Montfort Place	Small	4	3	2	0
Moyser Road	Medium	19	6	3	0
Northcote Road & Broomwood Road	Medium	13	2	0	1
Petersfield Rise	Small	3	1	1	1
Portswood Place	Small	5	3	2	2
Rockingham Close	Small	4	3	2	0
St John's Hill	Medium	15	6	1	1
Tildesley Road	Medium	24	7	4	14
Trinity Road	Small	6	4	1	0
Upper Richmond Road (East)	Medium	10	5	1	0
Upper Richmond Road (West)	Medium	20	9	2	1

Notes:

Centre ranking based upon the number of identified 'key' retail/service unit types found in each centre, (highest 11, lowest 0).

Size of centre based upon number of commercial retail units (A1, A2, A3, A4, A5 & SG) within a centre.
Convenience stores includes all convenience retailers able to provide for top-up shopping, such as grocers, mini/supermarkets and local corner shop type retailers (butchers, bakers, newsagents and off licences whilst convenience stores, generally do not cover top-up shopping requirements).

All data based upon Wandsworth Borough Council Surveys (2006) and NLP visit (2007) updates where applicable.

Non retail/service units within the parades have been excluded (e.g. B1 Office, C3 Residential, D1, D2).

11.9 The majority of the medium and large sized local centres and parades are meeting most key local needs. Based on the local needs index, 15 of the 23 medium and large sized local centres and parades in the Borough are meeting at least 6 of the identified local needs. Battersea High Street, Blandfield Road and Nightingale Lane, East Hill, and Northcote Road and Broomwood Road are all medium sized parades which meet 4 or less local needs. Lower Richmond Road is the only large sized parade which meets 4 or less local needs.

11.10 All of the *Local Centres* provide 9 or more of the essential local shops and services, with the exception of Bellevue Road, which only meets 6 local needs. Of the 10 *Important Local Parades* within the Borough there is a wide range of scores on the local needs index, from 1 to 8. Franciscan Road meets 6 local needs, whereas Aubyn Square and Petersfield Rise both only meet 1 local need. Portswood Place and Rockingham Close are other important local parades that may be under-threat if shop closures occur in the future. These under-performing parades are all located in the west of the Borough, in the Roehampton area. However, Roehampton Local Centre and Tildesley Road parade have a good range of shops and services, with local needs scores of 9 and 7 respectively.

11.11 Aubyn Square is located relatively close to Upper Richmond West and could be de-designated because it only has one shop and two vacant units. Petersfield Rise could also be de-designated and its long term viability may be questionable due to the proximity of Roehampton Local Centre. Roehampton Local Centre has a number of vacant shop units and there is capacity for the range of shops and services to improve in this centre. Portswood Place and Rockingham Close role as important local parades should be maintained and enhanced. The loss of shop units through redevelopment and changes of use should be resisted and environmental improvements and investment should be considered, particularly in Portswood Place.

11.12 Half of the Important Local Parades meet at least 4 local needs. The close proximity of important local parades to other centres and parades is reflected in the range of services they provide.

11.13 As stated in Section 4, Balham Hill, Westbury Parade & Clapham South Station, which is currently designated a large *Important Local Parade* has a significant number of commercial units including eight convenience stores and scores 8 out of 11 in the Local Needs Index. The centre also includes units outside the Borough in Lambeth that are designated in the Lambeth UDP 2007 as a *Local Centre*. This centre could be re-designated as a *Local Centre* and re-named "Clapham South".

11.14 In addition to using the local needs index as an indicator of whether a local centre/parade is meeting some or all needs of local residents it is important to consider more qualitative aspects of the centre, especially with regards to: environmental factors (e.g. cleanliness, quality of the urban realm and general attractiveness); the range and quality of shops and services; and accessibility (e.g. car parking and public transport). During NLP's visit to each centre these factors were considered and the results are summarised in Appendix F.

12.0 THE NEED FOR NEW RETAIL DEVELOPMENT

Introduction

12.1 This section assesses the quantitative and qualitative scope for new retail floorspace in Wandsworth Borough in the period from 2007 to 2020. It sets out the methodology adopted for this analysis and provides a quantitative capacity analysis in terms of levels of spending for convenience and comparison shopping. A qualitative assessment of the range and scale of existing shopping facilities has been undertaken.

12.2 All monetary values expressed in this analysis are at 2006 prices, consistent with Experian's base year expenditure figures for 2006. Expenditure data for 2007 and 2008 is not currently available and 2006 is the most up to date information.

Methodology and Data

12.3 The quantitative analysis is based on a study area defined for the shopping facilities in the Borough along with nearby centres outside the Borough, for example, Wimbledon, Colliers Wood and Streatham. The study area has been divided into 10 zones or sectors (1 to 10) for more detailed analysis.

12.4 The study area is shown in Appendix A. The extent of the study area is based on postcode area boundaries and the proximity of competing shopping destinations, i.e. shopping facilities within the Borough are expected to attract a significant proportion of their trade from residents within the study area, although there will be an element of trade drawn from beyond the study area.

12.5 The level of available expenditure to support retailers is based on first establishing per capita levels of spending for the study area population. Experian's local consumer expenditure estimates for comparison and convenience goods for each of the study area zones for the year 2006 have been obtained.

12.6 Experian's latest national expenditure projections between 2006 and 2016 have been used to forecast expenditure within the study area. Unlike previous expenditure growth rates provided by The Data Consultancy (formerly URPI), which were based on past trends, Experian's projections are based on an econometric model of disaggregated consumer spending. This model takes a number of macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of disaggregated consumer spending volumes, prices and value. The model incorporates assumptions about income and price elasticities.

12.7 Experian provides recommended growth rates for the period 2006 to 2011, and 2006 to 2016. The recommended growth rates for the period 2006 and 2011 are 0.7% per annum for convenience goods and 3.8% per annum for comparison goods. These growth rates have been used in this study to forecast expenditure per capita up to 2011. Adjusted growth rates (0.9% and 3.2% per annum for convenience and comparison goods respectively) have been adopted to project expenditure between 2011 and 2016, consistent with Experian's overall growth forecasts for 2006 to 2016. Growth in expenditure beyond 2016 is based on 0.8% and 3.5% per annum for convenience and comparison goods respectively, in line with Experian's growth forecast for 2006 to 2016.

12.8 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of penetration rates are based on a range of factors including:

- information from household;
- the level and quality of retail facilities and retail floorspace surveys; and
- the relative distance between shopping centres and study area zones.

12.9 The total turnover of shops within the study area is estimated based on expected penetration rates and the expected level of expenditure inflow. These turnover estimates are converted into average turnover to sales floorspace densities. Turnover densities are compared with company average turnover to sales floorspace densities and benchmark turnover levels in order to identify potential surplus capacity or deficit.

Population and Spending

12.10 The study area population for 2001 to 2020 is set out in Table 1B in Appendix B, based on the 2001 Census and the GLA's 2007 ward level population projections (Post London Plan – low estimates). Population in the study area is forecast to increase by 12% between 2001 to 2020. Table 2B in the Appendix B sets out the forecast growth in spending per head for convenience goods within each zone in the study area. Comparison forecasts of per capita spending are shown in Table 1C.

12.11 The levels of available spending are derived by combining the population in Table 1B and per capita spending figures in Tables 2B and 1C. For both comparison and convenience spending, a reduction has been made for special forms of trading such as mail order, e-tail (non-retail businesses) and vending machines.

12.12 Special Forms of Trading (SFT) and non-store activity is included within Experian's goods based expenditure estimates. *"Special forms of trading"* includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling. SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship to the demand for retail floorspace.

12.13 The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Experian has attempted to provide projections for special forms of trading and E-tailing (Retail Planner Briefing Note 2.3D – December 2005).

12.14 This latest Experian information (2005 figure) suggests that non-store retail sales is:

- 2.9% of convenience goods expenditure; and
- 6.3% of comparison goods expenditure.

12.15 For convenience expenditure 2.1% of the 2.9% is estimated to be E-tailing, and the rest 0.8% is other forms of SFT e.g. mail order. E-tailing in 2004 can be broken down into E-tailing through retail businesses (e.g. Tesco and Sainsbury) at 1.1% and non-retail businesses (0.5%). Therefore the E-tailing split for retail and non-retail businesses is approximately 70:30.

12.16 For comparison expenditure in 2005, 4% of the 6.3% is estimated to be E-tailing, and the rest 2.3% is other forms of SFT e.g. mail order. E-tailing through retail businesses (e.g. Next and Argos) is 1.3% and for non-retail businesses 1.8% (e.g. Amazon) in 2004. Therefore the E-tailing split for retail and non-retail businesses is approximately 40:60.

12.17 Experian provide projections for E-tailing and other SFT. These projections have been used to exclude expenditure attributed to e-tailing through non-retail businesses, which will not directly impact on the demand for retail floorspace. Experian estimate that SFT (including non-retail e-tailing) was 1.4% and 6.6% of total convenience and comparison goods expenditure respectively in 2006. The projections provided by Experian suggests that these percentages could increase to 2.4% and 9.2% by 2011 respectively. Therefore the amount of e-tail expenditure through non-retail businesses is expected to increase significantly in proportional terms, but as a proportion of total expenditure this sector is expected to remain relatively insignificant for the foreseeable future.

12.18 The levels of available spending are derived by combining the population in Table 1B and per capita spending figures in Tables 2B and 1C (See Appendix A, B and C). For both comparison and convenience spending, a reduction has been made for special forms of trading such as mail order and vending machines.

12.19 As a consequence of growth in population and per capita spending, convenience goods spending within the study area is forecast to increase by 18.4% from £762.24 million in 2007 to £902.79 million in 2020, as shown in Table 3B.

12.20 Comparison goods spending is forecast to increase by 65% from £1,363.17 million in 2007 to £2,249.47 million in 2020, as shown in Table 2C. These figures relate to real growth and exclude inflation.

Existing Retail Floorspace

12.21 Existing (as at December 2007) convenience goods retail sales floorspace within Wandsworth Borough is 51,131 sq m net as set out in Table 1A, Appendix A. This floorspace figures excludes comparison sales floorspace within food stores (5,966 sq m net within the Borough).

12.22 Comparison goods retail floorspace within Wandsworth, including retail warehouses is 115,966 sq m net as shown in Tables 3A, Appendix A. This figure includes comparison sales floorspace within large food stores (5,966 sq m net).

Existing Spending Patterns 2007

Convenience Shopping

12.23 The results of the household shopper questionnaire survey undertaken by NEMS in December 2007 have been used to estimate existing shopping patterns within the study area. The estimates of market share or penetration within each study area zone are shown in Table 4B, Appendix B.

12.24 The level of convenience goods expenditure attracted to shops/stores in Wandsworth in 2007 is estimated to be £438.79 million as shown in Table 5B, Appendix B. The market share for the Borough's stores/shops within the study area as a whole is estimated to be about 55%. However, the proportion of expenditure attracted to facilities in Wandsworth Borough varies within different parts of the study area. Expenditure attracted to facilities in the Borough is highest in the more central zones, with between 62% to 82% of expenditure attracted to facilities in the Wandsworth Borough. The level of expenditure attracted to facilities in the Borough is lowest in the peripheral zones that lie predominantly outside the Borough i.e. zones 1, 5, 8 and 10. One would expect Wandsworth Borough's market share to be much lower in these zones. Many residents within these zones have good access to other large food stores in other Boroughs (e.g. in Merton, Lambeth and Hammersmith/Fulham).

12.25 Company average turnover to sales floorspace densities are available for major food store operators. Company average sales densities (adjusted to exclude petrol and comparison sales and include VAT) have been applied to the sales area of the large food stores listed in Table 1A, Appendix A, and a benchmark turnover for each store has been calculated. This benchmark turnover is not necessarily the actual turnover of the food store, but it does provide a helpful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms. Estimates for comparison sales floorspace within large food stores have been deducted from the figures in Table 1A, for consistency with the use of goods based expenditure figures.

12.26 Average sales densities are not widely available for small convenience shops, particularly independent retailers. We have assumed an average sales density for small convenience shops in the Borough of £4,000 per sq m net. The total benchmark turnover of existing convenience sales floorspace within the Borough is £381.18 million.

12.27 Our assessment suggests convenience goods expenditure attracted to the Borough in 2007 is £438.79 million, which suggests that convenience sales floorspace is collectively trading about 15% above the benchmark turnover, +£57.61 million. However there are significant variations in the trading performance of stores and areas within the Borough. The areas that appear to be trading the highest, when compared with their benchmark turnovers are Balham (+£26.89 million), Wandsworth town (+£16.99 million) and Putney (+£13.65 million). The estimates of available expenditure are summarised and compared with the benchmark turnover in Table 12.1.

Table 12.1: Convenience Trading Levels in 2007 (£ millions)

Centres	Available Expenditure	Benchmark Turnover	Difference
Clapham Junction	75.45	72.73	+£2.72
Wandsworth town	72.68	55.69	+£16.99
Balham	67.37	40.48	+£26.89
Putney	62.90	49.25	+£13.65
Tooting	50.86	51.62	-0.76
Asda, Roehampton	41.29	47.15	-£5.86
Local shopping facilities	68.24	64.26	+£3.98
TOTAL	**438.79**	**381.18**	**+£57.61**

Source: Table 1A (Appendix A) and Table 5B & 10B (Appendix B)

Comparison Shopping

12.28 The estimated comparison goods expenditure currently attracted by shopping facilities within the Borough is £569.32 million in 2007, as shown in Table 3C, Appendix C. This expenditure figure is based on the household survey results. The market share of the Borough within the Study Area as a whole is estimated to be about 37%. Comparison expenditure attracted to shopping destinations outside the Borough is relatively high across all zones, ranging from 49% in Zones 2 (Clapham Junction) and Zone 7 (Putney) to 83% in Zone 5 (Colliers Wood/Wimbledon) and Zone 8 (West Hill). The main comparison destinations outside the Borough in terms of expenditure from the study area as a whole are:

- Central London = £227 million (17%);
- Wimbledon = £152 million (11%);
- Fulham/Chelsea = £111 million (8%).
- Kingston = £101 million (7%); and
- Croydon = £87 million (6%).

12.29 These comparison shopping patterns indicate that residents have a wide choice of comparison shopping destinations, which are reasonably accessible by car or public transport. It is unlikely that any households will do all of their comparison shopping at one destination, and one would expect cross flows of expenditure into and out of the Borough. This pattern of shopping is likely to continue in the future.

12.30 The level of expenditure attracted to each destination in the Borough is shown in Table 12.2, overleaf. The average sales density of all comparison sales floorspace in the Borough is estimated to be £4,909 per sq m net. However, there is a wide variation in the sales density achieved by each centre. Wandsworth town has the highest sales density (£6,634 per sq m net), which may reflect the high proportion of sales floorspace within the recently redeveloped/refurbished Southside Centre. Three of the other main centres (Balham, Clapham Junction and Putney) have sales densities of between £5,060 to £5,561 per sq m net. Other out of centre facilities including local shops have the lowest average sales density (£2,836). Tooting has a relatively low sales density when compared with the other main centres, but this reflects the high proportion of small independent traders and specialist retailers within the centre.

Table 12.2: Comparison Trading Levels in 2007

Centres	Available Expenditure £M	Comparison Sales Floorspace Sq M Net	Average Sales Density £ Per Sq M Net
Clapham Junction	115.36	22,798	5,060
Wandsworth town	195.60	29,486	6,634
Balham	37.07	6,665	5,561
Putney	98.61	18,327	5,381
Tooting	67.55	19,251	3,509
Other/local shops	55.13	19439	2,836
TOTAL	**£569.32**	**115,966**	**4,909**

Source: Table 2A (Appendix A) and Table 3C & 7C (Appendix C)

12.31 Available information indicates that sales densities amongst comparison retailers vary significantly. Mintel's Retail Rankings 2007 provided company average sales density information for a selection of national high street retailers. The average for high street multiple comparison retailers, where sales density data is available within Mintel's Retail Rankings, is £5,294 per sq m net, as shown at the end of Appendix A. Based on our recent experience across the country average sales densities for comparison floorspace within town centres can range from £3,000 to £7,000 per sq m net, and the Mintel average is broadly in the middle of this range. The higher end of this range is usually only achieved by very successful shopping centres, which reflects the higher proportion of quality multiple retailers and high rental levels/property values. The appropriate average for a centre is also affected by the amount of primary and secondary floorspace and the balance between multiple retailers and small independent traders.

12.32 Based on this information, comparison shopping facilities across the Borough are on average trading satisfactorily. Wandsworth town appears to be trading particularly healthily.

The Potential Impact of the Growth in Home Shopping

12.33 Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the Internet. Trends within this sector may well have implications for retailing within Wandsworth. Therefore, it will be necessary to carefully monitor the growth within this sector particularly in the long term and the effect that it may have on diverting expenditure that might otherwise be spent in shops.

12.34 In broad terms, home/electronic shopping from non-retail businesses is classified by Experian as *"special forms of trading"*, as mentioned previously, this includes other forms of retail expenditure not spent in shops e.g. mail order. Special forms of trading have been excluded from the quantitative capacity analysis within this study because this expenditure does not affect the need for retail floorspace. The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future in order to review future policies and development allocations.

12.35 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure. Recent trends suggest continued strong growth in this sector. However, there is still uncertainty about its longer-term prospects. Verdict Research suggests that online retail sales could account for about 6.8% of total retail sales by 2010, which is consistent with Experian's projections. However, if this growth is achieved it may (to a large extent) be at the expense of other forms of home shopping such as catalogue and mail order shopping. In addition the implications on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators. Therefore, growth in on-line sales may not always mean there is a reduction in the need for retail floorspace. Given the uncertainties relating to internet shopping and the likelihood that it will increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure.

Quantitative Capacity for Additional Convenience Floorspace

12.36 The level of available convenience goods expenditure in 2010, 2015 and 2020 is shown at Tables 7B to 9B in Appendix B, and summarised in Table 10B. The future expenditure projections are based on the existing 2007 market shares derived from the household survey results, adjusted to take into account proposed commitments. These expenditure projections take into account the proposed Tesco food store with planning permission in Streatham, which is located within Zone 4 of the study area and is expected to change food and grocery shopping patterns in the east side of the study area. The amended market shares (penetration rates) are shown in Table 6B Appendix B.

12.37 The total level of convenience goods expenditure available for shops in Wandsworth Borough at 2010, 2015 and 2020 are summarised in Table 10B in Appendix B. This table takes into account the population and expenditure projections shown in Table 1B to 3B in Appendix B. The benchmark turnover of existing convenience floorspace has been subtracted from the estimates of available expenditure to provide surplus expenditure estimates, as shown in Table 10B, Appendix B. The level of surplus expenditure is expected to fall from £57.61 million in 2007 to £53.91 million due to the proposed Tesco at Streatham, which should absorb some of the existing surplus.

12.38 Table 10B assumes that the benchmark turnover of existing convenience floorspace within the Borough will increase in real terms in the future, an increase of 0.3% per annum. PPS6 indicates that retail studies should assess the potential for existing floorspace to increase its productivity in the future.

12.39 Historically, limited or no growth in turnover density has been assumed by most retail planners for convenience floorspace. However, recent information published by Experian recommends a growth rate of 0.75% per annum for convenience businesses. This growth rate is a combined figure for both food and non-food floorspace within food stores. Experian's recommended growth rate for comparison floorspace (non-food) is much higher than for convenience floorspace, i.e. between 2% to 2.5%. If Experian's higher growth rate for comparison floorspace (2% to 2.5%) is adopted for comparison floorspace within food stores then it follows that the appropriate growth rate for convenience sales floorspace only will be much lower than 0.75%. On this basis, we believe that a growth rate of 0.3% is appropriate for convenience sales floorspace only.

12.40 The surplus expenditure projections are converted into potential new floorspace, also shown in Table 10B Appendix B. The figures assume that 80% of surplus expenditure attracted to the five main centres will be accommodated in large food stores (i.e. stores with a net sales floorspace of 1,000 sq m net) and an average sales density of £10,000 per sq m net has been adopted (inflated by 0.3% per annum up to 2020). The remaining 20% of surplus expenditure is expected to be accommodated in small stores/shops (30 to under 1,000 sq m net), and an average sales density of £5,000 per sq m net has been adopted. For local shopping 100% of surplus expenditure is expected to be accommodated in small stores/shops. This expenditure split and average sales density broadly reflects the current mix of large stores and small shops in the Borough. The sales density figures are based on the existing benchmark sales densities shown in Table 1A.

12.41 By 2010, estimated convenience expenditure is projected to exceed the benchmark turnover of existing floorspace in the Borough by £53.91 million, see Table 10B in Appendix B. By 2015, estimated convenience expenditure is projected to exceed the benchmark turnover by £79.76 million. These surplus expenditure figures indicate that further convenience retail development could be supported in Wandsworth Borough, taking into account the proposed Tesco commitment in Streatham. The floorspace projections at the bottom of Table 10B Appendix B, suggest that about 5,300 sq m net of large (over 1,000 sq m net) food store floorspace could be accommodated in the Borough by 2015 and about 4,900 sq m net in smaller stores/shops (10,200 sq m net in total).

12.42 Existing major commitments with planning permission in the Borough (shown in Table 3A Appendix A) could provide an additional 1,000 sq m net of convenience floorspace in the form of small unit shops. Other major retail proposals in the pipeline but without planning permission (shown in Table 4A Appendix A), could provide about 3,400 sq m net of convenience retail floorspace. If implemented these commitments and proposals (4,400 sq m net) would need to be subtracted from the small store/shop floorspace projection set out above (5,900 sq m net by 2015).

12.43 The capacity projections for Tooting assume trade diversion to the proposed Tesco store in Streatham, but do not take into account the closure of the Mark & Spencer food hall and opening of a new store in Colliers Wood. The closure and relocation of the Marks & Spencer store could reduce the level of convenience expenditure available in Tooting by a maximum of 20%, assuming all of the lost trade is diverted to the new food hall at Colliers Wood. However, provided that the new food hall at

Colliers Wood is not significantly larger than the existing food hall in Tooting, this relocation should not significantly change the convenience floorspace projections in this report, but it will result in a reduction in Tooting's market share of convenience expenditure in the study area. If Tooting is to regain its existing market share then a new food store will need to be provided within the centre.

Quantitative Capacity for Additional Comparison Floorspace

12.44 The assessment of existing shopping patterns in 2007 indicates that there is a relatively high level of comparison expenditure leakage from across the Borough to other destinations. One would expect comparison expenditure outflow to continue to large centres including Central London, Wimbledon, Kingston and Croydon. There will also be cross flows of expenditure to and from the Borough to neighbouring boroughs i.e. Lambeth, Merton and Richmond.

12.45 The future expenditure projections are based on the existing 2007 market shares derived from the household survey results, adjusted to take into account future development. We have projected the level of comparison goods expenditure available to shops in Wandsworth Borough at 2010, 2015 and 2020, as shown in Tables 4C to 6C in Appendix C. These tables assume no major retail development is implemented at Battersea Power Station. The impact of this potential development at Battersea is assessed in the next section.

12.46 Major retail development in the Borough (including development at Battersea) could change existing shopping patterns and could reduce comparison expenditure leakage. Conversely improvements to comparison retailing in competing centres may increase expenditure leakage from the study area. The London Plan Sub-Regional Development Framework for Central London (May 2006) identifies a number of strategically significant retail developments in Central London and other parts of London in the pipeline. Comparison developments listed (Table 1D.3 Annex 4) that could affect shopping patterns in the study area included:

- Battersea Power Station - 41,805 sq m;
- Croydon - 52,108 sq m;
- White City - 83,575 sq m; and
- Kingston - 46,500 sq m.

12.47 However, this list included developments without planning permission. Some of these development proposals and other proposals in pipeline are at an early stage and are not technically planning commitments, e.g. the Eden Square redevelopment in Kingston, Croydon Gateway, redevelopment proposals in Brixton and Victoria. The implementation and timing of these developments is uncertain. Nevertheless, it is reasonable to assume that major improvements to comparison shopping facilities will be implemented in neighbouring Borough in next decade.

12.48 However, the Westfield shopping centre at White City is expected to be competed in 2008, and will affect shopping patterns in the short to medium term up to 2010 and 2015. The expenditure projections in Appendix C take into account the proposed Westfield development at White City, which is expected to draw some of its trade from the northern parts of the study area, and will result in a marginal reduction in the retention of comparison expenditure. The amended market shares (penetration rates) are shown in Table 4C (2010 – without development at Battersea) Appendix C.

12.49 From 2010 onwards market shares are assumed to remain constant on the basis that improvements to comparison shopping provision in the Borough will be counter-balanced by emerging developments in neighbouring Boroughs.

12.50 The growth in comparison goods expenditure available for shops in the Borough between 2007 and 2020 is summarised in Table 7C, in Appendix C. Future available expenditure is compared with the projected turnover of existing retail floorspace in order to provide estimates of surplus expenditure. This table takes into account the population and expenditure projections shown in Table 1B, 1C and 3C in Appendix B and C.

12.51 Surplus expenditure projections are converted into new comparison goods floorspace at the bottom of Table 7C Appendix C. New floorspace is expected to have an average sales density of £5,000 per sq m net inflated by 1.5% per annum up to 2020, compared with the 2007 Borough wide average sales density of £4,909 per sq m net.

12.52 Table 7C assumes that the benchmark turnover of existing and new comparison floorspace within the Borough will increase in real terms in the future, an increase of 1.5% per annum. For Tooting town centre and local shops existing floorspace is expected to increase its turnover efficiency by 2% per annum, because the existing 2007 turnover density is relatively low, suggesting there should be more scope for growth in the future.

12.53 Historically a growth rate of between 1% to 1.5% per annum has been widely adopted by retail planners. Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spending growing at faster rates than new floorspace provision and retailers' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio. Allowing for this growth to be absorbed by existing retailers represents a cautious approach to forecasting future needs, and this allowance may help existing centres maintain their vitality and viability in the future. It effectively allows for existing retail outlets to increase their turnover to help them to compete with new provision. Recent information provided by Experian recommends a slightly higher growth rate of between 2% to 2.5%. However, we believe this recommended range of rates is too high for centres that are already trading healthily, primarily for the following reasons:

- Experian's growth rate is based on past trends during the period 1986 to 1999. During this period comparison expenditure grew rapidly (5.8% per annum). The forecast rate of growth in comparison expenditure adopted in this study is much lower (about 3.8%). Growth in turnover efficiencies and expenditure growth are inextricably linked, therefore it is unlikely that the Experian recommended growth in turnover efficiencies (2% and 2.5%) will be experienced if future growth in expenditure is only 3.8% per annum.

- an element of the past growth in turnover efficiency between 1986 and 1999 will have related to a qualitative improvement in the overall stock of retail floorspace, i.e. the development of modern shopping centres and out-of-centre stores. As a result it would be wrong to assume that existing retail floorspace can increase its turnover efficiency at the same rate as suggested by national figures.

- Experian's growth rate is based on gross floorspace rather than net sales. Therefore, an element of the past growth in turnover density will relate to improvements in net to gross ratios e.g. reductions in storage. It does not follow that improvements to net to gross ratio will continue at the same rate in the future.

12.54 Furthermore existing comparison sales floorspace in the Borough appears to be trading satisfactorily, with the exception of Tooting and local shops. For these reasons we have adopted a turnover efficiency of 1.5% per annum, slightly lower than the range recommended by Experian, and consistent with the top end of the range historically adopted by retail planners. As indicated above a growth rate of 2% has been adopted for floorspace in Tooting and for local shops.

12.55 By 2010, estimated comparison expenditure is projected to exceed the benchmark turnover of existing floorspace in the Borough by £36.18 million, as shown in Table 7C in Appendix C. By 2015, estimated comparison expenditure is projected to exceed the benchmark turnover by £119.98 million. These surplus expenditure figures indicate that further comparison floorspace development can be supported in the Borough in the short to medium term. The floorspace projections in Table 7C Appendix C, suggest that about 6,900 sq m net (9,200 sq m gross) could be accommodated by 2010, increasing to 21,300 sq m net (28,400 sq m gross) by 2015.

12.56 Existing major commitments with planning permission in the Borough (shown in Table 3A Appendix A) are expected to provide an additional 9,200 sq m gross of comparison floorspace. Other major proposals in the pipeline, but without planning permission (shown in Table 4A Appendix A) are expected to provide an additional 19,100 sq m gross of comparison floorspace. If implemented these commitments and proposals will absorb comparison retail floorspace capacity in the Borough up to about 2015, and would account for about 56% of the floorspace projection up to 2020 (50,200 sq m gross).

12.57 Allowing for commitments with planning permission, the remaining comparison floorspace projection for the period 2010 to 2015 is 19,200 sq m gross, and a further 21,800 sq m gross could be required between 2015 and 2020. The total projection (allowing for commitments with planning permission) is 41,000 sq m gross between 2010 and 2020.

12.58 The capacity projections do not take into account the closure of the Mark & Spencer store in Tooting and opening of a new store in Colliers Wood. The closure and relocation of the Marks & Spencer store could reduce the level of comparison expenditure available in Tooting by about 10% (£7-8 million), assuming all the loss in trade is diverted to the new store at Colliers Wood. This relocation will reduce the centre's existing market share of comparison expenditure in the future. If Tooting is to regain its existing market share of comparison expenditure then the vacated unit would need to be reoccupied by new comparison outlets, or other major retail development in the centre would need to be implemented.

12.59 We understand Marks & Spencer is planning to open a 9,700 sq m gross store at Colliers Wood, which could have a sales area of about 7,300 sq m net (based on a net to gross ratio of 75%), of which 6,400 sq m net could be devoted to comparison sales. Based on an average sales of £5,000 per sq m net this store could have a comparison turnover of about £32 million, of which £7-8 million could be diverted from the closed store in Tooting. The remaining £24-25 million is likely to be diverted from a number of comparison shopping destinations, including Wimbledon, Central London, Croydon, Mitcham, Morden and possibly some from Wandsworth and Balham. Given that trade diversion is likely to be dispersed amongst a number of destinations, the proposed Mark & Spencer store is not expected to significantly change the comparison floorspace projections in this report. However, the impact on Tooting town centre will need to be monitored.

Population Sensitivity Analysis

12.60 The retail floorspace projections in this section are based on the GLA's latest ward level population projections. These projections do not take full account of the development potential in the North East Battersea opportunity area. We understand that between 3,500 to 10,000 additional dwellings could be provided in this area up to 2026, and the population projections for Zone 1 may have been significantly under-estimated.

12.61 As a sensitivity analysis three development scenarios for North East Battersea have been assessed, as follows.

- Scenario 1 - 3,500 dwellings by 2026 (200 per annum);
- Scenario 2 - 7,000 dwellings by 2026 (400 per annum); and
- Scenario 3 - 10,500 dwellings by 2026 (600 per annum).

12.62 It is unlikely a significant level of additional residential development will be completed and occupied by 2010. Average completion rates have been adopted for each scenario assuming a constant building rate between 2011 and 2026. Additional population at 2015 and 2020 has been estimated based on 2.2 people per dwelling, as shown at the foot of Table 1B in Appendix B.

12.63 Retail expenditure generated by the additional population is shown at the foot of Table 3B in Appendix B (convenience goods) and the foot of Table 2C in Appendix C (comparison goods). As indicated above, this additional population and expenditure will be concentrated in Zone 1 of the study area. Only Clapham Junction, Wandsworth town and local shops currently attract a reasonable level of expenditure from Zone 1, and it is unlikely additional residential development in North East Battersea will alter the retail floorspace projections for Balham, Putney and Tooting.

12.64 In addition, not all of the expenditure generated by this potential development will be spent in Wandsworth Borough, and residents will also shop in LB of Lambeth, Central London and other destinations. The household survey results suggest shopping facilities in Wandsworth Borough only attract 38% of convenience goods expenditure generated by residents in Zone 1 and 41% comparison goods expenditure. Based on these existing market shares, the amount of additional expenditure likely to be attracted to Wandsworth Borough is shown in Table 12.3 and 12.4.

Table 12.3: Additional Convenience Expenditure

Additional Expenditure £Millions by 2015		
Scenario 1	Scenario 2	Scenario 3
1.41	2.82	4.24
Additional Expenditure £Millions by 2020		
Scenario 1	Scenario 2	Scenario 3
2.94	5.88	8.82

Table 12.4: Additional Comparison Expenditure

Additional Expenditure £Millions by 2015		
Scenario 1	Scenario 2	Scenario 3
3.27	6.54	9.80
Additional Expenditure £Millions by 2020		
Scenario 1	Scenario 2	Scenario 3
7.74	15.48	23.22

12.65 The amount of additional retail floorspace that could be supported by this expenditure is shown in Tables 12.5 and 12.6.

Table 12.5: Additional Convenience Sales Floorspace

	Additional Floorspace Sq M Net by 2015		
	Scenario 1	Scenario 2	Scenario 3
Large store (1) or Small store/shops (2)	138 276	276 551	414 827
	Additional Floorspace Sq M Net by 2020		
	Scenario 1	Scenario 2	Scenario 3
Large store (1) Or Small store/shops (2)	283 566	566 1,131	849 1,697

(1) adopted average sales density of £10,243 at 2015 and £10,397 at 2020
(2) adopted average sales density of £5,121 at 2015 and £5,199 at 2020

Table 12.4: Additional Comparison Sales Floorspace

Additional Floorspace Sq M Net by 2015		
Scenario 1	Scenario 2	Scenario 3
580	1,160	1,741
Additional Floorspace Sq M Net by 2020		
Scenario 1	**Scenario 2**	**Scenario 3**
1,275	2,551	3,826

NB - adopted average sales density of £10,243 at 2015 and £10,397 at 2020

12.66 This sensitivity analysis indicates that the maximum amount of new retail floorspace that could be supported by the additional dwellings is 5,523 sq m net (based on constant 38% and 41% market share). These figures suggests that emerging retail development proposals at Battersea Power Station are likely to be more than sufficient to accommodate additional expenditure generated by extra housing at North East Battersea. The implications of development at Battersea Power Station are explored further in Section 13 of this report.

12.67 The tables also indicate that the convenience expenditure generated by the additional dwellings is on its own insufficient to support a large food store (1,000 sq m net at £10,397 per sq m net) by 2020. However, the floorspace projections would need to be added to the floorspace projections in Table 10B in Appendix B.

12.68 The comparison projections would increase the Borough wide floorspace projection by between 2.7% to 8.2% at 2015, and 3.4% to 10.2% at 2020, and would again need to be added to these projections shown in Table 7C in Appendix C.

The Qualitative Need for Retail Development

Food and Grocery Shopping

12.69 Most households tend to undertake two kinds of food and grocery shopping trips, i.e. a *main* shopping trip generally made once a week or less often and *top-up* shopping trips made more frequently. Many households will also undertake bulk food shopping trips, particularly households who have access to a car for shopping. The availability of a wide range of products and free surface level car parking are important requirements for bulk food shopping trips. Large supermarkets or superstores, defined as over 2,500 sq m net or more in PPS6, are the usual destination for these types of shopping trip. The provision of food stores in the Borough are shown in Table 1A in Appendix A.

12.70 There are three food superstores in the Borough (PPS6 definition), i.e. Asda at Clapham Junction, Sainsbury at Wandsworth and Asda at Roehampton. However, there are a number of other food superstores within neighbouring Borough's that attract customers from Wandsworth Borough, as follows:

- Sainsbury, Wandsworth Road, Nine Elms;
- Sainsbury, Clapham High Street;
- Sainsbury, Streatham;
- Sainsbury, Colliers Wood; and
- Sainsbury, Townmead Road, Fulham.

12.71 The proposed Tesco store at Streatham will further improve food superstore provision in the east side of the study area.

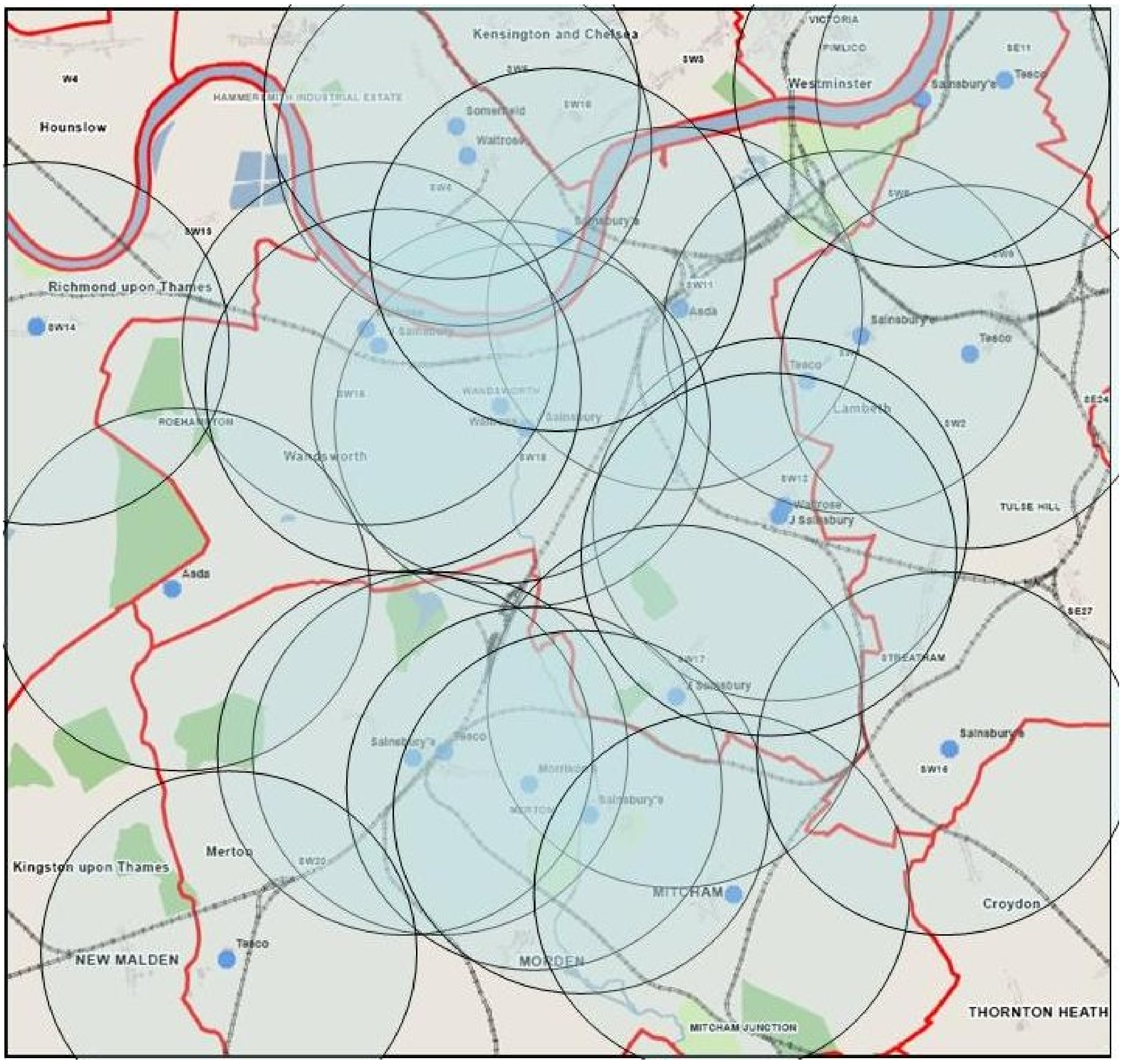
12.72 In addition to these superstores, there are also six other large food stores (with a sales area of between 1,000 to 2,500 sq m net) within the Borough, which are suitable for main and bulk food shopping. In neighbouring Boroughs other large food stores (between 1,000 to 2,500 sq m net) attract customers from the Borough, as follows:

- Tesco, South London Hospital, South Clapham;
- Sainsbury's, Worple Road, Wimbledon;
- Morrison's, Broadway, Wimbledon;
- Waitrose, Upper Richmond Road, East Sheen;
- Waitrose, North End Road, Fulham;
- Tesco, Acre Lane, Brixton;
- Sainsbury's, Clapham High St, Clapham;
- Sainsbury's, Townmead Road, Fulham;
- Somerfield, St Mark's Road, Mitcham;
- Morrison's, London Road, Morden; and
- Sainsbury's, Streatham High Road, Streatham.

12.73 These food stores are the dominant shopping destinations used by residents in the Borough for main/bulk food shopping. Most households have the choice of at least two large food stores within two kilometres of their home, and there are no obvious locational areas of deficiency in large food store provision in the Borough, as shown on the plan overleaf.

12.74 These large food stores are supported by a relatively good range of smaller supermarkets and convenience stores, as shown in Tables 1A and a large number of small convenience shops. There are a number of small stores (200 sq m net to 1,000 sq m net) that provide basket and top-up shopping facilities including six M&S food stores/food halls, five Tesco Express stores and five Sainsbury Local stores. There are two discount food retailers within the Borough i.e. Lidl stores at Clapham Junction and Balham.

Large Food Stores (over 1,000 sq m net) – 2 Kilometre Catchment Zones



High Street Comparison Shopping

12.75 A detailed audit and qualitative analysis of shopping provision within the town and local centres is set out in Sections 6 to 12. Wandsworth Borough has four town centres designated as *Major* Centres in the London Plan hierarchy of centres (Clapham Junction, Putney, Tooting and Wandsworth). Balham is designated as a *District Centre*. These centres are compared in Table 12.6 below.

Table 12.6: Main Centres in Wandsworth Borough

Centres	Number of Comparison Shops	Comparison Sales Floorspace Sq M Net	Venuescore
Clapham Junction	121	22,798	92
Putney	109	18,327	107
Tooting	126	19,251	76
Wandsworth town	118	19,186	72
Balham	48	6,665	37

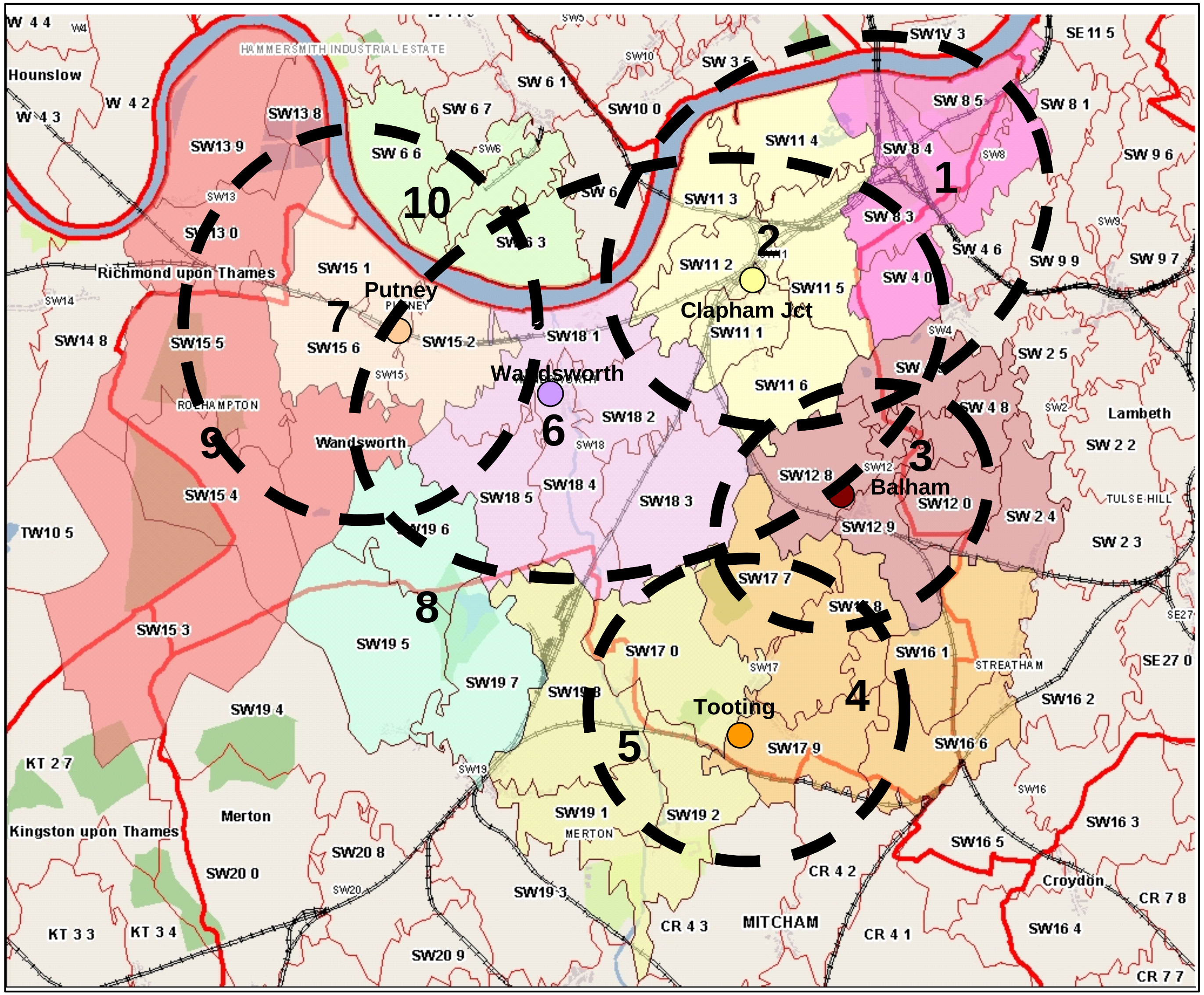
Source: Table 2A (Appendix A) and Table 4.1.

12.76 Table 14.3 suggests the four Major Centres are similar in terms of comparison shopping offer, and no single destination dominates comparison shopping trips in the Borough. Balham is a much smaller centre in terms of comparison shopping.

12.77 These centres provide a good spread of comparison shopping destinations across the Borough. The primary catchment area of each centre based on the household shopping survey results as shown on the plan overleaf. This plan shows Clapham Junction, Putney and Wandsworth serve the northern half of the Borough, whilst Tooting and Balham serve the southern part of the Borough.

12.78 The main centres provide a good range of comparison shops including many national multiples and independent specialists. As indicated in Section 4, Clapham Junction, Putney, Tooting and Wandsworth are positioned reasonably high in the shopping hierarchy in London in terms of multiple retailer representation. However, these centres are ranked below larger centres in South West London and Central London, i.e. the West End, Kingston and Croydon. These centres are accessible to residents within Wandsworth Borough. Many residents in the Borough will travel to these larger centres particularly for higher order comparison shopping (i.e. fashion and high value comparison goods). Nevertheless, the main centres in Wandsworth Borough do offer a good mix of higher and lower order comparison shopping for residents who do not wish to travel to larger centres further away.

Comparison Primary Catchment Areas for Wandsworth Borough's Main Centres



Large Format Stores/Retail Warehouses

12.79 There are only three major retail warehouses (about 16,000 sq m gross) in Wandsworth Borough, i.e. B&Q and Homebase DIY stores at Wandsworth and a Homebase store near Clapham Junction. The provision of DIY stores in the north of the Borough is reasonable, but other retail warehouse provision is poor.

12.80 In general, Inner London Boroughs have a limited number of retail warehouses, because land values are relatively high and the availability of large development sites is constrained. Retail warehouses in London are generally concentrated in outer London Borough. For example, within South West and South London there are concentrations of retail warehouses in Croydon (i.e. Purley Way) and in Merton (i.e. Plough Lane, Colliers Wood and Shannon Corner).

12.81 Residents in Wandsworth Borough have reasonably good access to retail warehouses in Merton, in particular Priory Retail Park and Tandem Retail Park at Colliers Wood, which are close to the south eastern boundary of the Borough. These retail parks have 13 retail warehouse units (approximately 16,000 sq m gross). There are 7 retail warehouses (14,000 sq m gross) at Plough Lane and near Wimbledon. There are 12 retail warehouses at Shannon Corner and Bushey Road at Raynes Park (approximately 20,000 sq m gross), which are accessible via the A3 and A328.

12.82 The retail warehouses in Merton and Fulham focus primarily on comparison goods typically sold within retail warehouses, i.e. DIY, furniture, carpets and electrical goods. The main DIY operators are all represented with the exception of Focus, i.e. B&Q (3 stores), Homebase (2 stores) and Wickes (2 stores). B&Q is proposing to open a large store (over 10,000 sq m net) at Shannon Corner, which will replace a smaller Homebase store.

12.83 Merton has 6 furniture/soft furnishing stores, including DFS, MFI (x2), Harveys (x2) and Paul Simon. However, two of these stores will be replaced by the proposed B&Q store. Merton has 5 carpet retail warehouses and 5 electrical stores (including Comet, Curry's and PC World. In addition, there is a PC World and a Currys store at Hurlingham Retail Park in Fulham.

12.84 In addition to these retail warehouses selling bulky goods, there are a number of other unrestricted retail warehouses selling a broad range of comparison goods, concentrated primarily at the Tandem Centre at Colliers Wood, e.g. Argos, Boots, Next and JD Sports.

12.85 The existing provision of retail warehouse stores just to the south of the Borough appears to be excellent. Residents in the south of the Borough have good access to these two retail warehouses. In the North of the Borough most residents do not travel to shop at the retail warehouses to the south, as shown by the household survey results. The survey results indicate that for DIY purchases most respondents are visiting DIY warehouses within the Borough or in Wimbledon. For electrical and furniture goods, the household survey indicated that respondents purchase goods online, in Central London or in larger centres within Greater London i.e. Croydon, Wimbledon or Kingston. The DIY provision within the Borough along with the in-centre provision of electrical/furniture retailers in Central London and other major centres may limit the demand for further warehouse provision within the Borough. Any retail warehouse proposals would need to be considered on their individual merits. The applicant would need to clearly demonstrate that the nature of retail floorspace proposed could not be adequately accommodated within existing centres.

Local Shops and Services

12.86 As shown in Section 11, the existing provision of local shopping centres and parades within the Borough offers a balanced distribution of local facilities serving local communities. These facilities complement the five main centres and have an important role in serving the day-to-day needs in their local areas. Most residential areas within the Borough are within 400 metres (a reasonable walking distance for local shopping) of a town centre, local centre or neighbourhood parade. There is no obvious locational area of deficiency.

12.87 The network of local centres and parades should be maintained to ensure that residents have easy access to local shops and services. There may be scope for improving some local centres and parades, but there is no obvious need for new centres. Improvements would help to secure their viability but would only meet a small element of the scope for new retail development.

Occupier Demand

12.88 The floorspace projections set out in this section provide an indication of the theoretical scope for new retail development based on expenditure projections. It is also necessary to consider the potential level of demand from operators for new floorspace within the Borough.

12.89 A postal questionnaire was sent to over 300 national/regional multiple retailers and leisure operators, in order to ascertain their potential space requirements in Wandsworth Borough. The results from 25 responses are summarised in Appendix D. This canvas of operators identified only 12 operators with space requirements in Wandsworth. A further 13 operators suggested they do not have a requirement for space in Wandsworth.

12.90 Multiple retail operators' space requirements across the country are often publicised. Published requirements registered by Estates Gazette (EGi) for floorspace in the Borough's centres during the last six months are shown in Appendix D. In total 21 requirements are listed for centres in Wandsworth Borough, only two of which were highlighted in the canvas of operators. If correct the canvas of operators and EGi register suggest there are 31 current space requirements in the Borough.

13.0 IMPLICATIONS OF DEVELOPMENT AT BATTERSEA POWER STATION

Introduction

13.1 This section assesses the potential implications of retail development at Battersea Power Station on the retail capacity for development within Wandsworth Borough's designated centres. The scale and nature of retail development that is likely to emerge at Battersea Power Station is unknown at this stage, and it is difficult to predict the likely catchment area it would serve and the types of customers it would attract. Undertaking a full retail impact assessment is difficult based on these uncertainties, therefore three different development scenarios have been considered, as follows:

- **Scenario 1** - 20,000 sq m gross (comparison = 12,000 sq m gross);
- **Scenario 2** - 40,000 sq m gross (comparison = 30,000 sq m gross);
- **Scenario 3** - 60,000 sq m gross (comparison = 48,000 sq m gross).

13.2 A mix of high street type retail uses has been assumed along with non-retail services (Class A2 to A5). The amount of comparison retail floorspace assumed in each scenario is shown in Table 8C in Appendix C, i.e. 60% comparison sales is assumed in Scenario 1 and 80% is assumed in Scenario 3. In general larger scale shopping development is likely to have a higher proportion of space devoted to comparison sales, and conversely a lower proportion devoted to convenience sales and non-retail services. The sales area is based on an average net to gross ratio of 75%.

13.3 In terms of convenience goods retail provision, the analysis has assumed that a food superstore with convenience sales floorspace of up to 2,500 sq m net could be provided in the development. This could be implemented in all three development scenarios listed above.

Comparison Floorspace Projections

13.4 In terms of timing, it seems unlikely the development would be completed, occupied and trading at its full potential until after 2010. Therefore the Battersea Power Station could meet emerging capacity during the period 2010 to 2015. The implications of the development (trading at its full potential) have been assessed at 2015.

13.5 Development commitments (listed in Table 3A in Appendix A) with planning permission in the Borough (9,200 sq m gross of comparison floorspace) could absorb comparison expenditure capacity in the Borough up to 2010. Allowing for the implementation of these commitments the remaining comparison floorspace projection for the period 2010 to 2015 is 19,200 sq m gross, and a further 21,800 sq m gross could be required between 2015 and 2020 (37,400 sq m gross in total).

13.6 These figures suggest comparison retail development at Battersea Power Station (assuming Scenario 1) could be supported by 2015, but with commitments would absorb a high proportion of the Borough wide floorspace projection (21,200 sq m gross compared with the Borough wide projection of 28,400 sq m gross).

13.7 Commitments and Scenario 2 (39,200 sq m gross) would exceed the Borough wide projection up to 2015 and most (78%) of the projection between 2015 and 2020. Commitments and Scenario 3 (57,200 sq m gross) would exceed the global capacity for new comparison development in Wandsworth Borough as a whole up to 2020 (50,200 sq m gross).

13.8 Other pipeline without planning permission, if implemented with commitments, would absorb most of the floorspace projection up to 2015 (28,300 sq m gross compared with 28,400 sq m gross). Based on this assumption, there could be capacity for Scenario 1 between 2015 and 2020, and perhaps capacity for Scenario 2 by 2022.

13.9 However, it should be noted that development at Battersea Power Station, within the north east periphery of the Borough, would serve a catchment area that would extend beyond the Borough boundary, and it is inappropriate to draw conclusions about the appropriate amount of retail development in this location, based only on the Wandsworth Borough floorspace projections shown in Section 12.

13.10 The sensitivity analysis for residential development at North East Battersea suggests that additional population could support a maximum of 3,800 sq m net of comparison floorspace by 2020 or 5,100 sq m gross.

Food Superstore Development at Battersea Power Station/Nine Elms

13.11 As indicated above, we have assumed that a large food superstore could be developed with a net sales area of up to 2,500 sq m net devoted to the sale of convenience goods, within all three scenarios. Based on an average sales density of £10,000 per sq m net (suitable minimum for a major national operator), this store would have a convenience turnover of £25 million, as shown in Table 11B in Appendix B.

13.12 The estimated trade draw of the proposed store within each of the study area zones is shown in Table 12B in Appendix B. This trade draw is based on the location of the potential store in relation to each study area zone, the location and proximity of other competing stores and the trade draw/market share of existing food stores estimated from the household survey results. Given the store's location in the north east corner of the study area, we estimate that 40% of the store's turnover will come from residential areas outside the study area (i.e. inflow), primarily Lambeth, Westminster and Chelsea.

13.13 Based on this predicted trade draw, convenience shopping patterns in the study area have been reassessed in Table 13B in Appendix B. The food store is expected to reduce the level of expenditure attracted by existing provision within each zone, i.e. zones where the store is expected to draw its trade.

13.14 The results of this impact analysis are shown in Table 14B. The source of the store's turnover (£25 million) is as follows:

- Clapham Junction (primarily Asda) = £5.87 million (-6.9%);
- Lambeth (primarily Sainsbury Nine Elms) = £3.58 million (-4.4%);
- Wandsworth town (primarily Sainsbury, Garratt Lane) = £1.55 million (-1.9%);
- Balham (primarily Sainsbury/Waitrose) = £1.42 million (-2.3%);
- Asda at Roehampton = £0.63 million (-1.4%)
- Local shops = £0.50 million (-0.7%)
- Tesco at Streatham (proposed) = £0.48 million (-1.5%)
- Tooting (primarily Sainsbury) = £0.26 million (-0.5%);
- Other = £10.71 million.

13.15 The proposed store expected to divert trade from a number of different destinations, primarily other large food stores. About 41% (£10.23 million) of the store's turnover is expected to be diverted from existing convenience shopping provision in Wandsworth Borough, primarily large food stores in the Clapham Junction, Wandsworth and Balham areas. A significant element of trade is also expected to be diverted from large food stores in Lambeth.

13.16 The levels of trade diversion from centres in Wandsworth Borough is unlikely to harm the vitality and viability of any centre, because all the main affected centres are projected to be trading significantly above their convenience benchmark turnover in 2015. The levels of impact shown above would be reduced if additional dwellings are provided at North East Battersea.

13.17 The sensitivity analysis indicates that residential development at Battersea could generate between £3.72 million to £11.15 million of additional expenditure, and based on existing market shares, 38% of this expenditure (£1.41 million to £4.24 million) could be spent in Wandsworth Borough. Therefore additional population growth in the Battersea area would reduce the impact figures shown above. Nevertheless, any application for a large food store at Battersea will need to be assessed in more detail, for example to assess the impact on centres in Lambeth, i.e. Clapham High Street, Camberwell and Brixton. Nevertheless, trade diversion is likely to be dispersed amongst a number of centres/food stores and it is unlikely that any food stores would be closed due to this impact.

Implications for Convenience Retail Capacity

13.18 As indicated in Section 12 and Table 10B in Appendix B, surplus convenience expenditure potentially available to convenience facilities within Wandsworth Borough is expected to be £53.91 million in 2010 increasing to £79.76 million in 2015. This expenditure surplus at 2015 could support 5,300 sq m net of sales floorspace within large food stores (over 1,000 sq m net) and 4,900 sq m net in small stores/shops in the Borough as a whole. Existing development commitments are unlikely to absorb more than 1,000 sq m net of the small stores/shops projection, and would only reduce the Borough wide expenditure surplus to about £74 million in 2015.

13.19 Based on the impact figures shown above, the remaining 2015 expenditure surplus would reduce by £10 million to about £64 million. As a result the Borough wide convenience sales floorspace projections in Table 7B in Appendix B for 2015 would reduce by less than 10%. Regardless of the implementation of a food superstore at Battersea, there is still potential to improve food store provision elsewhere in the Borough i.e. Balham, Wandsworth and Putney areas. Furthermore, the proposed closure of the Marks & Spencer store in Tooting should provide an opportunity to improve food store provision in Tooting.

Comparison Development at Battersea Power Station/Nine Elms

13.20 As indicated above, three development scenarios have been considered for comparison floorspace. The expected comparison turnover of each scenario and the anticipated trade draw is shown in Tables 8C and 9C in Appendix C. A development of 20,000 sq m gross (Scenario 1) is likely to draw a high proportion of its trade from nearby zones, whilst a development of 60,000 sq m gross (Scenario 3) will have a much wider draw. Given the development's location in the north east corner of the study area, we estimate that 40% of the Scenario 1's turnover could come from residential areas outside the study area (i.e. inflow), but the estimate for Scenario 3 is 55%.

13.21 Based on these predicted trade draw figures, comparison shopping patterns in the study area have been reassessed in Tables 10C (Scenario 1), 11C (Scenario 2) and 12C (Scenario 3) in Appendix B. Each development scenario is expected to reduce the level of expenditure attracted by existing provision in Wandsworth Borough.

13.22 The results of this impact analysis are shown in Table 13C. The proportional impact on turnover levels within centres in Wandsworth Borough for Scenario 1 (20,000 sq m gross) range from 0.8% for Tooting to 5.9% for Clapham Junction. The figures for Scenario 2 (40,000 sq m gross) range from 1.2% (Putney) to 9.8% (Clapham Junction), and the figures for Scenario 3 (60,000 sq m gross) range from 2.1% (Putney) to 12.4% (Clapham Junction). It should be noted that impact is unlikely to increase proportionally in line with the amount of comparison floorspace proposed, because larger developments will draw more trade from beyond the study area.

13.23 The key area of concern for all three scenarios appears to be the level of trade diversion and impact on Clapham Junction town centre and Wandsworth town centre. It is necessary to consider whether future expenditure growth will offset this trade diversion. Trade diversion for Scenario 3 (the highest impact) from Clapham Junction and Wandsworth to the development is £19.51 million and £21.42 million respectively.

13.24 The comparison turnovers of Clapham Junction and Wandsworth were estimated to be £115.36 million and £195.80 million in 2007 respectively. These turnover levels are forecast to increase to £156.93 million and £264.16 million by 2015, assuming no development at Battersea Power Station, an increase of £41.57 million in Clapham Junction and £68.36 million in Wandsworth. Therefore expenditure growth between 2007 and 2015 is expected to offset trade diversion assuming the largest development scenario at Battersea (60,000 sq m gross of which comparison would be 48,000 sq m gross). However, the implication on potential investment in these two centres needs to be considered.

Implications for Comparison Retail Capacity

13.25 The retail capacity analysis suggests existing comparison shopping facilities should increase their sales density by 1.5% per annum in the future, and this increase should assist in accommodating expenditure growth. The benchmark turnovers of Clapham Junction and Wandsworth are expected to increase to £129.95 million and £220.35 million by 2015 respectively. The residual turnovers of Clapham Junction (£137.42 million and £242.74 million as shown in Table 13C), with Scenario 3 implemented, are both above the benchmark turnover, which suggests this scale of development (48,000 sq m gross of comparison floorspace) may not harm the vitality and viability of Clapham Junction in the long term, but may limit the scope for further retail development and investment in the centre for the foreseeable future.

13.26 The Metro Shopping Fund development proposals in Clapham Junction could provide about 7,000 sq m net of comparison sales floorspace (9,300 sq m gross) and could have a turnover of about £39 million by 2015. This would increase Clapham Junction's benchmark turnover to about £169 million by 2015. The impact estimates for Scenario 3, suggests Clapham Junction would trade about 20% below this benchmark turnover, unless Clapham Junction can significantly increase its market share of expenditure. These figures suggest Scenario 3 could harm the future implementation of development proposals in Clapham Junction. The impact estimates also suggest Clapham Junction would trade about 13% and 16% below the benchmark turnover if Scenario 1 and 2 were implemented respectively.

13.27 Development commitments in Wandsworth town centre (including vacant units in the Southside Centre) could provide about 2,400 sq m net of comparison sales floorspace (3,100 sq m gross) and could have a turnover of about £13 million by 2015. This would increase Wandsworth's benchmark turnover to about £233 million by 2015, which is still below the post Battersea Power Station Scenario 3 residual turnover (£242.74 million). However this development scenario would leave limited scope for further pipeline developments in Wandsworth e.g. The Ram Brewery and the Riverside Quarter Phase III.

13.28 These figures again suggest the worst case Scenario 3 may harm the implementation of development proposals in Wandsworth town centre. Scenario 1 and Scenario 2 are less likely to jeopardise investment in Wandsworth town centre.

13.29 The retail capacity assessment (assuming no Battersea Power Station development) suggests surplus comparison expenditure available for new development in these centres by 2015 is projected to reach £26.98 million in Clapham Junction and £43.81 million in Wandsworth. Together these expenditure figures could support about 12,600 sq m net (16,700 sq m gross) of new comparison sales floorspace by 2015. As indicated above, commitments in Wandsworth town centre could absorb about 2,400 sq m net (3,100 sq m gross) of this floorspace projection, leaving remaining potential for 10,200 sq m net (13,600 sq m gross). Commitments at Battersea Reach and Battersea Bridge (about 4,400 sq m gross A1 comparison floorspace) could further reduce the potential for development in Clapham Junction and Wandsworth.

13.30 Pipeline development proposals without planning permission at the Ram Brewery, Metro Shopping Fund at Clapham Junction and the Riverside Quarter could provide a further 18,400 sq m gross. These commitments and pipeline proposals exceed the comparison floorspace capacity identified for Clapham Junction and Wandsworth up to and beyond 2015, without taking into account proposals at Battersea Power Station.

13.31 The sensitivity analysis indicates that residential development at Battersea could generate between £7.97 million to £23.91 million of additional comparison expenditure, and based on existing market shares, 41% of this expenditure (£3.27 million to £9.8 million) could be spent in Wandsworth Borough. The potential additional population growth in the Battersea area would reduce the impact figures shown above, but is unlikely to significantly increase the overall capacity for comparison retail floorspace in the Borough.

Conclusions

13.32 The potential scale of retail development at Battersea Power Station, particularly comparison goods shopping, raises concerns in terms of impact on Clapham Junction and Wandsworth, and possibly centres in Lambeth (which has not been considered in this report). It also raises issues relating to the sequential approach and where is the best location for retail development.

13.33 If other pipeline development opportunities within or on the edge of Clapham Junction and Wandsworth town centres are appropriate for retail development, then these locations would be sequentially preferable locations for comparison retail development than Battersea Power Station, and on this basis it may be desirable to delay or phase retail development at Battersea until after 2015, or scale down the amount of development in order to leave sufficient expenditure capacity to enable town centre developments to be implemented.

13.34 Until the precise nature of development at Battersea Power Station is known (and its likely catchment area assessed) it is difficult to assess the degree to which it will impact on centres in Wandsworth Borough or other Boroughs.

13.35 The Council needs to consider the extent of development opportunities within designated centres in order to establish whether growth is better accommodated in these centres, rather than Battersea Power Station.

14.0 THE NEED FOR COMMERCIAL LEISURE /OTHER TOWN CENTRE USES

Introduction

14.1 This section assesses the need and potential for commercial leisure development and other main town centre uses in Wandsworth. We have considered the potential for improving the provision of a range of commercial leisure uses including cinema/multiplex, ten pin bowling, bingo, nightclubs, private health and fitness clubs and catering, pubs and bars.

The Potential for Leisure and Entertainment Uses

Catchment Potential

14.2 In general, commercial leisure facilities will draw the main part of their trade from residents up to a 20 minutes travel time. Major leisure facilities such as multiplex cinemas, ten-pin bowling centres, ice rinks and family entertainment centres require a large catchment population, and often benefit from locating together on a large out-of-centre leisure parks.

14.3 Wandsworth Borough has a large catchment population. There are around 450,000 people within the defined study area for Wandsworth and approximately 292,000 within the Borough. This catchment population has good access to major leisure facilities in Wimbledon, Croydon, Richmond, Kingston and Central London. The proximity of major leisure facilities in these surrounding local authorities will limit the potential for major leisure facilities within Wandsworth.

14.4 Approximately 28,800 people live in the Queenstown zone of the study area (Zone 1), 63,900 people live in the Clapham Junction zone of the study area (Zone 2), 56,800 people live in the Balham zone of the study area (Zone 3) and 70,400 people live in the Tooting zone of the study area (Zone 4), 55,100 live in the Wandsworth zone of the study area (Zone 6) and 27,500 live in the Putney zone of the study area (Zone 7). These zones include the majority of Wandsworth Borough. The household survey results show that most residents in these zones visit leisure facilities in the Borough with the most popular destinations outside the Borough are Wimbledon, Clapham High Street, Richmond, Fulham and Central London.

14.5 The choice of leisure facilities in surrounding areas means that the Borough's potential leisure related catchment population is likely to be less than the population of the study area as a whole (292,000). Our assessment of shopping patterns, although not directly comparable for leisure and entertainment uses, suggests that stores/shops in the Borough attract only about 35% of total comparison expenditure within the study area, which implies the comparison shopping catchment population of Wandsworth is only around 160,000, and is lower than the Borough population of around 292,000 people.

The Cinema Market

14.6 Cinema admissions in the UK declined steadily during the 1950's, 1960's and 1970's, a period when the ownership of televisions increased significantly. Cinema admissions continued to decline in the early 1980's, but increased steadily after 1984 up to 2002. There was a peak in cinema admissions in 2002 at 175.9 million. The cinema industry reached a plateau in 2005 following a slight recovery in 2004 with a net gain of 24 operating screens (still a virtual standstill compared to the 100-200 screens added at the turn of the decade). The BISL suggests that the cinema industry is now entering a period of change, signified by consolidation. Total admissions in 2005 were 164.6 million, slightly lower than in 2004 (171.3 million, 2.86 visits per person) and significantly lower than the figure for 2002 (176 million).

14.7 The number of cinemas has decreased from 737 in 1990 to 678 sites in 2003, but the number of screens has increased from 1,685 to 3,318, a growth rate of 5.4% per annum. Multiplex cinemas now dominate the market with over 72% of available screens in 2005. The number of annual admissions was 50,400 visits per screen in 2003.

14.8 Since the beginning of 2003 there has been considerable consolidation in the cinema market in the UK with significant merger and acquisition activity. The sector is now dominated by four companies:

- Terra Firma Capital Partners;
- Cine UK;
- Vue Cinemas; and
- National Amusements.

14.9 Total admissions are expected to increase by about 10% between 2005 and 2009, (Cinemagoing 14), an average growth rate of 2.5% per annum. Forecasts anticipate a net addition of 110 screens in 2006, 120 in 2007, 60 in 2008 and 60 in 2009. Compared to the last decade these figures represent a considerable slowing of growth, 2% compared to past growth of 5.5%.

14.10 There are two cinemas in Wandsworth Borough, the Odeon Cinema on Putney High Street in Putney which has 3 screens and 896 seats and Cineworld in the Southside Shopping Centre in Wandsworth which has 14 screens and 2,886 seats. There is also a good provision of multiplex cinemas further a field in Clapham High Street, Croydon, Fulham Broadway, Kingston, Richmond and Wimbledon.

14.11 The catchment area of a cinema facility in the Borough will be restricted by the proximity of these major multiplexes. The household survey results indicate that 59.7% of respondents in the study area visit cinemas, of which 30% indicated their last trip was to the Cineworld at the Southside Shopping Centre in Wandsworth Town. The other main cinema destination was Wimbledon (16.3%).

14.12 To assess the demand for cinema admissions within the study area, we have assumed that the Borough could retain its existing share of cinema trips in the study area (about 40% as suggested by the household survey results). The catchment population has been converted into a total number of cinema admissions per annum based on the national visitation rate (2.8 per person in 2003). Visitation rates have been projected based on a 2% growth rate per annum. The total number of cinema admissions has been converted into an optimum number of cinema seats, based on Dodona figures (300 visits per annum per seat). The results are shown in Tables 14.1 below.

Table 14.1 Cinema Potential in Wandsworth

Centre	2007	2010	2015	2020
Catchment Population Visits Per Annum	175,884 2.92	180,410 3.22	185,361 3.56	188,970 3.93
Total Visits Per Annum	**513,581**	**580,921**	**659,886**	**742,654**
Optimum Visits Per Screen Optimum Visits Per Seat	75,000 300	75,000 300	75,000 300	75,000 300
Screen Potential **Seat Potential**	**6.8** **1,712**	**7.7** **1,936**	**8.8** **2,200**	**9.9** **2,476**
Existing	**3,782**	**3,782**	**3,782**	**3,782**

14.13 The existing provision is 3,782 seats and the theoretical potential at 2020 is only 2,414 seats. This analysis therefore suggests that there is limited potential for further cinema facilities within Wandsworth, based on the current market share being maintained.

14.14 The canvas of leisure operators undertaken during the study did not identify a demand for cinema development in Wandsworth. Therefore the commercial viability of further cinema development in the Borough may also be questionable.

Private Health and Fitness Clubs

14.15 The UK health club market expanded rapidly as public awareness about personal fitness has increased. Business in Sport and Leisure (BISL) indicates that membership growth levels have continued to rise and that data from The Leisure Database Company at 1st January 2005, shows that membership has grown by 25% since 2002, with an 8% increase in 2004 to over 7 million members across both the public and private sector. Over 11% of the population are now members of a private health club or registered users of a leisure centre gym in the UK, compared with just 8.9% in 2002 and this growth looks set to continue. However, the UK is still chasing the US where the fitness membership rate is 15.6%.

14.16 There were 90 new private health and fitness clubs opened in 2004 compared to 88 in 2003 and the figure increases to 113 new private clubs opened in 2004 if you take into account the smaller clubs not previously incorporated. The BISL indicates that despite business difficulties for individual operators the overall market shows positive progression towards Government targets. At the beginning of 2005 there were at least 724 more clubs under development or with planning applications lodged, 76 of which were scheduled to open in 2005.

14.17 There are over 3,738 public sports centres and 1,982 large (over 500 members) private health clubs in the UK ranging from small independent clubs to large operators such as Cannons, David Lloyd, Esporta, Fitness First, Holmes Place, Livingwell and LA Fitness.

14.18 Private health clubs had 3.5 million members in 2003 (1,801 members per club). The average membership for large private clubs rose from 1,740 in 2002 to 1,801 in 2003. The largest health clubs can have memberships of approximately 4,000 people. However, the UK market is still dominated by independent clubs. Public sector sports centres are also important, with 64% having fitness facilities. Membership of public sector fitness facilities rose by 2.9% in 2003 to just over 2.5 million.

14.19 The Mintel Health and Fitness Clubs Report (April 2005) indicates that there are now more than 4 million members of private health and fitness clubs in the UK, equating to around 9% of the adult population, whilst the average club has more than 1,500 members and gross annual sales in excess of £750,000. The Mintel Survey indicated that the vast majority of clubs anticipated growth in membership numbers over the next 12 months. The Mintel Report indicates that in the first three months of 2005 consumer confidence appeared to be experiencing something of a revival when compared with previous years and this should result in consumers being more disposed to making discretionary purchases such as health club memberships.

14.20 The Mintel Report (April 2005), states that in 2004 the value of the market for private health and fitness clubs grew by 5.7%, compared with an increase of 7.5% in 2003 and 7.9% in 2002. Forecasts for 2005 suggested a slight improvement, with a projected increase of 5.9%. Nonetheless this still means that market value has increased by 43% between 2000 and 2004 and by the end of 2005 it was expected to have increased by 51%.

14.21 There are a number of private health and fitness clubs in the Borough, as follows:

- Cannons Health Club, Burr Road;
- Cannons Health Club, Sheepcote Lane;
- Powertone Studios, Battersea Square;
- Esporta, Smugglers Way;
- Aspire Centre, Merton Road;
- Steps Gym, Merton Road;
- Fitness First, Lavender Hill;
- Virgin Active, Upper Richmond Road;
- Esporta, Smugglers Way;
- Fitness First, Balham High Road;
- Fitness First, St John's Hill;
- Squats Gym, Mitcham Lane;
- Yorkys Gymnasium, York Road;
- Virgin Active, Southside Shopping Centre; and
- Ultimate Exercise, The Arches, Winthorpe Road.

14.22 Four of the large national operators are represented in the Borough. There are two Cannon health clubs, two Esporta health clubs, two Virgin Active gyms and three Fitness First gyms.

14.23 In addition to the independent private leisure/entertainment facilities there are several local authority sports facilities (Managed on behalf of Wandsworth council by DC Leisure):

- Wandle Recreation Centre, Mapleton Road, Wandsworth;

- Putney Leisure Centre, Dryburgh Road, Putney;
- Latchmere Leisure Centre, Burns Road, Battersea;
- Tooting Leisure Centre, Greaves Place, Tooting;
- Balham Leisure Centre, Elmfield Road, Balham;
- Roehampton Recreation Centre, Laverstoke Gdns, Roehampton; and
- Tooting Bec Lido, Tooting Bec Road.

14.24 The Borough population is approximately 286,000 in 2007, which could generate demand for about 31,460 public and private membership places, based on the national average membership rate (11%) or 44,616 based on the US rate (15.6%). Borough residents will also use health and fitness clubs in other centres particularly in Central London. The household survey indicates that over 30% of households in the study area had visited a health/fitness club. Therefore, health club membership could be higher than 11% in the study area. It should be noted that not all members of the household will participate and not all households will be members of clubs.

14.25 The 9 private national clubs, 6 independent private clubs and 5 public leisure/recreation centres, assuming an average membership of at least 2,000 for national clubs and 500 members for other clubs, could accommodate 23,500 members, which would imply there could be scope for further facilities within the Borough.

14.26 A future increase in membership rates and population growth could generate additional demand. By way of an example, an increase in membership rates from 11% to 15.6% (the US rate) along with projected population change in the borough could increase demand by about 15,600 places by 2015 in the Borough as a whole.

14.27 These figures suggest there could be scope for further health and fitness facilities within the Borough particularly in the future in line with the increase in population and membership rates. EGi and our canvas of operators did not identify any requirement by health and fitness clubs for space in Wandsworth Borough.

Tenpin Bowling

14.28 Tenpin bowling grew rapidly in the UK in the 1960's. However, the complex scoring system, lack of investment and the deterioration exacerbated a significant decline in the 1970's. However, a resurgence of interest in tenpin bowling during the late 1980's and computer scoring led to a second boom. There were 280 tenpin bowling centres (5,600 lanes) in the UK in 2004, approximately one lane per 10,000 people. The tenpin bowling sector experienced steady growth in the late 1990's, with a 27% growth in spending during the last 10 years, although any real growth was mostly in the past four years. Mintel predicted the value of the tenpin bowling market would increase from £245 million in 2002 to £324 million by 2007.

14.29 Bowling centres now tend to be part of major leisure developments that include multiplex cinemas, restaurants and nightclubs offering a choice of leisure and entertainment activities.

14.30 Tenpin bowling centres require large buildings of between 2,300 to 4,200 sq m (25,000 to 45,000 sq ft) and are generally located in towns with a population of over 150,000 people.

14.31 The Borough of Wandsworth has no tenpin bowling facility. The household survey indicates that residents who visit bowling facilities in the study area mainly go to Raynes Park (17.9%), London's West End (12.1%) and Kingston (10.7%). Residents to the north and east of the Borough have good access to the range of tenpin bowling facilities in the West End and residents to the south and west of the Borough have good access to Lloyds Lanes in Raynes Park.

14.32 The household survey results suggest that about 11.7% of households in the study area visit tenpin bowling facilities. The study area projected population at 2015 (463,000) is in theory capable of supporting 46 lanes, based on one lane per 10,000 people. If Wandsworth attracted about 50% of tenpin bowling trips in the study area then at least 20 lanes would be required. In our canvas of operators, national ten-pin bowling operator Bowlplex, indicated they were not looking to open facilities within the M25, and no other operators indicated a requirement.

14.33 There appears to be potential for a ten pin bowling facility within the Borough, however space requirements may limit this opportunity.

Bingo

14.34 The bingo market peaked in the mid-1970s, with almost 2,000 clubs nationwide. Since then the sector has struggled to compete with other leisure activities, including the impact of the National Lottery. However, the decline has bottomed out and attendance figures have remained steady since the late 1990's, and revenues and profits have started to increase.

14.35 Great Britain had 700 commercial bingo clubs in 2005, approximately one club per 80,000 people. Bingo clubs attracted 79 million admissions in 2005 (source: Mintel), about 1.75 admissions per adult per annum. On average each club attracted

113,000 admissions in 2005 (about 2,175 admissions per week). The average participation rate (adults) was 6.9% in 2004 (source: Mintel), split 2.8% regular players and 4.1% occasional players. The participation rate in the South East/East Anglia region was marginally below the national average (5.1%). Mintel forecasts that admissions will decline between from 79 million in 2005 to 68 million in 2010, although the average spend per head will increase from £26.90 to £38.40.

14.36 Mecca and Gala are the main bingo operators, controlling over half of the UK market. Marketing of the bingo sector has been more proactive in recent years and Gala and Mecca have invested in premises, moving out of dated premises (i.e. converted cinemas), into purpose built units. Bingo clubs have become increasingly sophisticated, and have actively sought to attract all age groups.

14.37 The bingo sector usually prefers central locations that are accessible by public transport and by foot. Major bingo operators, such as Mecca and Gala, require buildings of between 2,000 to 3,000 sq m, capable of seating up to 2,000 people, with a catchment population of 50,000 to 70,000 people within freestanding towns (source: BISL) .

14.38 The Borough projected population for 2015 (302,000 people or about 240,000 adults) could generate about 420,000 admissions based on the national participation rate (1.75 per adult), compared with the average of 113,000 admissions per club. These figures suggest that the study area as a whole could accommodate 3-4 bingo clubs. However, the existing provision of bingo facilities in the Borough along with the lack of available sites for this size facility will limit potential in Wandsworth.

14.39 There are two national bingo operators in Wandsworth, Gala Bingo on Mitcham Road in Tooting and Mecca Bingo at Brendon Valley in Wandsworth. The household survey results indicated that only 4.6% of households in the study area visit bingo facilities, of which 41.8% visited Mecca Bingo in Wandsworth and 23.6% last played bingo at Gala Bingo in Tooting. The only other significant bingo destination for respondents was Streatham (7.3%) suggesting most bingo players prefer to play at the two national operators within the Borough.

Nightclubs

14.40 The value of the nightclub market (permanent venue offering dancing in return for an admission fee) declined from £2.16 billion in 1998 to £1.77 billion in 2002 (source:

Mintel - Nightclubs). There are approximately 1,750 nightclubs in the UK, approximately one per 30,000 people.

14.41 The sector has faced increasing competition from late night pubs and bars, with no admission fees. The BISL envisages a continued period of rationalisation and price competition. However, the forecast trend of significant growth in the 18-24 year old age group is expected to provide a growing market.

14.42 Large nightclubs (capacity up to 2,000 people) are generally located in large towns with a population of over 100,000 people. There are several nightclubs in Wandsworth, including:

- The Grand Nightclub, St John's Hill, Clapham Junction;
- The Fez Club, Upper Richmond Road, Putney;
- Palace The Venue, Wandsworth High St,
- Citizen Nightclub, Wandsworth High St,
- Alchemist, St John's Hill, Clapham Junction; and
- The Jam Club @ The Princes Head, Falcon Road, Clapham Junction.

14.43 The household survey results indicated that only 11.6% of households in the study area visit nightclubs or late night music venues and that only 11.5% of these households last visit to a nightclub/live music venue was in the Borough. Of these households 46.8% last visited a nightclub or live music venue in London's West End whilst 11.5% went to Clapham High Street. The provision of nightclubs in the West End and on Clapham High Street, combined with the excellent access to both these destinations, will limit the potential for major new nightclubs in the Borough.

Casinos

14.44 Due to the changing nature of the casino market, with its proposed deregulation across the county, there is uncertainty to where casinos will be located in the future. Prior to deregulation operators could only obtain licences for casinos in specifically defined areas.

14.45 Operators now have to think in more detail about the catchment area of their casinos and the level of existing or future competition in a given area. From our knowledge of the casino market, key catchment areas will have to be within or within the near vicinity of a large centre such as a major town or city, with a drive time of approximately 30-40 minutes and as close to the centre of the catchment area as possible, with good transport links. The proximity of other established commercial uses will also be a key factor for operators when looking at locations for casinos.

14.46 There were 131 casinos in Britain in 2004. Approximately 12 million separate visits were made in Britain by members and their guests.

14.47 There are currently no commercial casinos in Wandsworth. No specific catchment area population has been identified by casino operators. The town centres within the borough may have a catchment population large enough to support a casino, but it is likely that casino operators would locate in Centre London. As the market adjusts to deregulation, the locational requirements of casinos may evolve and become more clearly defined. Our canvas of retail and leisure operators included several major casino operators, however a requirement for a casino in the Wandsworth area was not identified.

Bars and Restaurants

14.48 On average households in the UK spent over £1,000 per annum eating and drinking away from the home in 2004-05 (source: Family Expenditure Survey).

14.49 Food and drink establishments (Class A3/A4/A5) including restaurants, bars and pubs have supported other major leisure uses on leisure and retail parks. Within town centres the demand for A3/A4/A5 uses has increased including a significant expansion in the number of coffees shops, such as Starbucks, Costa Coffee and Coffee Republic.

14.50 PPS6 (paragraph 2.22) indicates that “a *diversity of uses in centres makes an important contribution to their vitality and viability. Different but complementary uses, during the day and in the evening, can reinforce each other, making town centres more attractive to local residents, shoppers and visitors. Local planning authorities should encourage diversification of uses in the town centre as a whole, and ensure that tourism, leisure and cultural activities, which appeal to a wide range of age and social groups, are dispersed throughout the centre”.*’ Paragraph 2.23 also indicates that planning policies should “*encourage a range of complementary evening and night-time economy uses which appeal to a wide range of age and social groups, ensuring that provision is made where appropriate for a range of leisure, cultural and* *tourism activities such as cinemas, theatres, restaurants, public houses, bars, nightclubs and cafes".*

14.51 National branded pub/restaurant chains have been investing heavily, although not exclusively in larger centres. Many chains such as All Bar One, JD Wetherspoons and Yates Wine Bars have sought representation in smaller centres close to residential communities.

14.52 National information available from Goad Plans indicates that the proportion of non-retail uses within town centres across the country has increased over the last decade as shown in Table 14.2. The proportion of Class A1 retail uses in Goad town centres has decreased by 9% between 1991 to 2005 (6 percentage points), whilst non-retail uses including Class A2, A3 and non-retail (service) A1 uses have all increased.

14.53 As indicated in earlier sections of this report, the proportion of Class A3/A5 uses in all town centres in the Borough is above the national average of 14.3%. In Wandsworth town centre and Tooting town centre it is only slightly higher than the national average, 15.0% and 14.9% respectively. In Clapham Junction, Balham and Putney town centres the proportions are significantly higher than the national average, 19.8%, 17.8% and 19.0% respectively.

14.54 This national Goad data provides an average for over 1,100 town centres across the country, and relates to a wide range of centres in terms of size and type. In general, larger city and town centres will have a higher proportion of retail units than smaller town and district centres, which have a mix of shops and services. However, within London this is not always the case and many centres have a higher proportion of Class A3/A5 uses than the national average.

Table 14.2: GB Goad Plan Town Centres Use Class Mix

Type of Unit	**% Change**	**Proportion of Total Number of Units (%)**			
	1991 to 2002	**1991**	**1994**	**2000**	**2005**
Class A1 (Retail)	- 9	62.7	61.2	59.1	56.4
Class A1 (Services)	+33	6.6	6.9	8.2	9.6
Class A2	+23	8.2	8.5	8.9	8.9
Class A3/A5*	+43	8.6	9.2	11.2	13.7
Miscellaneous	+87	0.8	1.0	1.4	1.4
Vacant & Under Const.	- 19	13.1	13.2	11.2	10.1
Total	-	100.0	100.0	100.0	100.0

Source: Goad Centre Reports **excludes Bars/Public houses (A4)*

14.55 Themed bar operators and pub restaurants have grown significantly over the last ten years, such as JD Wetherspoons. These outlets generally require a minimum 50,000 population and are usually located on main streets or secondary positions close to prime retail, commercial and other leisure users. The borough's town centres already have several themed bar operators. Operators usually require large premises of 250 - 1,500 sq m, in close proximity to public car parks and good transport links. The EGi retail requirements identify any requirement by themed bar operators/pub restaurants in the Borough.

14.56 Themed restaurants have also expanded rapidly in recent years. These operators have located in out of centre retail/leisure parks as well as good secondary/primary high street locations. Fast food operators such as McDonalds and Burger King have expanded the number of drive through outlets, and town centre outlets. Outlets have been developed within retail/leisure parks or on busy roads. Outlets require sites of approximately 0.2 hectares. The EGi published requirements suggest that Coffee Republic, Costa Coffee, Starbucks, Pret a Manger, Gourmet Burger Kitchen, Las Iguanas and ASK are looking to locate in the Borough.

14.57 The growth in Class A3 to A5 uses within town centres may continue in the future, and will compete for shop premises with other town centre uses. Future town centre development should provide additional space for these uses as well as Class A1 retail. An allowance of 10% to 15% of new floorspace for Class A3 to A5 uses may be appropriate.

Theatres

14.58 The household survey indicated that 55.5% of respondents in the study area visit theatres, which is significantly higher than NLP's average for other surveys. The West End was the main theatre destination last visited for households within the study area (69.7%) followed by Wimbledon (13.4%). There are three theatres in the Borough, Putney Arts Theatre on Ravenna Road, Battersea Arts Centre on Lavender Hill and Theatre 503 (formerly The Grace Theatre @ the Latchmere) on Battersea Park Road. However only 0.6% of respondents indicated that they visited the Battersea Arts Centre on their last trip, only 0.3% indicated that they visited the Putney Arts Theatre on their last trip and only 0.15% of respondents Theatre 503 on their last trip. Taking account of the current provision of theatres in the Borough and the accessibility and quality of theatres in Central London, the West End and Wimbledon, there is limited scope for new theatres within Wandsworth.

Other Leisure, Entertainment and Cultural Facilities

14.59 Wandsworth has a range of other leisure and entertainment facilities, as follows:

- Pump House Gallery, Battersea Park;
- The De Morgan Centre, West Hill;
- Q Club Snooker & Pool, Wandsworth High St;
- Rileys Pool Club, Wimbledon Park Road;
- Mayfair Snooker Club, Upper Tooting Road;
- The Broadway Snooker Club, Lynwood Road, Tooting;
- Jongleurs Comedy Club, Lavender Hill Gardens;
- The Borough of Wandsworth Rifle Club, Earlsfield; and
- Kings College School Boat House (Rowing Club), Putney.

Conclusions on Leisure

14.60 The Wandsworth Borough has a reasonable range of commercial leisure, entertainment and cultural facilities, and residents also have good access to facilities outside the Borough in Central London, Wimbledon, Kingston and Croydon. The Borough's location within the catchment area of larger centres will limit the potential for further commercial leisure and entertainment facilities.

14.61 The existing cinema provision within the Borough suggests there is limited potential for further cinema facilities. Existing provision in the Borough exceeds all the theoretical potential up to 2020. There is scope for more private health club facilities and this may increase in the future if membership rates increase in line with the US along with the projected population change in the borough. There may also be scope for a ten-pin bowling facility and further bingo facilities.

14.62 The town centres within the Borough have good provision of Class A3 and A5 uses. Future town centre development should provide additional space for bar and restaurant uses (Class A3, A4 and A5) as well as Class A1 retail. As a role of thumb about between 10% to 15% of Class A floorspace within development could be devoted to Class A3, A4 and A5).

14.63 The retail projections in the previous section indicate that about 26,200 sq m net (34,900 sq m gross) of Class A1 retail floorspace could be required in the Borough by 2015. If a 15% allowance is made for Class A3 to A5 uses then an additional 6,200 sq m gross could be required by 2015. The existing development commitments shown in Table 3A could provide accommodation for 7,700 sq m gross of Class A2 to A5, primarily in Wandsworth town centre (1,900 sq m gross) and Battersea Reach

(4,800 sq m gross). These figures are over and above floorspace expected to be occupied by Class A1 retail uses. Table 3A predicts the likely split of proposed floorspace within mixed use commitments and proposals. This split is NLP's prediction, based on the typical mix of uses found within centres, not information provided within the respective planning applications.

15.0 CONCLUSIONS AND RECOMMENDATIONS

Introduction

15.1 This report provides a borough wide needs assessment for retail and commercial leisure uses in Wandsworth Borough. It provides a guide to the shopping and leisure needs of the Borough up to 2011, 2016 and 2021. The principal conclusions of the analysis contained within this study are summarised below.

Meeting Shopping Needs in Wandsworth Borough

15.2 Growth in expenditure should provide opportunities to improve the range and quality of shopping and leisure facilities within the Borough. Taking account of existing commitments with planning permission there is still a potential need for additional convenience and comparison shopping facilities in the Borough in the period up to 2015. Overall, in order to meet projected growth in expenditure, there is a need for additional shopping and leisure facilities. Future planning policy and site allocations should seek in line with PPS6, to identify opportunities to accommodate growth at least up to 2015. Longer term growth up to 2020 should be monitored and updated as necessary.

15.3 The floorspace projections shown in this report provide broad guidance. Meeting the projections between 2007 and 2015 remains the priority, and longer term objections need to be monitored. All the projections should not be considered to be maximum/minimum limits or targets, particularly when translated into the development plan allocations or when used to guide development control decisions. For instance if a major town centre scheme comes forward in the period to 2015, although the implementation of proposals and commitments may possibly result in an over-supply of comparison floorspace, it may be acceptable to permit such a scheme if it is of an appropriate scale in terms of the role and function of that centre. Such floorspace limits should not inhibit competition between retailers when located within centres, subject to the consideration of scale and impact. However, if an out of centre proposal exceeds the floorspace projections then the need for the proposal and impact will need to be carefully considered.

15.4 Long term forecasts (beyond 2015) may be more susceptible to change, due to unforeseen circumstances. Projected surplus expenditure beyond 2015 is attributable to projected growth in spending per capita, extrapolated from short to medium term growth projections. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under review. The implications of major retail development within the Borough and competing centres should also be monitored and the affects proposals may have on the demand for additional development in Wandsworth Borough should be considered carefully.

Convenience Goods Development

15.5 On the basis of the assumption that existing convenience retailers trade at reasonable average turnover levels, the quantitative capacity analysis indicates there is significant potential for further convenience goods sales floorspace within the Borough. There is scope for about 5,300 sq m net within large food stores (over 1,000 sq m net) and 4,900 sq m net in small stores/shop units by 2015, or 10,200 sq m net in total. This projection could increase to 13,200 sq m net by 2020. Based on current shopping patterns the broad distribution of floorspace capacity at 2015 could be as follows (NB – where there is an expenditure deficit a negative floorspace figure is should in red):

Convenience Sales Floorspace Projections (before commitments/proposals)

Location	Sales Floorspace Sq M Net
Clapham Junction	1,200
Wandsworth town	2,800
Balham*	2,300
Tooting	-300
Putney	2,300
Elsewhere in the Borough	1,900
Total	**10,200**

* some of Balham projection could be transferred to Tooting.

Source: Table 10B Appendix B

15.6 If additional dwellings are developed at North East Battersea opportunity area (assuming between 1,000 to 3,000 new dwellings completed by 2015) then an additional 400 to 1,200 sq m net could be added to the projections shown above.

15.7 Major commitments with planning permission could provide an additional 1,000 sq m net of convenience floorspace which, if implemented, would reduce the Wandsworth town projection to about 2,400 sq m net and the figure for elsewhere in the Borough to 1,300 sq m net. Other pipeline developments without planning permission could, if permitted and implemented provide about 3,400 sq m net of convenience sales floorspace. The revised 2015 projections assuming all commitments and proposals are implemented are shown below (NB – negative floorspaces figure are should in red).

Convenience Sales Floorspace Projections (after commitments/proposals)

Location	Commitments	Proposals	Revised Projection
Clapham Junction	-	1,400	-200
Wandsworth town	400	1,100	1,300
Balham	-	-	2,300
Tooting	-	100	-400
Putney	-	-	2,300
Elsewhere in the Borough	600	800	500
Total	**1,000**	**3,400**	**5,800**

* some of Balham projection could be transferred to Tooting.

Source: Table 10B in Appendix B and Tables 3A and 4A in Appendix A.

Comparison Goods Development

15.8 The quantitative capacity analysis indicates there is also potential for further comparison goods sales floorspace within the Borough. There is scope for about 21,300 sq m net (28,400 sq m gross) by 2015, increasing to 37,700 sq m net (50,200 sq m gross) by 2020. Based on current shopping patterns the broad distribution of floorspace capacity at 2015 could be as follows:

Comparison Sales Floorspace Projections (before commitments/proposals)

Location	Sales Floorspace Sq M Net
Clapham Junction	4,800
Wandsworth town	7,800
Balham	1,500
Tooting	2,000
Putney	3,300
Elsewhere in the Borough	1,900
Total	**21,300**

Source: Table 7C in Appendix C

15.9 If additional dwellings are developed at North East Battersea opportunity area (assuming between 1,000 to 3,000 new dwellings completed by 2015) then an additional 600 to 1,700 sq m net could be added to the projections shown above.

15.10 In the short term (up to 2010) the development strategy should encourage the successful implementation and occupation of development commitments with planning permission, including the remaining development and occupation of vacant units at Southside Shopping Centre in Wandsworth town centre. The implementation and content of major mixed use commitments with a reasonable element of retail floorspace at Battersea Reach and Battersea Bridge will also need to be monitored. All current commitments could provide about 6,900 sq m net (9,200 sq m gross) of comparison floorspace in the short term, and would reduce the Borough wide projection at 2015 to 14,400 sq m net. The Wandsworth town projection would reduce from 7,800 sq m net to 5,400 sq m net, but a significant element of the remaining committed floorspace (3,300 sq m net) is located at Battersea Reach and Battersea Bridge, and will reduce the floorspace projection in Wandsworth town and Clapham Junction.

15.11 Other pipeline developments without planning permission could, if permitted and implemented, provide about 14,300 sq m net (19,100 sq m gross) of comparison floorspace. The revised 2015 projections assuming all commitments and proposals are implemented are shown below.

Comparison Sales Floorspace Projections (after commitments/proposals)

Location	Commitments	Proposals	Revised Projection
Clapham Junction	1,200 (1)	7,200 (3)	-3,600
Wandsworth town	4,500 (2)	6,800 (4)	-3,500
Balham	-	-	1,500
Tooting	-	300	1,700
Putney	-	-	3,300
Elsewhere in the Borough	1,200	-	700
Total	**6,900**	**14,300**	**100**

Source: Table 7C in Appendix C and Tables 3A and 4A in Appendix A.
(1) allowance for Battersea Bridge development.
(2) including 2,100 sq m net allowance for Battersea Reach development.
(3) Metro Shopping Fund scheme and Parkgate Road Battersea Bridge.
(4) Ram Brewery scheme and Riverside Quarter Phase III.

15.12 The table above suggest that commitments and proposals, if permitted and implemented, could absorb most of the Borough wide comparison floorspace projection up to 2015. Wandsworth town and Clapham Junction could have an over-supply of floorspace, but if they increase their proportional market share of expenditure in the study area, some of the retail capacity could be diverted from other parts of the Borough e.g. from Putney, Balham and Tooting to Wandsworth or from Balham and elsewhere in the Borough to Clapham Junction.

15.13 These figures suggest there is no over-riding need for other comparison retail development in out-of-centre locations in the Borough for the foreseeable future (up to 2015).

15.14 If emerging retail development proposals within the five main town centres exceed these floorspace projections, this does not necessarily imply that planning permission should be refused. However, careful consideration will be required relating to whether the development is of an appropriate scale (in relation to the relevant centre) and whether the potential impact of the development both within the centre and on other centre will be acceptable.

15.15 In the longer-term (2015 to 2020), the strategy should seek to promote further comparison retail development within the five main town centres, as the main comparison shopping destinations in the Borough. The strategy should seek to maintain and enhance the five centres current position in the shopping hierarchy and, and as a minimum seek to maintain the centre's existing market share of expenditure.

15.16 The Council should seek to identify sites within the designated centres to meet at least the floorspace projections up to 2015. Potential sites will need to be examined further during the LDF process and appropriate sites for development should be identified and brought forward for development in the short term, recognising it may take a number of years to complete complex developments.

15.17 Any major comparison retail proposals outside the main centres will be required to demonstrate there is a need for the development proposed, comply with the sequential approach to site selection, and the applicant will also need to demonstrate the proposal will not have an unacceptable impact on existing centres. Development within centres will also need to be consistent in terms of scale and nature to the role of that centre and the catchment area the centre serves.

Commercial Leisure Development

15.18 The provision of leisure, entertainment and cultural facilities within the Borough is reasonable, and reflects residents good access to facilities in neighbouring areas such as Central London, Wimbledon, Kingston and Croydon. The Borough's location within the catchment area of larger centres will limit the potential for commercial leisure and entertainment facilities.

15.19 There could be potential scope for further health and fitness clubs, bingo halls and ten-pin bowling facilities.

15.20 Future town centre development should provide additional space for bar and restaurant uses (Class A3, A4 and A5) as well as Class A1 retail. As a role of thumb about between 10% to 15% of Class A floorspace within development could be devoted to Class A3, A4 and A5).

The Role of Shopping Centres

15.21 PPS6 indicates that local planning authorities should adopt a positive and proactive approach to planning for the future of the centres within their areas, whether planning for growth, consolidation or decline.

15.22 The sequential approach indicates that town, district and local centres are the preferred location for the main town centre uses including retail and leisure development. Some forms of development may be more appropriate in smaller centres, if there are localised areas of deficiency. Development should normally be consistent in terms of scale and nature with the character and role of the nearest centre. Therefore, development plan policies should provide clear advice in this respect.

15.23 Balham, Clapham Junction, Putney, Tooting and Wandsworth should continue to be defined as '*Town Centres*'. Balham is defined as a *'District Centre'* in the London Plan, primarily because it smaller than the other four town centres in Wandsworth Borough. However, in our view the amount of retail floorspace is not the only consideration in determining whether a centre should be designated as a town or district centre and Balham's night time economy role should be taken into account. The Borough does not have one dominant centre, but has five main centres each serving a different catchment area. If the Council wish to maintain Balham's important role then the current definition of centres within the Wandsworth UDP, i.e. five town centres including Balham should be retained.

15.24 In our view none of the local centres in the Borough should be reclassified as district centres, based on the current scale of commercial floorspace. Balham Hill, Westbury Parade & Clapham South Station is currently designated a large *Important Local Parade*. The centre also includes units outside the Borough in Lambeths a *Local Centre*. This centre could be re-designated as a *Local Centre* and re-named as "Clapham South".

15.25 Aubyn Square *Important Local Parade* is located relatively close to Upper Richmond West and could be de-designated because it only has one shop and two vacant units. Petersfield Rise could also be de-designated and its long term viability may be questionable due to the proximity of Roehampton Local Centre. Portswood Place and Rockingham Close's role as important local parades should be maintained and enhanced. The loss of shop units through redevelopment and changes of use should be resisted and environmental improvements and investment should be considered, particularly in Portswood Place.

Future Strategy Implementation and Monitoring

15.26 There are a number of broad areas of possible action the Council could pursue in order to maintain and enhance the role of shopping centres within the Borough, as follows:

- application of guidance within PPS6, particularly relating to need and the sequential approach in determining out-of-centre retail and other development proposals that generate significant numbers of trips;
- improving the range and choice of shops and services in all centres (where appropriate in terms of scale) by encouraging intensification, development and the re-occupation of vacant premises, and continuing to promote the centres.
- maintaining the generally high quality environment within each centre;
- measures to improve accessibility and public transport to the town centres in order to encourage more residents to shop in their nearest centre, which may involve maintaining an appropriate level of car parking at a competitive cost and safeguarding and improving public transport services; and
- measures to bring forward development opportunities to improve the availability of modern premises suitable for new occupiers.

15.27 The recommendations and projections within this study are expected to assist the Council in preparing development plan policies over the coming years and to assist development control decisions during this period. The study provides a broad overview of the potential need for further retail and leisure development up to 2015, with longer term forecast up to 2020. However, projections are subject to uncertainty and forecasts may need to be amended to reflect emerging changes as and when new information becomes available. In particular long-term projections between 2015 and 2020 should be treated with caution.

15.28 Therefore, we would recommend that this retail/leisure capacity study should be updated in 4-5 years time and the floorspace projections rolled forward. The following key assumptions should be updated as necessary:

- population projections;

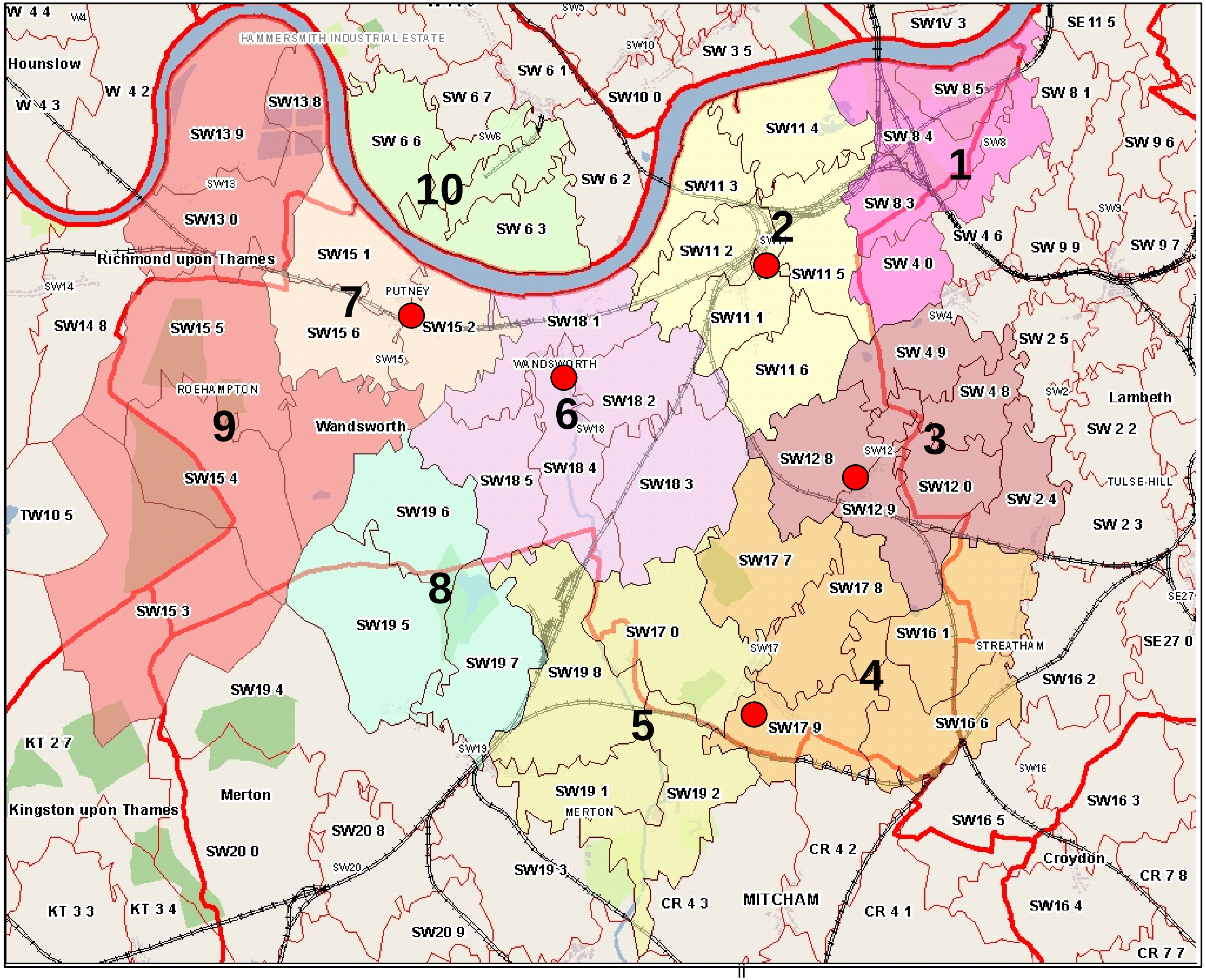
- local expenditure estimates (information from Experian or other recognised data providers);
- growth rate assumptions for expenditure per capita (information from Experian or other recognised data providers);
- the impact of potential increases in home and internet shopping;
- existing retail floorspace and average turnover to floorspace densities (floorspace surveys and turnover data); and
- implemented development within and around the study area.

15.29 These key inputs into the retail/leisure capacity assessment can be amended to provide revised capacity projections. We do not envisage that the structure of the capacity assessment set out in this report will need to be amended. It may be necessary to undertake an updated household survey to address the implementation of major developments that will significantly alter shopping/leisure patterns in the Borough.

Appendix A

Study Area and Existing Retail Facilities

Plan A – Study Area Zones and Main Centres



Wandsworth Study Area Zones

Zone	Postal Sectors	2001 Census Population
Zone 1	SW 8 2 SW 8 3 SW 8 4 SW 8 5 SW 4 0	26,984
Zone 2	SW11 1 SW11 2 SW11 3 SW11 4 SW11 5 SW11 6	59,512
Zone 3	SW 4 8 SW 4 9 SW 2 4 SW12 0 SW12 8 SW12 9	53,348
Zone 4	SW17 7 SW17 8 SW17 9 SW16 1 SW16 6 SW17 6	65,867
Zone 5	SW19 1 SW19 2 SW19 8 SW17 0	44,491
Zone 6	SW18 1 SW18 2 SW18 3 SW18 4 SW18 5	51,363
Zone 7	SW15 1 SW15 2 SQ15 6	25,597
Zone 8	SW19 5 SW19 6 SW19 7	21,854
Zone 9	SW15 3 SW15 4 SW13 0 SW13 8 SW13 9 SW15 5	40,183
Zone 10	SW 6 3 SW 6 4 SW 6 5 SW 6 6	32,580
Total		**421,779**

Table 1A - Convenience Floorspace and Benchmark Turnover (2006 prices)

Cntres/FacTown	Store	Net Sales Floorspace Sq M	Convenience % Sales Floorspace	Convenience Floorspace Sq M Net	Turnover Density £ per Sq M	Total Convenience Turnover £M
Clapham Junction	Asda, Lavender Hill	3,868	75%	2,901	£14,410	£41.80
	Lidl, Falcon Lane	850	65%	553	£2,802	£1.55
	Marks & Spencer Simply Food, Junction Shopping Centre	220	95%	209	£11,077	£2.32
	Marks & Spencer Food Hall, St John's Road	840	100%	840	£11,077	£9.30
	Sainsbury's Local, Junction Shopping Centre	280	95%	266	£9,221	£2.45
	Somerfield, Northcote Road	669	85%	569	£5,935	£3.37
	Tesco Express, Battersea Rise	170	95%	162	£13,145	£2.12
	Clapham Junction - other convenience shops	2,453	100%	2,453	£4,000	£9.81
	Clapham Junction Total	**9,350**		**7,952**		**£72.73**
Wandsworth town	Sainsbury's, Garratt Lane	4,131	75%	3,098	£9,221	£28.57
	Waitrose, Southside Shopping Centre	2,044	95%	1,942	£10,659	£20.70
	Iceland, Southside Shopping Centre	509	90%	458	£4,864	£2.23
	Wandsworth Other convenience shops	1,050	100%	1,050	£4,000	£4.20
	Wandsworth Total	**7,734**		**6,548**		**£55.69**
Balham	Sainsbury's, Balham High Road	1,621	85%	1,378	£9,221	£12.71
	Waitrose, Balham High Road	1,890	85%	1,607	£10,659	£17.12
	Marks & Spencer Simply Food, Balham High Road	200	95%	190	£11,077	£2.10
	Balham Other convenience shops	1,763	100%	1,763	£4,000	£7.05
	Lidl, Balham High Road	560	95%	532	£2,802	£1.49
	Balham Total	**6,034**		**5,469**		**£40.48**
Putney	Sainsbury's, Werter Road	1,469	85%	1,249	£9,221	£11.51
	Waitrose, Putney Exchange Shopping Centre	1,687	90%	1,518	£10,659	£16.18
	Marks & Spencer Food Hall, Putney High St	650	100%	650	£11,077	£7.20
	Tesco Express, Putney High St	170	95%	162	£13,145	£2.12
	Putney Other convenience shops	1,928	100%	1,928	£4,000	£7.71
	Somerfield, Upper Richmond Road	600	80%	480	£5,935	£2.85
	Sainsbury's Local PFS, Lower Richmond Road	190	95%	181	£9,221	£1.66
	Putney Total	**6,694**		**6,167**		**£49.25**
Tooting	Sainsbury's, Tooting High St	1,871	85%	1,590	£9,221	£14.66
	Somerfield, Mitcham Road	505	90%	455	£5,935	£2.70
	Marks & Spencer Food Hall, Mitcham Road*	940	100%	940	£11,077	£10.41
	Iceland, Tooting High St	400	95%	380	£4,864	£1.85
	Tooting Other convenience shops	5,500	100%	5,500	£4,000	£22.00
	Tooting Total	**9,216**		**8,865**		**£51.62**
Local Centres	Battersea Park Road	400	100%	400	£4,000	£1.60
	Bellvue Road	110	100%	110	£4,000	£0.44
	Earlsfield	850	100%	850	£4,000	£3.40
	Lavender Hill/Queenstown Road	210	100%	210	£4,000	£0.84
	Mitcham Lane	300	100%	300	£4,000	£1.20
	Roehampton	740	100%	740	£4,000	£2.96
	Co-op Local, Danebury Ave	200	90%	180	£5,343	£0.96
	Southfields	800	100%	800	£4,000	£3.20
	Tooting Bec	170	100%	170	£4,000	£0.68
	Local Centres Total	**3,780**		**3,760**		**£15.28**
Important Local Parades	Somerfield, Battersea Park Road	240	85%	204	£5,935	£1.21
	Other Important Local Parade Shops	3,600	100%	3,600	£4,000	£14.40
	Important Local Parades Total	**3,840**		**3,804**		**£15.61**
Other Supermarkets in Wandsworth Borough	Asda, Roehampton Vale	5,034	65%	3,272	£14,410	£47.15
	Marks & Spencer Simply Food, Balham Hill	200	95%	190	£11,077	£2.10
	Sainsbury's Local, Roehampton Lane	230	95%	219	£9,221	£2.01
	Sainsbury's Local, Battersea Park Road	280	95%	266	£9,221	£2.45
	Sainsbury's Local (PFS), Queenstown Road	240	95%	228	£9,221	£2.10
	Tesco Express, Balham High Road, Tooting Bec	230	95%	219	£13,145	£2.87
	Tesco Express, Falcon Road	210	95%	200	£13,145	£2.62
	Tesco Express (PFS), Balham High Road	300	95%	285	£13,145	£3.75
	Deepak Food & Drink	725	95%	689	£5,000	£3.44
	Other Supermarkets Total	**7,449**		**5,566**		**£68.51**
Other Shops in Borough	**Total**	3,000	100%	3,000	£4,000	**£12.00**
	GRAND TOTAL	**57,097**		**51,131**	**£7,455**	**£381.18**
		Comparison Sales Floorspace in Food Stores Sq M Net				**5,966**

* Marks & Spencer store expected to close in the future.

Sources: IGD Food Store Directory
Experian Goad
NLP Site Survey 2007
Verdict Report on Grocery Retailers

Table 2A - Comparison Floorspace in Town Centres and Food Stores

Town Centre	Net Sales Floorspace Sq M
Clapham Junction	
Town centre comparison shops	21,400
Food store comparison sales	1,398
Total Town Centre	**22,798**
Wandsworth	
Town centre comparison shops (incl. Old York Road)	18,000
B&Q, Smugglers Way	6,500
Homebase, Swandon Way	3,800
Food store comparison sales	1,186
Total Town Centre	**29,486**
Balham	
Town centre comparison shops	6,100
Food store comparison sales	565
Total Town Centre	**6,665**
Putney	
Town centre comparison shops	17,800
Food store comparison sales	527
Total Town Centre	**18,327**
Tooting	
Town centre comparison shops	18,900
Food store comparison sales	351
Total Town Centre	**19,251**
Other/Local Centres	
Battersea Park Road	1500
Bellvue Road	500
Earlsfield	600
Lavender Hill/Queenstown Road	1250
Mitcham Lane	950
Roehampton	300
Southfields	750
Tooting Bec	250
Other Local Shops	7400
Homebase, York Road	4,000
Food store comparison sales	1,939
Total Local Centres	**19,439**
GRAND TOTAL	**115,966**

Sources: *NLP Site Survey 2008*
GOAD Plans
Table 1A

Table 3A - Major Retail Commitments with Planning Permission (over 400 sq m gross additional floorspace)

Location	Gain in A1 to A5 Floorspace Sq M Gross	% Floorspace Split			Floorspace Split Sq M Gross			Net Sales Floorspace Sq M Net	
		Comparison	Convenience	Other (A-A5)	Comparison	Convenience	Other (A-A5)	Comparison	Convenience
Wandsworth town centre									
Refurb/vacant units Southside, Wandsworth	1,900	50%	10%	40%	950	190	760	713	143
51-60a Southside, Wandsworth	2,291	50%	10%	40%	1,146	229	916	859	172
Extension 71-75 Southside, Wandsworth	975	90%	10%	0%	878	98	0	658	73
Hardwicks Way/Wandsworth High Street	435	40%	10%	50%	174	44	218	131	33
Other Wandsworth Borough									
Wimbledon Park Road	561	30%	20%	50%	168	112	281	126	84
Guinness Site, Battersea Reach	8,088	35%	5%	60%	2,831	404	4,853	2,123	303
Howie Street, Battersea Bridge	2,224	70%	10%	20%	1,557	222	445	1,168	167
Tile Showroom, North Side, Wandsworth C.	1,238	100%	0%	0%	1,238	0	0	929	0
Earlsfield Station	520	50%	10%	40%	260	52	208	195	39
TOTAL	**18,232**				**9,201**	**1,351**	**7,680**	**6,901**	**1,013**

Sources : Wansdworth Borough Council (February 2008) ** excludes commitments now considered unlikely to be implemented*

Table 4A - Other Major Retail Proposals (over 400 sq m gross additonal floorspace)

Town Centre	Gain in A1 to A5 Floorspace Sq M Gross	% Floorspace Split			Floorspace Split Sq M Gross			Net Sales Floorspace Sq M Net	
		Comparison	Convenience	Other (A-A5)	Comparison	Convenience	Other (A-A5)	Comparison	Convenience
The Ram Brewery, Wandsworth	14,500	45%	10%	40%	6,525	1,450	5,800	4,894	1,088
Metro Shopping Fund, Clapham Junction	18,600	50%	10%	40%	9,300	1,860	7,440	6,975	1,395
Phase III, Riversdie Quarter, Wandsworth	8,569	30%	10%	60%	2,571	857	5,141	1,928	643
181-207 Tooting High Street	1,750	25%	5%	70%	438	88	1,225	328	66
Parkgate Road, Battersea Bridge	2,790	10%	10%	80%	279	279	2,232	209	209
TOTAL	**46,209**				**19,112**	**4,533**	**21,838**	**14,334**	**3,400**

Sources : Wansdworth Borough Council (February 2008)

Company Average Sales Density Estimates for
High Street Comparison Retailers

Operator	**Company Average Turnover Per Sq M**
The Pier (2003/4 figure)	£4,073
Comet	£7,032
Dixons	£13,609
The Link	£14,823
Robert Dyas (2003/04)	£3,706
Wilkinson hardware (2003/04)	£3,415
Debenhams	£2,390
House of Fraser	£1,910
John Lewis	£6,450
TJ Hughes	£1,935
All Sports (2003/04)	£4,313
Bhs (2003/04)	£2,315
Bon Marche (2003/04)	£2,674
Boots Chemists	£8,021
Blacks Leisure (2005/06)	£3,971
C&J Clark	£10,076
Clinton Cards	£3,010
Early Learning (2004/05)	£4,914
French Connection	£4,528
Game	£12,332
Gap	£3,652
Giles Sports (2003/04)	£3,630
Goldsmith Jewellers	£12,610
Hargreaves Sport (2003/04)	£3,858
HMV	£10,080
Marks & Spencer (non-food) (2004/05)	£5,038
Mothercare	£2,640
MVC Entertainment (2004/05)	£5,021
New Look	£4,766
Next	£7,192
Ottakars	£3,820
Peacock (2003/04)	£2,030
Poundstretcher/InStore (2003/04)	£1,644
QD Store (2003/04)	£2,080
River Island	£11,624
Ryman	£5,173
Sports World (2003/04)	£4,768
Staples (2003/04)	£2,011
Stead & Simpson	£3,974
Superdrug	£5,603
TK Maxx	£2,674
Waterstones	£3,908
WH Smith	£5,552
Woolworth	£4,073
AVERAGE	**£5,294**

Source: Retail Rankings 2007

Appendix B

Convenience Retail Assessment

Table 1B : Population Projections

Zone Area	2001	2007	2010	2015	2020
1 - Queenstown	26,984	28,803	30,084	32,196	33,831
2 - Clapham Junction	59,512	64,039	66,100	68,983	71,131
3 - Balham	53,348	55,372	56,802	57,766	58,211
4 - Tooting	65,687	67,585	68,377	69,003	69,787
5 - Colliers Wood/Wimbledon Park	44,491	45,696	46,673	47,599	48,133
6 - Wandsworth	51,363	54,061	55,871	58,236	60,202
7 - Putney	25,597	27,414	28,132	28,999	29,455
8 - West Hill	21,854	22,478	22,980	22,908	22,873
9 - Roehampton	40,183	40,547	40,950	41,647	42,059
10 - Hammersmith/Fulham	32,580	33,715	35,057	36,065	36,744
	421,599	**439,710**	**451,026**	**463,403**	**472,426**
North East Battersea Development Scenarios					
200 additional dwellings per annum (1)	n/a	n/a	n/a	2,200	4,400
400 additional dwellings per annum (2)	n/a	n/a	n/a	4,400	8,800
600 additional dwellings per annum (3)	n/a	n/a	n/a	6,600	13,200

Sources:

2001 Census of Population
GLA 2007 Ward Level Population Projections (PLP Low)
NE Battersea development scenarios assume 2.2 people per dwelling
(1) assumes 3,500 dwellings completed between 2011 and 2026
(2) assumes 7,000 dwellings completed between 2011 and 2026
(3) assumes 10,000 dwellings completed between 2011 and 2026

Table 2B: Convenience Goods Expenditure Per Capita (2006 Prices)

Expenditure Per Capita	2007	2010	2015	2020	Growth 2007-2010	Growth 2007-2015	Growth 2007-2020
1 - Queenstown	£1,596	£1,621	£1,689	£1,759	1.6%	5.8%	10.2%
2 - Clapham Junction	£1,795	£1,823	£1,899	£1,978	1.6%	5.8%	10.2%
3 - Balham	£1,696	£1,723	£1,795	£1,869	1.6%	5.8%	10.2%
4 - Tooting	£1,610	£1,636	£1,704	£1,775	1.6%	5.8%	10.2%
5 - Colliers Wood/Wimbledon Park	£1,790	£1,818	£1,894	£1,973	1.6%	5.8%	10.2%
6 - Wandsworth	£1,743	£1,771	£1,845	£1,922	1.6%	5.9%	10.3%
7 - Putney	£1,926	£1,957	£2,038	£2,123	1.6%	5.8%	10.2%
8 - West Hill	£1,815	£1,844	£1,920	£2,000	1.6%	5.8%	10.2%
9 - Roehampton	£1,690	£1,717	£1,788	£1,863	1.6%	5.8%	10.2%
10 - Hammersmith/Fulham	£1,793	£1,821	£1,897	£1,976	1.6%	5.8%	10.2%

Sources:
Experian local estimates of 2006 convenience goods expenditure per capita
Excluding special forms of trading - 1.8% in 2007, 2.0% in 2008, 2.2% in 2009, 2.3% in 2010 and 2.4% in 2011, 2.5% in 2012 and beyond
Experian Business Strategies - recommended forecast growth rates
(0.7% per annum between 2007 to 2011, 0.9% between 2012 and 2016 and 0.8% per annum between 2017 and 2020)

Table 3B: Total Available Convenience Goods Expenditure (£M - 2006 Prices)

Zone	2007	2010	2015	2020	Growth 2007-2010	Growth 2007-2015	Growth 2007-2020
1 - Queenstown	£45.97	£48.77	£54.38	£59.51	6.1%	18.3%	29.5%
2 - Clapham Junction	£114.95	£120.50	£131.00	£140.70	4.8%	14.0%	22.4%
3 - Balham	£93.91	£97.87	£103.69	£108.80	4.2%	10.4%	15.9%
4 - Tooting	£108.81	£111.87	£117.58	£123.87	2.8%	8.1%	13.8%
5 - Colliers Wood/Wimbledon Park	£81.80	£84.85	£90.15	£94.97	3.7%	10.2%	16.1%
6 - Wandsworth	£94.23	£98.95	£107.45	£115.71	5.0%	14.0%	22.8%
7 - Putney	£52.80	£55.06	£59.10	£62.53	4.3%	11.9%	18.4%
8 - West Hill	£40.80	£42.38	£43.98	£45.75	3.9%	7.8%	12.1%
9 - Roehampton	£68.52	£70.31	£74.46	£78.36	2.6%	8.7%	14.3%
10 - Hammersmith/Fulham	£60.45	£63.84	£68.42	£72.61	5.6%	13.2%	20.1%
Total	**£762.24**	**£794.38**	**£850.21**	**£902.79**	**4.2%**	**11.5%**	**18.4%**
North East Battersea Scenarios							
200 additional dwellings per annum	n/a	n/a	£3.72	£7.74			
400 additional dwellings per annum	n/a	n/a	£7.43	£15.48			
600 additional dwellings per annum	n/a	n/a	£11.15	£23.22			

Sources: *Table 1B and Table 2B*

Table 4B: **Convenience Shopping Penetration Rates 2007**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow
LB Wandsworth Main Centres											
Clapham Junction	22%	43%	4%	3%	0%	5%	0%	1%	0%	0%	5%
Wandsworth Town	3%	4%	2%	2%	6%	49%	4%	12%	1%	4%	2%
Balham	0%	2%	46%	18%	0%	1%	0%	0%	0%	0%	2%
Putney	0%	0%	0%	0%	0%	2%	67%	8%	22%	10%	2%
Tooting	1%	1%	6%	29%	13%	0%	0%	1%	0%	0%	2%
Other Wandsworth											
Asda, Roehampton Vale	0%	0%	0%	0%	2%	6%	6%	7%	24%	2%	25%
Local shopping facilities	12%	20%	5%	10%	3%	15%	5%	2%	5%	0%	1%
LB Wandsworth Sub-Total	**38%**	**70%**	**63%**	**62%**	**24%**	**78%**	**82%**	**31%**	**52%**	**16%**	**n/a**
Other Destinations											
Lambeth	53%	9%	29%	14%	0%	0%	1%	0%	0%	0%	n/a
Merton	0%	1%	2%	15%	70%	13%	2%	50%	5%	0%	n/a
Richmond	0%	0%	0%	0%	0%	0%	3%	1%	28%	1%	n/a
Kingston	0%	0%	1%	0%	2%	1%	1%	12%	5%	0%	n/a
Hammersmith/Fulham/Chelsea	1%	9%	0%	2%	0%	2%	4%	2%	4%	77%	n/a
Other Outside Wandsworth Borough	8%	11%	5%	7%	4%	6%	7%	4%	6%	6%	n/a
Other Sub-Total	**62%**	**30%**	**37%**	**38%**	**76%**	**22%**	**18%**	**69%**	**48%**	**84%**	**n/a**
Market Share Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	

Source: *Market shares based on NEMS household survey 2007*

Table 5B: **Convenience Expenditure 2007 £Million**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
Expenditure 2007	**£45.97**	**£114.95**	**£93.91**	**£108.81**	**£81.80**	**£94.23**	**£52.80**	**£40.80**	**£68.52**	**£60.45**		**£762.24**
LB Wandsworth Main Centres												
Clapham Junction	£10.11	£49.43	£3.76	£3.26	£0.00	£4.71	£0.00	£0.41	£0.00	£0.00	£3.77	£75.45
Wandsworth Town	£1.38	£4.60	£1.88	£2.18	£4.91	£46.17	£2.11	£4.90	£0.69	£2.42	£1.45	£72.68
Balham	£0.00	£2.30	£43.20	£19.59	£0.00	£0.94	£0.00	£0.00	£0.00	£0.00	£1.35	£67.37
Putney	£0.00	£0.00	£0.00	£0.00	£0.00	£1.88	£35.38	£3.26	£15.08	£6.05	£1.26	£62.90
Tooting	£0.46	£1.15	£5.63	£31.56	£10.63	£0.00	£0.00	£0.41	£0.00	£0.00	£1.02	£50.86
Other Wandsworth												
Asda, Roehampton Vale	£0.00	£0.00	£0.00	£0.00	£1.64	£5.65	£3.17	£2.86	£16.45	£1.21	£10.32	£41.29
Local shopping facilities	£5.52	£22.99	£4.70	£10.88	£2.45	£14.13	£2.64	£0.82	£3.43	£0.00	£0.68	£68.24
LB Wandsworth Sub-Total	**£17.47**	**£80.46**	**£59.16**	**£67.46**	**£19.63**	**£73.50**	**£43.30**	**£12.65**	**£35.63**	**£9.67**	**£19.85**	**£438.79**
Other Destinations												
Lambeth	£24.36	£10.35	£27.23	£15.23	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	n/a	£77.71
Merton	£0.00	£1.15	£1.88	£16.32	£57.26	£12.25	£1.06	£20.40	£3.43	£0.00	n/a	£113.74
Richmond	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.58	£0.41	£19.19	£0.60	n/a	£21.78
Kingston	£0.00	£0.00	£0.94	£0.00	£1.64	£0.94	£0.53	£4.90	£3.43	£0.00	n/a	£12.37
Hammersmith/Fulham/Chelsea	£0.46	£10.35	£0.00	£2.18	£0.00	£1.88	£2.11	£0.82	£2.74	£46.55	n/a	£67.08
Other Outside Wandsworth Borough	£3.68	£12.64	£4.70	£7.62	£3.27	£5.65	£3.70	£1.63	£4.11	£3.63	n/a	£50.63
Other Sub-Total	**£28.50**	**£34.48**	**£34.75**	**£41.35**	**£62.16**	**£20.73**	**£9.50**	**£28.15**	**£32.89**	**£50.78**	**n/a**	**£343.30**
TOTAL	**£45.97**	**£114.95**	**£93.91**	**£108.81**	**£81.80**	**£94.23**	**£52.80**	**£40.80**	**£68.52**	**£60.45**	**n/a**	**£782.09**

Source: *Table 2B and 3B*

Table 6B: **Convenience Shopping Penetration Rates 2010-2020**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow
LB Wandsworth Main Centres											
Clapham Junction	22%	43%	3%	3%	0%	5%	0%	1%	0%	0%	5%
Wandsworth Town	3%	4%	2%	2%	6%	48%	4%	12%	1%	4%	2%
Balham	0%	2%	37%	16%	0%	1%	0%	0%	0%	0%	2%
Putney	0%	0%	0%	0%	0%	2%	67%	8%	22%	10%	2%
Tooting	1%	1%	5%	26%	12%	0%	0%	1%	0%	0%	2%
Other Wandsworth											
Asda, Roehampton Vale	0%	0%	0%	0%	2%	6%	6%	7%	24%	2%	25%
Local shopping facilities	12%	20%	5%	10%	3%	15%	5%	2%	5%	0%	1%
LB Wandsworth Sub-Total	**38%**	**70%**	**52%**	**57%**	**23%**	**77%**	**82%**	**31%**	**52%**	**16%**	**n/a**
Other Destinations											
Tesco, Streatham (proposed)	0%	0%	15%	10%	3%	2%	0%	0%	0%	0%	n/a
Lambeth	53%	9%	25%	12%	0%	0%	1%	0%	0%	0%	n/a
Merton	0%	1%	2%	13%	68%	12%	2%	50%	5%	0%	n/a
Richmond	0%	0%	0%	0%	0%	0%	3%	1%	28%	1%	n/a
Kingston	0%	0%	1%	0%	2%	1%	1%	12%	5%	0%	n/a
Hammersmith/Fulham/Chelsea	1%	9%	0%	2%	0%	2%	4%	2%	4%	77%	n/a
Other Outside Wandsworth Borough	8%	11%	5%	6%	4%	6%	7%	4%	6%	6%	n/a
Other Sub-Total	**62%**	**30%**	**48%**	**43%**	**77%**	**23%**	**18%**	**69%**	**48%**	**84%**	**n/a**
Market Share Total	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	

Source: *Market shares based on NEMS household survey 2007 with NLP adjustments*

Table 7B: Convenience Expenditure 2010 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
Expenditure 2010	**£48.77**	**£120.50**	**£97.87**	**£111.87**	**£84.85**	**£98.95**	**£55.06**	**£42.38**	**£70.31**	**£63.84**		**£794.38**
LB Wandsworth Main Centres												
Clapham Junction	£10.73	£51.81	£2.94	£3.36	£0.00	£4.95	£0.00	£0.42	£0.00	£0.00	£3.91	£78.11
Wandsworth Town	£1.46	£4.82	£1.96	£2.24	£5.09	£47.49	£2.20	£5.09	£0.70	£2.55	£1.50	£75.11
Balham	£0.00	£2.41	£36.21	£17.90	£0.00	£0.99	£0.00	£0.00	£0.00	£0.00	£1.17	£58.68
Putney	£0.00	£0.00	£0.00	£0.00	£0.00	£1.98	£36.89	£3.39	£15.47	£6.38	£1.31	£65.42
Tooting	£0.49	£1.20	£4.89	£29.09	£10.18	£0.00	£0.00	£0.42	£0.00	£0.00	£0.94	£47.22
Other Wandsworth												
Asda, Roehampton Vale	£0.00	£0.00	£0.00	£0.00	£1.70	£5.94	£3.30	£2.97	£16.87	£1.28	£10.68	£42.74
Local shopping facilities	£5.85	£24.10	£4.89	£11.19	£2.55	£14.84	£2.75	£0.85	£3.52	£0.00	£0.71	£71.25
LB Wandsworth Sub-Total	**£18.53**	**£84.35**	**£50.89**	**£63.76**	**£19.52**	**£76.19**	**£45.15**	**£13.14**	**£36.56**	**£10.21**	**£20.23**	**£438.53**
Other Destinations												
Tesco, Streatham (proposed)	£0.00	£0.00	£14.68	£11.19	£2.55	£1.98	£0.00	£0.00	£0.00	£0.00	n/a	£30.39
Lambeth	£25.85	£10.84	£24.47	£13.42	£0.00	£0.00	£0.55	£0.00	£0.00	£0.00	n/a	£75.13
Merton	£0.00	£1.20	£1.96	£14.54	£57.70	£11.87	£1.10	£21.19	£3.52	£0.00	n/a	£113.08
Richmond	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65	£0.42	£19.69	£0.64	n/a	£22.40
Kingston	£0.00	£0.00	£0.98	£0.00	£1.70	£0.99	£0.55	£5.09	£3.52	£0.00	n/a	£12.82
Hammersmith/Fulham/Chelsea	£0.49	£10.84	£0.00	£2.24	£0.00	£1.98	£2.20	£0.85	£2.81	£49.16	n/a	£70.57
Other Outside Wandsworth Borough	£3.90	£13.25	£4.89	£6.71	£3.39	£5.94	£3.85	£1.70	£4.22	£3.83	n/a	£51.69
Other Sub-Total	**£30.24**	**£36.15**	**£32.30**	**£36.92**	**£62.79**	**£20.78**	**£9.91**	**£29.24**	**£33.75**	**£53.62**	**n/a**	**£345.69**
TOTAL	**£48.77**	**£120.50**	**£83.19**	**£100.68**	**£82.31**	**£96.97**	**£55.06**	**£42.38**	**£70.31**	**£63.84**	**n/a**	**£784.22**

Source: Table 2B and 6B

Table 8B: **Convenience Expenditure 2015 £Million**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
Expenditure 2015	**£54.38**	**£131.00**	**£103.69**	**£117.58**	**£90.15**	**£107.45**	**£59.10**	**£43.98**	**£74.46**	**£68.42**		**£850.21**
LB Wandsworth Main Centres												
Clapham Junction	£11.96	£56.33	£3.11	£3.53	£0.00	£5.37	£0.00	£0.44	£0.00	£0.00	£4.25	£84.99
Wandsworth Town	£1.63	£5.24	£2.07	£2.35	£5.41	£51.57	£2.36	£5.28	£0.74	£2.74	£1.62	£81.02
Balham	£0.00	£2.62	£38.37	£18.81	£0.00	£1.07	£0.00	£0.00	£0.00	£0.00	£1.24	£62.12
Putney	£0.00	£0.00	£0.00	£0.00	£0.00	£2.15	£39.60	£3.52	£16.38	£6.84	£1.40	£69.89
Tooting	£0.54	£1.31	£5.18	£30.57	£10.82	£0.00	£0.00	£0.44	£0.00	£0.00	£1.00	£49.87
Other Wandsworth												
Asda, Roehampton Vale	£0.00	£0.00	£0.00	£0.00	£1.80	£6.45	£3.55	£3.08	£17.87	£1.37	£11.37	£45.49
Local shopping facilities	£6.53	£26.20	£5.18	£11.76	£2.70	£16.12	£2.95	£0.88	£3.72	£0.00	£0.77	£76.82
LB Wandsworth Sub-Total	**£20.66**	**£91.70**	**£53.92**	**£67.02**	**£20.74**	**£82.73**	**£48.46**	**£13.64**	**£38.72**	**£10.95**	**£21.65**	**£470.18**
Other Destinations												
Tesco, Streatham (proposed)	£0.00	£0.00	£15.55	£11.76	£2.70	£2.15	£0.00	£0.00	£0.00	£0.00	n/a	£32.17
Lambeth	£28.82	£11.79	£25.92	£14.11	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	n/a	£81.23
Merton	£0.00	£1.31	£2.07	£15.29	£61.30	£12.89	£1.18	£21.99	£3.72	£0.00	n/a	£119.76
Richmond	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.77	£0.44	£20.85	£0.68	n/a	£23.75
Kingston	£0.00	£0.00	£1.04	£0.00	£1.80	£1.07	£0.59	£5.28	£3.72	£0.00	n/a	£13.51
Hammersmith/Fulham/Chelsea	£0.54	£11.79	£0.00	£2.35	£0.00	£2.15	£2.36	£0.88	£2.98	£52.68	n/a	£75.74
Other Outside Wandsworth Borough	£4.35	£14.41	£5.18	£7.05	£3.61	£6.45	£4.14	£1.76	£4.47	£4.10	n/a	£55.52
Other Sub-Total	**£33.72**	**£39.30**	**£34.22**	**£38.80**	**£66.71**	**£22.56**	**£10.64**	**£30.35**	**£35.74**	**£57.47**	**n/a**	**£369.51**
TOTAL	**£54.38**	**£131.00**	**£88.14**	**£105.82**	**£87.45**	**£105.30**	**£59.10**	**£43.98**	**£74.46**	**£68.42**	**n/a**	**£839.69**

Source: *Table 2B and 6B*

Table 9B: **Convenience Expenditure 2020 £Million**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
Expenditure 2020	**£59.51**	**£140.70**	**£108.80**	**£123.87**	**£94.97**	**£115.71**	**£62.53**	**£45.75**	**£78.36**	**£72.61**		**£902.79**
LB Wandsworth Main Centres												
Clapham Junction	£13.09	£60.50	£3.26	£3.72	£0.00	£5.79	£0.00	£0.46	£0.00	£0.00	£4.57	£91.38
Wandsworth Town	£1.79	£5.63	£2.18	£2.48	£5.70	£55.54	£2.50	£5.49	£0.78	£2.90	£1.73	£86.72
Balham	£0.00	£2.81	£40.25	£19.82	£0.00	£1.16	£0.00	£0.00	£0.00	£0.00	£1.31	£65.35
Putney	£0.00	£0.00	£0.00	£0.00	£0.00	£2.31	£41.90	£3.66	£17.24	£7.26	£1.48	£73.85
Tooting	£0.60	£1.41	£5.44	£32.21	£11.40	£0.00	£0.00	£0.46	£0.00	£0.00	£1.05	£52.55
Other Wandsworth												
Asda, Roehampton Vale	£0.00	£0.00	£0.00	£0.00	£1.90	£6.94	£3.75	£3.20	£18.81	£1.45	£12.02	£48.07
Local shopping facilities	£7.14	£28.14	£5.44	£12.39	£2.85	£17.36	£3.13	£0.91	£3.92	£0.00	£0.82	£82.09
LB Wandsworth Sub-Total	**£22.61**	**£98.49**	**£56.57**	**£70.61**	**£21.84**	**£89.10**	**£51.28**	**£14.18**	**£40.74**	**£11.62**	**£22.98**	**£500.02**
Other Destinations												
Tesco, Streatham (proposed)	£0.00	£0.00	£16.32	£12.39	£2.85	£2.31	£0.00	£0.00	£0.00	£0.00	n/a	£33.87
Lambeth	£31.54	£12.66	£27.20	£14.86	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	n/a	£86.89
Merton	£0.00	£1.41	£2.18	£16.10	£64.58	£13.89	£1.25	£22.87	£3.92	£0.00	n/a	£126.19
Richmond	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.88	£0.46	£21.94	£0.73	n/a	£25.00
Kingston	£0.00	£0.00	£1.09	£0.00	£1.90	£1.16	£0.63	£5.49	£3.92	£0.00	n/a	£14.18
Hammersmith/Fulham/Chelsea	£0.60	£12.66	£0.00	£2.48	£0.00	£2.31	£2.50	£0.91	£3.13	£55.91	n/a	£80.51
Other Outside Wandsworth Borough	£4.76	£15.48	£5.44	£7.43	£3.80	£6.94	£4.38	£1.83	£4.70	£4.36	n/a	£59.12
Other Sub-Total	**£36.90**	**£42.21**	**£35.90**	**£40.88**	**£70.27**	**£24.30**	**£11.26**	**£31.57**	**£37.61**	**£60.99**	**n/a**	**£391.88**
TOTAL	**£59.51**	**£140.70**	**£92.48**	**£111.48**	**£92.12**	**£113.39**	**£62.53**	**£45.75**	**£78.36**	**£72.61**	**n/a**	**£891.90**

Source: *Table 2B and 6B*

Table 10B: Summary of Convenience Turnover/Floorspace Projections 2007 to 2021 (£Million)

	2007	2010	2015	2020
Available Expenditure in Borough				
Clapham Junction	£75.45	£78.11	£84.99	£91.38
Wandsworth Town	£72.68	£75.11	£81.02	£86.72
Balham	£67.37	£58.68	£62.12	£65.35
Putney	£62.90	£65.42	£69.89	£73.85
Tooting	£50.86	£47.22	£49.87	£52.55
Asda, Roehampton Vale	£41.29	£42.74	£45.49	£48.07
Local shopping facilities	£68.24	£71.25	£76.82	£82.09
LB Wandsworth Total	**£438.79**	**£438.53**	**£470.18**	**£500.02**
Benchmark Turnover of Existing Facilities				
Clapham Junction	£72.73	£73.39	£74.49	£75.62
Wandsworth Town	£55.69	£56.19	£57.04	£57.90
Balham	£40.48	£40.85	£41.46	£42.09
Putney	£49.25	£49.69	£50.44	£51.21
Tooting	£51.62	£52.09	£52.87	£53.67
Asda, Roehampton Vale	£47.15	£47.58	£48.29	£49.02
Local shopping facilities	£64.26	£64.84	£65.82	£66.81
LB Wandsworth Total	**£381.18**	**£384.62**	**£390.42**	**£396.32**
Surplus Expenditure				
Clapham Junction	£2.72	£4.73	£10.50	£15.77
Wandsworth Town	£16.99	£18.92	£23.98	£28.82
Balham	£26.89	£17.84	£20.65	£23.26
Putney	£13.65	£15.72	£19.44	£22.64
Tooting	-£0.76	-£4.86	-£3.01	-£1.12
Asda, Roehampton Vale	-£5.86	-£4.84	-£2.81	-£0.95
Local shopping facilities	£3.98	£6.41	£11.00	£15.28
LB Wandsworth Total	**£57.61**	**£53.91**	**£79.76**	**£103.70**
Turnover Density for New Floorspace £ per Sq M				
Large store density	£10,000	£10,090	£10,243	£10,397
Small shops/stores density	£5,000	£5,045	£5,121	£5,199
Large Store - Sales Floorspace (Sq m Net)				
Clapham Junction (80% of surplus expenditure)	218	375	820	1,213
Wandsworth Town (80% of surplus expenditure)	1,359	1,500	1,873	2,217
Balham (80% of surplus expenditure)	2,152	1,414	1,613	1,790
Putney (80% of surplus expenditure)	1,092	1,246	1,518	1,742
Tooting (80% of surplus expenditure)	-61	-386	-235	-86
Asda, Roehampton Vale (100% of surplus expenditure)	-586	-479	-274	-91
Local shopping facilities	n/a	n/a	n/a	n/a
LB Wandsworth Total	**4,174**	**3,670**	**5,316**	**6,785**
Small shops/stores - Sales Floorspace (Sq m Net)				
Clapham Junction (20% of surplus expenditure)	109	187	410	607
Wandsworth Town (20% of surplus expenditure)	679	750	937	1,109
Balham (20% of surplus expenditure)	1,076	707	807	895
Putney (20% of surplus expenditure)	546	623	759	871
Tooting (20% of surplus expenditure)	-30	-193	-117	-43
Asda, Roehampton Vale	n/a	n/a	n/a	n/a
Local shopping facilities (100% of surplus expenditure)	795	1,270	2,147	2,940
LB Wandsworth Total	**3,175**	**3,345**	**4,942**	**6,378**

Sources: Tables 1A, 2A, 5B to 9B * assumes Tesco Streatham implemented by 2010

Table 11B: Estimated Food Store Turnover of Battersea Power Station Development at 2015

	Gross Floorspace Sq M	Net Sales Floorspace Sq M	Turnover Denisty £ Per Sq M	Estimated Turnover £M
Food Superstore	4,000	2,500	£10,000	£25.00

Table 12B: Estimated Food Store Trade Draw of Battersea Power Station Development at 2015

Trade Draw % and Turnover £Millions											Total
Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	
20% £5.00	25% £6.25	10% £2.50	0% £0.00	0% £0.00	5% £1.25	0% £0.00	0% £0.00	0% £0.00	0% £0.00	40% £10.00	**100%** **£25.00**

Table 13B: **Convenience Available Expenditure 2015 (with Food Supertsore at Battersea)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Inflow	Total Expend
Expenditure 2015	**£54.38**	**£131.00**	**£103.69**	**£117.58**	**£90.15**	**£107.45**	**£59.10**	**£43.98**	**£74.46**	**£68.42**		**£850.21**
Battersea Food Store	£5.00	£6.25	£2.50	£0.00	£0.00	£1.25	£0.00	£0.00	£0.00	£0.00	£10.00	£25.00
Clapham Junction	£10.37	£52.65	£3.02	£3.53	£0.00	£5.29	£0.00	£0.44	£0.00	£0.00	£3.82	£79.12
Wandsworth Town	£1.41	£4.90	£2.01	£2.35	£5.41	£50.80	£2.36	£5.28	£0.74	£2.74	£1.46	£79.47
Balham	£0.00	£2.45	£37.25	£18.81	£0.00	£1.06	£0.00	£0.00	£0.00	£0.00	£1.12	£60.69
Putney	£0.00	£0.00	£0.00	£0.00	£0.00	£2.13	£39.60	£3.52	£16.38	£6.84	£1.33	£69.79
Tooting	£0.50	£1.25	£5.08	£30.57	£10.82	£0.00	£0.00	£0.44	£0.00	£0.00	£0.95	£49.61
Asda, Roehampton Vale	£0.00	£0.00	£0.00	£0.00	£1.80	£6.38	£3.55	£3.08	£17.87	£1.37	£10.80	£44.85
Local shopping facilities	£6.38	£25.91	£5.16	£11.76	£2.70	£16.08	£2.95	£0.88	£3.72	£0.00	£0.76	£76.31
LB Wandsworth Sub-Total	**£23.66**	**£93.41**	**£55.03**	**£67.02**	**£20.74**	**£82.99**	**£48.46**	**£13.64**	**£38.72**	**£10.95**	**£30.24**	**£484.85**
Other Destinations												
Tesco, Streatham (proposed)	£0.00	£0.00	£15.10	£11.76	£2.70	£2.12	£0.00	£0.00	£0.00	£0.00	n/a	£31.68
Lambeth	£26.26	£11.28	£25.42	£14.11	£0.00	£0.00	£0.59	£0.00	£0.00	£0.00	n/a	£77.66
Merton	£0.00	£1.25	£2.03	£15.29	£61.30	£12.76	£1.18	£21.99	£3.72	£0.00	n/a	£119.54
Richmond	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.77	£0.44	£20.85	£0.68	n/a	£23.75
Kingston	£0.00	£0.00	£1.02	£0.00	£1.80	£1.06	£0.59	£5.28	£3.72	£0.00	n/a	£13.48
Hammersmith/Fulham/Chelsea	£0.50	£11.28	£0.00	£2.35	£0.00	£2.13	£2.36	£0.88	£2.98	£52.68	n/a	£75.15
Other Outside Wandsworth Borough	£3.96	£13.78	£5.08	£7.05	£3.61	£6.38	£4.14	£1.76	£4.47	£4.10	n/a	£54.34
Other Sub-Total	**£30.72**	**£37.59**	**£33.56**	**£38.80**	**£66.71**	**£22.34**	**£10.64**	**£30.35**	**£35.74**	**£57.47**	**n/a**	**£363.92**
TOTAL	**£54.38**	**£131.00**	**£88.59**	**£105.82**	**£87.45**	**£105.33**	**£59.10**	**£43.98**	**£74.46**	**£68.42**	**n/a**	**£848.77**

Source: *Tables 8B, 11B and 12B*

Table 14B: Summary of Battersea Power Station Food Store Impact 2015

Centre	Turnover £ Millions			% Impact
	2007	2015 No Battersea	2015 With Battersea	2015
Battersea Food Store	n/a	n/a	£25.00	n/a
Clapham Junction	£75.45	£84.99	£79.12	-6.9%
Wandsworth Town	£72.68	£81.02	£79.47	-1.9%
Balham	£67.37	£62.12	£60.69	-2.3%
Putney	£62.90	£69.89	£69.79	-0.1%
Tooting	£50.86	£49.87	£49.61	-0.5%
Asda, Roehampton Vale	£41.29	£45.49	£44.85	-1.4%
Local shopping facilities	£68.24	£76.82	£76.31	-0.7%
LB Wandsworth Sub-Total	**£438.79**	**£470.18**	**£484.85**	**-2.2%**
Other Destinations				
Tesco, Streatham (proposed)	n/a	£32.17	£31.68	-1.5%
Lambeth	£77.71	£81.23	£77.66	-4.4%
Merton	£113.74	£119.76	£119.54	-0.2%
Richmond	£21.78	£23.75	£23.75	0.0%
Kingston	£12.37	£13.51	£13.48	-0.2%
Hammersmith/Fulham/Chelsea	£67.08	£75.74	£75.15	-0.8%
Other Outside Wandsworth Borough	£50.63	£55.52	£54.34	-2.1%
Other Sub-Total	**£343.30**	**£401.68**	**£395.60**	**-1.5%**

Sources: *Tables 5B, 8B, 12B and 13B*

Appendix C

Comparison Retail Assessment

Table 1C: Comparison Goods Expenditure Per Capita (2006 Prices)

Expenditure Per Capita	2007	2010	2015	2020	Growth 2007-2010	Growth 2007-2015	Growth 2007-2020
1 - Queenstown	£2,794	£3,084	£3,623	£4,290	10.4%	29.7%	53.5%
2 - Clapham Junction	£3,217	£3,551	£4,171	£4,940	10.4%	29.7%	53.6%
3 - Balham	£3,032	£3,347	£3,932	£4,656	10.4%	29.7%	53.6%
4 - Tooting	£2,867	£3,165	£3,718	£4,403	10.4%	29.7%	53.6%
5 - Colliers Wood/Wimbledon Park	£3,177	£3,507	£4,120	£4,879	10.4%	29.7%	53.6%
6 - Wandsworth	£3,130	£3,454	£4,058	£4,806	10.4%	29.6%	53.5%
7 - Putney	£3,570	£3,940	£4,629	£5,482	10.4%	29.7%	53.6%
8 - West Hill	£3,256	£3,594	£4,222	£5,000	10.4%	29.7%	53.6%
9 - Roehampton	£2,934	£3,239	£3,805	£4,506	10.4%	29.7%	53.6%
10 - Hammersmith/Fulham	£3,281	£3,621	£4,254	£5,038	10.4%	29.7%	53.6%

Sources:

Experian local estimates for 2006 comparison goods expenditure per capita

(Excluding special forms of trading -7.8% in 2007, 8.3% in 2008, 8.7% in 2009, 9.0% in 2010, 9.2% in 2011 and beyond)

Experian Business Strategies - recommended forecast growth rates

(3.8% per annum between 2007 to 2011 and 3.2% per annum between 2012 and 2016, and 3.5% - 2017 to 2020)

Table 2C: Total Available Comparison Goods Expenditure (£M - 2006 Prices)

Zone	2007	2010	2015	2020	Growth 2007-2010	Growth 2007-2015	Growth 2007-2020
1 - Queenstown	£80.48	£92.78	£116.65	£145.13	15.3%	44.9%	80.3%
2 - Clapham Junction	£206.01	£234.72	£287.73	£351.39	13.9%	39.7%	70.6%
3 - Balham	£167.89	£190.12	£227.14	£271.03	13.2%	35.3%	61.4%
4 - Tooting	£193.77	£216.41	£256.55	£307.27	11.7%	32.4%	58.6%
5 - Colliers Wood/Wimbledon Park	£145.18	£163.68	£196.11	£234.84	12.7%	35.1%	61.8%
6 - Wandsworth	£169.21	£192.98	£236.32	£289.33	14.0%	39.7%	71.0%
7 - Putney	£97.87	£110.84	£134.23	£161.47	13.3%	37.2%	65.0%
8 - West Hill	£73.19	£82.59	£96.72	£114.37	12.8%	32.2%	56.3%
9 - Roehampton	£118.96	£132.64	£158.47	£189.52	11.5%	33.2%	59.3%
10 - Hammersmith/Fulham	£110.62	£126.94	£153.42	£185.11	14.8%	38.7%	67.3%
Total	**£1,363.17**	**£1,543.70**	**£1,863.34**	**£2,249.47**	**13.2%**	**36.7%**	**65.0%**
North East Battersea Scenarios							
200 additional dwellings per annum	n/a	n/a	£7.97	£18.88			
400 additional dwellings per annum	n/a	n/a	£15.94	£37.75			
600 additional dwellings per annum	n/a	n/a	£23.91	£56.63			

Sources: *Table 1B and Table 2B*

Table 3C: **Comparison Shopping Penetration Rates and Available Expenditure 2007**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
Expenditure 2007	**£80.48**	**£206.01**	**£167.89**	**£193.77**	**£145.18**	**£169.21**	**£97.87**	**£73.19**	**£118.96**	**£110.62**	**n/a**	**£1,363.17**
Market Share												
Clapham Junction	18%	24%	6%	4%	1%	3%	1%	1%	1%	1%	20%	
Wandsworth	18%	19%	12%	6%	5%	24%	10%	8%	7%	17%	10%	
Balham	0%	1%	11%	5%	1%	1%	0%	0%	0%	0%	10%	
Putney	1%	1%	1%	0%	1%	6%	35%	5%	18%	12%	10%	
Tooting	1%	0%	3%	17%	7%	2%	1%	1%	0%	0%	20%	
Other/Local Shops	3%	6%	5%	4%	2%	6%	4%	2%	3%	1%	2%	
Wandsworth Sub Total	**41%**	**51%**	**38%**	**36%**	**17%**	**42%**	**51%**	**17%**	**29%**	**31%**	n/a	
Clapham High Street	4%	1%	2%	0%	0%	0%	0%	1%	0%	0%	n/a	
Barnes	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	n/a	
East Sheen	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	n/a	
Streatham	0%	0%	3%	5%	0%	0%	0%	0%	0%	0%	n/a	
Wimbledon	2%	2%	5%	9%	37%	18%	4%	38%	3%	1%	n/a	
Colliers Wood	0%	1%	2%	4%	7%	1%	0%	1%	0%	0%	n/a	
Study Area Sub Total	**6%**	**4%**	**12%**	**18%**	**44%**	**19%**	**5%**	**40%**	**9%**	**1%**	n/a	
Central London	31%	18%	25%	16%	7%	14%	12%	14%	11%	21%	n/a	
Chelsea	7%	13%	3%	3%	0%	3%	5%	1%	3%	13%	n/a	
Fulham	0%	3%	1%	1%	0%	1%	2%	0%	2%	21%	n/a	
Hammersmith	0%	0%	0%	0%	0%	0%	0%	0%	4%	2%	n/a	
Richmond	0%	0%	0%	1%	0%	1%	4%	0%	8%	1%	n/a	
Kingston	2%	2%	2%	4%	14%	9%	14%	16%	18%	2%	n/a	
Croydon	5%	6%	12%	12%	8%	4%	2%	4%	2%	1%	n/a	
Other outflow	8%	3%	7%	9%	10%	7%	5%	8%	14%	7%	n/a	
Other Sub-Total	**53%**	**45%**	**50%**	**46%**	**39%**	**39%**	**44%**	**43%**	**62%**	**68%**	**n/a**	
TOTAL MARKET SHARE	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***n/a***	
	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**		**Inflow Expend.**	**Total £M**
Turnover £M												
Clapham Junction	£14.49	£49.44	£10.07	£7.75	£1.45	£5.08	£0.98	£0.73	£1.19	£1.11	£23.07	£115.36
Wandsworth	£14.49	£39.14	£20.15	£11.63	£7.26	£40.61	£9.79	£5.86	£8.33	£18.81	£19.56	£195.60
Balham	£0.00	£2.06	£18.47	£9.69	£1.45	£1.69	£0.00	£0.00	£0.00	£0.00	£3.71	£37.07
Putney	£0.80	£2.06	£1.68	£0.00	£1.45	£10.15	£34.25	£3.66	£21.41	£13.27	£9.86	£98.61
Tooting	£0.80	£0.00	£5.04	£32.94	£10.16	£3.38	£0.98	£0.73	£0.00	£0.00	£13.51	£67.55
Other/Local Shops	£2.41	£12.36	£8.39	£7.75	£2.90	£10.15	£3.91	£1.46	£3.57	£1.11	£1.10	£55.13
Wandsworth Sub Total	**£32.99**	**£105.07**	**£63.80**	**£69.76**	**£24.68**	**£71.07**	**£49.91**	**£12.44**	**£34.50**	**£34.29**	**£70.81**	**£569.32**
Clapham High Street	£3.22	£2.06	£3.36	£0.00	£0.00	£0.00	£0.00	£0.73	£0.00	£0.00	n/a	£9.37
Barnes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.76	£0.00	n/a	£4.76
East Sheen	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98	£0.00	£2.38	£0.00	n/a	£3.36
Streatham	£0.00	£0.00	£5.04	£9.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£14.72
Wimbledon	£1.61	£4.12	£8.39	£17.44	£53.72	£30.46	£3.91	£27.81	£3.57	£1.11	n/a	£152.14
Colliers Wood	£0.00	£2.06	£3.36	£7.75	£10.16	£1.69	£0.00	£0.73	£0.00	£0.00	n/a	£25.75
Study Area Sub Total	**£4.83**	**£8.24**	**£20.15**	**£34.88**	**£63.88**	**£32.15**	**£4.89**	**£29.28**	**£10.71**	**£1.11**	**n/a**	**£210.10**
Central London	£24.95	£37.08	£41.97	£31.00	£10.16	£23.69	£11.74	£10.25	£13.09	£23.23	n/a	£227.16
Chelsea	£5.63	£26.78	£5.04	£5.81	£0.00	£5.08	£4.89	£0.73	£3.57	£14.38	n/a	£71.92
Fulham	£0.00	£6.18	£1.68	£1.94	£0.00	£1.69	£1.96	£0.00	£2.38	£23.23	n/a	£39.06
Hammersmith	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.76	£2.21	n/a	£6.97
Richmond	£0.00	£0.00	£0.00	£1.94	£0.00	£1.69	£3.91	£0.00	£9.52	£1.11	n/a	£18.17
Kingston	£1.61	£4.12	£3.36	£7.75	£20.32	£15.23	£13.70	£11.71	£21.41	£2.21	n/a	£101.43
Croydon	£4.02	£12.36	£20.15	£23.25	£11.61	£6.77	£1.96	£2.93	£2.38	£1.11	n/a	£86.54
Other outflow	£6.44	£6.18	£11.75	£17.44	£14.52	£11.84	£4.89	£5.86	£16.66	£7.74	n/a	£103.32
Outflow Sub-Total	**£42.65**	**£92.71**	**£83.94**	**£89.13**	**£56.62**	**£65.99**	**£43.06**	**£31.47**	**£73.76**	**£75.22**	n/a	**£654.56**
TOTAL TURNOVER	**£80.48**	**£206.01**	**£167.89**	**£193.77**	**£145.18**	**£169.21**	**£97.87**	**£73.19**	**£118.96**	**£110.62**	**£70.81**	**£1,433.98**

Sources: *Table 2C*
NEMS Household and Street Surveys 2007

Table 4C: **Comparison Shopping Penetration Rates and Available Expenditure 2010 (without development at Battersea)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
Expenditure 2010	**£92.78**	**£234.72**	**£190.12**	**£216.41**	**£163.68**	**£192.98**	**£110.84**	**£82.59**	**£132.64**	**£126.94**	**n/a**	**£1,416.76**
Market Share												
Clapham Junction	18%	23%	6%	4%	1%	3%	1%	1%	1%	1%	20%	
Wandsworth	18%	19%	12%	6%	5%	23%	10%	8%	7%	15%	10%	
Balham	0%	1%	11%	5%	1%	1%	0%	0%	0%	0%	10%	
Putney	1%	1%	1%	0%	1%	6%	34%	5%	17%	11%	10%	
Tooting	1%	0%	3%	17%	7%	2%	1%	1%	0%	0%	20%	
Other/Local Shops	3%	6%	5%	4%	2%	6%	4%	2%	3%	1%	2%	
Wandsworth Sub Total	**41%**	**50%**	**38%**	**36%**	**17%**	**41%**	**50%**	**17%**	**28%**	**28%**	n/a	
Clapham High Street	4%	1%	2%	0%	0%	0%	0%	1%	0%	0%	n/a	
Barnes	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	n/a	
East Sheen	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	n/a	
Streatham	0%	0%	3%	5%	0%	0%	0%	0%	0%	0%	n/a	
Wimbledon	2%	2%	5%	9%	37%	18%	4%	38%	3%	1%	n/a	
Colliers Wood	0%	1%	2%	4%	7%	1%	0%	1%	0%	0%	n/a	
Study Area Sub Total	**6%**	**4%**	**12%**	**18%**	**44%**	**19%**	**5%**	**40%**	**9%**	**1%**	n/a	
Central London	30%	18%	25%	16%	7%	14%	12%	14%	10%	19%	n/a	
Chelsea	7%	13%	3%	3%	0%	3%	5%	1%	3%	12%	n/a	
Fulham	0%	3%	1%	1%	0%	1%	2%	0%	2%	18%	n/a	
Hammersmith	0%	0%	0%	0%	0%	0%	0%	0%	4%	2%	n/a	
Richmond	0%	0%	0%	1%	0%	1%	4%	0%	8%	1%	n/a	
Kingston	2%	2%	2%	4%	14%	9%	13%	15%	17%	2%	n/a	
Croydon	5%	6%	12%	12%	8%	4%	2%	4%	2%	1%	n/a	
Westfields White City	1%	1%	0%	0%	0%	1%	2%	1%	3%	10%	n/a	
Other outflow	8%	3%	7%	9%	10%	7%	5%	8%	14%	6%	n/a	
Other Sub-Total	**53%**	**46%**	**50%**	**46%**	**39%**	**40%**	**45%**	**43%**	**63%**	**71%**	**n/a**	
TOTAL MARKET SHARE	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***n/a***	
	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**		**Inflow Expend.**	**Total £M**
Turnover £M												
Clapham Junction	£16.70	£53.99	£11.41	£8.66	£1.64	£5.79	£1.11	£0.83	£1.33	£1.27	£25.68	£128.38
Wandsworth	£16.70	£44.60	£22.81	£12.98	£8.18	£44.38	£11.08	£6.61	£9.28	£19.04	£21.74	£217.42
Balham	£0.00	£2.35	£20.91	£10.82	£1.64	£1.93	£0.00	£0.00	£0.00	£0.00	£4.18	£41.83
Putney	£0.93	£2.35	£1.90	£0.00	£1.64	£11.58	£37.69	£4.13	£22.55	£13.96	£10.75	£107.47
Tooting	£0.93	£0.00	£5.70	£36.79	£11.46	£3.86	£1.11	£0.83	£0.00	£0.00	£15.17	£75.84
Other/Local Shops	£2.78	£14.08	£9.51	£8.66	£3.27	£11.58	£4.43	£1.65	£3.98	£1.27	£1.25	£62.46
Wandsworth Sub Total	**£38.04**	**£117.36**	**£72.24**	**£77.91**	**£27.83**	**£79.12**	**£55.42**	**£14.04**	**£37.14**	**£35.54**	**£78.77**	**£633.41**
Clapham High Street	£3.71	£2.35	£3.80	£0.00	£0.00	£0.00	£0.00	£0.83	£0.00	£0.00	n/a	£10.69
Barnes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.31	£0.00	n/a	£5.31
East Sheen	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.11	£0.00	£2.65	£0.00	n/a	£3.76
Streatham	£0.00	£0.00	£5.70	£10.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£16.52
Wimbledon	£1.86	£4.69	£9.51	£19.48	£60.56	£34.74	£4.43	£31.38	£3.98	£1.27	n/a	£171.90
Colliers Wood	£0.00	£2.35	£3.80	£8.66	£11.46	£1.93	£0.00	£0.83	£0.00	£0.00	n/a	£29.02
Study Area Sub Total	**£5.57**	**£9.39**	**£22.81**	**£38.95**	**£72.02**	**£36.67**	**£5.54**	**£33.04**	**£11.94**	**£1.27**	**n/a**	**£237.20**
Central London	£27.83	£42.25	£47.53	£34.63	£11.46	£27.02	£13.30	£11.56	£13.26	£24.12	n/a	£252.96
Chelsea	£6.49	£30.51	£5.70	£6.49	£0.00	£5.79	£5.54	£0.83	£3.98	£15.23	n/a	£80.57
Fulham	£0.00	£7.04	£1.90	£2.16	£0.00	£1.93	£2.22	£0.00	£2.65	£22.85	n/a	£40.76
Hammersmith	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.31	£2.54	n/a	£7.84
Richmond	£0.00	£0.00	£0.00	£2.16	£0.00	£1.93	£4.43	£0.00	£10.61	£1.27	n/a	£20.41
Kingston	£1.86	£4.69	£3.80	£8.66	£22.92	£17.37	£14.41	£12.39	£22.55	£2.54	n/a	£111.18
Croydon	£4.64	£14.08	£22.81	£25.97	£13.09	£7.72	£2.22	£3.30	£2.65	£1.27	n/a	£97.76
Westfields White City	£0.93	£2.35	£0.00	£0.00	£0.00	£1.93	£2.22	£0.83	£3.98	£12.69	n/a	£24.92
Other outflow	£7.42	£7.04	£13.31	£19.48	£16.37	£13.51	£5.54	£6.61	£18.57	£7.62	n/a	£115.46
Outflow Sub-Total	**£49.17**	**£107.97**	**£95.06**	**£99.55**	**£63.84**	**£77.19**	**£49.88**	**£35.51**	**£83.56**	**£90.13**	n/a	**£751.86**
TOTAL TURNOVER	**£92.78**	**£234.72**	**£190.12**	**£216.41**	**£163.68**	**£192.98**	**£110.84**	**£82.59**	**£132.64**	**£126.94**	**£78.77**	**£1,622.47**

Sources: *Table 2C*
NEMS Household and Street Surveys 2007

Table 5C: **Comparison Shopping Penetration Rates and Available Expenditure 2015 (without development at Battersea)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
Expenditure 2015	**£116.65**	**£287.73**	**£227.14**	**£256.55**	**£196.11**	**£236.32**	**£134.23**	**£96.72**	**£158.47**	**£153.42**	**n/a**	**£1,709.92**
Market Share												
Clapham Junction	18%	23%	6%	4%	1%	3%	1%	1%	1%	1%	20%	
Wandsworth	18%	19%	12%	6%	5%	23%	10%	8%	7%	15%	10%	
Balham	0%	1%	11%	5%	1%	1%	0%	0%	0%	0%	10%	
Putney	1%	1%	1%	0%	1%	6%	34%	5%	17%	11%	10%	
Tooting	1%	0%	3%	17%	7%	2%	1%	1%	0%	0%	20%	
Other/Local Shops	3%	6%	5%	4%	2%	6%	4%	2%	3%	1%	2%	
Wandsworth Sub Total	**41%**	**50%**	**38%**	**36%**	**17%**	**41%**	**50%**	**17%**	**28%**	**28%**	n/a	
Clapham High Street	4%	1%	2%	0%	0%	0%	0%	1%	0%	0%	n/a	
Barnes	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	n/a	
East Sheen	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	n/a	
Streatham	0%	0%	3%	5%	0%	0%	0%	0%	0%	0%	n/a	
Wimbledon	2%	2%	5%	9%	37%	18%	4%	38%	3%	1%	n/a	
Colliers Wood	0%	1%	2%	4%	7%	1%	0%	1%	0%	0%	n/a	
Study Area Sub Total	**6%**	**4%**	**12%**	**18%**	**44%**	**19%**	**5%**	**40%**	**9%**	**1%**	n/a	
Central London	30%	18%	25%	16%	7%	14%	12%	14%	10%	19%	n/a	
Chelsea	7%	13%	3%	3%	0%	3%	5%	1%	3%	12%	n/a	
Fulham	0%	3%	1%	1%	0%	1%	2%	0%	2%	18%	n/a	
Hammersmith	0%	0%	0%	0%	0%	0%	0%	0%	4%	2%	n/a	
Richmond	0%	0%	0%	1%	0%	1%	4%	0%	8%	1%	n/a	
Kingston	2%	2%	2%	4%	14%	9%	13%	15%	17%	2%	n/a	
Croydon	5%	6%	12%	12%	8%	4%	2%	4%	2%	1%	n/a	
Westfields White City	1%	1%	0%	0%	0%	1%	2%	1%	3%	10%	n/a	
Other outflow	8%	3%	7%	9%	10%	7%	5%	8%	14%	6%	n/a	
Other Sub-Total	**53%**	**46%**	**50%**	**46%**	**39%**	**40%**	**45%**	**43%**	**63%**	**71%**	**n/a**	
TOTAL MARKET SHARE	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***n/a***	
	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**		**Inflow Expend.**	**Total £M**
Turnover £M												
Clapham Junction	£21.00	£66.18	£13.63	£10.26	£1.96	£7.09	£1.34	£0.97	£1.58	£1.53	£31.39	£156.93
Wandsworth	£21.00	£54.67	£27.26	£15.39	£9.81	£54.35	£13.42	£7.74	£11.09	£23.01	£26.42	£264.16
Balham	£0.00	£2.88	£24.98	£12.83	£1.96	£2.36	£0.00	£0.00	£0.00	£0.00	£5.00	£50.02
Putney	£1.17	£2.88	£2.27	£0.00	£1.96	£14.18	£45.64	£4.84	£26.94	£16.88	£12.97	£129.72
Tooting	£1.17	£0.00	£6.81	£43.61	£13.73	£4.73	£1.34	£0.97	£0.00	£0.00	£18.09	£90.45
Other/Local Shops	£3.50	£17.26	£11.36	£10.26	£3.92	£14.18	£5.37	£1.93	£4.75	£1.53	£1.51	£75.59
Wandsworth Sub Total	**£47.83**	**£143.86**	**£86.31**	**£92.36**	**£33.34**	**£96.89**	**£67.12**	**£16.44**	**£44.37**	**£42.96**	**£95.38**	**£766.86**
Clapham High Street	£4.67	£2.88	£4.54	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.00	n/a	£13.05
Barnes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34	£0.00	n/a	£6.34
East Sheen	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.34	£0.00	£3.17	£0.00	n/a	£4.51
Streatham	£0.00	£0.00	£6.81	£12.83	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£19.64
Wimbledon	£2.33	£5.75	£11.36	£23.09	£72.56	£42.54	£5.37	£36.75	£4.75	£1.53	n/a	£206.04
Colliers Wood	£0.00	£2.88	£4.54	£10.26	£13.73	£2.36	£0.00	£0.97	£0.00	£0.00	n/a	£34.74
Study Area Sub Total	**£7.00**	**£11.51**	**£27.26**	**£46.18**	**£86.29**	**£44.90**	**£6.71**	**£38.69**	**£14.26**	**£1.53**	**n/a**	**£284.33**
Central London	£34.99	£51.79	£56.78	£41.05	£13.73	£33.09	£16.11	£13.54	£15.85	£29.15	n/a	£306.08
Chelsea	£8.17	£37.40	£6.81	£7.70	£0.00	£7.09	£6.71	£0.97	£4.75	£18.41	n/a	£98.01
Fulham	£0.00	£8.63	£2.27	£2.57	£0.00	£2.36	£2.68	£0.00	£3.17	£27.62	n/a	£49.30
Hammersmith	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34	£3.07	n/a	£9.41
Richmond	£0.00	£0.00	£0.00	£2.57	£0.00	£2.36	£5.37	£0.00	£12.68	£1.53	n/a	£24.51
Kingston	£2.33	£5.75	£4.54	£10.26	£27.46	£21.27	£17.45	£14.51	£26.94	£3.07	n/a	£133.58
Croydon	£5.83	£17.26	£27.26	£30.79	£15.69	£9.45	£2.68	£3.87	£3.17	£1.53	n/a	£117.54
Westfields White City	£1.17	£2.88	£0.00	£0.00	£0.00	£2.36	£2.68	£0.97	£4.75	£15.34	n/a	£30.15
Other outflow	£9.33	£8.63	£15.90	£23.09	£19.61	£16.54	£6.71	£7.74	£22.19	£9.21	n/a	£138.95
Outflow Sub-Total	**£61.82**	**£132.35**	**£113.57**	**£118.02**	**£76.48**	**£94.53**	**£60.41**	**£41.59**	**£99.83**	**£108.93**	n/a	**£907.53**
TOTAL TURNOVER	**£116.65**	**£287.73**	**£227.14**	**£256.55**	**£196.11**	**£236.32**	**£134.23**	**£96.72**	**£158.47**	**£153.42**	**£95.38**	**£1,958.71**

Sources: *Table 2C*
NEMS Household and Street Surveys 2007

Table 6C: **Comparison Shopping Penetration Rates and Available Expenditure 2020**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
Expenditure 2020	**£145.13**	**£351.39**	**£271.03**	**£307.27**	**£234.84**	**£289.33**	**£161.47**	**£114.37**	**£189.52**	**£189.52**	**n/a**	**£2,064.35**
Market Share												
Clapham Junction	18%	23%	6%	4%	1%	3%	1%	1%	1%	1%	20%	
Wandsworth	18%	19%	12%	6%	5%	23%	10%	8%	7%	15%	10%	
Balham	0%	1%	11%	5%	1%	1%	0%	0%	0%	0%	10%	
Putney	1%	1%	1%	0%	1%	6%	34%	5%	17%	11%	10%	
Tooting	1%	0%	3%	17%	7%	2%	1%	1%	0%	0%	20%	
Other/Local Shops	3%	6%	5%	4%	2%	6%	4%	2%	3%	1%	2%	
Wandsworth Sub Total	**41%**	**50%**	**38%**	**36%**	**17%**	**41%**	**50%**	**17%**	**28%**	**28%**	n/a	
Clapham High Street	4%	1%	2%	0%	0%	0%	0%	1%	0%	0%	n/a	
Barnes	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	n/a	
East Sheen	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	n/a	
Streatham	0%	0%	3%	5%	0%	0%	0%	0%	0%	0%	n/a	
Wimbledon	2%	2%	5%	9%	37%	18%	4%	38%	3%	1%	n/a	
Colliers Wood	0%	1%	2%	4%	7%	1%	0%	1%	0%	0%	n/a	
Study Area Sub Total	**6%**	**4%**	**12%**	**18%**	**44%**	**19%**	**5%**	**40%**	**9%**	**1%**	n/a	
Central London	30%	18%	25%	16%	7%	14%	12%	14%	10%	19%	n/a	
Chelsea	7%	13%	3%	3%	0%	3%	5%	1%	3%	12%	n/a	
Fulham	0%	3%	1%	1%	0%	1%	2%	0%	2%	18%	n/a	
Hammersmith	0%	0%	0%	0%	0%	0%	0%	0%	4%	2%	n/a	
Richmond	0%	0%	0%	1%	0%	1%	4%	0%	8%	1%	n/a	
Kingston	2%	2%	2%	4%	14%	9%	13%	15%	17%	2%	n/a	
Croydon	5%	6%	12%	12%	8%	4%	2%	4%	2%	1%	n/a	
Westfields White City	1%	1%	0%	0%	0%	1%	2%	1%	3%	10%	n/a	
Other outflow	8%	3%	7%	9%	10%	7%	5%	8%	14%	6%	n/a	
Other Sub-Total	**53%**	**46%**	**50%**	**46%**	**39%**	**40%**	**45%**	**43%**	**63%**	**71%**	**n/a**	
TOTAL MARKET SHARE	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***n/a***	
	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**		**Inflow Expend.**	**Total £M**
Turnover £M												
Clapham Junction	£26.12	£80.82	£16.26	£12.29	£2.35	£8.68	£1.61	£1.14	£1.90	£1.90	£38.27	£191.34
Wandsworth	£26.12	£66.76	£32.52	£18.44	£11.74	£66.55	£16.15	£9.15	£13.27	£28.43	£32.13	£321.25
Balham	£0.00	£3.51	£29.81	£15.36	£2.35	£2.89	£0.00	£0.00	£0.00	£0.00	£5.99	£59.92
Putney	£1.45	£3.51	£2.71	£0.00	£2.35	£17.36	£54.90	£5.72	£32.22	£20.85	£15.67	£156.74
Tooting	£1.45	£0.00	£8.13	£52.24	£16.44	£5.79	£1.61	£1.14	£0.00	£0.00	£21.70	£108.50
Other/Local Shops	£4.35	£21.08	£13.55	£12.29	£4.70	£17.36	£6.46	£2.29	£5.69	£1.90	£1.83	£91.49
Wandsworth Sub Total	**£59.50**	**£175.69**	**£102.99**	**£110.62**	**£39.92**	**£118.63**	**£80.74**	**£19.44**	**£53.06**	**£53.06**	**£115.59**	**£929.26**
Clapham High Street	£5.81	£3.51	£5.42	£0.00	£0.00	£0.00	£0.00	£1.14	£0.00	£0.00	n/a	£15.88
Barnes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.58	£0.00	n/a	£7.58
East Sheen	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.61	£0.00	£3.79	£0.00	n/a	£5.41
Streatham	£0.00	£0.00	£8.13	£15.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£23.49
Wimbledon	£2.90	£7.03	£13.55	£27.65	£86.89	£52.08	£6.46	£43.46	£5.69	£1.90	n/a	£247.61
Colliers Wood	£0.00	£3.51	£5.42	£12.29	£16.44	£2.89	£0.00	£1.14	£0.00	£0.00	n/a	£41.70
Study Area Sub Total	**£8.71**	**£14.06**	**£32.52**	**£55.31**	**£103.33**	**£54.97**	**£8.07**	**£45.75**	**£17.06**	**£1.90**	**n/a**	**£341.67**
Central London	£43.54	£63.25	£67.76	£49.16	£16.44	£40.51	£19.38	£16.01	£18.95	£36.01	n/a	£371.00
Chelsea	£10.16	£45.68	£8.13	£9.22	£0.00	£8.68	£8.07	£1.14	£5.69	£22.74	n/a	£119.51
Fulham	£0.00	£10.54	£2.71	£3.07	£0.00	£2.89	£3.23	£0.00	£3.79	£34.11	n/a	£60.35
Hammersmith	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.58	£3.79	n/a	£11.37
Richmond	£0.00	£0.00	£0.00	£3.07	£0.00	£2.89	£6.46	£0.00	£15.16	£1.90	n/a	£29.48
Kingston	£2.90	£7.03	£5.42	£12.29	£32.88	£26.04	£20.99	£17.16	£32.22	£3.79	n/a	£160.71
Croydon	£7.26	£21.08	£32.52	£36.87	£18.79	£11.57	£3.23	£4.57	£3.79	£1.90	n/a	£141.59
Westfields White City	£1.45	£3.51	£0.00	£0.00	£0.00	£2.89	£3.23	£1.14	£5.69	£18.95	n/a	£36.87
Other outflow	£11.61	£10.54	£18.97	£27.65	£23.48	£20.25	£8.07	£9.15	£26.53	£11.37	n/a	£167.64
Outflow Sub-Total	**£76.92**	**£161.64**	**£135.51**	**£141.34**	**£91.59**	**£115.73**	**£72.66**	**£49.18**	**£119.40**	**£134.56**	n/a	**£1,098.53**
TOTAL TURNOVER	**£145.13**	**£351.39**	**£271.03**	**£307.27**	**£234.84**	**£289.33**	**£161.47**	**£114.37**	**£189.52**	**£189.52**	**£115.59**	**£2,369.46**

Sources: *Table 2C*
NEMS Household and Street Surveys 2007

Table 7C: Summary of Comparison Expenditure/Floorspace Projections 2007 to 2020

Centre	2007	2010	2015	2020
Available Expenditure				
Clapham Junction	£115.36	£128.38	£156.93	£191.34
Wandsworth	£195.60	£217.42	£264.16	£321.25
Balham	£37.07	£41.83	£50.02	£59.92
Putney	£98.61	£107.47	£129.72	£156.74
Tooting	£67.55	£75.84	£90.45	£108.50
Other/Local Shops	£55.13	£62.46	£75.59	£91.49
Total	**£569.32**	**£633.41**	**£766.86**	**£929.26**
Benchmark Turnover of Existing Floorspace				
Clapham Junction	£115.36	£120.63	£129.95	£139.99
Wandsworth	£195.60	£204.54	£220.35	£237.38
Balham	£37.07	£38.76	£41.76	£44.98
Putney	£98.61	£103.12	£111.08	£119.67
Tooting*	£67.55	£71.68	£79.14	£87.38
Other/Local Shops	£55.13	£58.51	£64.60	£71.32
Total	**£569.32**	**£597.23**	**£646.88**	**£700.72**
Surplus Expenditure				
Clapham Junction	n/a	£7.75	£26.98	£51.35
Wandsworth	n/a	£12.88	£43.81	£83.88
Balham	n/a	£3.07	£8.26	£14.94
Putney	n/a	£4.35	£18.63	£37.07
Tooting	n/a	£4.16	£11.30	£21.12
Other/Local Shops	n/a	£3.96	£10.99	£20.17
Total	**n/a**	**£36.18**	**£119.98**	**£228.53**
Sales Density for New Floorspace	£5,000	£5,228	£5,632	£6,068
Sales Floorspace (Sq M Net)				
Clapham Junction	n/a	1,483	4,790	8,462
Wandsworth	n/a	2,464	7,778	13,823
Balham	n/a	587	1,467	2,463
Putney	n/a	832	3,308	6,110
Tooting	n/a	795	2,007	3,481
Other/Local Shops	n/a	757	1,951	3,325
Total	**n/a**	**6,919**	**21,301**	**37,664**
Gross Floorspace (Sq M Gross)				
Clapham Junction	n/a	1,977	6,386	11,283
Wandsworth	n/a	3,286	10,370	18,431
Balham	n/a	783	1,955	3,283
Putney	n/a	1,109	4,411	8,146
Tooting	n/a	1,061	2,676	4,641
Other/Local Shops	n/a	1,009	2,602	4,433
Total	**n/a**	**9,225**	**28,401**	**50,218**

***** turnover increased by 2% per annum for Tooting and locla shops and 1.5% for other centres

Sources: *Tables 3A, 3C to 6C*

Table 8C: Estimated Comparison Turnover of Battersea Power Station Development

Scenario 1 - 20,000 sq m gross	
Gross Floorspace (Class A1 to A5) Sq M	20,000
% Comparison Retail Floorspace	60%
Comparison Retail Floorspace Gross Sq M	12,000
Comparison Sales Floorspace Sq M Net	9,000
Sales Density £ per Sq M Net	£5,500
Total Comparison Turnover £Millions	**£49.50**
Scenario 2 - 40,000 sq m gross	
Gross Floorspace (Class A1 to A5) Sq M	40,000
% Comparison Retail Floorspace	75%
Comparison Retail Floorspace Gross Sq M	30,000
Comparison Sales Floorspace Sq M Net	22,500
Sales Density £ per Sq M Net	£5,500
Total Comparison Turnover £Millions	**£123.75**
Scenario 3 - 60,000 sq m gross	
Gross Floorspace (Class A1 to A5) Sq M	60,000
% Comparison Retail Floorspace	80%
Comparison Retail Floorspace Gross Sq M	48,000
Comparison Sales Floorspace Sq M Net	36,000
Sales Density £ per Sq M Net	£5,500
Total Comparison Turnover £Millions	**£198.00**

Table 9C: Estimated Trade Draw of Battersea Power Station Development at 2015

Development Scenario	**Comparison Turnover £Millions**	**Trade Draw % and Turnover £Millions**										
		Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**Zone 5**	**Zone 6**	**Zone 7**	**Zone 8**	**Zone 9**	**Zone 10**	**Inflow**
Scenario 1 - 20,000 sq M Gross	£49.50	20% £9.90	25% £12.38	10% £4.95	0% £0.00	0% £0.00	5% £2.48	0% £0.00	0% £0.00	0% £0.00	0% £0.00	40% £19.80
Scenario 2 - 40,000 sq M Gross	£123.75	15% £18.56	20% £24.75	8% £9.90	2% £2.48	0% £0.00	5% £6.19	0% £0.00	0% £0.00	0% £0.00	0% £0.00	50% £61.88
Scenario 3 - 60,000 sq M Gross	£198.00	12% £23.76	17% £33.66	6% £11.88	2% £3.96	1% £1.98	4% £7.92	1% £1.98	1% £1.98	0% £0.00	1% £1.98	55% £108.90

Table 10C: **Comparison Available Expenditure 2015 (with 20,000 sq m gross at Battersea)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
Expenditure 2015	**£116.65**	**£287.73**	**£227.14**	**£256.55**	**£196.11**	**£236.32**	**£134.23**	**£96.72**	**£158.47**	**£153.42**	**n/a**	**£1,709.92**
Turnover £M												
Battersea Power Station	£9.90	£12.38	£4.95	£0.00	£0.00	£2.48	£0.00	£0.00	£0.00	£0.00	£19.80	£49.50
Clapham Junction	£18.80	£62.70	£13.21	£10.26	£1.96	£6.99	£1.34	£0.97	£1.58	£1.53	£28.25	£147.61
Wandsworth	£18.80	£51.79	£26.43	£15.39	£9.81	£53.62	£13.42	£7.74	£11.09	£23.01	£23.77	£254.88
Balham	£0.00	£2.80	£24.61	£12.83	£1.96	£2.35	£0.00	£0.00	£0.00	£0.00	£4.75	£49.29
Putney	£1.08	£2.76	£2.22	£0.00	£1.96	£14.04	£45.64	£4.84	£26.94	£16.88	£12.32	£128.67
Tooting	£1.11	£0.00	£6.71	£43.61	£13.73	£4.69	£1.34	£0.97	£0.00	£0.00	£17.19	£89.35
Other/Local Shops	£3.41	£17.04	£11.27	£10.26	£3.92	£14.13	£5.37	£1.93	£4.75	£1.53	£1.50	£75.12
Wandsworth Sub Total	**£53.10**	**£149.46**	**£89.40**	**£92.36**	**£33.34**	**£98.29**	**£67.12**	**£16.44**	**£44.37**	**£42.96**	**£107.58**	**£794.42**
Clapham High Street	£4.42	£2.80	£4.47	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.00	n/a	£12.66
Barnes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34	£0.00	n/a	£6.34
East Sheen	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.34	£0.00	£3.17	£0.00	n/a	£4.51
Streatham	£0.00	£0.00	£6.71	£12.83	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£19.54
Wimbledon	£2.15	£5.53	£11.10	£23.09	£72.56	£42.11	£5.37	£36.75	£4.75	£1.53	n/a	£204.94
Colliers Wood	£0.00	£2.80	£4.47	£10.26	£13.73	£2.35	£0.00	£0.97	£0.00	£0.00	n/a	£34.58
Study Area Sub Total	**£6.57**	**£11.13**	**£26.76**	**£46.18**	**£86.29**	**£44.45**	**£6.71**	**£38.69**	**£14.26**	**£1.53**	**n/a**	**£282.58**
Central London	£32.25	£49.75	£55.49	£41.05	£13.73	£32.75	£16.11	£13.54	£15.85	£29.15	n/a	£299.66
Chelsea	£7.53	£35.93	£6.66	£7.70	£0.00	£7.02	£6.71	£0.97	£4.75	£18.41	n/a	£95.67
Fulham	£0.00	£8.29	£2.22	£2.57	£0.00	£2.34	£2.68	£0.00	£3.17	£27.62	n/a	£48.89
Hammersmith	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34	£3.07	n/a	£9.41
Richmond	£0.00	£0.00	£0.00	£2.57	£0.00	£2.35	£5.37	£0.00	£12.68	£1.53	n/a	£24.49
Kingston	£2.15	£5.53	£4.44	£10.26	£27.46	£21.05	£17.45	£14.51	£26.94	£3.07	n/a	£132.85
Croydon	£5.38	£16.58	£26.64	£30.79	£15.69	£9.36	£2.68	£3.87	£3.17	£1.53	n/a	£115.68
Westfields White City	£1.08	£2.76	£0.00	£0.00	£0.00	£2.34	£2.68	£0.97	£4.75	£15.34	n/a	£29.93
Other outflow	£8.60	£8.29	£15.54	£23.09	£19.61	£16.37	£6.71	£7.74	£22.19	£9.21	n/a	£137.34
Outflow Sub-Total	**£56.98**	**£127.13**	**£110.98**	**£118.02**	**£76.48**	**£93.58**	**£60.41**	**£41.59**	**£99.83**	**£108.93**	n/a	**£893.92**
TOTAL TURNOVER	**£116.65**	**£287.73**	**£227.14**	**£256.55**	**£196.11**	**£236.32**	**£134.23**	**£96.72**	**£158.47**	**£153.42**	**n/a**	**£1,970.92**

Sources: *Table 5C, 8C and 9C*

Table 11C: **Comparison Available Expenditure 2015 (with 40,000 sq m gross at Battersea)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
Expenditure 2015	**£116.65**	**£287.73**	**£227.14**	**£256.55**	**£196.11**	**£236.32**	**£134.23**	**£96.72**	**£158.47**	**£153.42**	**n/a**	**£1,709.92**
Turnover £M												
Battersea Power Station	£18.56	£24.75	£9.90	£2.48	£0.00	£6.19	£0.00	£0.00	£0.00	£0.00	£61.88	£123.75
Clapham Junction	£16.88	£59.21	£12.80	£10.12	£1.96	£6.85	£1.34	£0.97	£1.58	£1.53	£28.25	£141.50
Wandsworth	£16.88	£48.92	£25.60	£15.17	£9.81	£52.51	£13.42	£7.74	£11.09	£23.01	£23.77	£247.93
Balham	£0.00	£2.73	£24.23	£12.74	£1.96	£2.32	£0.00	£0.00	£0.00	£0.00	£4.75	£48.72
Putney	£1.00	£2.65	£2.17	£0.00	£1.96	£13.82	£45.64	£4.84	£26.94	£16.88	£12.32	£128.21
Tooting	£1.05	£0.00	£6.61	£43.30	£13.73	£4.65	£1.34	£0.97	£0.00	£0.00	£17.19	£88.83
Other/Local Shops	£3.33	£16.81	£11.18	£10.23	£3.92	£14.06	£5.37	£1.93	£4.75	£1.53	£1.50	£74.62
Wandsworth Sub Total	**£57.71**	**£155.07**	**£92.49**	**£94.03**	**£33.34**	**£100.40**	**£67.12**	**£16.44**	**£44.37**	**£42.96**	**£149.65**	**£853.56**
Clapham High Street	£4.21	£2.73	£4.40	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.00	n/a	£12.31
Barnes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34	£0.00	n/a	£6.34
East Sheen	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.34	£0.00	£3.17	£0.00	n/a	£4.51
Streatham	£0.00	£0.00	£6.61	£12.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£19.34
Wimbledon	£1.99	£5.30	£10.84	£22.84	£72.56	£41.46	£5.37	£36.75	£4.75	£1.53	n/a	£203.40
Colliers Wood	£0.00	£2.73	£4.40	£10.19	£13.73	£2.32	£0.00	£0.97	£0.00	£0.00	n/a	£34.34
Study Area Sub Total	**£6.20**	**£10.75**	**£26.26**	**£45.77**	**£86.29**	**£43.78**	**£6.71**	**£38.69**	**£14.26**	**£1.53**	**n/a**	**£280.24**
Central London	£29.85	£47.70	£54.20	£40.61	£13.73	£32.24	£16.11	£13.54	£15.85	£29.15	n/a	£292.98
Chelsea	£6.97	£34.45	£6.50	£7.61	£0.00	£6.91	£6.71	£0.97	£4.75	£18.41	n/a	£93.29
Fulham	£0.00	£7.95	£2.17	£2.54	£0.00	£2.30	£2.68	£0.00	£3.17	£27.62	n/a	£48.43
Hammersmith	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34	£3.07	n/a	£9.41
Richmond	£0.00	£0.00	£0.00	£2.55	£0.00	£2.32	£5.37	£0.00	£12.68	£1.53	n/a	£24.45
Kingston	£1.99	£5.30	£4.34	£10.15	£27.46	£20.73	£17.45	£14.51	£26.94	£3.07	n/a	£131.93
Croydon	£4.98	£15.90	£26.01	£30.46	£15.69	£9.21	£2.68	£3.87	£3.17	£1.53	n/a	£113.51
Westfields White City	£1.00	£2.65	£0.00	£0.00	£0.00	£2.30	£2.68	£0.97	£4.75	£15.34	n/a	£29.70
Other outflow	£7.96	£7.95	£15.18	£22.84	£19.61	£16.12	£6.71	£7.74	£22.19	£9.21	n/a	£135.50
Outflow Sub-Total	**£52.74**	**£121.91**	**£108.39**	**£116.76**	**£76.48**	**£92.15**	**£60.41**	**£41.59**	**£99.83**	**£108.93**	n/a	**£879.19**
TOTAL TURNOVER	**£116.65**	**£287.73**	**£227.14**	**£256.55**	**£196.11**	**£236.32**	**£134.23**	**£96.72**	**£158.47**	**£153.42**	**n/a**	**£2,012.99**

Sources: *Table 5C, 8C and 9C*

Table 12C: **Comparison Available Expenditure 2015 (with 60,000 sq m gross at Battersea)**

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	% Inflow	Total Expenditure
Expenditure 2015	**£116.65**	**£287.73**	**£227.14**	**£256.55**	**£196.11**	**£236.32**	**£134.23**	**£96.72**	**£158.47**	**£153.42**	**n/a**	**£1,709.92**
Turnover £M												
Battersea Power Station	£23.76	£33.66	£11.88	£3.96	£1.98	£7.92	£1.98	£1.98	£0.00	£1.98	£108.90	£198.00
Clapham Junction	£15.73	£56.71	£12.63	£10.03	£1.93	£6.78	£1.32	£0.94	£1.58	£1.51	£28.25	£137.42
Wandsworth	£15.73	£46.85	£25.27	£15.04	£9.67	£52.00	£13.16	£7.53	£11.09	£22.63	£23.77	£242.74
Balham	£0.00	£2.67	£24.07	£12.68	£1.95	£2.31	£0.00	£0.00	£0.00	£0.00	£4.75	£48.44
Putney	£0.95	£2.57	£2.15	£0.00	£1.94	£13.72	£44.96	£4.74	£26.94	£16.67	£12.32	£126.95
Tooting	£1.02	£0.00	£6.57	£43.12	£13.63	£4.62	£1.33	£0.95	£0.00	£0.00	£17.19	£88.42
Other/Local Shops	£3.28	£16.65	£11.15	£10.20	£3.91	£14.03	£5.34	£1.92	£4.75	£1.53	£1.50	£74.26
Wandsworth Sub Total	**£60.47**	**£159.10**	**£93.72**	**£95.03**	**£35.01**	**£101.38**	**£68.08**	**£18.06**	**£44.37**	**£44.32**	**£196.68**	**£916.22**
Clapham High Street	£4.08	£2.67	£4.38	£0.00	£0.00	£0.00	£0.00	£0.95	£0.00	£0.00	n/a	£12.08
Barnes	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34	£0.00	n/a	£6.34
East Sheen	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33	£0.00	£3.17	£0.00	n/a	£4.50
Streatham	£0.00	£0.00	£6.57	£12.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£19.25
Wimbledon	£1.89	£5.14	£10.74	£22.69	£71.79	£41.15	£5.29	£36.01	£4.75	£1.52	n/a	£200.97
Colliers Wood	£0.00	£2.67	£4.38	£10.14	£13.63	£2.31	£0.00	£0.95	£0.00	£0.00	n/a	£34.09
Study Area Sub Total	**£5.98**	**£10.48**	**£26.06**	**£45.52**	**£85.43**	**£43.47**	**£6.62**	**£37.91**	**£14.26**	**£1.52**	**n/a**	**£277.23**
Central London	£28.41	£46.23	£53.68	£40.34	£13.58	£32.01	£15.87	£13.27	£15.85	£28.79	n/a	£288.03
Chelsea	£6.63	£33.39	£6.44	£7.56	£0.00	£6.86	£6.61	£0.95	£4.75	£18.18	n/a	£91.38
Fulham	£0.00	£7.71	£2.15	£2.52	£0.00	£2.29	£2.64	£0.00	£3.17	£27.27	n/a	£47.75
Hammersmith	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.34	£3.03	n/a	£9.37
Richmond	£0.00	£0.00	£0.00	£2.54	£0.00	£2.31	£5.32	£0.00	£12.68	£1.52	n/a	£24.36
Kingston	£1.89	£5.14	£4.29	£10.09	£27.17	£20.58	£17.19	£14.21	£26.94	£3.03	n/a	£130.53
Croydon	£4.74	£15.41	£25.77	£30.26	£15.52	£9.15	£2.64	£3.79	£3.17	£1.52	n/a	£111.96
Westfields White City	£0.95	£2.57	£0.00	£0.00	£0.00	£2.29	£2.64	£0.95	£4.75	£15.15	n/a	£29.30
Other outflow	£7.58	£7.71	£15.03	£22.69	£19.40	£16.00	£6.61	£7.58	£22.19	£9.09	n/a	£133.88
Outflow Sub-Total	**£50.20**	**£118.15**	**£107.36**	**£116.01**	**£75.68**	**£91.48**	**£59.53**	**£40.74**	**£99.83**	**£107.59**	n/a	**£866.56**
TOTAL TURNOVER	**£116.65**	**£287.73**	**£227.14**	**£256.55**	**£196.11**	**£236.32**	**£134.23**	**£96.72**	**£158.47**	**£153.42**	**n/a**	**£2,060.02**

Sources: *Table 5C, 8C and 9C*

Table 13C: Summary of Battersea Power Station Impact 2015

Centre	Turnover £ Millions					% Impact at 2015		
	2007	2015 No Battersea	2015 20,000 sq M	2015 40,000 sq M	2015 60,000 sq M	2015 20,000 sq M	2015 40,000 sq M	2015 60,000 sq M
Battersea Power Station Development	n/a	n/a	£49.50	£123.75	£198.00	n/a	n/a	n/a
Clapham Junction	£115.36	£156.93	£147.61	£141.50	£137.42	-5.9%	-9.8%	-12.4%
Wandsworth	£195.60	£264.16	£254.88	£247.93	£242.74	-3.5%	-6.1%	-8.1%
Balham	£37.07	£50.02	£49.29	£48.72	£48.44	-1.4%	-2.6%	-3.2%
Putney	£98.61	£129.72	£128.67	£128.21	£126.95	-0.8%	-1.2%	-2.1%
Tooting	£67.55	£90.45	£89.35	£88.83	£88.42	-1.2%	-1.8%	-2.2%
Other/Local Shops	£55.13	£75.59	£75.12	£74.62	£74.26	-0.6%	-1.3%	-1.8%
Wandsworth Total	**£569.32**	**£766.86**	**£794.42**	**£853.56**	**£916.22**	**-2.9%**	**-4.8%**	**-6.3%**
Other Destinations								
Clapham High Street	£9.37	£13.05	£12.66	£12.31	£12.08	-3.0%	-5.7%	-7.4%
Barnes	£4.76	£6.34	£6.34	£6.34	£6.34	0.0%	0.0%	0.0%
East Sheen	£3.36	£4.51	£4.51	£4.51	£4.50	0.0%	0.0%	-0.3%
Streatham	£14.72	£19.64	£19.54	£19.34	£19.25	-0.5%	-1.5%	-2.0%
Wimbledon	£152.14	£206.04	£204.94	£203.40	£200.97	-0.5%	-1.3%	-2.5%
Colliers Wood	£25.75	£34.74	£34.58	£34.34	£34.09	-0.5%	-1.2%	-1.9%
Central London	£227.16	£306.08	£299.66	£292.98	£288.03	-2.1%	-4.3%	-5.9%
Chelsea	£71.92	£98.01	£95.67	£93.29	£91.38	-2.4%	-4.8%	-6.8%
Fulham	£39.06	£49.30	£48.89	£48.43	£47.75	-0.8%	-1.8%	-3.2%
Hammersmith	£6.97	£9.41	£9.41	£9.41	£9.37	0.0%	0.0%	-0.4%
Richmond	£18.17	£24.51	£24.49	£24.45	£24.36	-0.1%	-0.2%	-0.6%
Kingston	£101.43	£133.58	£132.85	£131.93	£130.53	-0.5%	-1.2%	-2.3%
Croydon	£86.54	£117.54	£115.68	£113.51	£111.96	-1.6%	-3.4%	-4.7%
Westfields White City	n/a	£30.15	£29.93	£29.70	£29.30	-0.8%	-1.5%	-2.8%
Other	£103.32	£138.95	£137.34	£135.50	£133.88	-1.2%	-2.5%	-3.6%
Other Total	**£864.66**	**£1,191.86**	**£1,176.50**	**£1,159.43**	**£1,143.80**	**-1.3%**	**-2.7%**	**-4.0%**

Sources: *Tables 3C, 5C, 10C, 11C and 12C*

Appendix D

Operators' Requirements

WANDSWORTH BOROUGH OPERATOR REQUIREMENTS SURVEY

Over 300 questionnaires were sent to a range of national/regional retail and leisure companies.

25 responses were received (8.3% response rate) from the following companies:

Companies with a requirement

Operator & Trading Names	Space required Sq Ft	Locations
TK Maxx	30,000-40,000	Tooting
BHS	30,000-35,000	Wandsworth Town
The Body Shop	1,200	Clapham Junction, Balham
Integrated Dental Holdings: - Whitecross Dental Care	2,500	Putney
Toys R Us	15,000	Wandsworth, Out of Centre
QS	2,500-7,500	Clapham Junction, Putney, Balham, Tooting, Wandsworth Town, Local Centres, Local Parades & Out of Centre
WH Smith	3,000 sales area	Clapham Junction, Tooting
Staples	4,000-5,000	Clapham Junction, Putney, Wandsworth Town, Local Centres
Poundland	3,500-8,000	Clapham Junction, Putney, Balham, Tooting, Local Centres
British Heart Foundation	1,200-6,000	Clapham Junction, Tooting, Balham, Putney, Wandsworth Town
Sports World	5,000-15,000	Clapham Junction, Tooting, Wandsworth Town & extended premises in Putney.
Primark	20,000 sales area	Potentially extended premises in Wandsworth and Tooting.

Companies with no requirement

Café Nero	The Edinburgh Woollen Mill
Claire's Accessories	SCS
Hobbycraft	DSGi (Currys, PC World)
Clarks Shoes	Herald Inns & Bars (Brannigans)
Bowlplex	Farmfoods
Mosaic Fashions (Oasis, Coast, Principles, Warehouse, Karen Millen)	Regis International (Supercuts, Hair Express, Sassoon Studio)
F. Hinds	

Questionnaire Results

Does your company have a requirement for new or expanded premises in the Borough of Wandsworth?

Yes	12 (48%)
No	13 (52%)
Total	25

What are the main reasons why you are not looking for premises?

Reasons cited:

'We already have stores in this area'	5
'Not looking to locate in urban centres'	1
'Not looking to locate within London'	1
'Wandsworth is not in our target area'	1
'Not currently expanding'	1
'Rents are too high'	1
'Market is not deemed suitable'	1
No reason cited	2

What additional information might influence you in deciding to locate in the Borough?

Information cited:

'Nothing'	2
'Development proposals'	2
'Rent free periods'	1
'Catchment population demographics'	1
'Pedestrian and traffic counts'	1
'Location'	1

What has prevented you from securing this requirement to date?

Reasons cited:

'Lack of available/suitable premises/sites/opportunities'	9
'Rental cost'	1
'Present unexpired lease'	1

ESTATES GAZETTE (EGI) – RETAILER AND LEISURE REQUIREMENTS (JULY 2007 TO JANUARY 2008)

COMPANY NAME	SECTOR	REQUIREMENT (SQ M)	REQUIREMENT (CENTRE/AREA)
Bank	Clothing – Menswear & Womenswear	279 – 372	Putney Wandsworth
Coffee Republic	Restaurants, Bars & Cafes – Coffee Boutiques	93 – 139	Battersea Balham Wandsworth
Costa Coffee	Restaurants, Bars & Cafes – Coffee Boutiques	93 – 186	Battersea Balham Tooting Wandsworth
Dreams	Household Goods - Furniture	650	Wandsworth Battersea
Gourmet Burger Kitchen	Restaurants Bars & Cafes – Bar/Brasserie/Restaurant	149 – 260	Wandsworth
Home Bargains	Household Goods – Homewares	650 – 1,394	Wandsworth Balham Battersea
Las Iguanas	Restaurants Bars & Cafes – Bar/Brasserie/Restaurant	260 – 418	Putney Wandsworth Battersea
Rileys	Leisure – Entertainment Centre/Club (Snooker/Pool)	743 – 1,394	Balham Wandsworth Battersea
Starbucks	Restaurants, Bars & Cafes – Coffee Boutiques	28 – 186	Battersea Clapham Junction Tooting Wandsworth
TK Maxx	Clothing – Discount/Retail	1,394 – 3,716	Tooting Wandsworth Battersea Putney
Waitrose	Food – Supermarket	929 – 3,252	Wandsworth Battersea
WH Smith	Books, Video & Music	232	Balham Wandsworth Battersea
Pret a Manger	Restaurants, Bars & Cafes – Fastfood, Takeaway, Sandwiches	28 – 186	Clapham Junction

COMPANY NAME	SECTOR	REQUIREMENT (SQ M)	REQUIREMENT (CENTRE/AREA)
HSBC	Financial Services – Bank/Building Society	232 – 1,115	Balham
Laura Ashley	Clothing – Childrenswear & Womanswear. Household Goods	279 – 465	Balham
Whole Foods Market	Food – Supermarket	3,252 – 4,645	Balham
Orange	Electrical & Computer Goods – Mobile Phones	84 – 139	Tooting
Shoe Zone	Clothing – Footwear	93 – 232	Tooting
ASK	Restaurants Bars & Cafes – Bar/Brasserie/Restaurant	232 – 465	Putney
Blacks Outdoor Leisure	Sports – Clothing, Footwear & Equipment	465 – 929	Putney
Pets At Home	Pets & Accessories	327 – 1,115	Putney

Appendix E

Household Survey Results

Wandsworth Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

Q01 Which store or shop did you do your household's last main food and grocery shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Asda, Lavender Hill, Clapham Junction	8.4%	101	8.2%	30	8.5%	71	13.3%	28	8.0%	36	6.7%	35	5.4%	45	16.6%	43	6.1%	49
Sainsbury's, Garratt Lane, Wandsworth	7.8%	94	4.9%	18	9.1%	76	10.0%	21	7.1%	32	7.7%	40	7.5%	62	8.1%	21	7.4%	59
Sainsbury's, Balham High Road, Balham	7.1%	85	8.7%	32	6.3%	53	8.1%	17	7.1%	32	6.7%	35	7.0%	58	7.3%	19	7.0%	56
Sainsbury's, Merton High Street, Colliers Wood	5.5%	66	7.4%	27	4.7%	39	3.8%	8	4.7%	21	6.7%	35	5.3%	44	7.0%	18	6.6%	53
Asda, Roehampton Vale, Roehampton	5.1%	61	4.9%	18	5.2%	43	3.3%	7	3.8%	17	6.4%	33	4.3%	36	8.1%	21	5.5%	44
Sainsbury's, Tooting High Street, Tooting	5.0%	60	6.0%	22	4.6%	38	5.7%	12	5.1%	23	4.6%	24	4.6%	38	6.2%	16	3.9%	31
Internet / delivered	4.1%	49	2.2%	8	4.9%	41	4.3%	9	6.4%	29	1.7%	9	4.8%	40	2.3%	6	4.4%	35
Waitrose, Putney Exchange Shopping Centre, High Street, Putney	3.7%	44	4.1%	15	3.5%	29	2.4%	5	2.9%	13	4.8%	25	4.3%	36	0.4%	1	4.5%	36
Waitrose, Balham High Road, Balham	3.4%	41	4.4%	16	3.0%	25	0.5%	1	5.6%	25	2.5%	13	4.1%	34	0.4%	1	4.6%	37
Sainsbury's, Townmead Road, Fulham	3.3%	40	2.7%	10	3.6%	30	2.8%	6	3.3%	15	3.3%	17	3.3%	27	2.7%	7	4.5%	36
Sainsbury's Local, Clapham High Street, Clapham High Street / Common	2.7%	32	2.7%	10	2.6%	22	2.4%	5	2.4%	11	2.9%	15	3.3%	27	0.8%	2	3.0%	24
Sainsbury's, Worple Road, Wimbledon	2.5%	30	2.7%	10	2.4%	20	0.9%	2	1.8%	8	3.7%	19	2.9%	24	1.2%	3	2.4%	19
Waitrose, Southside Shopping Centre, Wandsworth High Street, Wandsworth	2.5%	30	1.4%	5	3.0%	25	3.8%	8	2.4%	11	2.1%	11	2.8%	23	1.9%	5	3.4%	27
Tesco, South London Hospital, Clapham South	2.2%	26	3.0%	11	1.8%	15	4.7%	10	1.6%	7	1.7%	9	2.9%	24	0.8%	2	2.5%	20
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	2.1%	25	1.9%	7	2.2%	18	0.9%	2	3.3%	15	1.5%	8	1.8%	15	3.1%	8	1.9%	15
Sainsbury's Local (PFS), Lower Richmond Road, Putney	1.7%	20	0.3%	1	2.3%	19	0.9%	2	1.1%	5	2.5%	13	1.2%	10	2.7%	7	1.1%	9
Sainsbury's, Werter Road, Putney	1.6%	19	2.2%	8	1.3%	11	0.5%	1	1.6%	7	2.1%	11	2.0%	17	0.4%	1	0.7%	6
Waitrose, Upper Richmond Road West, East Sheen	1.6%	19	1.1%	4	1.8%	15	1.9%	4	1.6%	7	1.5%	8	2.2%	18	0.4%	1	2.1%	17
Sainsbury's Local, Queenstown Road / Lavender Hill, Wandsworth	1.5%	18	2.2%	8	1.2%	10	1.4%	3	1.6%	7	1.5%	8	1.7%	14	1.2%	3	1.9%	15
Waitrose, North End Road, Fulham	1.3%	16	1.4%	5	1.3%	11	1.4%	3	2.7%	12	0.2%	1	1.6%	13	0.8%	2	1.6%	13
Morrisons, The Broadway, Wimbledon	1.2%	15	1.4%	5	1.2%	10	1.4%	3	1.3%	6	1.2%	6	1.0%	8	1.9%	5	1.2%	10
Local shops	1.2%	14	1.9%	7	0.8%	7	0.0%	0	1.3%	6	1.5%	8	1.1%	9	1.2%	3	0.9%	7
Waitrose, Kings Road, Chelsea	1.0%	12	0.8%	3	1.1%	9	0.9%	2	0.4%	2	1.5%	8	1.2%	10	0.0%	0	1.0%	8
Sainsbury's, North End Road, Fulham	1.0%	12	0.5%	2	1.2%	10	0.5%	1	1.1%	5	1.2%	6	1.2%	10	0.8%	2	1.0%	8
Sainsbury's, Manor Road, Richmond	0.7%	9	0.0%	0	1.1%	9	0.0%	0	0.7%	3	1.2%	6	0.7%	6	0.8%	2	1.0%	8
Sainsbury's Local, Streatham High Road, Streatham	0.7%	9	0.5%	2	0.8%	7	1.4%	3	0.4%	2	0.8%	4	1.0%	8	0.4%	1	0.4%	3
Sainsbury's, Streatham High Road, Streatham Common	0.7%	9	1.1%	4	0.6%	5	1.4%	3	0.7%	3	0.6%	3	1.0%	8	0.4%	1	1.0%	8
Marks & Spencer Food Hall, Centre Court Shopping, Queens Road, Wimbledon	0.7%	8	0.3%	1	0.8%	7	0.5%	1	0.9%	4	0.4%	2	0.6%	5	0.8%	2	0.6%	5
Tesco Metro, Old Town Hall, The Broadway, Wimbledon	0.7%	8	1.1%	4	0.5%	4	0.5%	1	0.4%	2	1.0%	5	0.8%	7	0.4%	1	0.6%	5
Tesco, Beverley Way, New Malden	0.7%	8	0.3%	1	0.8%	7	0.0%	0	0.9%	4	0.8%	4	0.7%	6	0.8%	2	0.9%	7
Somerfield, Battersea Park Road, Battersea	0.6%	7	0.8%	3	0.5%	4	0.9%	2	0.2%	1	0.8%	4	0.7%	6	0.4%	1	0.1%	1
Marks & Spencer Food Hall, Mitcham Road, Tooting	0.5%	6	0.5%	2	0.5%	4	0.0%	0	0.4%	2	0.8%	4	0.5%	4	0.8%	2	0.6%	5

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Iceland, Tooting High Street, Tooting	0.5%	6	0.3%	1	0.6%	5	0.0%	0	0.7%	3	0.6%	3	0.2%	2	1.5%	4	0.0%	0
Somerfield, Mitcham Road, Tooting	0.5%	6	0.5%	2	0.5%	4	0.0%	0	0.2%	1	1.0%	5	0.6%	5	0.4%	1	0.0%	0
Lidl, London Road, Tooting	0.5%	6	0.5%	2	0.5%	4	0.9%	2	0.7%	3	0.2%	1	0.5%	4	0.8%	2	0.2%	2
Sainsbury's, Clapham High Street, Former Bus Garage, Clapham High Street / Common	0.4%	5	0.8%	3	0.2%	2	0.9%	2	0.2%	1	0.2%	1	0.6%	5	0.0%	0	0.1%	1
Somerfield, Northcote Road, Clapham Junction	0.4%	5	0.3%	1	0.5%	4	0.5%	1	0.2%	1	0.6%	3	0.1%	1	0.8%	2	0.2%	2
Waitrose, Wood Street, Kingston	0.4%	5	0.3%	1	0.5%	4	0.0%	0	0.2%	1	0.8%	4	0.4%	3	0.4%	1	0.6%	5
Tesco, Shepherd's Bush Road, Hammersmith	0.4%	5	0.0%	0	0.6%	5	0.0%	0	0.9%	4	0.2%	1	0.5%	4	0.4%	1	0.5%	4
Sainsbury's Local, Battersea Park Road, Battersea	0.4%	5	0.8%	3	0.2%	2	1.4%	3	0.4%	2	0.0%	0	0.4%	3	0.8%	2	0.6%	5
Lidl, Streatham High Road, Streatham	0.4%	5	0.3%	1	0.5%	4	0.0%	0	0.7%	3	0.4%	2	0.4%	3	0.4%	1	0.4%	3
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.4%	5	0.3%	1	0.5%	4	0.0%	0	0.4%	2	0.6%	3	0.4%	3	0.4%	1	0.4%	3
Sainsbury's Local, Balham Hill, Clapham South	0.4%	5	0.3%	1	0.5%	4	0.5%	1	0.2%	1	0.6%	3	0.5%	4	0.4%	1	0.5%	4
Tesco Express, Battersea Rise, Clapham Junction	0.4%	5	0.5%	2	0.4%	3	1.4%	3	0.2%	1	0.2%	1	0.4%	3	0.8%	2	0.5%	4
Sainsbury's, Fulham Road, Fulham Broadway	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.4%	2	0.4%	2	0.2%	2	0.4%	1	0.2%	2
Tesco Express, Streatham High Road, Streatham	0.3%	4	0.0%	0	0.5%	4	0.5%	1	0.4%	2	0.2%	1	0.1%	1	0.8%	2	0.1%	1
Iceland, Southside Shopping Centre, Wandsworth	0.3%	4	0.5%	2	0.2%	2	0.5%	1	0.2%	1	0.4%	2	0.0%	0	1.2%	3	0.1%	1
Tesco Express, Fulham Road, Chelsea	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.7%	3	0.2%	1	0.4%	3	0.4%	1	0.2%	2
Marks & Spencer Food Hall, Putney High Street, Putney	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.2%	1	0.4%	2	0.5%	4	0.0%	0	0.2%	2
Somerfield, Upper Richmond Road, Putney	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Marks & Spencer Food Hall, St. John's Road, Clapham Junction	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.4%	3	0.0%	0	0.1%	1
Tesco Express, Merton Road, South Wimbledon	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.0%	0	0.4%	2	0.1%	1	0.8%	2	0.2%	2
Tesco Express, Clapham High Street, Clapham High Street / Common	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.7%	3	0.0%	0	0.2%	2	0.4%	1	0.4%	3
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.3%	3	0.5%	2	0.1%	1	0.5%	1	0.2%	1	0.2%	1	0.2%	2	0.4%	1	0.1%	1
Sainsbury's Local, Roehampton Lane, Roehampton	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.0%	0	0.4%	2	0.4%	3	0.0%	0	0.1%	1
Tesco Express, Balham High Road, Tooting	0.3%	3	0.5%	2	0.1%	1	0.9%	2	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.1%	1
Tesco, Acre Lane, London	0.3%	3	0.3%	1	0.2%	2	0.9%	2	0.2%	1	0.0%	0	0.1%	1	0.4%	1	0.2%	2
Local market, Balham	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.1%	1	0.8%	2	0.2%	2
Tesco Express, Falcon Road, Battersea	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.2%	1	0.2%	1	0.2%	2	0.4%	1	0.4%	3
Tesco, West Cromwell Road, Kensington	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.2%	2
Waitrose, Sheen Road, Richmond	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.4%	1	0.1%	1
Marks & Spencer Simply Food, Balham Hill, Clapham South	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Somerfield, 474-488 Wandsworth Road, SW8	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Marks & Spencer Simply Food, Balham High Road, Balham	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.2%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	1
Budgens, Mitcham Road,	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.1%	1	0.4%	1	0.2%	2

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Tooting																		
Tesco Express, High Street, Colliers Wood	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Iceland, The Pavement, Clapham High Street / Old Town	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Putney High Street, Putney	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Lidl, Balham High Road, Balham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Kings Road, Chelsea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Sainsbury's Local, Streatham Hill, Streatham Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Co-Op, Danebury Avenue, Alton Estate, Roehampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Somerfield, Sternhold Avenue, Streatham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Sainsbury's Local, Durnsford Road, Southfields	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Asda, London Road, Kingston-Upon-Thames	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Asda, Marlowe Way, Croydon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Budgens, Moyser Road, Streatham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Budgens, Replingham Road, Southfields	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Cash & Carry, Wimbledon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Co-Op, New Road, Port Isaac	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Fresh & Wild, Lavender Hill, Battersea	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Iceland , Streatham High Road, Streatham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Iceland, Upper Green West, Mitcham	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aberconway Road, Surrey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Lidl, Worple Road, London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Local market, North End Road, Fulham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Local shops, Balham High Road, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Local shops, Emmanuel Road, Lambeth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Londis, Church Road, Barnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Marks & Spencer, Jerdan Place, Fulham Island, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Marks & Spencer, Kensington High Street, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Marks & Spencer, King Street, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Addington Road, Selsdon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Ashworth Road, Bridgemead	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Bugsby Way, Greenwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Chelsea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Cromwell Road, Kensington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Fulham Palace Road, Hammersmith	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Richmond Road, Kingston-Upon-Thames	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Somerfield, High Street, New Malden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Tesco Express, Upper	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Tooting Road, Tooting																		
Tesco, Brixton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Highbridge Road, Barking	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Tesco, Kensington	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco, King Street, Potton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Tesco, London Road, Sutton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco, Portland Road, South Norwood	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Waitrose, Brunswick Centre, London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Waitrose, Kensington High Street, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Waitrose, Station Approach, West Byfleet	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Don't know / can't remember)	3.0%	36	3.0%	11	3.0%	25	2.8%	6	3.8%	17	2.5%	13	2.9%	24	3.1%	8	3.5%	28
Base:		1202		367		835		211		450		519		830		259		802

Q02 Is there any other store or shop you do your main food and grocery shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Waitrose, Southside Shopping Centre, Wandsworth High Street, Wandsworth	4.3%	52	4.4%	16	4.3%	36	5.7%	12	5.1%	23	3.1%	16	4.6%	38	3.9%	10	5.2%	42
Asda, Lavender Hill, Clapham Junction	4.2%	51	4.1%	15	4.3%	36	3.3%	7	4.9%	22	3.9%	20	3.9%	32	5.8%	15	3.7%	30
Waitrose, Balham High Road, Balham	3.7%	45	4.4%	16	3.5%	29	2.8%	6	5.1%	23	2.9%	15	3.9%	32	3.9%	10	4.6%	37
Sainsbury's, Balham High Road, Balham	3.2%	38	4.4%	16	2.6%	22	1.9%	4	4.7%	21	2.3%	12	3.3%	27	2.3%	6	4.4%	35
Waitrose, Putney Exchange Shopping Centre, High Street, Putney	2.7%	33	2.5%	9	2.9%	24	0.5%	1	2.7%	12	3.5%	18	3.3%	27	1.5%	4	3.4%	27
Local shops	2.4%	29	4.1%	15	1.7%	14	1.9%	4	2.9%	13	1.9%	10	2.5%	21	3.1%	8	2.0%	16
Sainsbury's, Garratt Lane, Wandsworth	2.2%	27	2.2%	8	2.3%	19	3.3%	7	1.8%	8	2.3%	12	1.9%	16	3.1%	8	2.5%	20
Asda, Roehampton Vale, Roehampton	2.2%	27	1.6%	6	2.5%	21	1.9%	4	2.7%	12	2.1%	11	1.9%	16	3.5%	9	2.7%	22
Waitrose, North End Road, Fulham	1.8%	22	1.4%	5	2.0%	17	0.5%	1	0.9%	4	2.9%	15	2.0%	17	0.8%	2	2.4%	19
Sainsbury's, Tooting High Street, Tooting	1.8%	22	1.4%	5	2.0%	17	1.4%	3	2.4%	11	1.5%	8	1.3%	11	3.1%	8	1.0%	8
Marks & Spencer Food Hall, Putney High Street, Putney	1.6%	19	0.8%	3	1.9%	16	0.5%	1	1.1%	5	2.3%	12	1.4%	12	0.8%	2	1.2%	10
Morrisons, The Broadway, Wimbledon	1.6%	19	0.8%	3	1.9%	16	0.0%	0	1.3%	6	2.1%	11	1.7%	14	1.9%	5	1.4%	11
Tesco, South London Hospital, Clapham South	1.5%	18	1.1%	4	1.7%	14	1.4%	3	1.8%	8	1.3%	7	1.7%	14	1.5%	4	2.0%	16
Sainsbury's Local (PFS), Lower Richmond Road, Putney	1.4%	17	1.6%	6	1.3%	11	0.9%	2	1.6%	7	1.5%	8	1.4%	12	1.5%	4	1.6%	13
Marks & Spencer Food Hall, Centre Court Shopping, Queens Road, Wimbledon	1.3%	16	1.4%	5	1.3%	11	0.9%	2	1.3%	6	1.5%	8	1.4%	12	1.2%	3	1.4%	11
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	1.2%	14	0.8%	3	1.3%	11	1.9%	4	1.6%	7	0.6%	3	1.1%	9	0.4%	1	1.2%	10
Internet / delivered	1.2%	14	0.3%	1	1.6%	13	2.4%	5	1.3%	6	0.6%	3	1.4%	12	0.0%	0	1.2%	10
Sainsbury's, Townmead Road, Fulham	1.2%	14	0.8%	3	1.3%	11	0.9%	2	1.8%	8	0.8%	4	1.6%	13	0.0%	0	1.6%	13
Sainsbury's, Werter Road, Putney	1.1%	13	1.1%	4	1.1%	9	0.5%	1	0.9%	4	1.5%	8	1.3%	11	0.4%	1	0.7%	6
Marks & Spencer Food Hall, Mitcham Road, Tooting	1.1%	13	1.9%	7	0.7%	6	0.0%	0	0.7%	3	1.9%	10	0.8%	7	2.3%	6	0.6%	5
Tesco Metro, Old Town Hall, The Broadway, Wimbledon	0.9%	11	0.8%	3	1.0%	8	0.5%	1	1.3%	6	0.8%	4	0.7%	6	1.2%	3	1.1%	9
Sainsbury's, Worple Road, Wimbledon	0.9%	11	1.4%	5	0.7%	6	0.9%	2	0.7%	3	1.2%	6	1.2%	10	0.4%	1	0.9%	7
Sainsbury's Local, Clapham High Street, Clapham High Street / Common	0.9%	11	1.6%	6	0.6%	5	0.5%	1	0.9%	4	1.2%	6	1.1%	9	0.4%	1	1.0%	8
Tesco Express, Balham High Road, Tooting	0.8%	10	1.6%	6	0.5%	4	0.9%	2	1.1%	5	0.6%	3	0.8%	7	0.8%	2	0.5%	4
Sainsbury's Local, Queenstown Road / Lavender Hill, Wandsworth	0.8%	10	0.8%	3	0.8%	7	0.9%	2	0.7%	3	0.6%	3	0.6%	5	1.5%	4	0.5%	4
Marks & Spencer Simply Food, Balham High Road, Balham	0.8%	10	0.8%	3	0.8%	7	1.4%	3	0.7%	3	0.8%	4	1.1%	9	0.0%	0	1.0%	8
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.8%	10	0.3%	1	1.1%	9	0.5%	1	0.7%	3	1.2%	6	0.7%	6	1.2%	3	0.6%	5
Tesco, Beverley Way, New Malden	0.7%	9	0.3%	1	1.0%	8	0.5%	1	0.9%	4	0.8%	4	0.6%	5	1.5%	4	1.1%	9
Sainsbury's Local, Battersea Park Road, Battersea	0.7%	9	0.5%	2	0.8%	7	2.4%	5	0.0%	0	0.8%	4	0.6%	5	1.2%	3	0.2%	2
Iceland, Tooting High Street, Tooting	0.7%	8	0.3%	1	0.8%	7	0.5%	1	0.2%	1	1.2%	6	0.6%	5	1.2%	3	0.2%	2
Sainsbury's, Merton High	0.7%	8	0.3%	1	0.8%	7	0.9%	2	0.9%	4	0.4%	2	0.8%	7	0.4%	1	0.9%	7

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Street, Colliers Wood																		
Lidl, Falcon Lane, Clapham Junction	0.6%	7	1.1%	4	0.4%	3	0.5%	1	0.7%	3	0.6%	3	0.4%	3	0.8%	2	0.5%	4
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.6%	7	0.5%	2	0.6%	5	1.4%	3	0.2%	1	0.4%	2	0.4%	3	0.8%	2	0.1%	1
Marks & Spencer Food Hall, St. John's Road, Clapham Junction	0.5%	6	0.5%	2	0.5%	4	0.0%	0	0.7%	3	0.6%	3	0.2%	2	1.2%	3	0.4%	3
Somerfield, Northcote Road, Clapham Junction	0.5%	6	0.0%	0	0.7%	6	0.0%	0	0.9%	4	0.4%	2	0.5%	4	0.4%	1	0.2%	2
Sainsbury's Local, Balham Hill, Clapham South	0.5%	6	0.8%	3	0.4%	3	1.9%	4	0.2%	1	0.2%	1	0.6%	5	0.4%	1	0.6%	5
Lidl, London Road, Tooting	0.5%	6	0.3%	1	0.6%	5	0.5%	1	0.2%	1	0.8%	4	0.6%	5	0.4%	1	0.7%	6
Iceland, Southside Shopping Centre, Wandsworth	0.5%	6	0.5%	2	0.5%	4	0.0%	0	0.7%	3	0.6%	3	0.2%	2	1.2%	3	0.4%	3
Somerfield, Mitcham Road, Tooting	0.4%	5	0.8%	3	0.2%	2	0.5%	1	0.0%	0	0.6%	3	0.2%	2	1.2%	3	0.1%	1
Tesco Express, Merton Road, South Wimbledon	0.3%	4	0.5%	2	0.2%	2	0.9%	2	0.0%	0	0.4%	2	0.5%	4	0.0%	0	0.5%	4
Somerfield, Battersea Park Road, Battersea	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.7%	3	0.0%	0	0.1%	1	0.8%	2	0.1%	1
Marks & Spencer Simply Food, Balham Hill, Clapham South	0.3%	4	0.5%	2	0.2%	2	0.5%	1	0.0%	0	0.6%	3	0.5%	4	0.0%	0	0.4%	3
Marks & Spencer Food Hall, Kings Road, Chelsea	0.3%	4	0.0%	0	0.5%	4	0.5%	1	0.2%	1	0.4%	2	0.5%	4	0.0%	0	0.5%	4
Somerfield, Upper Richmond Road, Putney	0.3%	4	0.5%	2	0.2%	2	1.4%	3	0.0%	0	0.2%	1	0.5%	4	0.0%	0	0.1%	1
Lidl, Streatham High Road, Streatham	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.0%	0	0.6%	3	0.5%	4	0.0%	0	0.2%	2
Tesco Express, Putney High Street, Putney	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.1%	1	0.4%	1	0.0%	0
Co-Op, Danebury Avenue, Alton Estate, Roehampton	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.7%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	2
Iceland, The Pavement, Clapham High Street / Old Town	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.4%	2	0.2%	1	0.0%	0	1.2%	3	0.1%	1
Lidl, Balham High Road, Balham	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.2%	1	0.2%	1	0.4%	3	0.0%	0	0.1%	1
Tesco Express, Clapham High Street, Clapham High Street / Common	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.4%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	2
Sainsbury's, Clapham High Street, Former Bus Garage, Clapham High Street / Common	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.0%	0	1.2%	3	0.1%	1
Marks & Spencer, King Street, Hammersmith	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.4%	3	0.0%	0	0.2%	2
Sainsbury's, Manor Road, Richmond	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.6%	3	0.4%	3	0.0%	0	0.4%	3
Waitrose, Kings Road, Chelsea	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	2	0.4%	1	0.2%	2
Sainsbury's Local, Streatham High Road, Streatham	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.4%	2	0.0%	0	0.1%	1	0.4%	1	0.2%	2
Marks & Spencer, Brixton Road, Lambeth	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.0%	0
Tesco Express, Falcon Road, Battersea	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.4%	1	0.1%	1
Co-Op, Arthur Road, Wimbledon Park	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.2%	2
Tesco, Fulham Palace Road, Fulham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.0%	0
Tesco Express, Streatham High Road, Streatham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	2	0.0%	0	0.1%	1
Asda, Marlowe Way, Croydon	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.2%	1	0.0%	0	0.1%	1	0.4%	1	0.1%	1
Sainsbury's, North End Road, Fulham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.1%	1
Tesco Express, Fulham Road, Chelsea	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Tesco, Upper Tooting Road, Tooting	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Netto, Western Road,	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.2%	2

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Mitcham																		
Sainsbury's, Fulham Road, Fulham Broadway	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.1%	1
Iceland, Streatham High Road, Streatham	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	2
Iceland, North End Road, Fulham	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.8%	2	0.1%	1
Sainsbury's, Hammersmith	0.2%	2	0.3%	1	0.1%	1	0.9%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.1%	1
Waitrose, Upper Richmond Road West, East Sheen	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.8%	2	0.2%	2
Somerfield, 474-488 Wandsworth Road, SW8	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham Hill, Streatham Hill	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Tesco Express, Kings Road, Chelsea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco Express, Battersea Rise, Clapham Junction	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Mitcham Road, Tooting Junction	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Tesco Express, High Street, Colliers Wood	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Asda, High Street, Sutton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Asda, London Road, Kingston-Upon-Thames	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Booker Cash & Carry, Battersea Park Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Budgens, Parsons Green, Fulham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Budgens, Replingham Road, Southfields	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Iceland, King Street, Hammersmith	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Local market, Hildreth Street, Wandsworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Local shops, Southfields, Wimbledon Park Road, Wandsworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Londis, Trinity Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Marks & Spencer, Clarence Street, Surrey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Marks & Spencer, Jerdan Place, Fulham Island, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Retail Park, Kew	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Central Road, Worcester Park, Surrey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Kings Gate Parade, Victoria	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Somerfield, St James's Street, Brighton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Somerfield, St Marks Road, Mitcham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco Express, Fulham Palace Road, Fulham	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco Express, Upper Tooting Road, Tooting	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Tesco, Acre Lane, London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Bridge Street, Westminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Tesco, Brixton	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco, Castelnau, Barnes	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Hammersmith	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Isle Of Wight	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, London Road, Isleworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco, Mace Lane, Ashford	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Tesco, Malden Road, Sutton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Notting Hill Gate,	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Notting Hill																		
Tesco, Oldfields Road, Sutton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Station Road, Harrow	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Waitrose, Kensington High Street, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Sheen Road, Richmond	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Waitrose, Wood Street, Kingston	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Nowhere else)	29.9%	359	32.7%	120	28.6%	239	36.0%	76	28.2%	127	29.7%	154	29.8%	247	30.5%	79	29.4%	236
(Don't know / can't remember)	5.0%	60	4.1%	15	5.4%	45	5.2%	11	4.9%	22	5.0%	26	5.2%	43	2.7%	7	5.0%	40
Base:		1202		367		835		211		450		519		830		259		802

Q03 How do you normally travel to do your main food shopping ?
Those who do not use the internet for their main food and grocery shopping

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car as driver	40.3%	479	41.0%	150	40.0%	329	35.9%	74	48.9%	217	34.7%	179	46.5%	380	28.2%	73	58.6%	464
Car as passenger	8.1%	96	3.3%	12	10.2%	84	6.3%	13	6.3%	28	10.5%	54	7.1%	58	13.5%	35	9.6%	76
Bus / coach	16.8%	199	17.5%	64	16.4%	135	15.0%	31	10.1%	45	22.3%	115	13.4%	110	25.5%	66	4.9%	39
Train	0.4%	5	0.5%	2	0.4%	3	1.0%	2	0.2%	1	0.4%	2	0.5%	4	0.0%	0	0.3%	2
Tube	0.8%	10	1.1%	4	0.7%	6	1.9%	4	0.2%	1	1.0%	5	1.0%	8	0.4%	1	0.3%	2
Taxi	0.8%	10	0.3%	1	1.1%	9	0.5%	1	0.9%	4	0.8%	4	0.2%	2	1.5%	4	0.1%	1
Walk	23.8%	283	29.2%	107	21.4%	176	35.4%	73	20.0%	89	23.1%	119	21.6%	177	23.9%	62	16.9%	134
Bicycle	1.3%	16	1.9%	7	1.1%	9	0.5%	1	2.0%	9	1.2%	6	1.5%	12	0.4%	1	1.5%	12
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scooter	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.5%	2	0.2%	1	0.4%	3	0.0%	0	0.1%	1
(Don't know / varies)	4.5%	54	3.6%	13	5.0%	41	1.5%	3	5.4%	24	5.2%	27	4.8%	39	4.6%	12	4.3%	34
(Not applicable, goods delivered)	2.8%	33	1.4%	5	3.4%	28	1.9%	4	5.4%	24	0.8%	4	3.1%	25	1.9%	5	3.4%	27
Base:		1188		366		822		206		444		516		818		259		792

Column %ges.

Q04 In addition to your main food shopping at which store or shop did you last visit for small scale / top up shopping for things like bread, milk or newspapers ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Local shops	20.7%	249	24.8%	91	18.9%	158	16.1%	34	21.3%	96	22.0%	114	23.1%	192	17.4%	45	21.7%	174
Sainsbury's, Balham High Road, Balham	2.9%	35	3.8%	14	2.5%	21	3.3%	7	3.1%	14	2.7%	14	3.1%	26	2.3%	6	3.2%	26
Sainsbury's, Garratt Lane, Wandsworth	2.4%	29	1.4%	5	2.9%	24	3.3%	7	3.1%	14	1.5%	8	2.2%	18	3.5%	9	2.4%	19
Sainsbury's, Tooting High Street, Tooting	2.0%	24	1.6%	6	2.2%	18	2.4%	5	2.0%	9	1.9%	10	1.6%	13	3.1%	8	1.6%	13
Waitrose, Putney Exchange Shopping Centre, High Street, Putney	1.9%	23	1.9%	7	1.9%	16	0.9%	2	2.2%	10	2.1%	11	2.2%	18	1.2%	3	2.4%	19
Tesco Express, Balham High Road, Tooting	1.7%	21	2.2%	8	1.6%	13	1.4%	3	2.7%	12	0.8%	4	1.8%	15	1.5%	4	1.9%	15
Waitrose, Balham High Road, Balham	1.7%	20	1.9%	7	1.6%	13	0.9%	2	2.2%	10	1.3%	7	2.2%	18	0.8%	2	2.4%	19
Tesco Metro, Old Town Hall, The Broadway, Wimbledon	1.4%	17	1.4%	5	1.4%	12	1.4%	3	1.3%	6	1.5%	8	1.8%	15	0.4%	1	1.4%	11
Sainsbury's Local, Queenstown Road / Lavender Hill, Wandsworth	1.4%	17	1.9%	7	1.2%	10	1.4%	3	1.3%	6	1.5%	8	1.6%	13	1.5%	4	1.2%	10
Tesco, South London Hospital, Clapham South	1.4%	17	0.8%	3	1.7%	14	0.5%	1	1.6%	7	1.5%	8	1.9%	16	0.4%	1	1.9%	15
Sainsbury's Local, Clapham High Street, Clapham High Street / Common	1.3%	16	1.4%	5	1.3%	11	1.4%	3	2.0%	9	0.8%	4	1.6%	13	0.4%	1	1.4%	11
Sainsbury's Local (PFS), Lower Richmond Road, Putney	1.2%	15	0.3%	1	1.7%	14	0.0%	0	1.6%	7	1.5%	8	1.1%	9	1.9%	5	1.5%	12
Sainsbury's, Worple Road, Wimbledon	1.2%	15	1.1%	4	1.3%	11	1.9%	4	1.6%	7	0.8%	4	1.2%	10	1.2%	3	1.2%	10
Sainsbury's Local, Battersea Park Road, Battersea	1.2%	14	2.2%	8	0.7%	6	1.9%	4	1.3%	6	0.8%	4	1.0%	8	1.9%	5	0.7%	6
Somerfield, Northcote Road, Clapham Junction	1.0%	12	0.8%	3	1.1%	9	0.0%	0	1.8%	8	0.8%	4	1.1%	9	1.2%	3	1.2%	10
Tesco Express, Merton Road, South Wimbledon	0.9%	11	1.1%	4	0.8%	7	1.9%	4	1.1%	5	0.2%	1	0.8%	7	0.8%	2	1.2%	10
Asda, Lavender Hill, Clapham Junction	0.9%	11	0.5%	2	1.1%	9	1.9%	4	1.1%	5	0.4%	2	0.6%	5	1.9%	5	0.7%	6
Tesco Express, Fulham Road, Chelsea	0.8%	10	1.1%	4	0.7%	6	0.9%	2	0.9%	4	0.6%	3	1.0%	8	0.4%	1	1.0%	8
Somerfield, Upper Richmond Road, Putney	0.8%	10	0.5%	2	1.0%	8	1.9%	4	0.4%	2	0.8%	4	0.8%	7	0.4%	1	0.6%	5
Asda, Roehampton Vale, Roehampton	0.8%	10	0.8%	3	0.8%	7	0.5%	1	1.1%	5	0.6%	3	0.8%	7	0.8%	2	1.0%	8
Somerfield, Battersea Park Road, Battersea	0.7%	9	0.3%	1	1.0%	8	2.4%	5	0.7%	3	0.2%	1	0.7%	6	1.2%	3	0.4%	3
Morrisons, The Broadway, Wimbledon	0.7%	9	0.8%	3	0.7%	6	0.0%	0	1.1%	5	0.8%	4	0.7%	6	1.2%	3	0.9%	7
Waitrose, Southside Shopping Centre, Wandsworth High Street, Wandsworth	0.7%	9	0.0%	0	1.1%	9	1.4%	3	0.7%	3	0.6%	3	0.7%	6	0.4%	1	1.0%	8
Waitrose, North End Road, Fulham	0.7%	9	0.5%	2	0.8%	7	0.5%	1	1.1%	5	0.6%	3	0.8%	7	0.0%	0	0.9%	7
Sainsbury's, Merton High Street, Colliers Wood	0.7%	9	0.5%	2	0.8%	7	0.5%	1	0.7%	3	1.0%	5	0.7%	6	0.8%	2	0.7%	6
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.7%	9	0.3%	1	1.0%	8	1.9%	4	0.4%	2	0.4%	2	0.5%	4	0.8%	2	0.6%	5
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	0.7%	8	0.5%	2	0.7%	6	0.5%	1	1.1%	5	0.4%	2	0.6%	5	0.4%	1	0.1%	1
Sainsbury's Local, Roehampton Lane, Roehampton	0.7%	8	0.5%	2	0.7%	6	0.5%	1	0.0%	0	1.2%	6	0.8%	7	0.4%	1	0.9%	7
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.7%	8	0.8%	3	0.6%	5	1.9%	4	0.2%	1	0.6%	3	0.6%	5	0.8%	2	0.5%	4
Marks & Spencer Food Hall,	0.6%	7	0.5%	2	0.6%	5	0.0%	0	0.9%	4	0.6%	3	0.7%	6	0.4%	1	0.9%	7

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Centre Court Shopping, Queens Road, Wimbledon																		
Londis, Church Road, Barnes	0.6%	7	0.5%	2	0.6%	5	0.0%	0	0.9%	4	0.6%	3	0.8%	7	0.0%	0	0.7%	6
Marks & Spencer Simply Food, Balham High Road, Balham	0.6%	7	0.8%	3	0.5%	4	0.5%	1	0.4%	2	0.8%	4	0.7%	6	0.4%	1	0.9%	7
Waitrose, Upper Richmond Road West, East Sheen	0.6%	7	0.8%	3	0.5%	4	0.5%	1	0.4%	2	0.8%	4	0.6%	5	0.4%	1	0.9%	7
Internet / delivered	0.6%	7	0.8%	3	0.5%	4	0.0%	0	1.1%	5	0.4%	2	0.7%	6	0.0%	0	0.9%	7
Sainsbury's, Werter Road, Putney	0.5%	6	0.5%	2	0.5%	4	0.5%	1	0.4%	2	0.6%	3	0.6%	5	0.0%	0	0.2%	2
Tesco Express, High Street, Colliers Wood	0.5%	6	0.8%	3	0.4%	3	0.5%	1	0.7%	3	0.4%	2	0.5%	4	0.8%	2	0.5%	4
Tesco Express, Upper Tooting Road, Tooting	0.5%	6	0.5%	2	0.5%	4	1.4%	3	0.4%	2	0.2%	1	0.1%	1	1.5%	4	0.2%	2
Somerfield, Mitcham Road, Tooting	0.5%	6	0.3%	1	0.6%	5	0.5%	1	0.4%	2	0.6%	3	0.2%	2	1.5%	4	0.4%	3
Marks & Spencer Food Hall, Mitcham Road, Tooting	0.5%	6	0.0%	0	0.7%	6	0.5%	1	0.2%	1	0.8%	4	0.5%	4	0.8%	2	0.5%	4
Sainsbury's Local, Durnsford Road, Southfields	0.4%	5	0.5%	2	0.4%	3	0.5%	1	0.4%	2	0.4%	2	0.2%	2	0.8%	2	0.5%	4
Tesco Express, Putney High Street, Putney	0.4%	5	0.5%	2	0.4%	3	1.4%	3	0.2%	1	0.2%	1	0.5%	4	0.4%	1	0.5%	4
Sainsbury's Local, Balham Hill, Clapham South	0.4%	5	0.5%	2	0.4%	3	1.9%	4	0.2%	1	0.0%	0	0.5%	4	0.0%	0	0.5%	4
Tesco Express, Falcon Road, Battersea	0.4%	5	0.0%	0	0.6%	5	0.5%	1	0.4%	2	0.4%	2	0.2%	2	0.8%	2	0.5%	4
Iceland, Tooting High Street, Tooting	0.4%	5	0.5%	2	0.4%	3	0.0%	0	0.0%	0	1.0%	5	0.4%	3	0.8%	2	0.4%	3
Marks & Spencer Simply Food, Balham Hill, Clapham South	0.4%	5	0.3%	1	0.5%	4	0.9%	2	0.4%	2	0.2%	1	0.5%	4	0.4%	1	0.6%	5
Budgens, Moyser Road, Tooting	0.4%	5	0.5%	2	0.4%	3	0.5%	1	0.7%	3	0.2%	1	0.5%	4	0.4%	1	0.6%	5
Co-Op, Danebury Avenue, Alton Estate, Roehampton	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.5%	4	0.0%	0	0.2%	2
Somerfield, 474-488 Wandsworth Road, SW8	0.3%	4	0.5%	2	0.2%	2	0.9%	2	0.2%	1	0.2%	1	0.4%	3	0.0%	0	0.2%	2
Tesco Express, Fulham Palace Road, Fulham	0.3%	4	0.0%	0	0.5%	4	0.5%	1	0.7%	3	0.0%	0	0.4%	3	0.4%	1	0.4%	3
Tesco Express, Battersea Rise, Clapham Junction	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.7%	3	0.2%	1	0.4%	3	0.4%	1	0.2%	2
Marks & Spencer Food Hall, Putney High Street, Putney	0.3%	4	0.0%	0	0.5%	4	1.4%	3	0.0%	0	0.2%	1	0.4%	3	0.0%	0	0.4%	3
Sainsbury's Local, Streatham Hill, Streatham Hill	0.3%	4	0.5%	2	0.2%	2	0.5%	1	0.4%	2	0.2%	1	0.5%	4	0.0%	0	0.1%	1
Sainsbury's Local, Streatham High Road, Streatham	0.3%	4	0.5%	2	0.2%	2	0.5%	1	0.4%	2	0.2%	1	0.4%	3	0.4%	1	0.2%	2
Sainsbury's, Townmead Road, Fulham	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.4%	2	0.2%	1	0.4%	3	0.4%	1	0.5%	4
Spar, Battersea Park Road, London	0.3%	4	0.8%	3	0.1%	1	0.5%	1	0.4%	2	0.2%	1	0.2%	2	0.4%	1	0.2%	2
Tesco Express, Streatham High Road, Streatham	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.4%	2	0.2%	1	0.4%	3	0.0%	0	0.1%	1
Co-Op, Arthur Road, Wimbledon Park	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.0%	0	0.4%	3	0.0%	0	0.4%	3
Iceland, Southside Shopping Centre, Wandsworth	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.8%	2	0.2%	2
Marks & Spencer Food Hall, St. John's Road, Clapham Junction	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.2%	1	0.2%	1	0.4%	3	0.0%	0	0.1%	1
Marks & Spencer Food Hall, Kings Road, Chelsea	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.4%	2	0.0%	0	0.4%	3	0.0%	0	0.4%	3
Tesco, Castelnau, Barnes	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.4%	3	0.0%	0	0.4%	3
Tesco Express, Kings Road, Chelsea	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.0%	0	0.6%	3	0.2%	2	0.4%	1	0.4%	3
Londis, Merton Road, London	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.2%	1	0.2%	1	0.1%	1	0.4%	1	0.4%	3
Lidl, London Road, Tooting	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.1%	1	0.8%	2	0.1%	1
Costcutter, Wandsworth Road, London	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Lidl, Streatham High Road, Streatham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Co-Op, Mitcham Road, Tooting Junction	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.1%	1	0.4%	1	0.1%	1
Budgens, Replingham Road, Southfields	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Sainsbury's, Clapham High Street, Former Bus Garage, Clapham High Street / Common	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.1%	1	0.4%	1	0.2%	2
One Stop Shop, Barnes High Street, London	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.8%	2	0.2%	2
Sainsbury's, Streatham High Road, Streatham Common	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Southfields Shopping Centre, Replingham Road, Southfields	0.2%	2	0.3%	1	0.1%	1	0.9%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	2
Budgens, Parsons Green Lane, London	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.0%	0	0.2%	2
Iceland, The Pavement, Clapham High Street / Old Town	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.8%	2	0.1%	1
Local shops, Roehampton	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Sternhold Avenue, Streatham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Fulham Road, Fulham Broadway	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Lidl, Balham High Road, Balham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, North End Road, Fulham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Tesco Express, Clapham High Street, Clapham High Street / Common	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Ballards, Ballards Lane, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Costcutter, Moyser Road, Streatham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodways, Garratt Lane, Earlsfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Iceland, North End Road, Fulham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Local market, Clapham Junction	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Local market, Northcote Road, New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Alfriston	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Alfriston Road, Wandsworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Local shops, Balham High Road, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Local shops, Barmouth Road, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Barnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Garratt Lane, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Local shops, Lacy Road, Wandsworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Lytton Grove, Wandsworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Northcote Road, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Putney	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Putney Bridge Road, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Putney Hill, Wandsworth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, South Lambeth Road, Lambeth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Tooting Broadway, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Local shops, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Wandsworth Bridge Road, Fulham	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Local shops, Wandsworth Road, Lambeth	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Wimbledon Park Road, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Londis, Clapham Park	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Londis, Franciscan Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Londis, Trinity Road, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Marks & Spencer, Edgware Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Mediterranean Bakery, Streatham High Road, Streatham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Post Office, Upper Richmond Road, Barnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Fulham Palace Road, Hammersmith	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Sury Basin, Kingston	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Somerfield, High Street, New Malden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Acre Lane, Brixton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Armada Way, Beckton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Tesco, Bedford Street, Covent Garden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco, Beverley Way, New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Fulham Palace Road, Fulham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco, Goodge Street, London	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Tesco, Hammersmith	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Waitrose, Kensington High Street, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Waitrose, Wood Street, Kingston	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
(Don't do top-up food shopping)	22.2%	267	22.1%	81	22.3%	186	19.0%	40	15.8%	71	29.1%	151	18.7%	155	29.7%	77	18.6%	149
(Don't know / can't remember)	4.0%	48	3.5%	13	4.2%	35	4.3%	9	4.4%	20	3.7%	19	4.5%	37	1.9%	5	4.0%	32
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q05 In which location do you buy most of your household's non-food shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
London - West End	12.3%	148	15.5%	57	10.9%	91	20.9%	44	13.8%	62	8.1%	42	14.2%	118	6.6%	17	12.8%	103
Wandsworth Town	9.9%	119	7.9%	29	10.8%	90	13.3%	28	10.0%	45	8.7%	45	8.1%	67	14.7%	38	9.2%	74
Wimbledon	9.6%	115	9.3%	34	9.7%	81	6.6%	14	9.8%	44	10.4%	54	9.4%	78	9.3%	24	10.1%	81
Clapham Junction	7.7%	92	7.4%	27	7.8%	65	9.0%	19	7.1%	32	7.7%	40	7.2%	60	10.4%	27	6.6%	53
Putney	6.2%	75	5.2%	19	6.7%	56	7.1%	15	6.0%	27	6.2%	32	6.4%	53	6.2%	16	6.4%	51
Kingston	6.1%	73	4.1%	15	6.9%	58	2.8%	6	6.7%	30	6.9%	36	6.9%	57	4.6%	12	7.2%	58
Tooting	5.3%	64	6.0%	22	5.0%	42	5.7%	12	4.7%	21	5.8%	30	4.3%	36	8.5%	22	4.2%	34
Kings Road, Chelsea	4.5%	54	2.5%	9	5.4%	45	5.2%	11	6.2%	28	2.9%	15	5.7%	47	0.8%	2	6.2%	50
Balham	4.2%	50	5.7%	21	3.5%	29	4.3%	9	4.2%	19	4.2%	22	4.1%	34	4.2%	11	4.1%	33
Internet / delivered	3.0%	36	3.5%	13	2.8%	23	3.8%	8	3.3%	15	2.3%	12	2.8%	23	2.3%	6	2.9%	23
Croydon	2.0%	24	3.0%	11	1.6%	13	0.9%	2	2.0%	9	2.3%	12	1.9%	16	2.7%	7	1.7%	14
Fulham	1.8%	22	1.6%	6	1.9%	16	1.4%	3	2.0%	9	1.5%	8	1.9%	16	1.2%	3	2.0%	16
Colliers Wood	1.7%	20	2.5%	9	1.3%	11	1.9%	4	0.9%	4	2.3%	12	1.8%	15	1.9%	5	1.6%	13
Kensington	1.5%	18	1.1%	4	1.7%	14	1.4%	3	0.7%	3	1.9%	10	1.3%	11	1.2%	3	1.4%	11
Streatham	1.5%	18	1.6%	6	1.4%	12	0.5%	1	1.6%	7	1.9%	10	1.6%	13	1.9%	5	1.0%	8
Sutton	1.3%	16	0.5%	2	1.7%	14	0.5%	1	0.4%	2	2.5%	13	0.8%	7	3.1%	8	1.2%	10
Richmond	0.9%	11	0.3%	1	1.2%	10	0.9%	2	0.4%	2	1.3%	7	1.1%	9	0.8%	2	1.0%	8
Hammersmith	0.7%	8	0.8%	3	0.6%	5	0.5%	1	0.9%	4	0.6%	3	0.8%	7	0.4%	1	0.7%	6
Clapham High Street	0.6%	7	0.8%	3	0.5%	4	0.9%	2	0.0%	0	0.8%	4	0.6%	5	0.8%	2	0.5%	4
Battersea	0.5%	6	0.3%	1	0.6%	5	1.4%	3	0.7%	3	0.0%	0	0.6%	5	0.4%	1	0.4%	3
Roehampton Vale	0.5%	6	0.5%	2	0.5%	4	0.5%	1	0.4%	2	0.6%	3	0.4%	3	1.2%	3	0.4%	3
Knightsbridge	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.4%	2	0.4%	2	0.5%	4	0.0%	0	0.5%	4
Mitcham	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.4%	2	0.0%	0	0.1%	1	0.8%	2	0.1%	1
East Sheen	0.3%	3	0.8%	3	0.0%	0	0.5%	1	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.4%	3
Abroad	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	2	0.4%	1	0.1%	1
Brixton	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.0%	0	0.8%	2	0.2%	2
Retail Park, Kew	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.2%	2	0.4%	1	0.2%	2
Merton	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.4%	1	0.2%	2
Barnes	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.4%	1	0.2%	2
Hounslow	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.2%	2
South West London	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	2
Morden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Asda, Roehampton Vale, Roehampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Bluewater, Greenhithe	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Ealing Broadway, London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Harrow	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
High Street, Battersea	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Kew	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Notting Hill	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Rye	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Sainsbury's, Fulham Palace Road, Hammersmith	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Somerfield,. Battersea Park Road, London	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Surrey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tring	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Uxbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Worthing	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Clapham South	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Several different locations / varies	13.1%	157	14.2%	52	12.6%	105	7.6%	16	13.8%	62	14.1%	73	13.5%	112	10.4%	27	13.1%	105
(Don't know)	1.6%	19	1.9%	7	1.4%	12	0.9%	2	1.1%	5	2.1%	11	1.2%	10	1.5%	4	1.0%	8
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q06 How do you normally travel to do your non-food shopping ?
Those who do not use the internet at Q05

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Car as driver	25.6%	299	26.6%	94	25.2%	205	18.7%	38	32.6%	142	22.3%	113	28.6%	231	20.6%	52	37.2%	290
Car as passenger	4.5%	53	1.4%	5	5.9%	48	3.9%	8	3.7%	16	5.7%	29	3.8%	31	8.3%	21	5.3%	41
Bus / coach	29.1%	339	26.0%	92	30.4%	247	28.6%	58	22.3%	97	34.9%	177	27.0%	218	35.6%	90	19.0%	148
Train	9.3%	108	9.3%	33	9.2%	75	14.3%	29	9.4%	41	7.1%	36	10.0%	81	5.9%	15	9.5%	74
Taxi	0.3%	4	0.6%	2	0.2%	2	0.0%	0	0.2%	1	0.6%	3	0.0%	0	1.2%	3	0.0%	0
Walk	18.6%	217	19.2%	68	18.4%	149	22.7%	46	17.7%	77	18.3%	93	17.3%	140	20.9%	53	16.3%	127
Bicycle	1.4%	16	2.5%	9	0.9%	7	1.0%	2	2.3%	10	0.8%	4	1.6%	13	0.0%	0	1.7%	13
Other	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Tube / underground	3.1%	36	4.2%	15	2.6%	21	5.9%	12	3.7%	16	1.4%	7	3.5%	28	1.6%	4	2.7%	21
Motorbike / scooter	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.4%	3	0.0%	0	0.3%	2
(Don't know / varies)	7.7%	90	9.3%	33	7.0%	57	4.9%	10	7.8%	34	8.3%	42	7.7%	62	5.5%	14	8.1%	63
Base:		1166		354		812		203		435		507		807		253		779

Column %ges.

Q07 Apart from Christmas shopping, at which location did your household last buy clothes and shoes ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
London - West End	18.3%	220	23.4%	86	16.0%	134	28.9%	61	20.4%	92	12.7%	66	21.1%	175	10.4%	27	19.7%	158
Wandsworth Town	8.7%	104	6.5%	24	9.6%	80	13.7%	29	9.8%	44	5.4%	28	6.4%	53	14.3%	37	7.4%	59
Kingston	8.5%	102	6.0%	22	9.6%	80	4.3%	9	9.1%	41	9.8%	51	9.3%	77	8.9%	23	9.9%	79
Wimbledon	8.5%	102	7.4%	27	9.0%	75	8.1%	17	9.8%	44	6.9%	36	8.3%	69	7.7%	20	10.3%	83
Internet / delivered	5.9%	71	5.2%	19	6.2%	52	2.8%	6	4.4%	20	8.1%	42	6.0%	50	5.0%	13	5.4%	43
Kings Road, Chelsea	5.7%	68	4.6%	17	6.1%	51	7.6%	16	8.2%	37	2.7%	14	7.2%	60	1.2%	3	7.2%	58
Clapham Junction	5.6%	67	4.6%	17	6.0%	50	4.3%	9	5.6%	25	6.2%	32	4.7%	39	7.7%	20	4.7%	38
Tooting	4.7%	56	6.5%	24	3.8%	32	1.9%	4	4.0%	18	6.6%	34	3.1%	26	10.0%	26	3.2%	26
Putney	4.2%	51	3.3%	12	4.7%	39	5.2%	11	4.2%	19	4.0%	21	4.2%	35	3.5%	9	4.2%	34
Croydon	4.2%	50	5.5%	20	3.6%	30	5.2%	11	3.8%	17	4.0%	21	3.6%	30	6.6%	17	3.9%	31
Sutton	2.1%	25	1.4%	5	2.4%	20	0.5%	1	0.4%	2	4.2%	22	1.4%	12	3.5%	9	1.7%	14
Abroad	1.7%	21	2.2%	8	1.6%	13	2.8%	6	1.6%	7	1.3%	7	1.9%	16	1.5%	4	2.2%	18
Kensington	1.5%	18	1.6%	6	1.4%	12	0.0%	0	1.3%	6	2.3%	12	1.9%	16	0.8%	2	1.5%	12
Richmond	1.2%	15	1.1%	4	1.3%	11	0.9%	2	0.7%	3	1.9%	10	1.6%	13	0.8%	2	1.4%	11
Streatham	1.1%	13	1.4%	5	1.0%	8	0.9%	2	0.9%	4	1.3%	7	1.0%	8	1.2%	3	0.7%	6
Colliers Wood	1.0%	12	1.4%	5	0.8%	7	1.4%	3	1.3%	6	0.6%	3	1.0%	8	1.5%	4	0.9%	7
Fulham	1.0%	12	0.8%	3	1.1%	9	0.5%	1	1.1%	5	1.2%	6	1.1%	9	1.2%	3	1.2%	10
Hammersmith	0.8%	10	1.1%	4	0.7%	6	0.0%	0	1.3%	6	0.8%	4	1.0%	8	0.8%	2	1.1%	9
Knightsbridge	0.8%	10	0.5%	2	1.0%	8	0.5%	1	1.1%	5	0.6%	3	1.0%	8	0.4%	1	1.2%	10
Balham	0.6%	7	0.3%	1	0.7%	6	0.9%	2	0.2%	1	0.8%	4	0.5%	4	0.8%	2	0.2%	2
Kew Retail Park, Lower Mortlake Road, Kew	0.5%	6	0.0%	0	0.7%	6	0.0%	0	0.4%	2	0.8%	4	0.5%	4	0.4%	1	0.6%	5
Kew	0.4%	5	0.0%	0	0.6%	5	0.0%	0	0.4%	2	0.6%	3	0.6%	5	0.0%	0	0.6%	5
Brixton	0.4%	5	0.3%	1	0.5%	4	0.0%	0	0.4%	2	0.6%	3	0.5%	4	0.4%	1	0.4%	3
Battersea	0.4%	5	0.0%	0	0.6%	5	0.9%	2	0.4%	2	0.2%	1	0.5%	4	0.4%	1	0.2%	2
Clapham High Street	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.4%	1	0.1%	1
Ealing Broadway, Ealing	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.4%	2	0.0%	0	0.1%	1	0.4%	1	0.2%	2
Brent Cross	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Edinburgh	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.1%	1
Swansea	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	1
Brighton	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.4%	1	0.2%	2
Guildford	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.4%	1	0.1%	1
Horsham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.0%	0	0.2%	2
Chiswick	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.2%	1	0.1%	1	0.4%	1	0.0%	0
Morden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Aberdeen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Asda, Roehampton Vale, Roehampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Mitcham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Basingstoke	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Bristol City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Camden	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Cardiff	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Carlisle	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Cheltenham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Chester	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Barnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
East Sheen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Eastbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Essex	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Falkirk, Scotland	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Gatwick Airport	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Isle Of White	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
JD Sports, West 12 Shopping Centre, Shepherd's Bush	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Leeds City Centre	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Manchester City Centre	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Marlow	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
McArthur Glen Shopping Outlet, York	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Middlesbrough	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Middlesex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
North Berwick, East Lothian	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Peckham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Primark, Hammersmith	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Retail Park, Brixton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Roehampton	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.1%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Royal Tunbridge Wells	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Scotland	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco, Beverley Way, New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Upper Richmond Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Warwickshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Wigan	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Winchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Don't regularly buy these kind of goods)	4.2%	51	5.5%	20	3.7%	31	0.9%	2	1.3%	6	7.5%	39	3.3%	27	4.2%	11	2.6%	21
(Don't know / can't remember)	2.9%	35	4.1%	15	2.4%	20	1.9%	4	2.9%	13	3.5%	18	3.3%	27	1.5%	4	2.4%	19
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q08 At which other locations do you shop for clothes and shoes ?
Those who buy clothes and footwear goods at Q07

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
London - West End	12.8%	147	16.1%	56	11.3%	91	17.7%	37	13.3%	59	10.2%	49	14.1%	113	9.7%	24	13.7%	107
Kingston	8.4%	97	5.2%	18	9.8%	79	4.3%	9	10.6%	47	7.9%	38	8.3%	67	6.5%	16	10.4%	81
Wimbledon	6.5%	75	3.7%	13	7.7%	62	7.7%	16	6.5%	29	6.3%	30	7.0%	56	5.2%	13	7.2%	56
Kings Road, Chelsea	5.2%	60	2.9%	10	6.2%	50	1.9%	4	8.3%	37	4.0%	19	6.2%	50	2.0%	5	7.2%	56
Wandsworth Town	4.9%	56	2.6%	9	5.8%	47	5.7%	12	7.0%	31	2.1%	10	4.7%	38	5.6%	14	4.7%	37
Croydon	4.8%	55	4.6%	16	4.9%	39	3.8%	8	4.1%	18	5.8%	28	3.9%	31	7.3%	18	4.9%	38
Clapham Junction	3.9%	45	3.5%	12	4.1%	33	5.3%	11	3.6%	16	3.5%	17	3.5%	28	4.0%	10	3.6%	28
Tooting	3.1%	36	2.9%	10	3.2%	26	1.4%	3	2.9%	13	4.2%	20	1.9%	15	6.9%	17	2.0%	16
Putney	3.0%	34	1.4%	5	3.6%	29	1.4%	3	3.4%	15	3.1%	15	3.0%	24	2.8%	7	3.3%	26
Kensington	2.7%	31	0.9%	3	3.5%	28	2.9%	6	1.6%	7	3.8%	18	3.0%	24	1.2%	3	2.6%	20
Internet / delivered	1.7%	19	2.0%	7	1.5%	12	1.4%	3	0.9%	4	2.3%	11	1.7%	14	1.6%	4	1.4%	11
Sutton	1.7%	19	1.2%	4	1.9%	15	0.5%	1	1.1%	5	2.7%	13	1.0%	8	4.0%	10	1.4%	11
Knightsbridge	1.6%	18	0.9%	3	1.9%	15	0.0%	0	2.3%	10	1.7%	8	2.2%	18	0.0%	0	2.0%	16
Richmond	1.0%	11	0.0%	0	1.4%	11	1.0%	2	1.4%	6	0.6%	3	1.4%	11	0.0%	0	1.2%	9
Fulham	0.6%	7	0.0%	0	0.9%	7	0.5%	1	0.9%	4	0.4%	2	0.9%	7	0.0%	0	0.8%	6
Balham	0.5%	6	0.9%	3	0.4%	3	0.0%	0	0.5%	2	0.8%	4	0.5%	4	0.8%	2	0.4%	3
Colliers Wood	0.5%	6	0.6%	2	0.5%	4	1.0%	2	0.5%	2	0.4%	2	0.6%	5	0.4%	1	0.5%	4
Hammersmith	0.4%	5	0.0%	0	0.6%	5	0.5%	1	0.7%	3	0.2%	1	0.6%	5	0.0%	0	0.6%	5
Battersea	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.5%	2	0.2%	1	0.4%	3	0.0%	0	0.1%	1
Retail Park, Kew	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.4%	3	0.0%	0	0.3%	2
Uxbridge	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.2%	1	0.0%	0	0.2%	2	0.0%	0	0.3%	2
Clapham High Street	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.3%	2
Abroad	0.2%	2	0.3%	1	0.1%	1	1.0%	2	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.1%	1
Canary Wharf	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	2
Richmond	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	1
Morden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Streatham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Barnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Bicester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Birmingham	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Brent	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Brick Lane, Tower Hamlets	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Brixton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Camberley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Cheltenham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Durham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
East London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Exeter	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
High Street, Eltham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Kew	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Lakeside Shopping Centre, West Thurrock	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Meadowhall Shopping Centre, Sheffield	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Notting Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Oxford City Centre	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Plymouth	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Portsmouth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Reading	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Southampton	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Sussex	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Wotton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
(Nowhere else)	39.6%	456	50.1%	174	35.1%	282	39.2%	82	34.2%	152	45.0%	216	37.9%	304	45.2%	112	36.9%	288
(Don't know)	3.3%	38	2.6%	9	3.6%	29	1.9%	4	4.1%	18	2.9%	14	3.7%	30	2.0%	5	2.8%	22
Base:		1151		347		804		209		444		480		803		248		781

Column %ges.

Q09 Apart from Christmas shopping, at which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Internet / delivered	13.6%	163	14.7%	54	13.1%	109	12.8%	27	20.7%	93	8.1%	42	14.5%	120	10.8%	28	15.0%	120
London - West End	8.8%	106	9.3%	34	8.6%	72	8.1%	17	10.7%	48	7.9%	41	10.2%	85	5.0%	13	10.2%	82
Wandsworth Town	7.3%	88	6.5%	24	7.7%	64	12.8%	27	6.0%	27	5.8%	30	6.1%	51	9.3%	24	7.2%	58
Wimbledon	7.0%	84	6.5%	24	7.2%	60	4.3%	9	6.2%	28	8.5%	44	6.3%	52	10.8%	28	7.1%	57
Kingston	5.6%	67	2.7%	10	6.8%	57	2.8%	6	6.4%	29	6.2%	32	6.1%	51	5.0%	13	7.0%	56
Colliers Wood	4.2%	51	4.9%	18	4.0%	33	3.8%	8	5.6%	25	3.3%	17	4.5%	37	4.2%	11	5.2%	42
Kings Road, Chelsea	4.1%	49	2.2%	8	4.9%	41	3.8%	8	4.9%	22	3.7%	19	5.4%	45	0.8%	2	5.1%	41
Clapham Junction	3.4%	41	5.2%	19	2.6%	22	3.8%	8	3.1%	14	3.3%	17	3.3%	27	3.9%	10	2.5%	20
Putney	3.2%	38	3.0%	11	3.2%	27	2.8%	6	3.6%	16	2.9%	15	3.3%	27	3.5%	9	2.5%	20
Croydon	3.1%	37	3.3%	12	3.0%	25	3.3%	7	4.2%	19	2.1%	11	3.4%	28	2.3%	6	3.9%	31
Fulham	2.9%	35	3.0%	11	2.9%	24	1.4%	3	2.4%	11	3.7%	19	2.7%	22	4.2%	11	3.2%	26
Tooting	1.7%	21	3.0%	11	1.2%	10	0.5%	1	0.7%	3	3.1%	16	1.4%	12	2.7%	7	0.6%	5
Balham	1.4%	17	3.0%	11	0.7%	6	2.8%	6	1.1%	5	1.2%	6	1.6%	13	1.5%	4	0.9%	7
Kensington	0.7%	9	0.3%	1	1.0%	8	0.9%	2	0.7%	3	0.6%	3	0.8%	7	0.0%	0	0.9%	7
Barnes	0.7%	9	0.8%	3	0.7%	6	0.0%	0	0.7%	3	1.2%	6	1.1%	9	0.0%	0	1.1%	9
Richmond	0.7%	9	0.0%	0	1.1%	9	0.5%	1	0.4%	2	1.2%	6	0.8%	7	0.8%	2	0.9%	7
Streatham	0.7%	8	0.8%	3	0.6%	5	0.5%	1	0.9%	4	0.6%	3	0.5%	4	1.2%	3	0.5%	4
Brixton	0.7%	8	1.1%	4	0.5%	4	0.5%	1	0.0%	0	1.3%	7	0.6%	5	0.4%	1	0.2%	2
Merton	0.5%	6	0.3%	1	0.6%	5	0.0%	0	0.2%	1	1.0%	5	0.5%	4	0.8%	2	0.7%	6
Clapham High Street	0.4%	5	0.8%	3	0.2%	2	0.5%	1	0.4%	2	0.4%	2	0.2%	2	0.0%	0	0.6%	5
Morden	0.4%	5	0.3%	1	0.5%	4	0.5%	1	0.2%	1	0.6%	3	0.6%	5	0.0%	0	0.6%	5
Battersea	0.3%	4	0.5%	2	0.2%	2	0.0%	0	0.7%	3	0.2%	1	0.2%	2	0.8%	2	0.1%	1
Hammersmith	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.4%	2	0.4%	2	0.1%	1	1.2%	3	0.5%	4
New Malden	0.3%	3	0.5%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.1%	1	0.8%	2	0.4%	3
Roehampton	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.6%	3	0.2%	2	0.0%	0	0.1%	1
Kent	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.0%	0	0.2%	2
Knightsbridge	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.2%	2	0.0%	0	0.2%	2
Twickenham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.2%	2
Currys, Plough Lane, London	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.4%	1	0.2%	2
Mitcham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Sutton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Abroad	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
B&Q, Smugglers Way, Wandsworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Burgess Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Camberwell	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Colchester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Currys, Great West Road, Brentford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Eastbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Guildford	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Hastings	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Hounslow	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Upper Richmond Road, East Sheen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Newcastle-Upon-Tyne	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Nine Elms	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Plough Lane, Merton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Tesco Extra, Pengam Green, Cardiff	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Upper Richmond Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Wales	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Wembley	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
West Norwood	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	20.9%	251	20.7%	76	21.0%	175	25.6%	54	14.0%	63	24.7%	128	18.6%	154	23.9%	62	15.3%	123
(Don't know / can't remember)	4.2%	51	4.1%	15	4.3%	36	5.2%	11	4.2%	19	4.0%	21	4.7%	39	3.5%	9	4.6%	37
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q10 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?
Those who buy domestic electric appliances at Q09

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Wimbledon	4.0%	38	4.1%	12	3.9%	26	2.5%	4	3.6%	14	4.9%	19	3.8%	26	3.6%	7	4.0%	27
London - West End	3.8%	36	3.1%	9	4.1%	27	2.5%	4	4.1%	16	4.1%	16	4.0%	27	2.0%	4	4.4%	30
Kingston	3.3%	31	2.7%	8	3.5%	23	1.3%	2	4.4%	17	2.6%	10	4.1%	28	0.5%	1	3.5%	24
Internet / delivered	2.9%	28	3.4%	10	2.7%	18	5.7%	9	3.1%	12	1.8%	7	3.3%	22	3.0%	6	3.5%	24
Wandsworth Town	2.7%	26	2.1%	6	3.0%	20	3.2%	5	2.6%	10	2.6%	10	2.7%	18	3.0%	6	2.4%	16
Clapham Junction	2.5%	24	2.1%	6	2.7%	18	2.5%	4	2.6%	10	2.6%	10	2.1%	14	4.6%	9	2.1%	14
Kings Road, Chelsea	2.1%	20	0.7%	2	2.7%	18	0.6%	1	3.1%	12	1.8%	7	2.4%	16	1.0%	2	2.8%	19
Colliers Wood	1.7%	16	1.0%	3	2.0%	13	0.6%	1	2.1%	8	1.8%	7	1.6%	11	2.5%	5	1.9%	13
Putney	1.5%	14	0.7%	2	1.8%	12	1.9%	3	1.8%	7	1.0%	4	1.3%	9	2.5%	5	1.6%	11
Croydon	1.4%	13	0.7%	2	1.7%	11	0.6%	1	2.3%	9	0.8%	3	1.2%	8	2.5%	5	1.0%	7
Fulham	1.3%	12	1.4%	4	1.2%	8	1.9%	3	0.5%	2	1.8%	7	1.5%	10	0.5%	1	1.5%	10
Tooting	1.2%	11	0.7%	2	1.4%	9	1.9%	3	1.6%	6	0.5%	2	0.7%	5	1.5%	3	1.0%	7
Kensington	0.5%	5	0.7%	2	0.5%	3	0.0%	0	1.0%	4	0.3%	1	0.6%	4	0.5%	1	0.7%	5
Richmond	0.5%	5	0.3%	1	0.6%	4	0.6%	1	0.0%	0	1.0%	4	0.6%	4	0.5%	1	0.6%	4
Balham	0.5%	5	0.7%	2	0.5%	3	0.6%	1	0.0%	0	1.0%	4	0.7%	5	0.0%	0	0.7%	5
Morden	0.4%	4	0.3%	1	0.5%	3	0.0%	0	0.3%	1	0.8%	3	0.3%	2	0.0%	0	0.3%	2
Streatham	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.3%	1	0.8%	3	0.4%	3	0.5%	1	0.4%	3
East Sheen	0.2%	2	0.3%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.1%	1	0.0%	0	0.3%	2
Mitcham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.1%	1
Knightsbridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.1%	1
Raynes Park	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
B&Q, Norwood Road, London	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Brixton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.1%	1
Cambridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Cheam	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.1%	1
Guildford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.1%	1
Hammersmith	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.1%	1
New Malden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0
Nine Elms	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Oswestry	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tesco, Isle Of Wight	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.1%	1
Watford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
York and Sheffield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Nowhere else)	64.6%	614	70.1%	204	62.1%	410	67.5%	106	63.6%	246	63.9%	250	64.6%	437	65.5%	129	62.7%	426
(Don't know / varies)	5.5%	52	5.8%	17	5.3%	35	5.7%	9	4.1%	16	6.9%	27	4.9%	33	6.6%	13	5.6%	38
Base:		951		291		660		157		387		391		676		197		679

Column %ges.

Q11 Apart from Christmas shopping, at which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Internet / delivered	17.7%	213	23.2%	85	15.3%	128	17.5%	37	23.8%	107	13.3%	69	19.8%	164	13.5%	35	20.4%	164
London - West End	8.7%	104	10.1%	37	8.0%	67	12.3%	26	9.1%	41	6.9%	36	10.5%	87	3.5%	9	9.2%	74
Wandsworth Town	6.8%	82	5.2%	19	7.5%	63	10.9%	23	7.1%	32	4.8%	25	6.3%	52	8.5%	22	7.5%	60
Wimbledon	6.0%	72	5.5%	20	6.2%	52	4.7%	10	6.0%	27	6.4%	33	6.0%	50	7.3%	19	6.9%	55
Kingston	4.9%	59	3.8%	14	5.4%	45	2.8%	6	5.6%	25	5.2%	27	5.3%	44	4.6%	12	5.7%	46
Kings Road, Chelsea	3.5%	42	1.9%	7	4.2%	35	1.9%	4	4.2%	19	3.5%	18	4.3%	36	1.2%	3	4.6%	37
Fulham	3.4%	41	3.5%	13	3.4%	28	2.4%	5	4.2%	19	3.1%	16	3.7%	31	3.5%	9	4.2%	34
Colliers Wood	3.4%	41	4.4%	16	3.0%	25	1.4%	3	5.1%	23	2.9%	15	3.4%	28	4.2%	11	3.9%	31
Putney	3.1%	37	3.5%	13	2.9%	24	2.4%	5	2.9%	13	3.7%	19	2.8%	23	4.6%	12	2.6%	21
Clapham Junction	2.9%	35	4.1%	15	2.4%	20	3.3%	7	2.9%	13	2.5%	13	2.2%	18	5.4%	14	2.4%	19
Croydon	2.6%	31	2.5%	9	2.6%	22	3.3%	7	3.1%	14	1.9%	10	2.8%	23	1.9%	5	3.1%	25
Battersea	1.6%	19	1.6%	6	1.6%	13	0.9%	2	1.3%	6	2.1%	11	1.4%	12	2.3%	6	0.5%	4
Tooting	1.2%	15	1.6%	6	1.1%	9	1.4%	3	0.4%	2	1.9%	10	0.8%	7	2.3%	6	0.7%	6
Balham	1.2%	14	1.1%	4	1.2%	10	2.8%	6	0.9%	4	0.8%	4	1.3%	11	0.8%	2	1.0%	8
Kensington	0.7%	9	0.8%	3	0.7%	6	0.5%	1	0.9%	4	0.6%	3	0.6%	5	0.8%	2	0.6%	5
Streatham	0.6%	7	1.1%	4	0.4%	3	0.0%	0	0.9%	4	0.6%	3	0.6%	5	0.8%	2	0.2%	2
Abroad	0.5%	6	0.3%	1	0.6%	5	0.9%	2	0.7%	3	0.2%	1	0.6%	5	0.4%	1	0.5%	4
Morden	0.4%	5	0.0%	0	0.6%	5	0.5%	1	0.2%	1	0.6%	3	0.2%	2	0.4%	1	0.6%	5
Richmond	0.3%	4	0.0%	0	0.5%	4	0.5%	1	0.0%	0	0.6%	3	0.4%	3	0.4%	1	0.5%	4
Merton	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	2	0.4%	1	0.2%	2
Asda, Roehampton Vale, Roehampton	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Hammersmith	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.2%	1	0.2%	1	0.1%	1	0.8%	2	0.4%	3
Clapham High Street	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.1%	1	0.0%	0	0.2%	2
Knightsbridge	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Sutton	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.1%	1
Upper Richmond Road, East Sheen	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.0%	0	0.2%	2
Currys, Plough Lane, London	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.4%	1	0.2%	2
Guildford	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Mitcham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Barnes	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Basingstoke	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Bromley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Earls Court	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
East Sheen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Enfield	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Hounslow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Local shops, Barnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Makro, Anchor & Hope Lane, Charlton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Milton Keynes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Nine Elms	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Notting Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Old Kent Road, Southwark	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Peckham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Plough Lane, Merton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Twickenham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Wembley	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	23.5%	282	20.7%	76	24.7%	206	21.8%	46	13.6%	61	31.8%	165	20.2%	168	27.8%	72	16.7%	134
(Don't know / can't remember)	3.4%	41	1.4%	5	4.3%	36	3.8%	8	4.0%	18	2.7%	14	3.1%	26	3.1%	8	3.7%	30
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q12 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?
Those who buy any other kinds of electric goods at Q11

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Internet / delivered	5.0%	46	4.1%	12	5.4%	34	7.9%	13	6.7%	26	1.7%	6	5.9%	39	1.1%	2	5.5%	37
London - West End	4.3%	40	6.5%	19	3.3%	21	4.2%	7	4.9%	19	4.0%	14	5.3%	35	1.6%	3	5.2%	35
Kingston	2.7%	25	2.1%	6	3.0%	19	4.2%	7	3.3%	13	1.1%	4	2.9%	19	2.7%	5	3.6%	24
Wandsworth Town	2.6%	24	1.4%	4	3.2%	20	3.0%	5	1.8%	7	3.1%	11	2.0%	13	4.8%	9	3.0%	20
Wimbledon	2.6%	24	2.4%	7	2.7%	17	2.4%	4	1.8%	7	3.7%	13	2.9%	19	2.7%	5	3.0%	20
Colliers Wood	2.0%	18	1.7%	5	2.1%	13	3.0%	5	1.5%	6	2.0%	7	2.1%	14	1.1%	2	1.6%	11
Kings Road, Chelsea	1.8%	17	0.3%	1	2.5%	16	0.6%	1	2.6%	10	1.7%	6	2.3%	15	0.5%	1	2.4%	16
Fulham	1.1%	10	0.7%	2	1.3%	8	0.0%	0	1.8%	7	0.8%	3	1.2%	8	1.1%	2	1.5%	10
Clapham Junction	1.0%	9	0.7%	2	1.1%	7	1.2%	2	1.0%	4	0.8%	3	0.8%	5	2.1%	4	1.2%	8
Putney	0.8%	7	0.0%	0	1.1%	7	0.6%	1	1.0%	4	0.6%	2	0.6%	4	1.6%	3	0.7%	5
Tooting	0.8%	7	0.0%	0	1.1%	7	1.2%	2	1.0%	4	0.3%	1	0.3%	2	2.1%	4	0.4%	3
Croydon	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.5%	2	0.8%	3	0.8%	5	0.0%	0	0.6%	4
Morden	0.4%	4	0.3%	1	0.5%	3	0.0%	0	0.3%	1	0.8%	3	0.6%	4	0.0%	0	0.6%	4
Balham	0.4%	4	1.4%	4	0.0%	0	0.0%	0	0.3%	1	0.8%	3	0.5%	3	0.5%	1	0.6%	4
Brixton	0.3%	3	1.0%	3	0.0%	0	0.0%	0	0.5%	2	0.3%	1	0.3%	2	0.5%	1	0.3%	2
Kensington	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.3%	2
Richmond	0.2%	2	0.3%	1	0.2%	1	0.6%	1	0.3%	1	0.0%	0	0.3%	2	0.0%	0	0.3%	2
Battersea	0.2%	2	0.0%	0	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.2%	1	0.5%	1	0.2%	1
Mitcham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Clapham High Street	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Knightsbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Brent Cross	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Cambridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
East Sheen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
Glasgow	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Ilford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
New Malden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.2%	1
Reading	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.2%	1
Roehampton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
Vauxhall	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
(Nowhere else)	68.7%	632	73.2%	213	66.6%	419	66.7%	110	66.6%	259	72.3%	256	68.1%	451	70.1%	131	65.4%	437
(Don't know / varies)	5.1%	47	4.8%	14	5.2%	33	3.6%	6	4.9%	19	5.7%	20	4.4%	29	6.4%	12	4.6%	31
Base:		920		291		629		165		389		354		662		187		668

Column %ges.

Q13 Apart from Christmas shopping, which location did your household last buy furniture, soft furnishings and floor-coverings ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
London - West End	9.5%	114	9.8%	36	9.3%	78	15.2%	32	10.0%	45	6.9%	36	10.7%	89	5.0%	13	10.5%	84
Croydon	9.5%	114	11.2%	41	8.7%	73	18.0%	38	12.2%	55	4.0%	21	10.0%	83	9.3%	24	10.0%	80
Wimbledon	5.2%	62	4.4%	16	5.5%	46	4.3%	9	5.8%	26	5.0%	26	5.1%	42	6.2%	16	5.4%	43
Internet / delivered	5.1%	61	3.5%	13	5.7%	48	5.7%	12	6.7%	30	3.7%	19	5.1%	42	6.2%	16	5.0%	40
Kingston	4.9%	59	4.4%	16	5.2%	43	3.8%	8	5.3%	24	5.2%	27	6.1%	51	1.5%	4	6.2%	50
Wandsworth Town	4.7%	56	5.2%	19	4.4%	37	5.7%	12	4.9%	22	3.9%	20	4.1%	34	6.2%	16	4.4%	35
Kings Road, Chelsea	4.0%	48	2.7%	10	4.6%	38	3.8%	8	5.3%	24	2.7%	14	4.6%	38	1.5%	4	5.1%	41
Clapham Junction	3.2%	39	3.8%	14	3.0%	25	2.8%	6	2.2%	10	4.0%	21	2.7%	22	5.0%	13	2.6%	21
Putney	2.7%	32	2.5%	9	2.8%	23	1.9%	4	2.9%	13	2.9%	15	3.0%	25	1.9%	5	2.6%	21
Tooting	2.4%	29	2.2%	8	2.5%	21	0.9%	2	2.2%	10	3.1%	16	2.0%	17	4.6%	12	2.2%	18
Colliers Wood	1.3%	16	1.4%	5	1.3%	11	0.5%	1	1.8%	8	1.3%	7	1.4%	12	1.2%	3	1.2%	10
Fulham	1.1%	13	0.5%	2	1.3%	11	0.9%	2	2.2%	10	0.2%	1	1.2%	10	0.4%	1	1.4%	11
Balham	0.8%	10	0.5%	2	1.0%	8	1.4%	3	1.1%	5	0.4%	2	1.0%	8	0.4%	1	1.0%	8
Morden	0.7%	9	1.1%	4	0.6%	5	0.0%	0	0.4%	2	1.3%	7	0.2%	2	1.9%	5	0.7%	6
Kensington	0.7%	8	0.5%	2	0.7%	6	0.5%	1	0.7%	3	0.4%	2	0.5%	4	0.0%	0	0.5%	4
Brixton	0.5%	6	0.5%	2	0.5%	4	0.0%	0	0.4%	2	0.8%	4	0.4%	3	0.8%	2	0.1%	1
Battersea	0.5%	6	0.5%	2	0.5%	4	0.5%	1	0.9%	4	0.2%	1	0.6%	5	0.4%	1	0.6%	5
New Malden	0.4%	5	0.0%	0	0.6%	5	0.0%	0	0.7%	3	0.2%	1	0.2%	2	1.2%	3	0.4%	3
Mitcham	0.4%	5	0.5%	2	0.4%	3	0.0%	0	0.2%	1	0.8%	4	0.5%	4	0.4%	1	0.2%	2
East Sheen	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.0%	0	0.8%	4	0.4%	3	0.0%	0	0.5%	4
Merton	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.0%	0	0.6%	3	0.5%	4	0.0%	0	0.4%	3
Richmond	0.3%	4	0.5%	2	0.2%	2	0.0%	0	0.4%	2	0.4%	2	0.4%	3	0.4%	1	0.2%	2
Ikea, Drury Way, London	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.7%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	3
Raynes Park	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.4%	2	0.2%	1	0.4%	3	0.0%	0	0.4%	3
Hammersmith	0.3%	3	0.0%	0	0.4%	3	0.9%	2	0.0%	0	0.2%	1	0.2%	2	0.4%	1	0.4%	3
DFS, Shannon Corner Retail Park, Burlington Road, New Malden	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.0%	0	0.6%	3	0.1%	1	0.8%	2	0.2%	2
Knightsbridge	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.1%	1
Sutton	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.2%	2
Clapham High Street	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Streatham	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.0%	0	0.2%	2
Ealing	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.4%	1	0.2%	2
Antique Fair, Battersea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Birmingham	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Camden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Capitol Carpets, Northcote Road, Battersea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Charlton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Cheam	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Abroad	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Eastbourne	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Elephant & Castle Shopping Centre, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Harrogate	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
High Street, Homerton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Ikea, Ferry Road, Grangetown	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Kent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Land Of Leather, Race Meadows Way, Kempston	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Middlesex	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
New Malden Shopping Centre, New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Newark-On-Trent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Reading	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Roehampton Vale	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Slough	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Surrey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Teddington	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Tolworth	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Wembley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Clapham South	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	32.2%	387	33.0%	121	31.9%	266	26.1%	55	22.9%	103	42.2%	219	30.7%	255	33.6%	87	27.8%	223
(Don't know / can't remember)	5.3%	64	5.7%	21	5.2%	43	3.8%	8	5.8%	26	5.8%	30	5.1%	42	6.6%	17	6.1%	49
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q14 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ?
Those who buy furniture, soft furnishings or floor coverings at Q13

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Croydon	3.9%	32	4.1%	10	3.9%	22	3.8%	6	3.5%	12	4.3%	13	4.0%	23	3.5%	6	4.5%	26
Kingston	3.7%	30	3.7%	9	3.7%	21	1.9%	3	3.2%	11	5.3%	16	4.2%	24	1.7%	3	4.7%	27
London - West End	3.4%	28	3.7%	9	3.3%	19	1.9%	3	5.5%	19	2.0%	6	3.8%	22	2.9%	5	4.0%	23
Wandsworth Town	2.5%	20	3.3%	8	2.1%	12	3.8%	6	2.3%	8	2.0%	6	2.3%	13	2.9%	5	2.6%	15
Kings Road, Chelsea	2.2%	18	1.2%	3	2.6%	15	1.9%	3	2.3%	8	2.0%	6	2.8%	16	0.0%	0	2.6%	15
Wimbledon	2.1%	17	2.0%	5	2.1%	12	1.3%	2	2.3%	8	2.3%	7	2.1%	12	2.3%	4	2.2%	13
Internet / delivered	1.8%	15	1.6%	4	1.9%	11	1.3%	2	2.0%	7	1.7%	5	2.1%	12	1.7%	3	1.7%	10
Putney	1.4%	11	0.4%	1	1.8%	10	1.3%	2	1.2%	4	1.7%	5	1.4%	8	1.2%	2	1.7%	10
Clapham Junction	1.2%	10	2.4%	6	0.7%	4	1.9%	3	0.9%	3	1.3%	4	1.0%	6	1.2%	2	0.3%	2
Tooting	1.1%	9	1.2%	3	1.1%	6	0.0%	0	1.4%	5	1.3%	4	0.5%	3	3.5%	6	0.9%	5
Fulham	0.9%	7	1.2%	3	0.7%	4	0.6%	1	0.9%	3	1.0%	3	0.7%	4	1.2%	2	1.0%	6
Kensington	0.6%	5	0.4%	1	0.7%	4	0.6%	1	1.2%	4	0.0%	0	0.9%	5	0.0%	0	0.7%	4
Sutton	0.6%	5	0.4%	1	0.7%	4	0.6%	1	0.0%	0	1.3%	4	0.3%	2	1.2%	2	0.7%	4
New Malden	0.5%	4	0.0%	0	0.7%	4	0.0%	0	0.3%	1	0.7%	2	0.5%	3	0.6%	1	0.5%	3
Knightsbridge	0.2%	2	0.0%	0	0.4%	2	0.6%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.3%	2
Streatham	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	2	0.0%	0	0.2%	1
Colliers Wood	0.2%	2	0.0%	0	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.2%	1	0.6%	1	0.3%	2
Morden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
Richmond	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
Allied Carpets, Erril Retail Park, Plymouth Road, Plymouth	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
Battersea	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Brent Cross	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Cardiff	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Chelsea Harbour Retail Park, Fulham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Hackbridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
Homebase, Weir Road, London	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.2%	1
Kent	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1
Lakeside Retail Park, Thurrock	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Merton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.0%	0
Norwich	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Reading	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Wembley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Worthing	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.2%	1
(Nowhere else)	66.5%	542	69.1%	170	65.4%	372	72.4%	113	66.0%	229	64.7%	194	66.6%	383	66.3%	114	63.7%	369
(Don't know / varies)	7.5%	61	6.5%	16	7.9%	45	7.1%	11	6.9%	24	8.3%	25	6.8%	39	8.7%	15	7.9%	46
Base:		815		246		569		156		347		300		575		172		579

Column %ges.

Q15 Apart from Christmas shopping, which location did your household last buy DIY / hardware and garden items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
B&Q, Smugglers Way, Wandsworth	15.9%	191	17.7%	65	15.1%	126	14.7%	31	21.1%	95	11.8%	61	16.9%	140	13.1%	34	20.3%	163
Wimbledon	11.6%	139	12.3%	45	11.3%	94	10.0%	21	12.0%	54	11.8%	61	12.0%	100	11.6%	30	13.7%	110
Homebase, Swandon Way, Wandsworth	8.9%	107	5.5%	20	10.4%	87	7.6%	16	10.4%	47	7.9%	41	10.1%	84	4.6%	12	11.0%	88
Wandsworth Town	7.8%	94	6.3%	23	8.5%	71	10.4%	22	11.6%	52	3.9%	20	8.4%	70	5.4%	14	9.7%	78
Homebase, York Road, Battersea	2.2%	26	2.2%	8	2.2%	18	3.3%	7	2.7%	12	1.3%	7	2.0%	17	2.7%	7	1.6%	13
Putney	2.0%	24	2.7%	10	1.7%	14	0.0%	0	1.8%	8	3.1%	16	2.5%	21	0.8%	2	1.7%	14
Tooting	1.8%	22	2.2%	8	1.7%	14	1.4%	3	2.9%	13	1.2%	6	2.0%	17	1.5%	4	1.4%	11
London - West End	1.7%	20	2.2%	8	1.4%	12	3.3%	7	1.8%	8	1.0%	5	1.9%	16	0.8%	2	1.9%	15
Streatham	1.5%	18	1.6%	6	1.4%	12	2.4%	5	1.8%	8	1.0%	5	1.7%	14	1.5%	4	1.6%	13
Richmond	1.5%	18	1.1%	4	1.7%	14	0.9%	2	1.6%	7	1.7%	9	1.7%	14	1.2%	3	2.2%	18
Clapham Junction	1.4%	17	1.6%	6	1.3%	11	3.3%	7	1.1%	5	1.0%	5	1.0%	8	2.3%	6	1.1%	9
Croydon	1.2%	14	1.9%	7	0.8%	7	2.4%	5	1.3%	6	0.6%	3	1.2%	10	0.4%	1	1.5%	12
Internet / delivered	1.1%	13	1.4%	5	1.0%	8	1.4%	3	0.4%	2	1.5%	8	1.1%	9	1.2%	3	1.1%	9
Balham	0.9%	11	1.6%	6	0.6%	5	0.5%	1	1.3%	6	0.8%	4	1.1%	9	0.8%	2	1.1%	9
Clapham High Street	0.7%	9	0.3%	1	1.0%	8	2.4%	5	0.2%	1	0.6%	3	0.8%	7	0.8%	2	0.6%	5
Fulham	0.7%	8	0.8%	3	0.6%	5	0.0%	0	0.9%	4	0.8%	4	0.8%	7	0.4%	1	0.9%	7
Morden	0.7%	8	0.3%	1	0.8%	7	0.0%	0	0.9%	4	0.8%	4	0.5%	4	1.2%	3	0.6%	5
Kingston	0.6%	7	0.5%	2	0.6%	5	0.5%	1	0.7%	3	0.6%	3	0.8%	7	0.0%	0	0.5%	4
Homebase, Jubilee Way, Merton	0.6%	7	0.5%	2	0.6%	5	0.9%	2	0.2%	1	0.8%	4	0.6%	5	0.4%	1	0.7%	6
Sutton	0.5%	6	0.3%	1	0.6%	5	0.0%	0	0.2%	1	1.0%	5	0.6%	5	0.4%	1	0.5%	4
Battersea	0.5%	6	0.8%	3	0.4%	3	1.4%	3	0.4%	2	0.2%	1	0.7%	6	0.0%	0	0.1%	1
B&Q, Burlington Road, New Malden	0.4%	5	0.8%	3	0.2%	2	0.0%	0	0.2%	1	0.8%	4	0.4%	3	0.8%	2	0.5%	4
Homebase, Manor Road, Richmond	0.4%	5	0.0%	0	0.6%	5	0.0%	0	0.7%	3	0.4%	2	0.4%	3	0.4%	1	0.5%	4
B&Q, Alexandra Road, Wimbledon	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.2%	1	0.4%	2	0.5%	4	0.0%	0	0.4%	3
Colliers Wood	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.2%	1	0.6%	3	0.5%	4	0.0%	0	0.4%	3
Barnes	0.3%	4	0.5%	2	0.2%	2	0.5%	1	0.2%	1	0.4%	2	0.5%	4	0.0%	0	0.5%	4
Kensington	0.3%	4	0.5%	2	0.2%	2	0.5%	1	0.4%	2	0.2%	1	0.5%	4	0.0%	0	0.4%	3
Merton	0.3%	3	0.5%	2	0.1%	1	0.0%	0	0.2%	1	0.4%	2	0.1%	1	0.8%	2	0.4%	3
Homebase, Woodgate Drive, Streatham Vale	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.0%	0	0.4%	2	0.4%	3	0.0%	0	0.2%	2
East Sheen	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.2%	2	0.0%	0	0.1%	1
Mitcham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Wickes, Plough Lane, Wimbledon	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.2%	2
B&Q, Larch Drive, Chiswick	0.2%	2	0.5%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.4%	1	0.2%	2
Hammersmith	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.1%	1
Kings Road, Chelsea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
B&Q, Bugsby Way, Greenwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
B&Q, Dodnor Lane, Newport	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
B&Q, Hesterman Way, Croydon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
B&Q, Norwood Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Burford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Chessington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Cobham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Crawley Down, Crawley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Essex	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Feltham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Garden Centre, Chessington	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Guildford	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Homebase, Kingston Road, New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Ikea, Drury Way, London	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Kent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Milton Keynes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
New Malden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Royal Horticultural Society, Pirbright	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Rye	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Sainsbury's, Battersea Park Road, Battersea	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Squires Garden Centre, Halliford Road, Shepperton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Stockwell	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Surrey	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Twickenham	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Walton-On-Thames	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Wandsworth Road, Lambeth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
West Norwood	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	28.5%	342	28.6%	105	28.4%	237	27.5%	58	18.2%	82	37.2%	193	24.2%	201	39.4%	102	17.0%	136
(Don't know / can't remember)	1.9%	23	2.2%	8	1.8%	15	0.5%	1	1.6%	7	2.3%	12	1.4%	12	2.7%	7	2.2%	18
Base:		1202		367		835		211		450		519		830		259		802

Q16 Which other locations do you visit to buy DIY / hardware and garden items ?
Those who buy DIY / hardware and garden items at Q15

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Homebase, Swandon Way, Wandsworth	12.3%	106	12.6%	33	12.2%	73	11.1%	17	14.1%	52	10.4%	34	12.7%	80	10.2%	16	13.1%	87
B&Q, Smugglers Way, Wandsworth	8.0%	69	6.1%	16	8.9%	53	5.9%	9	9.8%	36	6.7%	22	8.3%	52	7.0%	11	9.0%	60
Wimbledon	4.3%	37	6.1%	16	3.5%	21	2.6%	4	4.3%	16	5.2%	17	4.1%	26	3.8%	6	4.4%	29
Wandsworth Town	2.9%	25	3.1%	8	2.8%	17	2.6%	4	3.0%	11	3.1%	10	3.0%	19	3.8%	6	2.9%	19
Croydon	1.2%	10	2.3%	6	0.7%	4	0.7%	1	1.6%	6	0.9%	3	1.3%	8	0.6%	1	1.1%	7
Fulham	1.2%	10	1.5%	4	1.0%	6	1.3%	2	1.1%	4	0.9%	3	1.3%	8	0.6%	1	1.2%	8
Internet / delivered	0.9%	8	2.3%	6	0.3%	2	0.0%	0	1.1%	4	0.9%	3	1.0%	6	0.6%	1	1.1%	7
Tooting	0.9%	8	0.8%	2	1.0%	6	0.0%	0	1.4%	5	0.9%	3	0.6%	4	2.5%	4	1.2%	8
Homebase, York Road, Battersea	0.9%	8	0.4%	1	1.2%	7	0.7%	1	0.8%	3	1.2%	4	0.8%	5	1.3%	2	0.9%	6
Richmond	0.7%	6	1.5%	4	0.3%	2	0.7%	1	0.5%	2	0.9%	3	0.8%	5	0.6%	1	0.6%	4
Putney	0.6%	5	0.4%	1	0.7%	4	0.0%	0	0.3%	1	1.2%	4	0.6%	4	0.6%	1	0.3%	2
Morden	0.5%	4	0.0%	0	0.7%	4	0.0%	0	0.3%	1	0.9%	3	0.5%	3	0.6%	1	0.5%	3
Streatham	0.5%	4	1.1%	3	0.2%	1	0.0%	0	0.3%	1	0.9%	3	0.5%	3	0.0%	0	0.6%	4
B&Q, Alexandra Road, Wimbledon	0.5%	4	0.0%	0	0.7%	4	0.0%	0	0.5%	2	0.6%	2	0.3%	2	0.6%	1	0.5%	3
London - West End	0.5%	4	0.0%	0	0.7%	4	0.7%	1	0.5%	2	0.3%	1	0.6%	4	0.0%	0	0.5%	3
Kingston	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	2	0.5%	3	0.0%	0	0.2%	1
East Sheen	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.9%	3	0.3%	2	0.0%	0	0.5%	3
Balham	0.3%	3	0.4%	1	0.3%	2	0.7%	1	0.5%	2	0.0%	0	0.3%	2	0.6%	1	0.5%	3
Clapham High Street	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	2
Clapham Junction	0.2%	2	0.4%	1	0.2%	1	0.7%	1	0.0%	0	0.3%	1	0.2%	1	0.6%	1	0.2%	1
Brixton	0.2%	2	0.0%	0	0.3%	2	0.7%	1	0.3%	1	0.0%	0	0.2%	1	0.6%	1	0.2%	1
Homebase, Jubilee Way, Merton	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	2
Kings Road, Chelsea	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.3%	1	0.3%	2	0.0%	0	0.3%	2
B&Q, Gunnersbury Road, Chiswick	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.6%	1	0.3%	2
Barnes	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	2
Tunbridge Wells	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.6%	2	0.2%	1	0.6%	1	0.3%	2
Mitcham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Abroad	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
Colliers Wood	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
East London	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Sutton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.0%	0
Homebase, Woodgate Drive, London	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Twickenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Wickes, Plough Lane, Wimbledon	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1
(Nowhere else)	58.6%	504	59.5%	156	58.2%	348	69.3%	106	55.2%	203	58.3%	190	58.2%	366	59.9%	94	56.3%	375
(Don't know / varies)	4.1%	35	3.1%	8	4.5%	27	2.6%	4	4.3%	16	4.6%	15	3.5%	22	7.0%	11	4.7%	31
Base:		860		262		598		153		368		326		629		157		666

Column %ges.

Q17 Apart from Christmas shopping, which location did your household last buy chemist, health and beauty items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Wandsworth Town	12.5%	150	10.9%	40	13.2%	110	17.1%	36	11.8%	53	11.6%	60	11.0%	91	17.4%	45	12.1%	97
Wimbledon	9.9%	119	9.5%	35	10.1%	84	5.7%	12	10.4%	47	11.2%	58	10.6%	88	8.5%	22	11.5%	92
Putney	9.9%	119	8.7%	32	10.4%	87	9.5%	20	9.3%	42	10.6%	55	10.5%	87	7.7%	20	9.9%	79
Clapham Junction	9.8%	118	8.4%	31	10.4%	87	9.0%	19	11.1%	50	8.7%	45	9.0%	75	12.0%	31	8.9%	71
Balham	9.7%	116	12.8%	47	8.3%	69	10.9%	23	10.2%	46	8.9%	46	10.0%	83	9.3%	24	11.2%	90
Tooting	7.9%	95	7.1%	26	8.3%	69	7.6%	16	8.4%	38	7.7%	40	6.5%	54	12.7%	33	6.4%	51
Fulham	5.3%	64	6.0%	22	5.0%	42	2.8%	6	5.6%	25	6.2%	32	5.9%	49	3.9%	10	6.2%	50
London - West End	4.8%	58	5.7%	21	4.4%	37	10.0%	21	5.8%	26	2.1%	11	5.2%	43	3.5%	9	4.7%	38
Streatham	2.2%	27	1.9%	7	2.4%	20	2.8%	6	2.4%	11	1.7%	9	2.5%	21	1.2%	3	1.7%	14
Kings Road, Chelsea	2.0%	24	0.5%	2	2.6%	22	1.4%	3	2.2%	10	1.9%	10	2.2%	18	0.8%	2	2.5%	20
Clapham High Street	2.0%	24	3.3%	12	1.4%	12	2.8%	6	1.1%	5	2.5%	13	2.3%	19	1.2%	3	1.5%	12
Kingston	1.9%	23	0.8%	3	2.4%	20	0.9%	2	1.6%	7	2.5%	13	2.0%	17	1.9%	5	2.0%	16
Battersea	1.8%	22	2.2%	8	1.7%	14	3.8%	8	1.6%	7	1.3%	7	1.9%	16	1.9%	5	1.4%	11
Colliers Wood	1.7%	21	1.9%	7	1.7%	14	0.9%	2	2.4%	11	1.5%	8	2.0%	17	1.5%	4	2.0%	16
Barnes	1.1%	13	0.8%	3	1.2%	10	0.0%	0	1.3%	6	1.3%	7	1.2%	10	1.2%	3	1.6%	13
Internet / delivered	1.0%	12	0.5%	2	1.2%	10	1.4%	3	0.9%	4	1.0%	5	1.2%	10	0.8%	2	0.9%	7
Richmond	0.8%	10	0.5%	2	1.0%	8	0.9%	2	0.4%	2	1.2%	6	1.1%	9	0.4%	1	1.1%	9
Roehampton	0.8%	10	1.1%	4	0.7%	6	0.5%	1	0.4%	2	1.3%	7	0.7%	6	1.2%	3	0.6%	5
Croydon	0.8%	10	0.5%	2	1.0%	8	0.5%	1	1.3%	6	0.6%	3	0.7%	6	1.5%	4	1.1%	9
Hammersmith	0.7%	8	0.3%	1	0.8%	7	1.4%	3	0.4%	2	0.6%	3	0.7%	6	0.8%	2	0.6%	5
Kensington	0.6%	7	0.8%	3	0.5%	4	0.9%	2	0.2%	1	0.6%	3	0.6%	5	0.4%	1	0.4%	3
Brixton	0.6%	7	0.5%	2	0.6%	5	0.5%	1	0.4%	2	0.8%	4	0.4%	3	0.8%	2	0.1%	1
East Sheen	0.4%	5	0.3%	1	0.5%	4	0.0%	0	0.7%	3	0.4%	2	0.4%	3	0.4%	1	0.5%	4
Merton	0.4%	5	0.0%	0	0.6%	5	0.0%	0	0.4%	2	0.6%	3	0.5%	4	0.4%	1	0.5%	4
Knightsbridge	0.3%	4	0.5%	2	0.2%	2	0.5%	1	0.7%	3	0.0%	0	0.5%	4	0.0%	0	0.1%	1
Abroad	0.3%	3	0.3%	1	0.2%	2	0.9%	2	0.2%	1	0.0%	0	0.2%	2	0.4%	1	0.2%	2
Mitcham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.2%	2
Canary Wharf	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.2%	2	0.0%	0	0.1%	1
Sutton	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.4%	1	0.1%	1
Asda, Roehampton Vale, Roehampton	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.2%	2
Kew Retail Park, Kew	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.0%	0	0.2%	2
Boots, Bluewater Shopping Centre, Kent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Boots, Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Morden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Clapham Park	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Clapham South	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Co-Op, Danebury Avenue, Roehampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Day Lewis, Kingston Road, Merton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Canary Wharf Shopping Centre, London	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Earlsfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
East Sheen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Gatwick Airport	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Greenwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Heathrow Airport, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
High Street, Roehampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Kanari Pharmacy, Fulham Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Kew Gardens, Brentford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Earls Court	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Lancaster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Local Chemist, Roehampton	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Barnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Local shops, Roehampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Nine Elms	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Paddington	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Parsons Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Queenstown Road, London	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton Vale	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Sainsbury's, King George Avenue, Ilford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Sainsbury's, Wandsworth Road, Vauxhall	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
St Johns Sports Centre, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Upper Richmond Road West,	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
East Sheen																		
Waitrose, Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Wandsworth Road, Lambeth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Waterloo	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Wembley	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	5.3%	64	9.8%	36	3.4%	28	3.8%	8	3.6%	16	6.9%	36	4.3%	36	5.8%	15	3.7%	30
(Don't know / can't remember)	1.6%	19	1.6%	6	1.6%	13	0.9%	2	1.6%	7	1.5%	8	1.8%	15	0.4%	1	1.9%	15
Base:		1202		367		835		211		450		519		830		259		802

Q18 Which other locations do you visit to buy health, beauty and chemist items ?

Those who buy chemist, health and beauty items at Q17

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Wandsworth Town	3.5%	40	2.4%	8	4.0%	32	4.4%	9	2.5%	11	4.1%	20	3.0%	24	4.9%	12	3.6%	28
London - West End	3.3%	37	3.3%	11	3.2%	26	4.9%	10	3.5%	15	2.3%	11	3.8%	30	2.5%	6	2.9%	22
Clapham Junction	2.8%	32	1.8%	6	3.2%	26	4.4%	9	3.2%	14	1.9%	9	2.5%	20	3.3%	8	2.6%	20
Tooting	2.5%	28	0.9%	3	3.1%	25	1.5%	3	2.1%	9	3.3%	16	2.0%	16	4.1%	10	2.1%	16
Putney	2.3%	26	1.2%	4	2.7%	22	2.0%	4	1.2%	5	3.3%	16	2.5%	20	2.0%	5	2.3%	18
Balham	1.9%	22	2.7%	9	1.6%	13	0.5%	1	2.5%	11	2.1%	10	2.4%	19	0.4%	1	2.5%	19
Wimbledon	1.9%	22	1.2%	4	2.2%	18	3.0%	6	2.3%	10	1.2%	6	2.0%	16	1.6%	4	2.1%	16
Kingston	1.7%	19	0.6%	2	2.1%	17	1.0%	2	1.2%	5	2.1%	10	1.6%	13	2.0%	5	1.6%	12
Kings Road, Chelsea	1.3%	15	1.2%	4	1.4%	11	1.0%	2	1.2%	5	1.7%	8	1.8%	14	0.0%	0	1.8%	14
Fulham	1.1%	13	0.9%	3	1.2%	10	1.5%	3	0.7%	3	1.4%	7	1.3%	10	0.8%	2	1.3%	10
Streatham	0.9%	10	0.9%	3	0.9%	7	1.5%	3	0.0%	0	1.4%	7	0.9%	7	1.2%	3	1.2%	9
Clapham High Street	0.9%	10	1.8%	6	0.5%	4	1.5%	3	0.7%	3	0.8%	4	1.1%	9	0.4%	1	0.8%	6
Kensington	0.7%	8	0.6%	2	0.7%	6	0.5%	1	0.7%	3	0.6%	3	0.8%	6	0.0%	0	0.6%	5
Internet / delivered	0.7%	8	0.3%	1	0.9%	7	0.0%	0	1.4%	6	0.4%	2	0.8%	6	0.4%	1	1.0%	8
Richmond	0.6%	7	0.6%	2	0.6%	5	0.5%	1	0.7%	3	0.6%	3	0.6%	5	0.8%	2	0.8%	6
Colliers Wood	0.5%	6	0.6%	2	0.5%	4	0.0%	0	0.5%	2	0.8%	4	0.5%	4	0.8%	2	0.6%	5
Sutton	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.0%	0	0.4%	2	0.1%	1	0.8%	2	0.4%	3
Brixton	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.3%	2	0.4%	1	0.4%	3
Barnes	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.6%	3	0.1%	1	0.4%	1	0.3%	2
Hammersmith	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.4%	3	0.0%	0	0.3%	2
Battersea	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.1%	1	0.8%	2	0.0%	0
Abroad	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0	0.3%	2
East Sheen	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.2%	1	0.0%	0	0.3%	2	0.0%	0	0.1%	1
Knightsbridge	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.0%	0	0.3%	2	0.0%	0	0.3%	2
Asda, Roehampton Vale, London	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.4%	1	0.3%	2
Mitcham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.0%	0	0.0%	0
Boots, Replingham Road, Southfields	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0	0.1%	1
Morden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Croydon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Chelsea	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Clapham South	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Ealing Broadway	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Guildford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Heathrow Airport	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Hounslow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Kent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Notting Hill	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Paddington	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Retail Park, Kew	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Roehampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.1%	1
Southfields	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
St Albans City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Twickenham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Uxbridge	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Waterloo	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Nowhere else)	67.4%	767	73.4%	243	64.9%	524	66.5%	135	68.4%	297	66.7%	322	66.6%	529	68.0%	166	65.4%	505
(Don't know / varies)	3.3%	38	3.6%	12	3.2%	26	2.0%	4	4.6%	20	2.9%	14	3.4%	27	2.5%	6	3.5%	27
Base:		1138		331		807		203		434		483		794		244		772

Q19 Apart from Christmas shopping, which location did your household last buy other non-food items such as books, CD's, toys and gifts ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Internet / delivered	20.1%	241	23.7%	87	18.4%	154	22.3%	47	27.6%	124	12.7%	66	23.3%	193	10.4%	27	24.1%	193
Wimbledon	9.8%	118	8.4%	31	10.4%	87	8.1%	17	11.3%	51	9.2%	48	10.1%	84	9.7%	25	11.1%	89
London - West End	9.8%	118	16.1%	59	7.1%	59	16.1%	34	9.6%	43	7.7%	40	11.1%	92	6.6%	17	10.1%	81
Putney	9.2%	111	8.2%	30	9.7%	81	6.6%	14	8.9%	40	10.4%	54	9.2%	76	8.9%	23	8.6%	69
Wandsworth Town	7.7%	92	4.1%	15	9.2%	77	12.3%	26	8.9%	40	4.6%	24	6.5%	54	10.4%	27	7.5%	60
Clapham Junction	6.1%	73	4.4%	16	6.8%	57	8.1%	17	5.1%	23	6.0%	31	5.4%	45	8.1%	21	4.9%	39
Balham	3.7%	45	6.8%	25	2.4%	20	4.3%	9	3.6%	16	3.9%	20	4.5%	37	2.3%	6	3.7%	30
Fulham	2.2%	26	1.4%	5	2.5%	21	1.4%	3	2.2%	10	2.3%	12	2.0%	17	2.3%	6	2.9%	23
Kings Road, Chelsea	2.1%	25	1.6%	6	2.3%	19	3.3%	7	2.2%	10	1.5%	8	2.3%	19	0.8%	2	2.2%	18
Kingston	2.0%	24	1.1%	4	2.4%	20	1.9%	4	2.2%	10	1.9%	10	2.5%	21	1.2%	3	2.4%	19
Croydon	1.7%	20	1.6%	6	1.7%	14	0.9%	2	2.0%	9	1.7%	9	1.3%	11	3.5%	9	1.6%	13
Tooting	1.6%	19	0.8%	3	1.9%	16	1.4%	3	0.9%	4	2.3%	12	1.4%	12	2.3%	6	0.7%	6
Streatham	1.2%	15	0.5%	2	1.6%	13	1.9%	4	1.1%	5	1.2%	6	0.8%	7	2.3%	6	0.9%	7
Richmond	0.8%	10	0.3%	1	1.1%	9	0.0%	0	0.4%	2	1.5%	8	0.8%	7	1.2%	3	1.1%	9
Sutton	0.8%	10	0.5%	2	1.0%	8	0.5%	1	0.4%	2	1.3%	7	0.5%	4	1.9%	5	1.0%	8
Colliers Wood	0.7%	9	0.8%	3	0.7%	6	0.0%	0	0.7%	3	1.2%	6	0.7%	6	0.8%	2	0.7%	6
Kensington	0.7%	9	0.5%	2	0.8%	7	0.0%	0	0.7%	3	1.2%	6	1.0%	8	0.0%	0	0.9%	7
Clapham High Street	0.7%	8	0.3%	1	0.8%	7	0.5%	1	0.7%	3	0.8%	4	0.7%	6	0.4%	1	0.7%	6
Barnes	0.5%	6	0.3%	1	0.6%	5	0.0%	0	0.9%	4	0.4%	2	0.6%	5	0.4%	1	0.7%	6
Hammersmith	0.5%	6	0.5%	2	0.5%	4	0.5%	1	0.7%	3	0.4%	2	0.6%	5	0.4%	1	0.6%	5
Abroad	0.5%	6	0.5%	2	0.5%	4	1.4%	3	0.2%	1	0.4%	2	0.5%	4	0.8%	2	0.5%	4
Roehampton	0.3%	4	0.0%	0	0.5%	4	0.5%	1	0.2%	1	0.4%	2	0.2%	2	0.4%	1	0.1%	1
Brixton	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.2%	1	0.2%	1	0.0%	0	1.2%	3	0.1%	1
Mitcham	0.3%	3	0.5%	2	0.1%	1	0.5%	1	0.0%	0	0.4%	2	0.1%	1	0.4%	1	0.1%	1
Asda, Roehampton Vale, Roehampton	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Battersea	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2	0.0%	0	0.2%	2
East Sheen	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.1%	1	0.0%	0	0.2%	2
Tesco, Beverley Way, New Malden	0.2%	2	0.0%	0	0.2%	2	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Gatwick	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.1%	1
Car Boot Sale, Battersea	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
Dulwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Ealing Broadway, Ealing	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Early Learning Centre, Bluewater Shopping Centre, Bluewater	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Raynes Park	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Cheam	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Greenwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Heathrow Airport, London	0.1%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0
High Street, Barnes	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Holborn	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Kent	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Kew Gardens	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1
Marylebone	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
New Malden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.1%	1
Uxbridge	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Wales	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Don't regularly buy these kind of goods)	12.9%	155	13.9%	51	12.5%	104	3.8%	8	5.3%	24	22.4%	116	9.4%	78	20.8%	54	8.5%	68
(Don't know / can't remember)	1.7%	20	1.4%	5	1.8%	15	0.9%	2	1.3%	6	2.3%	12	1.6%	13	1.9%	5	1.4%	11
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q20 Which other locations do you visit to buy other non-food items such as books, CD's, toys and gifts ?
Those who buy books, CDs, toys and gifts at Q19

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
London - West End	6.4%	67	8.2%	26	5.6%	41	5.9%	12	7.3%	31	5.7%	23	6.6%	50	5.9%	12	6.5%	48
Internet / delivered	5.7%	60	6.6%	21	5.3%	39	7.9%	16	7.0%	30	3.5%	14	6.4%	48	2.9%	6	6.7%	49
Wandsworth Town	4.7%	49	2.5%	8	5.6%	41	5.4%	11	4.5%	19	4.2%	17	3.7%	28	7.8%	16	4.0%	29
Wimbledon	4.5%	47	2.5%	8	5.3%	39	4.9%	10	5.4%	23	3.5%	14	4.8%	36	4.9%	10	5.3%	39
Putney	4.0%	42	3.8%	12	4.1%	30	3.0%	6	4.7%	20	4.0%	16	4.1%	31	4.9%	10	5.2%	38
Clapham Junction	3.5%	37	3.5%	11	3.6%	26	3.0%	6	4.2%	18	2.7%	11	3.7%	28	2.4%	5	3.8%	28
Kingston	3.2%	34	2.5%	8	3.6%	26	1.0%	2	5.6%	24	2.0%	8	3.6%	27	2.4%	5	4.1%	30
Tooting	2.0%	21	0.9%	3	2.5%	18	2.5%	5	1.6%	7	2.2%	9	1.6%	12	3.4%	7	1.4%	10
Kings Road, Chelsea	1.7%	18	1.9%	6	1.6%	12	1.0%	2	3.1%	13	0.7%	3	2.0%	15	0.5%	1	2.0%	15
Balham	1.4%	15	1.6%	5	1.4%	10	2.5%	5	1.4%	6	1.0%	4	1.7%	13	1.0%	2	1.6%	12
Croydon	1.1%	12	1.3%	4	1.1%	8	0.5%	1	1.4%	6	1.2%	5	1.1%	8	1.0%	2	1.2%	9
Fulham	0.7%	7	0.3%	1	0.8%	6	1.0%	2	0.2%	1	0.7%	3	0.8%	6	0.0%	0	0.8%	6
Richmond	0.7%	7	0.9%	3	0.5%	4	0.0%	0	0.5%	2	1.2%	5	0.9%	7	0.0%	0	0.5%	4
Clapham High Street	0.6%	6	0.6%	2	0.5%	4	0.5%	1	0.2%	1	1.0%	4	0.8%	6	0.0%	0	0.7%	5
Sutton	0.6%	6	0.0%	0	0.8%	6	0.0%	0	0.2%	1	1.2%	5	0.4%	3	1.5%	3	0.4%	3
Streatham	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.5%	2	0.7%	3	0.5%	4	0.5%	1	0.3%	2
Battersea	0.5%	5	0.9%	3	0.3%	2	0.5%	1	0.9%	4	0.0%	0	0.3%	2	1.0%	2	0.3%	2
Kensington	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.5%	2	0.7%	3	0.3%	2	0.5%	1	0.3%	2
Knightsbridge	0.3%	3	0.3%	1	0.3%	2	0.5%	1	0.2%	1	0.2%	1	0.3%	2	0.0%	0	0.4%	3
Brixton	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.2%	1	0.5%	2	0.3%	2	0.5%	1	0.3%	2
Colliers Wood	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.7%	3	0.4%	3	0.0%	0	0.4%	3
Canary Wharf	0.2%	2	0.3%	1	0.1%	1	0.5%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	2
Barnes	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.3%	2	0.0%	0	0.1%	1
Abroad	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.0%	0	0.3%	2
Hammersmith	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.1%	1	0.5%	1	0.1%	1
Morden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Camden Market, Camden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Mitcham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
East Sheen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Gatwick Airport	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Hastings	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
HMV, Four Seasons Centre, Mansfield	0.1%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Lakeside Shopping Centre, West Thurrock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Middlesex	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Nine Elms	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Reading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
(Nowhere else)	54.5%	571	57.6%	182	53.2%	389	58.1%	118	50.7%	216	56.6%	228	53.6%	403	57.1%	117	52.0%	382
(Don't know / varies)	4.6%	48	4.7%	15	4.5%	33	2.5%	5	3.1%	13	7.4%	30	4.5%	34	4.9%	10	4.1%	30
Base:		1047		316		731		203		426		403		752		205		734

Wandsworth Borough Council Telephone Household Survey
for Nathaniel Lichfield & Partners

Q21 What if anything would make you shop more often in Wandsworth Town Centre ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nothing	54.6%	656	57.8%	212	53.2%	444	46.9%	99	50.2%	226	61.7%	320	51.0%	423	67.2%	174	49.6%	398
Better choice of shops in general	13.0%	156	9.8%	36	14.4%	120	20.4%	43	16.4%	74	7.1%	37	14.1%	117	8.1%	21	15.6%	125
Better choice of clothing shops	6.8%	82	3.5%	13	8.3%	69	10.4%	22	8.0%	36	4.4%	23	6.3%	52	7.7%	20	7.7%	62
More car parking	5.8%	70	7.6%	28	5.0%	42	2.8%	6	8.2%	37	4.8%	25	7.3%	61	3.1%	8	8.6%	69
Better quality shops	4.4%	53	2.5%	9	5.3%	44	7.6%	16	6.0%	27	1.9%	10	4.3%	36	3.5%	9	5.6%	45
Improved bus services	4.2%	50	4.6%	17	4.0%	33	5.7%	12	4.0%	18	3.5%	18	5.1%	42	1.5%	4	4.0%	32
More traffic free areas / pedestrianisation	3.2%	38	3.8%	14	2.9%	24	5.2%	11	4.7%	21	1.2%	6	3.4%	28	3.1%	8	4.2%	34
Free / cheaper car parking	1.5%	18	3.0%	11	0.8%	7	1.9%	4	1.6%	7	1.2%	6	1.9%	16	0.8%	2	2.2%	18
More food supermarkets	1.4%	17	0.8%	3	1.7%	14	0.9%	2	1.8%	8	1.3%	7	1.6%	13	0.8%	2	1.6%	13
More large shops	1.3%	16	0.5%	2	1.7%	14	0.5%	1	1.1%	5	1.7%	9	1.2%	10	1.2%	3	1.4%	11
Other	1.2%	14	1.1%	4	1.2%	10	0.9%	2	1.3%	6	1.2%	6	1.4%	12	0.8%	2	1.1%	9
Better maintenance / cleanliness	1.0%	12	0.8%	3	1.1%	9	0.5%	1	0.9%	4	1.0%	5	0.8%	7	1.5%	4	1.0%	8
Cheaper prices	0.7%	8	1.1%	4	0.5%	4	1.4%	3	0.7%	3	0.4%	2	0.5%	4	1.2%	3	0.4%	3
Improve the shopping environment	0.7%	8	1.1%	4	0.5%	4	0.0%	0	1.3%	6	0.4%	2	0.8%	7	0.4%	1	0.6%	5
Improve security / safety	0.5%	6	0.3%	1	0.6%	5	0.5%	1	0.9%	4	0.2%	1	0.4%	3	0.8%	2	0.5%	4
Improve the traffic system	0.4%	5	0.3%	1	0.5%	4	0.5%	1	0.4%	2	0.4%	2	0.5%	4	0.4%	1	0.5%	4
Marks & Spencer	0.4%	5	0.0%	0	0.6%	5	0.5%	1	0.0%	0	0.8%	4	0.5%	4	0.4%	1	0.5%	4
Improve the market	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.4%	2	0.2%	1	0.4%	3	0.0%	0	0.5%	4
Better choice of non-food stores	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.7%	3	0.2%	1	0.4%	3	0.0%	0	0.5%	4
Better access to the town centre	0.3%	4	0.3%	1	0.4%	3	0.0%	0	0.2%	1	0.6%	3	0.5%	4	0.0%	0	0.4%	3
Less traffic	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.2%	1	0.2%	1	0.4%	3	0.0%	0	0.4%	3
More places to eat / drink	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.2%	1	0.2%	1	0.4%	3	0.0%	0	0.4%	3
New department store	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.2%	2	0.4%	1	0.4%	3
More independent stores	0.3%	3	0.3%	1	0.2%	2	0.5%	1	0.0%	0	0.4%	2	0.4%	3	0.0%	0	0.4%	3
If I had more information about the town centre	0.3%	3	0.5%	2	0.1%	1	0.9%	2	0.0%	0	0.2%	1	0.2%	2	0.0%	0	0.2%	2
Improve public transport	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.7%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	3
(Don't know)	10.6%	128	10.1%	37	10.9%	91	9.0%	19	8.9%	40	12.9%	67	10.7%	89	8.9%	23	8.9%	71
Base:		1202		367		835		211		450		519		830		259		802

Q22 What if anything would make you shop more often in Clapham Junction Town Centre ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nothing	62.2%	748	62.9%	231	61.9%	517	52.1%	110	59.1%	266	69.2%	359	59.9%	497	72.6%	188	59.0%	473
Better choice of shops in general	9.6%	115	9.5%	35	9.6%	80	19.9%	42	10.4%	47	4.8%	25	9.9%	82	7.0%	18	9.4%	75
More car parking	6.6%	79	6.0%	22	6.8%	57	4.7%	10	9.3%	42	5.0%	26	8.1%	67	2.7%	7	9.7%	78
Better quality shops	3.7%	44	2.5%	9	4.2%	35	5.7%	12	5.1%	23	1.5%	8	3.6%	30	2.7%	7	4.2%	34
Better choice of clothing shops	3.6%	43	2.5%	9	4.1%	34	8.1%	17	3.8%	17	1.5%	8	3.9%	32	1.9%	5	3.5%	28
Improved bus services	2.2%	27	2.5%	9	2.2%	18	2.4%	5	1.6%	7	2.7%	14	2.9%	24	0.4%	1	2.5%	20
Other	1.8%	22	1.9%	7	1.8%	15	3.8%	8	1.1%	5	1.7%	9	1.8%	15	0.8%	2	1.9%	15
More traffic free areas / pedestrianisation	1.7%	21	3.5%	13	1.0%	8	2.4%	5	1.3%	6	1.9%	10	1.6%	13	2.3%	6	2.0%	16
Better maintenance / cleanliness	1.1%	13	0.5%	2	1.3%	11	0.9%	2	1.8%	8	0.6%	3	1.0%	8	1.2%	3	1.5%	12
More large shops	1.1%	13	0.5%	2	1.3%	11	0.9%	2	0.9%	4	1.2%	6	1.0%	8	0.8%	2	1.1%	9
More food supermarkets	0.5%	6	0.0%	0	0.7%	6	0.9%	2	0.7%	3	0.2%	1	0.2%	2	0.8%	2	0.5%	4
Cheaper / free parking	0.5%	6	0.5%	2	0.5%	4	0.0%	0	0.7%	3	0.4%	2	0.6%	5	0.4%	1	0.7%	6
Improved public transport	0.5%	6	0.3%	1	0.6%	5	0.5%	1	0.2%	1	0.8%	4	0.4%	3	0.4%	1	0.5%	4
Improve the shopping environment	0.4%	5	0.8%	3	0.2%	2	0.9%	2	0.7%	3	0.0%	0	0.6%	5	0.0%	0	0.5%	4
Improve security / safety	0.4%	5	0.3%	1	0.5%	4	0.0%	0	0.9%	4	0.2%	1	0.2%	2	0.0%	0	0.5%	4
Improved markets	0.3%	4	0.0%	0	0.5%	4	0.0%	0	0.0%	0	0.8%	4	0.4%	3	0.4%	1	0.4%	3
Better choice of non-food stores	0.3%	4	0.0%	0	0.5%	4	0.5%	1	0.2%	1	0.4%	2	0.4%	3	0.4%	1	0.4%	3
I never visit	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.2%	1	0.2%	1	0.0%	0	1.2%	3	0.4%	3
New department store	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.2%	1	0.4%	2	0.2%	2	0.4%	1	0.4%	3
If it were not as busy / crowded	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.4%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	2
(Don't know)	11.1%	133	11.7%	43	10.8%	90	8.1%	17	10.7%	48	12.1%	63	11.3%	94	9.7%	25	10.3%	83
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q23 What if anything would make you shop more often in Putney Town Centre ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nothing	62.6%	753	66.2%	243	61.1%	510	58.3%	123	60.4%	272	66.5%	345	61.2%	508	68.0%	176	58.9%	472
More car parking	8.2%	99	9.3%	34	7.8%	65	6.2%	13	10.4%	47	6.7%	35	9.3%	77	4.6%	12	12.1%	97
Better choice of shops in general	6.2%	74	4.1%	15	7.1%	59	8.1%	17	6.4%	29	5.2%	27	7.0%	58	3.9%	10	6.5%	52
More traffic free areas / pedestrianisation	3.4%	41	4.1%	15	3.1%	26	2.4%	5	4.0%	18	3.5%	18	3.7%	31	2.7%	7	4.7%	38
Better choice of clothing shops	3.0%	36	1.6%	6	3.6%	30	4.3%	9	3.3%	15	2.3%	12	2.9%	24	2.7%	7	2.6%	21
Improved bus services	2.3%	28	1.4%	5	2.8%	23	2.8%	6	2.9%	13	1.5%	8	2.9%	24	1.2%	3	2.7%	22
Better quality shops	1.9%	23	1.1%	4	2.3%	19	1.9%	4	2.7%	12	1.3%	7	1.8%	15	2.3%	6	2.4%	19
Other	1.4%	17	1.4%	5	1.4%	12	2.4%	5	0.7%	3	1.7%	9	1.7%	14	0.0%	0	1.0%	8
Cheaper / free parking	1.2%	14	1.1%	4	1.2%	10	0.9%	2	1.6%	7	0.8%	4	1.2%	10	1.2%	3	1.7%	14
More large shops	0.8%	10	1.1%	4	0.7%	6	0.5%	1	0.7%	3	1.2%	6	0.8%	7	1.2%	3	0.6%	5
Better choice of non-food stores	0.7%	9	0.3%	1	1.0%	8	0.5%	1	0.9%	4	0.8%	4	0.6%	5	0.8%	2	1.0%	8
Less traffic congestion	0.5%	6	0.5%	2	0.5%	4	0.5%	1	1.1%	5	0.0%	0	0.6%	5	0.0%	0	0.6%	5
I never visit	0.4%	5	0.0%	0	0.6%	5	0.5%	1	0.7%	3	0.2%	1	0.1%	1	1.5%	4	0.6%	5
More independent stores	0.3%	4	0.0%	0	0.5%	4	0.0%	0	0.2%	1	0.6%	3	0.4%	3	0.4%	1	0.5%	4
Better maintenance / cleanliness	0.3%	4	0.0%	0	0.5%	4	0.5%	1	0.2%	1	0.4%	2	0.5%	4	0.0%	0	0.2%	2
Improve public transport	0.3%	3	0.3%	1	0.2%	2	0.9%	2	0.0%	0	0.2%	1	0.4%	3	0.0%	0	0.2%	2
More food supermarkets	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	2	0.0%	0	0.0%	0
Improved markets	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0
(Don't know)	13.4%	161	12.8%	47	13.7%	114	13.7%	29	12.7%	57	13.9%	72	12.8%	106	13.9%	36	12.2%	98
Base:		1202		367		835		211		450		519		830		259		802

Q24 What if anything would make you shop more often in Balham Town Centre ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nothing	69.3%	833	69.8%	256	69.1%	577	66.8%	141	67.6%	304	71.9%	373	68.7%	570	71.4%	185	68.0%	545
Better choice of shops in general	6.7%	80	7.1%	26	6.5%	54	11.4%	24	7.6%	34	4.2%	22	7.5%	62	5.0%	13	7.9%	63
Better choice of clothing shops	4.4%	53	3.8%	14	4.7%	39	6.2%	13	5.6%	25	2.9%	15	4.6%	38	3.9%	10	4.6%	37
More car parking	2.7%	33	3.5%	13	2.4%	20	1.4%	3	4.2%	19	1.9%	10	3.1%	26	1.9%	5	4.0%	32
Better quality shops	1.8%	22	2.2%	8	1.7%	14	1.9%	4	2.2%	10	1.3%	7	2.3%	19	0.4%	1	2.6%	21
Other	1.3%	16	1.1%	4	1.4%	12	1.4%	3	1.3%	6	1.3%	7	1.3%	11	1.9%	5	1.5%	12
Improved bus services	1.0%	12	1.1%	4	1.0%	8	0.9%	2	0.9%	4	1.2%	6	1.2%	10	0.0%	0	0.7%	6
More traffic free areas / pedestrianisation	0.8%	10	0.8%	3	0.8%	7	0.5%	1	0.9%	4	1.0%	5	0.7%	6	1.5%	4	0.9%	7
Improve the market	0.6%	7	0.5%	2	0.6%	5	0.5%	1	0.4%	2	0.8%	4	0.5%	4	1.2%	3	0.7%	6
More food supermarkets	0.5%	6	1.1%	4	0.2%	2	0.0%	0	0.9%	4	0.4%	2	0.7%	6	0.0%	0	0.7%	6
Better maintenance / cleanliness	0.3%	4	0.5%	2	0.2%	2	0.0%	0	0.4%	2	0.4%	2	0.4%	3	0.4%	1	0.4%	3
More large shops	0.3%	4	0.8%	3	0.1%	1	0.0%	0	0.0%	0	0.8%	4	0.4%	3	0.0%	0	0.4%	3
Better choice of non-food stores	0.3%	4	0.5%	2	0.2%	2	0.5%	1	0.7%	3	0.0%	0	0.5%	4	0.0%	0	0.4%	3
(Don't know)	16.3%	196	14.2%	52	17.2%	144	17.1%	36	14.9%	67	17.0%	88	15.4%	128	17.0%	44	15.2%	122
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q25 What if anything would make you shop more often in Tooting Town Centre ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nothing	66.6%	800	64.0%	235	67.7%	565	67.3%	142	64.0%	288	68.2%	354	66.5%	552	68.3%	177	65.2%	523
Better choice of shops in general	6.7%	81	7.6%	28	6.3%	53	10.0%	21	7.1%	32	5.4%	28	7.5%	62	4.6%	12	7.0%	56
More car parking	4.0%	48	4.1%	15	4.0%	33	3.8%	8	4.2%	19	3.9%	20	4.5%	37	2.7%	7	5.7%	46
Better choice of clothing shops	3.1%	37	3.0%	11	3.1%	26	3.8%	8	2.9%	13	3.1%	16	2.4%	20	4.2%	11	2.6%	21
More traffic free areas / pedestrianisation	2.3%	28	4.4%	16	1.4%	12	3.3%	7	3.1%	14	1.3%	7	2.5%	21	2.3%	6	2.7%	22
Better quality shops	2.1%	25	1.9%	7	2.2%	18	1.9%	4	3.3%	15	1.2%	6	2.4%	20	1.5%	4	2.4%	19
Better maintenance / cleanliness	1.5%	18	0.8%	3	1.8%	15	0.9%	2	1.6%	7	1.7%	9	1.2%	10	2.3%	6	1.4%	11
Other	1.3%	16	1.9%	7	1.1%	9	0.9%	2	2.4%	11	0.6%	3	1.4%	12	1.2%	3	1.4%	11
Improved bus services	0.7%	9	1.4%	5	0.5%	4	0.9%	2	0.7%	3	0.8%	4	0.8%	7	0.4%	1	0.4%	3
More large shops	0.7%	8	0.5%	2	0.7%	6	0.0%	0	1.3%	6	0.4%	2	0.7%	6	0.8%	2	0.5%	4
More food supermarkets	0.5%	6	0.3%	1	0.6%	5	0.0%	0	0.7%	3	0.6%	3	0.5%	4	0.8%	2	0.4%	3
Improve choice of the non-food stores	0.4%	5	0.5%	2	0.4%	3	0.9%	2	0.4%	2	0.2%	1	0.6%	5	0.0%	0	0.2%	2
Cheaper / free parking	0.3%	4	0.5%	2	0.2%	2	0.0%	0	0.4%	2	0.4%	2	0.4%	3	0.4%	1	0.5%	4
Improved public transport	0.3%	4	0.3%	1	0.4%	3	0.5%	1	0.7%	3	0.0%	0	0.4%	3	0.4%	1	0.2%	2
Improve security / safety	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.6%	3	0.2%	2	0.4%	1	0.2%	2
Fewer shops that sell foreign goods	0.3%	3	0.3%	1	0.2%	2	0.0%	0	0.4%	2	0.2%	1	0.4%	3	0.0%	0	0.2%	2
(Don't know)	15.9%	191	16.1%	59	15.8%	132	13.7%	29	16.0%	72	16.4%	85	15.8%	131	13.9%	36	16.2%	130
Base:		1202		367		835		211		450		519		830		259		802

Q26 What items, if any, do you regularly buy on the internet ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Nothing	49.5%	595	45.5%	167	51.3%	428	32.2%	68	32.7%	147	71.1%	369	41.1%	341	73.0%	189	40.8%	327
Books, CD's, Toys etc	38.0%	457	43.9%	161	35.4%	296	52.1%	110	52.7%	237	19.8%	103	45.1%	374	18.1%	47	45.6%	366
Electrical TV, Hi-Fi and computers	16.0%	192	22.9%	84	12.9%	108	18.5%	39	22.0%	99	10.2%	53	18.1%	150	9.7%	25	19.5%	156
Clothes and shoes	12.4%	149	9.8%	36	13.5%	113	16.1%	34	18.2%	82	6.4%	33	14.3%	119	7.3%	19	14.8%	119
Groceries	9.8%	118	5.2%	19	11.9%	99	13.7%	29	15.3%	69	2.9%	15	12.0%	100	3.1%	8	11.0%	88
Domestic electrical appliances	8.7%	105	11.2%	41	7.7%	64	10.4%	22	12.2%	55	5.2%	27	9.4%	78	6.2%	16	10.8%	87
Travel tickets / holidays	3.5%	42	4.4%	16	3.1%	26	1.9%	4	4.2%	19	3.5%	18	4.1%	34	2.3%	6	4.1%	33
Furniture, soft furnishings and floor coverings	3.2%	39	2.2%	8	3.7%	31	4.3%	9	3.8%	17	2.3%	12	3.7%	31	1.5%	4	4.0%	32
Health and beauty, chemist items	2.7%	32	1.4%	5	3.2%	27	1.4%	3	4.9%	22	1.0%	5	3.3%	27	1.2%	3	3.6%	29
DIY, hardware and homewares	2.3%	28	2.2%	8	2.4%	20	1.9%	4	4.0%	18	1.2%	6	2.7%	22	1.2%	3	2.9%	23
Other	1.0%	12	1.1%	4	1.0%	8	1.9%	4	0.4%	2	1.2%	6	1.2%	10	0.4%	1	1.1%	9
Entertainment tickets	0.8%	10	1.6%	6	0.5%	4	1.4%	3	0.7%	3	0.6%	3	1.1%	9	0.0%	0	0.9%	7
Stationary	0.4%	5	0.8%	3	0.2%	2	0.0%	0	0.4%	2	0.6%	3	0.6%	5	0.0%	0	0.5%	4
Gifts	0.4%	5	0.0%	0	0.6%	5	0.5%	1	0.7%	3	0.2%	1	0.6%	5	0.0%	0	0.6%	5
DVDs	0.3%	4	0.3%	1	0.4%	3	0.9%	2	0.2%	1	0.2%	1	0.4%	3	0.0%	0	0.4%	3
Pet goods	0.3%	4	0.0%	0	0.5%	4	0.5%	1	0.2%	1	0.4%	2	0.4%	3	0.4%	1	0.2%	2
Sports goods	0.3%	3	0.0%	0	0.4%	3	0.5%	1	0.2%	1	0.2%	1	0.4%	3	0.0%	0	0.2%	2
(Don't know)	0.7%	9	0.3%	1	1.0%	8	1.4%	3	0.7%	3	0.6%	3	0.6%	5	0.8%	2	0.6%	5
Base:		1202		367		835		211		450		519		830		259		802

Q27 Do you or your family do any of the following leisure activities ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Cinema	59.7%	718	54.2%	199	62.2%	519	77.3%	163	71.6%	322	42.4%	220	66.4%	551	42.1%	109	68.5%	549
Theatre	55.5%	667	49.3%	181	58.2%	486	54.5%	115	59.8%	269	52.2%	271	63.0%	523	35.5%	92	62.2%	499
Pub / bar	46.4%	558	55.3%	203	42.5%	355	72.5%	153	54.7%	246	29.7%	154	52.5%	436	29.0%	75	50.0%	401
Restaurant	76.5%	919	73.3%	269	77.8%	650	87.2%	184	84.7%	381	65.9%	342	83.3%	691	57.5%	149	82.9%	665
Nightclub	11.6%	139	16.6%	61	9.3%	78	37.0%	78	10.7%	48	2.3%	12	12.9%	107	7.3%	19	10.7%	86
Bingo	4.6%	55	2.5%	9	5.5%	46	3.3%	7	4.4%	20	5.0%	26	4.2%	35	6.2%	16	3.5%	28
Health & fitness club	30.5%	367	26.4%	97	32.3%	270	47.9%	101	40.0%	180	15.2%	79	35.5%	295	15.4%	40	36.0%	289
Tenpin bowling	11.6%	140	10.6%	39	12.1%	101	18.5%	39	18.4%	83	3.3%	17	12.3%	102	11.6%	30	13.5%	108
(None of these)	12.1%	146	15.5%	57	10.7%	89	4.7%	10	5.8%	26	20.4%	106	8.1%	67	21.6%	56	7.1%	57
(Don't know)	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.4%	1	0.1%	1
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q28 Where did you or your family last visit the cinema ?
Those who go to the cinema at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Cineworld, Southside Shopping Centre, Wandsworth	29.9%	215	24.1%	48	32.2%	167	43.6%	71	31.4%	101	18.2%	40	27.9%	154	35.8%	39	29.9%	164
Wimbledon	16.3%	117	12.6%	25	17.7%	92	11.0%	18	17.4%	56	18.6%	41	16.3%	90	19.3%	21	17.3%	95
Clapham Picturehouse, Venn Street, Clapham High Street	9.2%	66	11.1%	22	8.5%	44	6.7%	11	9.3%	30	10.9%	24	10.5%	58	4.6%	5	8.7%	48
Central London	8.5%	61	12.6%	25	6.9%	36	4.9%	8	7.8%	25	11.8%	26	9.4%	52	4.6%	5	8.4%	46
Odeon, Putney High Street, Putney	8.1%	58	10.1%	20	7.3%	38	5.5%	9	6.2%	20	12.3%	27	8.2%	45	6.4%	7	8.0%	44
Streatham	5.6%	40	3.0%	6	6.6%	34	7.4%	12	5.9%	19	4.1%	9	4.9%	27	9.2%	10	5.1%	28
Vue, Fulham Broadway Centre, Fulham	5.6%	40	4.5%	9	6.0%	31	2.5%	4	8.1%	26	3.6%	8	6.0%	33	2.8%	3	6.4%	35
Cineworld, Fulham Road, Fulham	4.5%	32	4.5%	9	4.4%	23	3.7%	6	4.3%	14	5.5%	12	4.7%	26	2.8%	3	5.5%	30
UGC, Kings Road, Chelsea	2.5%	18	3.5%	7	2.1%	11	1.8%	3	1.6%	5	4.5%	10	2.5%	14	3.7%	4	2.6%	14
Ritzy Cinema, Coldharbour Lane, Brixton	1.7%	12	4.0%	8	0.8%	4	1.2%	2	2.2%	7	1.4%	3	1.5%	8	2.8%	3	0.9%	5
Richmond	1.7%	12	1.0%	2	1.9%	10	0.6%	1	1.2%	4	3.2%	7	1.6%	9	1.8%	2	2.2%	12
Abroad	0.3%	2	1.0%	2	0.0%	0	0.6%	1	0.3%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	1
Sutton	0.3%	2	0.0%	0	0.4%	2	0.6%	1	0.0%	0	0.5%	1	0.2%	1	0.9%	1	0.2%	1
Vue, High Street, Croydon	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.8%	2	0.4%	2
Barkingside	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.2%	1
Brighton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Chichester Gate	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Cineworld, New Bond Street, Weymouth	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.2%	1
Croydon	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Empire Cinema, Crest Road, High Wycombe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Epsom	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.2%	1	0.0%	0	0.2%	1
Hammersmith	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.2%	1	0.0%	0	0.2%	1
Hollywood Park Cinema, Manchester Road, Burnley	0.1%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Islington	0.1%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Kensington	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.2%	1	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
North Greenwich	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Notting Hill	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Odeon, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Peckham	0.1%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Bradford	0.1%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Vue, West 12 Shopping Centre, Shepherd's Bush	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Wembley	0.1%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.9%	21	3.0%	6	2.9%	15	4.3%	7	1.9%	6	3.2%	7	2.7%	15	2.8%	3	1.6%	9
Base:		718		199		519		163		322		220		551		109		549

Column %ges.

Q29 Where did you or your family last visit the Theatre ?
Those who go to the theatre at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Central London / West End	69.7%	465	75.7%	137	67.5%	328	80.9%	93	71.7%	193	63.8%	173	74.0%	387	51.1%	47	71.3%	356
The New Wimbledon Theatre, The Broadway, Wimbledon	10.5%	70	7.2%	13	11.7%	57	3.5%	4	10.8%	29	12.2%	33	9.2%	48	16.3%	15	9.6%	48
Richmond Theatre, The Green, Richmond	3.0%	20	2.8%	5	3.1%	15	1.7%	2	2.2%	6	4.1%	11	2.9%	15	2.2%	2	2.8%	14
Polka Theatre, The Broadway, Wimbledon	2.8%	19	2.2%	4	3.1%	15	1.7%	2	3.0%	8	3.3%	9	1.9%	10	7.6%	7	2.8%	14
Orange Tree Theatre, Clarence Street, Richmond	1.6%	11	1.7%	3	1.6%	8	0.0%	0	1.5%	4	2.6%	7	1.9%	10	0.0%	0	1.8%	9
Battersea Arts Centre, Lavender Hill, Battersea	0.6%	4	0.6%	1	0.6%	3	0.9%	1	1.1%	3	0.0%	0	0.4%	2	1.1%	1	0.4%	2
Royal National Theatre, The Cut Road, Tower Hamlets	0.6%	4	0.6%	1	0.6%	3	0.9%	1	0.4%	1	0.7%	2	0.6%	3	0.0%	0	0.4%	2
Putney Arts Theatre, Ravenna Road, Putney	0.3%	2	1.1%	2	0.0%	0	0.9%	1	0.0%	0	0.4%	1	0.4%	2	0.0%	0	0.2%	1
Vanbrugh Theatre, Malet Street, London	0.3%	2	0.6%	1	0.2%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	2.2%	2	0.4%	2
Theatre 503 (formerly The Grace Theatre @ the Latchmere), Battersea Park Road	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.2%	1
The Colour Theatre House, Watermill Way, Merton Abbey Mills	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.2%	1
Aberdeen	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Chichester Festival Theatre, Wellington Road, Chichester	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Hackney Empire, Mare Street, Hackney	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Hammersmith	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.0%	0
Croydon	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0
Mayflower Theatre, Commercial Road, Southampton	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.0%	0
Norfolk	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.1%	1	0.0%	0
Northampton	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Scotland	0.2%	1	0.6%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
The Empire Theatre, Lime Street, Liverpool	0.2%	1	0.0%	0	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Theatre, Southside, Wandsworth	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.0%	0
Hampstead Theatre, Avenue Road, Haringey	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
York	0.2%	1	0.0%	0	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
(Don't know / can't remember)	8.2%	55	7.2%	13	8.6%	42	7.0%	8	6.7%	18	10.3%	28	6.5%	34	16.3%	15	8.6%	43
Base:		667		181		486		115		269		271		523		92		499

Column %ges.

Q30 Where did you or your family last visit a pub / bar ?
Those who go to pubs / bars at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
London - West End	11.6%	65	18.2%	37	7.9%	28	15.7%	24	11.0%	27	9.1%	14	12.8%	56	8.0%	6	10.2%	41
Wimbledon	10.9%	61	8.9%	18	12.1%	43	7.8%	12	10.2%	25	14.9%	23	10.3%	45	10.7%	8	13.0%	52
Putney	10.2%	57	9.4%	19	10.7%	38	8.5%	13	9.8%	24	13.0%	20	10.3%	45	9.3%	7	11.2%	45
Wandsworth Town	9.5%	53	5.9%	12	11.5%	41	3.9%	6	12.6%	31	9.1%	14	10.6%	46	5.3%	4	11.0%	44
Balham	8.6%	48	10.3%	21	7.6%	27	12.4%	19	8.1%	20	5.2%	8	8.3%	36	8.0%	6	9.7%	39
Clapham Junction	6.8%	38	5.4%	11	7.6%	27	10.5%	16	6.9%	17	3.2%	5	6.4%	28	6.7%	5	5.7%	23
Fulham	5.2%	29	4.4%	9	5.6%	20	4.6%	7	5.7%	14	5.2%	8	5.3%	23	4.0%	3	6.0%	24
Clapham High Street	3.9%	22	4.9%	10	3.4%	12	5.2%	8	3.7%	9	3.2%	5	4.6%	20	1.3%	1	3.5%	14
Battersea	3.6%	20	3.4%	7	3.7%	13	7.2%	11	2.4%	6	1.9%	3	3.2%	14	6.7%	5	2.5%	10
Tooting	3.6%	20	3.4%	7	3.7%	13	3.3%	5	4.1%	10	3.2%	5	3.2%	14	6.7%	5	2.5%	10
Barnes	2.3%	13	1.5%	3	2.8%	10	0.7%	1	3.7%	9	1.9%	3	2.8%	12	1.3%	1	3.0%	12
Streatham	1.6%	9	3.4%	7	0.6%	2	0.7%	1	1.6%	4	2.6%	4	1.4%	6	2.7%	2	1.2%	5
Kingston	1.1%	6	2.0%	4	0.6%	2	1.3%	2	0.0%	0	2.6%	4	1.1%	5	0.0%	0	1.2%	5
Kings Road, Chelsea	0.9%	5	0.5%	1	1.1%	4	1.3%	2	1.2%	3	0.0%	0	0.7%	3	0.0%	0	1.0%	4
Twickenham	0.9%	5	0.5%	1	1.1%	4	0.7%	1	1.2%	3	0.6%	1	0.7%	3	2.7%	2	0.7%	3
Abroad	0.7%	4	1.0%	2	0.6%	2	0.0%	0	0.0%	0	2.6%	4	0.9%	4	0.0%	0	1.0%	4
Hammersmith	0.5%	3	0.5%	1	0.6%	2	0.7%	1	0.0%	0	1.3%	2	0.5%	2	1.3%	1	0.2%	1
Brixton	0.5%	3	1.0%	2	0.3%	1	1.3%	2	0.4%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0
Stockwell	0.5%	3	0.5%	1	0.6%	2	0.7%	1	0.4%	1	0.6%	1	0.2%	1	1.3%	1	0.0%	0
Richmond	0.5%	3	1.0%	2	0.3%	1	1.3%	2	0.4%	1	0.0%	0	0.7%	3	0.0%	0	0.2%	1
Brighton	0.5%	3	0.0%	0	0.8%	3	0.0%	0	0.8%	2	0.6%	1	0.5%	2	1.3%	1	0.5%	2
Parsons Green	0.4%	2	0.0%	0	0.6%	2	0.7%	1	0.0%	0	0.6%	1	0.5%	2	0.0%	0	0.5%	2
Colliers Wood	0.4%	2	0.5%	1	0.3%	1	0.0%	0	0.4%	1	0.6%	1	0.5%	2	0.0%	0	0.5%	2
Morden	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.8%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1
Blacko	0.4%	2	1.0%	2	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.2%	1	1.3%	1	0.2%	1
Croydon	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.4%	1	0.6%	1	0.5%	2	0.0%	0	0.5%	2
Uxbridge	0.4%	2	0.5%	1	0.3%	1	0.7%	1	0.4%	1	0.0%	0	0.5%	2	0.0%	0	0.5%	2
Islington	0.4%	2	0.5%	1	0.3%	1	1.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0
Lambeth	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.5%	2	0.0%	0	0.2%	1
Shoreditch	0.4%	2	0.0%	0	0.6%	2	0.7%	1	0.4%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1
Camden Town	0.4%	2	0.0%	0	0.6%	2	0.7%	1	0.4%	1	0.0%	0	0.5%	2	0.0%	0	0.5%	2
Knightsbridge	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Aberdeen	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Battersea Rise	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Raynes Park	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.2%	1
Camberwell	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Mitcham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0
Canary Wharf	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Catford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Chatham	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0	0.0%	0
Chelmsford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0	0.0%	0
Chiswick	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.2%	1
Clapham South	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.2%	1
Colchester	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Ealing	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.2%	1
Earlsfield	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
East Sheen	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Greenwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Hampstead	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Harpenden	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.2%	1
Highgate Hill	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.3%	1	0.0%	0
Kent	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Leicestershire	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Littlehampton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0	0.0%	0
Liverpool	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
New Forest	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0	0.2%	1
Oxford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Paddington	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Preston	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Roehampton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0	0.0%	0
Salisbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Stratford-Upon-Avon	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Teddington	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0	0.2%	1
Wembley	0.2%	1	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	35	3.9%	8	7.6%	27	3.9%	6	5.3%	13	9.7%	15	5.3%	23	10.7%	8	6.5%	26
Base:		558		203		355		153		246		154		436		75		401

Column %ges.

Q31 Where did you or your family last visit a restaurant ?
Those who go to restaurants at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
London - West End	16.6%	153	23.4%	63	13.8%	90	22.8%	42	17.3%	66	12.3%	42	18.5%	128	11.4%	17	18.0%	120
Wimbledon	10.8%	99	8.6%	23	11.7%	76	6.0%	11	12.3%	47	11.4%	39	10.7%	74	8.7%	13	11.4%	76
Putney	8.4%	77	7.4%	20	8.8%	57	8.7%	16	6.8%	26	10.2%	35	8.7%	60	5.4%	8	8.9%	59
Wandsworth Town	7.8%	72	3.7%	10	9.5%	62	9.2%	17	7.6%	29	7.3%	25	7.4%	51	9.4%	14	8.0%	53
Balham	7.2%	66	8.9%	24	6.5%	42	8.2%	15	8.9%	34	5.0%	17	7.5%	52	6.0%	9	8.1%	54
Clapham Junction	6.4%	59	5.9%	16	6.6%	43	6.0%	11	6.8%	26	6.1%	21	6.2%	43	6.7%	10	6.0%	40
Tooting	5.4%	50	8.2%	22	4.3%	28	4.9%	9	6.6%	25	4.7%	16	4.2%	29	10.1%	15	4.7%	31
Fulham	4.8%	44	3.3%	9	5.4%	35	3.8%	7	5.2%	20	4.7%	16	4.3%	30	6.0%	9	4.7%	31
Clapham High Street	2.9%	27	2.6%	7	3.1%	20	3.3%	6	2.6%	10	3.2%	11	3.5%	24	2.0%	3	2.4%	16
Kings Road, Chelsea	2.8%	26	2.6%	7	2.9%	19	2.7%	5	3.2%	12	2.6%	9	2.9%	20	1.3%	2	2.7%	18
Battersea	2.5%	23	2.6%	7	2.5%	16	4.3%	8	2.6%	10	1.2%	4	2.8%	19	2.0%	3	2.4%	16
Barnes	2.0%	18	1.1%	3	2.3%	15	0.5%	1	2.4%	9	2.3%	8	2.3%	16	0.7%	1	2.4%	16
Kingston	1.7%	16	2.6%	7	1.4%	9	2.2%	4	0.8%	3	2.6%	9	1.7%	12	2.0%	3	2.0%	13
Streatham	1.6%	15	2.2%	6	1.4%	9	2.7%	5	0.8%	3	2.0%	7	1.2%	8	2.7%	4	1.2%	8
Richmond	1.2%	11	2.2%	6	0.8%	5	1.1%	2	1.3%	5	1.2%	4	1.4%	10	0.7%	1	1.4%	9
Morden	0.9%	8	0.4%	1	1.1%	7	0.0%	0	0.3%	1	2.0%	7	1.0%	7	0.7%	1	0.8%	5
Kensington	0.8%	7	0.0%	0	1.1%	7	1.1%	2	0.5%	2	0.9%	3	0.9%	6	0.0%	0	0.8%	5
Colliers Wood	0.7%	6	0.4%	1	0.8%	5	0.0%	0	0.3%	1	1.5%	5	0.3%	2	2.7%	4	0.3%	2
Mitcham	0.7%	6	0.4%	1	0.8%	5	0.0%	0	0.0%	0	1.8%	6	0.6%	4	0.7%	1	0.3%	2
Knightsbridge	0.5%	5	0.4%	1	0.6%	4	1.1%	2	0.8%	3	0.0%	0	0.7%	5	0.0%	0	0.6%	4
Hammersmith	0.5%	5	0.4%	1	0.6%	4	0.0%	0	1.1%	4	0.3%	1	0.4%	3	1.3%	2	0.8%	5
Brighton	0.5%	5	0.7%	2	0.5%	3	0.5%	1	0.8%	3	0.3%	1	0.3%	2	2.0%	3	0.8%	5
Croydon	0.4%	4	0.4%	1	0.5%	3	0.5%	1	0.3%	1	0.6%	2	0.4%	3	0.0%	0	0.3%	2
Abroad	0.4%	4	0.4%	1	0.5%	3	0.5%	1	0.0%	0	0.6%	2	0.3%	2	1.3%	2	0.5%	3
East Sheen	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.5%	2	0.6%	2	0.4%	3	0.7%	1	0.3%	2
Twickenham	0.3%	3	0.4%	1	0.3%	2	0.5%	1	0.0%	0	0.6%	2	0.3%	2	0.7%	1	0.2%	1
Earlsfield	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.3%	2
Chiswick	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	2	0.1%	1	0.0%	0	0.3%	2
Battersea Rise	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	2
Stockwell	0.2%	2	0.0%	0	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.1%	1	0.7%	1	0.0%	0
Kent	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.0%	0
Notting Hill	0.2%	2	0.4%	1	0.2%	1	0.5%	1	0.3%	1	0.0%	0	0.3%	2	0.0%	0	0.2%	1
Sutton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Aberdeen	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Bedfordshire	0.1%	1	0.0%	0	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Brentford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Bristol	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Brixton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Bushey	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Camden	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0
Chichester Gate, Chichester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Christchurch	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Derby	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Devon	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Dorset	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Ealing Broadway, Ealing	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
East Dulwich	0.1%	1	0.0%	0	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Edinburgh	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Epsom	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Essex	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Ewell	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Fetcham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.2%	1
Forest Hill	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Glasgow	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0
Greenstead	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Hampstead	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Harrogate	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
High Wycombe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Holland Park	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Islington	0.1%	1	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Keddington	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Kings Head, High Street, Teddington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Leicestershire	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Liverpool	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0
Merton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.2%	1
New Malden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Roehampton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Scotland	0.1%	1	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1
Shepherd's Bush	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Southend-On-Sea	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0
Wales	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.2%	1
Wembley	0.1%	1	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1
Winnersh	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.2%	1
Worcester Park	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.2%	1
York	0.1%	1	0.0%	0	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1
(Don't know / can't remember)	5.2%	48	5.9%	16	4.9%	32	4.9%	9	3.9%	15	6.4%	22	5.2%	36	5.4%	8	4.8%	32
Base:		919		269		650		184		381		342		691		149		665

Q32 Where did you or your family last visit a nightclub / live music venue ?
Those who visit nightclubs / live music venues at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
London - West End	46.8%	65	49.2%	30	44.9%	35	44.9%	35	50.0%	24	41.7%	5	52.3%	56	26.3%	5	47.7%	41
Clapham High Street	11.5%	16	13.1%	8	10.3%	8	15.4%	12	8.3%	4	0.0%	0	12.2%	13	0.0%	0	9.3%	8
Clapham Junction	4.3%	6	3.3%	2	5.1%	4	3.8%	3	6.3%	3	0.0%	0	5.6%	6	0.0%	0	3.5%	3
Balham	3.6%	5	3.3%	2	3.8%	3	3.8%	3	2.1%	1	8.3%	1	2.8%	3	5.3%	1	4.7%	4
Kings Road, Chelsea	2.9%	4	0.0%	0	5.1%	4	1.3%	1	6.3%	3	0.0%	0	3.7%	4	0.0%	0	3.5%	3
Streatham	2.9%	4	3.3%	2	2.6%	2	5.1%	4	0.0%	0	0.0%	0	2.8%	3	0.0%	0	2.3%	2
Wandsworth Town	2.9%	4	0.0%	0	5.1%	4	2.6%	2	2.1%	1	8.3%	1	1.9%	2	5.3%	1	1.2%	1
Camden Town	2.2%	3	3.3%	2	1.3%	1	2.6%	2	0.0%	0	8.3%	1	2.8%	3	0.0%	0	2.3%	2
Kingston	2.2%	3	3.3%	2	1.3%	1	2.6%	2	2.1%	1	0.0%	0	0.0%	0	15.8%	3	1.2%	1
Vauxhall	1.4%	2	1.6%	1	1.3%	1	0.0%	0	4.2%	2	0.0%	0	1.9%	2	0.0%	0	2.3%	2
Wimbledon	1.4%	2	0.0%	0	2.6%	2	2.6%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1
Fulham	1.4%	2	1.6%	1	1.3%	1	1.3%	1	0.0%	0	8.3%	1	1.9%	2	0.0%	0	1.2%	1
Putney	0.7%	1	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1
Croydon	0.7%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	1.2%	1
Birmingham City Centre	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	5.3%	1	1.2%	1
Brighton	0.7%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Catford	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Derby	0.7%	1	1.6%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	1.2%	1
Guildford	0.7%	1	1.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.9%	1	0.0%	0	1.2%	1
Liverpool	0.7%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	1.2%	1
Oxford	0.7%	1	0.0%	0	1.3%	1	0.0%	0	2.1%	1	0.0%	0	0.9%	1	0.0%	0	1.2%	1
Winchester City Centre	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.3%	1	0.9%	1	0.0%	0	1.2%	1
(Don't know / can't remember)	9.4%	13	9.8%	6	9.0%	7	7.7%	6	10.4%	5	16.7%	2	6.5%	7	26.3%	5	9.3%	8
Base:		139		61		78		78		48		12		107		19		86

Q33 Where did you or your family last go to play bingo ?
Those who play bingo at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Mecca Bingo, Brendon Valley, Wandsworth	41.8%	23	11.1%	1	47.8%	22	42.9%	3	25.0%	5	53.8%	14	40.0%	14	50.0%	8	53.6%	15
Gala Bingo, Mitcham Road, London	23.6%	13	55.6%	5	17.4%	8	14.3%	1	35.0%	7	19.2%	5	25.7%	9	25.0%	4	14.3%	4
Streatham	7.3%	4	0.0%	0	8.7%	4	0.0%	0	5.0%	1	11.5%	3	8.6%	3	6.3%	1	3.6%	1
Wimbledon	1.8%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	6.3%	1	0.0%	0
London - West End	1.8%	1	0.0%	0	2.2%	1	14.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Aberdeen	1.8%	1	0.0%	0	2.2%	1	0.0%	0	5.0%	1	0.0%	0	2.9%	1	0.0%	0	3.6%	1
Bingo Hall, Croydon	1.8%	1	11.1%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	2.9%	1	0.0%	0	3.6%	1
Clapham Common	1.8%	1	0.0%	0	2.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	1.8%	1	0.0%	0	2.2%	1	0.0%	0	5.0%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Putney	1.8%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	6.3%	1	0.0%	0
United Services Club, Balham High Road, London	1.8%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	6.3%	1	3.6%	1
(Don't know / can't remember)	12.7%	7	22.2%	2	10.9%	5	28.6%	2	15.0%	3	3.8%	1	14.3%	5	0.0%	0	17.9%	5
Base:		55		9		46		7		20		26		35		16		28

Q34 Where did you or your family last go to a healthclub / gym ?
Those who visit healthclubs / gyms at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Wimbledon	12.8%	47	16.5%	16	11.5%	31	7.9%	8	14.4%	26	12.7%	10	12.5%	37	17.5%	7	13.8%	40
Fulham	10.1%	37	5.2%	5	11.9%	32	9.9%	10	10.6%	19	8.9%	7	9.5%	28	12.5%	5	10.7%	31
Virgin Active, Southside Shopping Centre, Wandsworth	6.5%	24	6.2%	6	6.7%	18	10.9%	11	5.0%	9	5.1%	4	6.1%	18	5.0%	2	6.6%	19
Balham	6.5%	24	5.2%	5	7.0%	19	7.9%	8	7.8%	14	1.3%	1	6.8%	20	7.5%	3	6.6%	19
London - West End	5.5%	20	7.2%	7	4.8%	13	5.9%	6	5.6%	10	5.1%	4	6.4%	19	0.0%	0	4.5%	13
Putney	5.5%	20	6.2%	6	5.2%	14	5.0%	5	5.0%	9	7.6%	6	5.8%	17	5.0%	2	5.5%	16
Virgin Active, Upper Richmond Road, Putney	4.4%	16	9.3%	9	2.6%	7	4.0%	4	5.0%	9	3.8%	3	3.7%	11	5.0%	2	4.2%	12
Wandsworth Town	4.1%	15	6.2%	6	3.3%	9	2.0%	2	5.0%	9	5.1%	4	4.7%	14	2.5%	1	4.8%	14
Tooting	4.1%	15	3.1%	3	4.4%	12	5.0%	5	3.3%	6	5.1%	4	4.1%	12	7.5%	3	4.2%	12
Esporta, Smugglers Way, Wandsworth	3.8%	14	1.0%	1	4.8%	13	4.0%	4	4.4%	8	2.5%	2	4.1%	12	2.5%	1	4.5%	13
Streatham	3.0%	11	3.1%	3	3.0%	8	3.0%	3	2.8%	5	3.8%	3	3.1%	9	2.5%	1	3.1%	9
Clapham High Street	2.5%	9	2.1%	2	2.6%	7	0.0%	0	3.9%	7	2.5%	2	2.7%	8	2.5%	1	1.7%	5
Fitness First, Balham High Road, Balham	2.5%	9	4.1%	4	1.9%	5	6.9%	7	0.6%	1	1.3%	1	2.4%	7	2.5%	1	2.4%	7
Cannons Health Club, Sheepcote Lane, Battersea	1.9%	7	0.0%	0	2.6%	7	3.0%	3	1.7%	3	1.3%	1	2.0%	6	0.0%	0	2.4%	7
Fitness First, St John Hill, Clapham	1.9%	7	2.1%	2	1.9%	5	4.0%	4	1.7%	3	0.0%	0	1.7%	5	2.5%	1	1.4%	4
Fitness First, Lavender Hill, Clapham Junction	1.6%	6	1.0%	1	1.9%	5	3.0%	3	1.1%	2	1.3%	1	1.7%	5	2.5%	1	1.0%	3
Kings Road, Chelsea	1.4%	5	2.1%	2	1.1%	3	2.0%	2	1.7%	3	0.0%	0	1.7%	5	0.0%	0	1.4%	4
Raynes Park	1.4%	5	1.0%	1	1.5%	4	0.0%	0	2.2%	4	1.3%	1	1.4%	4	2.5%	1	1.4%	4
Cannons Health Club, Burr Road, Earlsfield, London	1.4%	5	2.1%	2	1.1%	3	2.0%	2	0.6%	1	2.5%	2	1.7%	5	0.0%	0	1.4%	4
Battersea	1.4%	5	2.1%	2	1.1%	3	1.0%	1	0.0%	0	3.8%	3	1.4%	4	2.5%	1	1.4%	4
Colliers Wood	1.1%	4	1.0%	1	1.1%	3	2.0%	2	0.6%	1	1.3%	1	1.4%	4	0.0%	0	1.4%	4
Roehampton	1.1%	4	0.0%	0	1.5%	4	0.0%	0	1.1%	2	2.5%	2	1.0%	3	2.5%	1	1.0%	3
Clapham Junction	0.8%	3	0.0%	0	1.1%	3	1.0%	1	0.6%	1	1.3%	1	1.0%	3	0.0%	0	0.7%	2
Kensington	0.8%	3	0.0%	0	1.1%	3	0.0%	0	1.1%	2	1.3%	1	1.0%	3	0.0%	0	1.0%	3
Kingston	0.5%	2	1.0%	1	0.4%	1	2.0%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.3%	1
Roehampton Club, Roehampton Lane, Roehampton	0.5%	2	0.0%	0	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.7%	2	0.0%	0	0.7%	2
Mitcham	0.5%	2	1.0%	1	0.4%	1	0.0%	0	0.6%	1	1.3%	1	0.7%	2	0.0%	0	0.3%	1
Brixton	0.5%	2	1.0%	1	0.4%	1	0.0%	0	0.6%	1	1.3%	1	0.0%	0	2.5%	1	0.3%	1
Esporta Health & fitness club, Chiswick High Road, Chiswick	0.5%	2	1.0%	1	0.4%	1	1.0%	1	0.0%	0	1.3%	1	0.3%	1	0.0%	0	0.7%	2
Southfields Community College, Merton Road, London	0.5%	2	0.0%	0	0.7%	2	1.0%	1	0.6%	1	0.0%	0	0.7%	2	0.0%	0	0.7%	2
Richmond	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1
Morden	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.3%	1	0.0%	0	0.3%	1
Bank Of England Sports Club, Priory Lane, London	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.3%	1	0.0%	0	0.3%	1
Basingstoke	0.3%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.3%	1	0.0%	0	0.0%	0
Canary Wharf	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1
Chelsea	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.3%	1	0.0%	0	0.3%	1
Chiswick	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.3%	1	0.0%	0	0.3%	1
Clapham Common	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
David Lloyds, Bushey Road, London	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Fitness First, Hammersmith Grove, Hammersmith	0.3%	1	0.0%	0	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Kew	0.3%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Lambeth	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.3%	1
Local Gym, Kidbrooke	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1
Norbury	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1
South Bank Gym, Vauxhall	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.5%	1	0.3%	1
South West London	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1
Teddington	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1
Twickenham	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1
Virgin Active, Bromyard Avenue, Acton	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1
Virgin Active, Hammersmith Road, London	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1

Column %ges.

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
(Don't know / can't remember)	5.2%	19	4.1%	4	5.6%	15	3.0%	3	4.4%	8	8.9%	7	3.4%	10	7.5%	3	4.2%	12
Base:		367		97		270		101		180		79		295		40		289

Q35 Where did you or your family last go for tenpin bowling ?
Those who go tenpin bowling at Q27

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Raynes Park	17.9%	25	10.3%	4	20.8%	21	17.9%	7	19.3%	16	11.8%	2	16.7%	17	23.3%	7	21.3%	23
London - West End	12.1%	17	15.4%	6	10.9%	11	17.9%	7	10.8%	9	5.9%	1	11.8%	12	13.3%	4	10.2%	11
Kingston	10.7%	15	5.1%	2	12.9%	13	5.1%	2	15.7%	13	0.0%	0	11.8%	12	6.7%	2	12.0%	13
Streatham	7.1%	10	5.1%	2	7.9%	8	10.3%	4	6.0%	5	5.9%	1	8.8%	9	3.3%	1	5.6%	6
Megabowl, Streatham	5.0%	7	5.1%	2	5.0%	5	0.0%	0	7.2%	6	5.9%	1	6.9%	7	0.0%	0	5.6%	6
Tolworth	3.6%	5	5.1%	2	3.0%	3	5.1%	2	2.4%	2	5.9%	1	4.9%	5	0.0%	0	3.7%	4
Purley Way, Croydon	2.9%	4	2.6%	1	3.0%	3	2.6%	1	3.6%	3	0.0%	0	3.9%	4	0.0%	0	1.9%	2
Elephant & Castle	2.9%	4	2.6%	1	3.0%	3	5.1%	2	2.4%	2	0.0%	0	0.0%	0	10.0%	3	2.8%	3
Wimbledon	2.1%	3	0.0%	0	3.0%	3	0.0%	0	3.6%	3	0.0%	0	2.0%	2	3.3%	1	2.8%	3
Mitcham	1.4%	2	0.0%	0	2.0%	2	0.0%	0	1.2%	1	5.9%	1	2.0%	2	0.0%	0	0.9%	1
Croydon	1.4%	2	5.1%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.9%	1
Abroad	0.7%	1	2.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Brighton	0.7%	1	2.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.9%	1
Carrington	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	1.0%	1	0.0%	0	0.9%	1
Charrington Bowl, Kingston Road, Surbiton	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.3%	1	0.9%	1
Chorley	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Derby	0.7%	1	2.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.9%	1
Feltham	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.3%	1	0.9%	1
Heathrow Airport, London	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.9%	1	1.0%	1	0.0%	0	0.9%	1
Hollywood Bowl, Chaplin Square, North Finchley	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Horsham Gymnastic Centre, Hurst Road, Horsham	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.9%	1	1.0%	1	0.0%	0	0.0%	0
John Lloyd, Clerkenwell Road, London	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.3%	1	0.9%	1
Maidenhead	0.7%	1	0.0%	0	1.0%	1	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Maidstone	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.9%	1	1.0%	1	0.0%	0	0.0%	0
Merton	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.7%	1	2.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Russell Square, Camden	0.7%	1	0.0%	0	1.0%	1	2.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.9%	1
Southend-On-Sea	0.7%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.3%	1	0.0%	0
Swansea	0.7%	1	2.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.9%	1
(Don't know / can't remember)	20.0%	28	23.1%	9	18.8%	19	17.9%	7	20.5%	17	23.5%	4	19.6%	20	20.0%	6	20.4%	22
Base:		140		39		101		39		83		17		102		30		108

GEN Gender:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Male	30.5%	367	100.0%	367	0.0%	0	32.2%	68	27.3%	123	32.9%	171	30.8%	256	30.9%	80	30.3%	243
Female	69.5%	835	0.0%	0	100.0%	835	67.8%	143	72.7%	327	67.1%	348	69.2%	574	69.1%	179	69.7%	559
Base:		1202		367		835		211		450		519		830		259		802

AGE How old are you ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
18-24	3.0%	36	2.7%	10	3.1%	26	17.1%	36	0.0%	0	0.0%	0	2.8%	23	1.9%	5	1.9%	15
25-34	14.6%	175	15.8%	58	14.0%	117	82.9%	175	0.0%	0	0.0%	0	15.9%	132	9.3%	24	13.8%	111
35-44	20.1%	242	17.2%	63	21.4%	179	0.0%	0	53.8%	242	0.0%	0	20.7%	172	18.1%	47	23.4%	188
45-54	17.3%	208	16.3%	60	17.7%	148	0.0%	0	46.2%	208	0.0%	0	19.5%	162	14.3%	37	21.7%	174
55-64	18.4%	221	23.2%	85	16.3%	136	0.0%	0	0.0%	0	42.6%	221	18.1%	150	22.0%	57	20.1%	161
65+	24.8%	298	23.4%	86	25.4%	212	0.0%	0	0.0%	0	57.4%	298	21.7%	180	32.8%	85	17.8%	143
(Refused)	1.8%	22	1.4%	5	2.0%	17	0.0%	0	0.0%	0	0.0%	0	1.3%	11	1.5%	4	1.2%	10
Base:		1202		367		835		211		450		519		830		259		802

CAR How many cars are there normally available for use in the household ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
None	31.7%	381	32.7%	120	31.3%	261	38.9%	82	18.4%	83	40.3%	209	25.9%	215	45.6%	118	0.0%	0
One	49.6%	596	49.6%	182	49.6%	414	46.0%	97	57.3%	258	44.9%	233	53.4%	443	43.2%	112	74.3%	596
Two	14.6%	175	14.2%	52	14.7%	123	12.3%	26	19.1%	86	11.8%	61	16.6%	138	9.7%	25	21.8%	175
Three or more	2.6%	31	2.5%	9	2.6%	22	1.4%	3	4.0%	18	1.9%	10	3.3%	27	0.8%	2	3.9%	31
(Refused)	1.6%	19	1.1%	4	1.8%	15	1.4%	3	1.1%	5	1.2%	6	0.8%	7	0.8%	2	0.0%	0
Base:		1202		367		835		211		450		519		830		259		802

ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
British	71.3%	857	72.2%	265	70.9%	592	52.6%	111	72.0%	324	79.6%	413	75.2%	624	66.0%	171	74.2%	595
British other	10.3%	124	9.3%	34	10.8%	90	21.3%	45	10.4%	47	5.6%	29	11.3%	94	8.9%	23	9.6%	77
Irish	2.2%	27	3.0%	11	1.9%	16	2.4%	5	1.3%	6	2.9%	15	1.9%	16	2.3%	6	1.7%	14
Any other Asian or Asian British	1.9%	23	2.2%	8	1.8%	15	3.3%	7	1.8%	8	1.5%	8	1.3%	11	3.1%	8	1.7%	14
Caribbean	1.9%	23	0.8%	3	2.4%	20	3.3%	7	1.3%	6	1.9%	10	1.3%	11	3.9%	10	1.6%	13
Indian	1.7%	21	1.9%	7	1.7%	14	2.4%	5	1.8%	8	1.3%	7	1.4%	12	2.3%	6	1.6%	13
African	1.6%	19	0.8%	3	1.9%	16	3.3%	7	1.8%	8	0.8%	4	1.0%	8	3.5%	9	1.0%	8
Pakistani	1.2%	14	1.1%	4	1.2%	10	3.8%	8	1.1%	5	0.2%	1	1.0%	8	1.5%	4	1.1%	9
Any other Black background	1.1%	13	0.5%	2	1.3%	11	0.9%	2	1.3%	6	1.0%	5	0.7%	6	1.5%	4	1.2%	10
White & Black Caribbean	0.7%	9	1.1%	4	0.6%	5	0.9%	2	0.9%	4	0.6%	3	0.7%	6	0.4%	1	0.6%	5
Any other mixed background	0.7%	9	1.1%	4	0.6%	5	0.9%	2	1.1%	5	0.4%	2	0.7%	6	0.8%	2	1.0%	8
Bangladeshi	0.6%	7	0.8%	3	0.5%	4	0.5%	1	1.1%	5	0.2%	1	0.4%	3	1.2%	3	0.5%	4
White & Black African	0.6%	7	0.5%	2	0.6%	5	0.5%	1	0.9%	4	0.2%	1	0.2%	2	0.8%	2	0.7%	6
Chinese	0.4%	5	0.3%	1	0.5%	4	0.0%	0	0.9%	4	0.2%	1	0.2%	2	0.4%	1	0.5%	4
White & Asian	0.4%	5	0.8%	3	0.2%	2	0.9%	2	0.4%	2	0.2%	1	0.2%	2	0.8%	2	0.4%	3
(Refused)	3.2%	39	3.5%	13	3.1%	26	2.8%	6	1.8%	8	3.5%	18	2.3%	19	2.7%	7	2.4%	19
Base:		1202		367		835		211		450		519		830		259		802

SEG Socioeconomic Grouping:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
A	7.6%	91	9.8%	36	6.6%	55	7.1%	15	9.3%	42	6.6%	34	11.0%	91	0.0%	0	10.2%	82
B	32.6%	392	34.6%	127	31.7%	265	36.5%	77	35.6%	160	28.1%	146	47.2%	392	0.0%	0	37.4%	300
C1	28.9%	347	25.3%	93	30.4%	254	29.9%	63	29.3%	132	28.9%	150	41.8%	347	0.0%	0	28.2%	226
C2	13.4%	161	16.3%	60	12.1%	101	10.4%	22	11.1%	50	16.8%	87	0.0%	0	62.2%	161	12.5%	100
D	5.2%	62	3.8%	14	5.7%	48	1.9%	4	2.9%	13	8.5%	44	0.0%	0	23.9%	62	2.9%	23
E	3.0%	36	1.6%	6	3.6%	30	1.4%	3	4.7%	21	2.1%	11	0.0%	0	13.9%	36	2.0%	16
(Refused)	9.4%	113	8.4%	31	9.8%	82	12.8%	27	7.1%	32	9.1%	47	0.0%	0	0.0%	0	6.9%	55
Base:		1202		367		835		211		450		519		830		259		802

QUOTA Zone:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
Zone 1	6.7%	80	7.1%	26	6.5%	54	7.1%	15	7.1%	32	6.4%	33	6.1%	51	8.1%	21	4.9%	39
Zone 2	13.6%	164	12.8%	47	14.0%	117	18.0%	38	15.1%	68	10.0%	52	12.3%	102	15.4%	40	12.3%	99
Zone 3	12.4%	149	17.2%	63	10.3%	86	14.2%	30	11.8%	53	12.5%	65	13.5%	112	8.9%	23	13.2%	106
Zone 4	15.8%	190	17.2%	63	15.2%	127	16.6%	35	18.0%	81	13.7%	71	15.3%	127	18.9%	49	14.8%	119
Zone 5	10.4%	125	10.1%	37	10.5%	88	9.0%	19	9.3%	42	11.9%	62	9.8%	81	12.7%	33	10.1%	81
Zone 6	12.0%	144	9.5%	35	13.1%	109	16.6%	35	11.1%	50	11.0%	57	11.9%	99	12.7%	33	12.3%	99
Zone 7	6.2%	75	5.5%	20	6.6%	55	4.7%	10	7.1%	32	6.2%	32	7.5%	62	2.3%	6	6.7%	54
Zone 8	5.4%	65	5.5%	20	5.4%	45	3.8%	8	5.8%	26	5.8%	30	5.9%	49	4.2%	11	6.4%	51
Zone 9	9.6%	115	8.2%	30	10.2%	85	4.7%	10	6.4%	29	13.9%	72	8.9%	74	11.2%	29	10.1%	81
Zone 10	7.9%	95	7.1%	26	8.3%	69	5.2%	11	8.2%	37	8.7%	45	8.8%	73	5.4%	14	9.1%	73
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

PC Postcode:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold	
SW11 1	1.4%	17	1.9%	7	1.2%	10	2.8%	6	1.1%	5	1.0%	5	1.0%	8	2.7%	7	1.1%	9
SW11 2	2.1%	25	2.2%	8	2.0%	17	4.7%	10	1.1%	5	1.7%	9	1.7%	14	1.9%	5	1.4%	11
SW11 3	2.1%	25	1.9%	7	2.2%	18	3.3%	7	2.9%	13	1.0%	5	1.9%	16	3.1%	8	2.1%	17
SW11 4	1.4%	17	1.6%	6	1.3%	11	2.4%	5	1.1%	5	1.3%	7	1.4%	12	1.9%	5	0.9%	7
SW11 5	3.2%	39	2.2%	8	3.7%	31	3.8%	8	4.0%	18	1.9%	10	2.5%	21	3.9%	10	2.6%	21
SW11 6	3.4%	41	3.0%	11	3.6%	30	0.9%	2	4.9%	22	3.1%	16	3.7%	31	1.9%	5	4.2%	34
SW12 0	2.4%	29	3.0%	11	2.2%	18	2.8%	6	2.7%	12	2.1%	11	2.8%	23	1.5%	4	2.5%	20
SW12 8	4.8%	58	6.0%	22	4.3%	36	4.7%	10	5.1%	23	4.6%	24	5.3%	44	3.5%	9	5.5%	44
SW12 9	2.3%	28	4.4%	16	1.4%	12	2.4%	5	2.4%	11	2.3%	12	2.5%	21	1.5%	4	2.9%	23
SW13 0	1.3%	16	1.4%	5	1.3%	11	0.9%	2	1.3%	6	1.5%	8	1.7%	14	0.8%	2	1.9%	15
SW13 8	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
SW13 9	1.7%	21	0.5%	2	2.3%	19	0.9%	2	1.6%	7	2.3%	12	2.0%	17	1.5%	4	2.2%	18
SW15 1	2.0%	24	2.2%	8	1.9%	16	1.9%	4	2.0%	9	1.9%	10	2.3%	19	0.8%	2	2.5%	20
SW15 2	1.8%	22	1.1%	4	2.2%	18	1.4%	3	2.0%	9	1.9%	10	2.4%	20	0.0%	0	1.6%	13
SW15 3	2.5%	30	2.7%	10	2.4%	20	1.4%	3	1.1%	5	3.7%	19	2.0%	17	3.1%	8	2.4%	19
SW15 4	1.6%	19	1.1%	4	1.8%	15	0.5%	1	1.1%	5	2.5%	13	1.0%	8	3.1%	8	0.7%	6
SW15 5	2.3%	28	2.5%	9	2.3%	19	0.9%	2	1.1%	5	3.9%	20	2.0%	17	2.7%	7	2.7%	22
SW15 6	2.4%	29	2.2%	8	2.5%	21	1.4%	3	3.1%	14	2.3%	12	2.8%	23	1.5%	4	2.6%	21
SW16 1	2.0%	24	0.5%	2	2.6%	22	1.4%	3	2.4%	11	1.9%	10	2.2%	18	1.5%	4	1.5%	12
SW16 6	2.6%	31	3.3%	12	2.3%	19	3.3%	7	3.1%	14	1.7%	9	2.5%	21	3.5%	9	3.0%	24
SW17 0	2.8%	34	1.9%	7	3.2%	27	2.8%	6	2.7%	12	3.1%	16	2.5%	21	3.5%	9	2.2%	18
SW17 6	0.4%	5	0.5%	2	0.4%	3	0.0%	0	0.7%	3	0.4%	2	0.5%	4	0.4%	1	0.4%	3
SW17 7	3.1%	37	3.0%	11	3.1%	26	3.8%	8	3.1%	14	2.7%	14	3.0%	25	2.7%	7	3.1%	25
SW17 8	5.4%	65	7.6%	28	4.4%	37	5.2%	11	6.7%	30	4.4%	23	5.1%	42	7.0%	18	4.9%	39
SW17 9	2.3%	28	2.2%	8	2.4%	20	2.8%	6	2.0%	9	2.5%	13	2.0%	17	3.9%	10	2.0%	16
SW18 1	1.6%	19	1.4%	5	1.7%	14	3.3%	7	0.7%	3	1.7%	9	1.8%	15	1.5%	4	1.5%	12
SW18 2	1.7%	20	1.6%	6	1.7%	14	1.4%	3	2.0%	9	1.5%	8	1.3%	11	2.7%	7	2.0%	16
SW18 3	3.1%	37	1.6%	6	3.7%	31	5.2%	11	2.7%	12	2.7%	14	3.4%	28	1.5%	4	3.6%	29
SW18 4	2.0%	24	1.6%	6	2.2%	18	3.3%	7	1.1%	5	2.1%	11	1.8%	15	2.7%	7	1.6%	13
SW18 5	3.7%	44	3.3%	12	3.8%	32	3.3%	7	4.7%	21	2.9%	15	3.6%	30	4.2%	11	3.6%	29
SW19 1	2.5%	30	2.2%	8	2.6%	22	3.3%	7	2.2%	10	2.3%	12	2.3%	19	2.3%	6	2.5%	20
SW19 2	1.7%	20	1.9%	7	1.6%	13	0.9%	2	1.6%	7	2.1%	11	1.4%	12	3.1%	8	1.5%	12
SW19 5	0.9%	11	0.8%	3	1.0%	8	0.5%	1	0.7%	3	1.2%	6	0.8%	7	1.2%	3	1.4%	11
SW19 6	2.7%	33	3.3%	12	2.5%	21	2.8%	6	3.6%	16	2.1%	11	2.9%	24	2.7%	7	3.1%	25
SW19 7	1.7%	21	1.4%	5	1.9%	16	0.5%	1	1.6%	7	2.5%	13	2.2%	18	0.4%	1	1.9%	15
SW19 8	3.4%	41	4.1%	15	3.1%	26	1.9%	4	2.9%	13	4.4%	23	3.5%	29	3.9%	10	3.9%	31
SW2 4	1.0%	12	1.6%	6	0.7%	6	1.4%	3	1.3%	6	0.6%	3	1.0%	8	0.4%	1	0.7%	6
SW4 0	1.7%	21	2.7%	10	1.3%	11	0.5%	1	1.8%	8	2.3%	12	2.2%	18	0.8%	2	1.6%	13
SW4 8	1.2%	15	1.9%	7	1.0%	8	2.4%	5	0.2%	1	1.7%	9	1.2%	10	1.5%	4	0.9%	7
SW4 9	0.6%	7	0.3%	1	0.7%	6	0.5%	1	0.0%	0	1.2%	6	0.7%	6	0.4%	1	0.7%	6
SW6 3	3.1%	37	2.7%	10	3.2%	27	1.4%	3	2.7%	12	3.9%	20	3.4%	28	1.9%	5	3.7%	30
SW6 4	0.9%	11	1.1%	4	0.8%	7	0.9%	2	0.7%	3	1.2%	6	1.3%	11	0.0%	0	1.0%	8
SW6 5	1.6%	19	0.8%	3	1.9%	16	1.4%	3	1.8%	8	1.5%	8	1.4%	12	2.3%	6	1.9%	15
SW6 6	2.3%	28	2.5%	9	2.3%	19	1.4%	3	3.1%	14	2.1%	11	2.7%	22	1.2%	3	2.5%	20
SW8 2	1.4%	17	1.6%	6	1.3%	11	2.4%	5	1.6%	7	1.0%	5	1.1%	9	1.5%	4	0.7%	6
SW8 3	1.7%	20	1.9%	7	1.6%	13	2.8%	6	1.3%	6	1.5%	8	1.6%	13	2.3%	6	0.6%	5
SW8 4	1.7%	20	0.8%	3	2.0%	17	1.4%	3	2.4%	11	1.2%	6	1.3%	11	3.5%	9	1.6%	13
SW8 5	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.2%	2
Base:		1202		367		835		211		450		519		830		259		802

Column %ges.

Q01 Which store or shop did you do your household's last main food and grocery shopping ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Asda, Lavender Hill, Clapham Junction	8.4%	101	23.8%	19	39.6%	65	2.7%	4	3.2%	6	0.8%	1	3.5%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth	7.8%	94	1.3%	1	1.2%	2	1.3%	2	1.1%	2	5.6%	7	45.1%	65	5.3%	4	7.7%	5	0.0%	0	6.3%	6
Sainsbury's, Balham High Road, Balham	7.1%	85	0.0%	0	0.0%	0	38.9%	58	14.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Merton High Street, Colliers Wood	5.5%	66	0.0%	0	0.0%	0	1.3%	2	7.4%	14	35.2%	44	1.4%	2	0.0%	0	6.2%	4	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton	5.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	7.6%	11	6.7%	5	9.2%	6	29.6%	34	2.1%	2
Sainsbury's, Tooting High Street, Tooting	5.0%	60	0.0%	0	0.6%	1	0.7%	1	22.6%	43	11.2%	14	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Internet / delivered	4.1%	49	5.0%	4	4.9%	8	1.3%	2	3.2%	6	6.4%	8	6.3%	9	5.3%	4	4.6%	3	2.6%	3	2.1%	2
Waitrose, Putney Exchange Shopping Centre, High Street, Putney	3.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	33.3%	25	3.1%	2	7.0%	8	7.4%	7
Waitrose, Balham High Road, Balham	3.4%	41	0.0%	0	2.4%	4	14.8%	22	6.8%	13	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townmead Road, Fulham	3.3%	40	0.0%	0	2.4%	4	1.3%	2	1.1%	2	0.0%	0	2.1%	3	2.7%	2	0.0%	0	0.0%	0	28.4%	27
Sainsbury's Local, Clapham High Street, Clapham High Street / Common	2.7%	32	17.5%	14	4.3%	7	6.0%	9	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Worple Road, Wimbledon	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	1.4%	2	0.0%	0	24.6%	16	0.9%	1	0.0%	0
Waitrose, Southside Shopping Centre, Wandsworth High Street, Wandsworth	2.5%	30	2.5%	2	1.8%	3	0.0%	0	1.6%	3	0.8%	1	9.7%	14	1.3%	1	6.2%	4	0.9%	1	1.1%	1
Tesco, South London Hospital, Clapham South	2.2%	26	0.0%	0	3.7%	6	10.1%	15	2.1%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	2.1%	25	26.3%	21	1.2%	2	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (PFS), Lower Richmond Road, Putney	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	12.0%	9	1.5%	1	7.8%	9	0.0%	0
Sainsbury's, Werter Road, Putney	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	4.6%	3	5.2%	6	2.1%	2
Waitrose, Upper Richmond Road West, East Sheen	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	14.8%	17	0.0%	0
Sainsbury's Local, Queenstown Road / Lavender Hill, Wandsworth	1.5%	18	2.5%	2	3.0%	5	0.0%	0	0.0%	0	0.8%	1	5.6%	8	0.0%	0	3.1%	2	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Waitrose, North End Road, Fulham	1.3%	16	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.8%	15
Morrisons, The Broadway, Wimbledon	1.2%	15	0.0%	0	0.6%	1	0.0%	0	0.0%	0	7.2%	9	0.7%	1	0.0%	0	6.2%	4	0.0%	0	0.0%	0
Local shops	1.2%	14	3.8%	3	0.6%	1	1.3%	2	1.1%	2	0.0%	0	0.7%	1	1.3%	1	0.0%	0	1.7%	2	2.1%	2
Waitrose, Kings Road, Chelsea	1.0%	12	1.3%	1	4.9%	8	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sainsbury's, North End Road, Fulham	1.0%	12	0.0%	0	1.8%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Sainsbury's, Manor Road, Richmond	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	7.0%	8	0.0%	0
Sainsbury's Local, Streatham High Road, Streatham	0.7%	9	0.0%	0	0.0%	0	0.7%	1	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Streatham High Road, Streatham Common	0.7%	9	0.0%	0	0.0%	0	1.3%	2	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Centre Court Shopping, Queens Road, Wimbledon	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Town Hall, The Broadway, Wimbledon	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco, Beverley Way, New Malden	0.7%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	4.6%	3	2.6%	3	0.0%	0
Somerfield, Battersea Park Road, Battersea	0.6%	7	1.3%	1	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Mitcham Road, Tooting	0.5%	6	1.3%	1	0.0%	0	0.0%	0	1.6%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tooting High Street, Tooting	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mitcham Road, Tooting	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Tooting	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Former Bus Garage, Clapham High Street / Common	0.4%	5	2.5%	2	0.6%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Northcote Road, Clapham Junction	0.4%	5	1.3%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wood Street, Kingston	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.1%	2	1.7%	2	0.0%	0
Tesco, Shepherd's Bush Road, Hammersmith	0.4%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Sainsbury's Local, Battersea Park Road, Battersea	0.4%	5	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Streatham High Road, Streatham	0.4%	5	0.0%	0	0.0%	0	0.7%	1	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply	0.4%	5	0.0%	0	1.8%	3	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction																						
Sainsbury's Local, Balham Hill, Clapham South	0.4%	5	1.3%	1	0.6%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction	0.4%	5	0.0%	0	1.8%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fulham Road, Fulham Broadway	0.3%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1
Tesco Express, Streatham High Road, Streatham	0.3%	4	0.0%	0	0.0%	0	2.0%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Southside Shopping Centre, Wandsworth	0.3%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	3
Marks & Spencer Food Hall, Putney High Street, Putney	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.2%	3
Somerfield, Upper Richmond Road, Putney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.9%	1	0.0%	0
Marks & Spencer Food Hall, St. John's Road, Clapham Junction	0.3%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Merton Road, South Wimbledon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0
Tesco Express, Clapham High Street, Clapham High Street / Common	0.3%	3	0.0%	0	0.6%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.3%	3	1.3%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Roehampton Lane, Roehampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Tesco Express, Balham High Road, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Acre Lane, London	0.3%	3	2.5%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Balham	0.3%	3	0.0%	0	0.0%	0	0.7%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falcon Road, Battersea	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, West Cromwell Road, Kensington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Waitrose, Sheen Road, Richmond	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer Simply Food, Balham Hill, Clapham South	0.2%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 474-488	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Wandsworth Road, SW8																						
Lidl, Falcon Lane, Clapham Junction	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Balham High Road, Balham	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Mitcham Road, Tooting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Colliers Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Pavement, Clapham High Street / Old Town	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Putney High Street, Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Balham High Road, Balham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Kings Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's Local, Streatham Hill, Streatham Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Danebury Avenue, Alton Estate, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Sternhold Avenue, Streatham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Durnsford Road, Southfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Marlowe Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Moyser Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Replingham Road, Southfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cash & Carry, Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Co-Op, New Road, Port Isaac	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fresh & Wild, Lavender Hill, Battersea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland , Streatham High Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Upper Green West, Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Aberconway Road, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lidl, Worple Road, London	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Local market, North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Balham High Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Emmanuel Road, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Church Road, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Marks & Spencer, Jerdan Place, Fulham Island, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer, Kensington High Street, London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, King Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Addington Road, Selsdon	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ashworth Road, Bridgemead	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bugsby Way, Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Cromwell Road, Kensington	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fulham Palace Road, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Richmond Road, Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Somerfield, High Street, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Tooting Road, Tooting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brixton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Highbridge Road, Barking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, King Street, Potton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, London Road, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Portland Road, South Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Brunswick Centre, London	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kensington High Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Waitrose, Station Approach, West Byfleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.0%	36	2.5%	2	1.8%	3	1.3%	2	1.6%	3	1.6%	2	2.1%	3	5.3%	4	4.6%	3	9.6%	11	3.2%	3
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q02 Is there any other store or shop you do your main food and grocery shopping ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Waitrose, Southside Shopping Centre, Wandsworth High Street, Wandsworth	4.3%	52	2.5%	2	4.3%	7	0.7%	1	0.5%	1	4.8%	6	19.4%	28	0.0%	0	9.2%	6	0.9%	1	0.0%	0
Asda, Lavender Hill, Clapham Junction	4.2%	51	20.0%	16	14.0%	23	1.3%	2	2.1%	4	0.0%	0	2.8%	4	0.0%	0	1.5%	1	0.0%	0	1.1%	1
Waitrose, Balham High Road, Balham	3.7%	45	0.0%	0	1.8%	3	16.8%	25	8.4%	16	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Balham High Road, Balham	3.2%	38	0.0%	0	0.6%	1	13.4%	20	8.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Putney Exchange Shopping Centre, High Street, Putney	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	14.7%	11	1.5%	1	9.6%	11	7.4%	7
Local shops	2.4%	29	2.5%	2	1.8%	3	2.0%	3	3.7%	7	3.2%	4	2.1%	3	0.0%	0	3.1%	2	3.5%	4	1.1%	1
Sainsbury's, Garratt Lane, Wandsworth	2.2%	27	0.0%	0	3.0%	5	0.7%	1	0.0%	0	0.0%	0	11.8%	17	1.3%	1	3.1%	2	0.9%	1	0.0%	0
Asda, Roehampton Vale, Roehampton	2.2%	27	1.3%	1	0.6%	1	0.0%	0	0.5%	1	0.8%	1	2.8%	4	5.3%	4	1.5%	1	11.3%	13	1.1%	1
Waitrose, North End Road, Fulham	1.8%	22	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	20.0%	19
Sainsbury's, Tooting High Street, Tooting	1.8%	22	0.0%	0	0.0%	0	0.0%	0	6.8%	13	6.4%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Putney High Street, Putney	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	8.0%	6	0.0%	0	7.8%	9	2.1%	2
Morrisons, The Broadway, Wimbledon	1.6%	19	0.0%	0	0.0%	0	0.7%	1	0.0%	0	9.6%	12	2.1%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Tesco, South London Hospital, Clapham South	1.5%	18	0.0%	0	2.4%	4	7.4%	11	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (PFS), Lower Richmond Road, Putney	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	9	0.0%	0	6.1%	7	1.1%	1
Marks & Spencer Food Hall, Centre Court Shopping, Queens Road, Wimbledon	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	7.7%	5	0.0%	0	1.1%	1
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	1.2%	14	13.8%	11	1.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.2%	14	0.0%	0	1.2%	2	2.0%	3	0.5%	1	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.9%	1	2.1%	2
Sainsbury's, Townmead Road, Fulham	1.2%	14	0.0%	0	2.4%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	9
Sainsbury's, Werter Road, Putney	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	9.3%	7	0.0%	0	2.6%	3	2.1%	2
Marks & Spencer Food Hall, Mitcham Road, Tooting	1.1%	13	0.0%	0	0.0%	0	0.0%	0	4.7%	9	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Town	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Hall, The Broadway, Wimbledon																						
Sainsbury's, Worple Road, Wimbledon	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	10	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's Local, Clapham High Street, Clapham High Street / Common	0.9%	11	7.5%	6	1.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Balham High Road, Tooting	0.8%	10	0.0%	0	0.0%	0	1.3%	2	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Queenstown Road / Lavender Hill, Wandsworth	0.8%	10	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	1.5%	1	1.7%	2	0.0%	0
Marks & Spencer Simply Food, Balham High Road, Balham	0.8%	10	0.0%	0	0.0%	0	4.0%	6	1.6%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.8%	10	1.3%	1	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Beverley Way, New Malden	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.2%	4	0.0%	0	0.0%	0	6.2%	4	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	0.7%	9	1.3%	1	4.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tooting High Street, Tooting	0.7%	8	0.0%	0	0.0%	0	0.7%	1	2.6%	5	0.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's, Merton High Street, Colliers Wood	0.7%	8	0.0%	0	0.0%	0	0.7%	1	1.1%	2	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.6%	7	1.3%	1	2.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.6%	7	2.5%	2	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, St. John's Road, Clapham Junction	0.5%	6	0.0%	0	3.0%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Northcote Road, Clapham Junction	0.5%	6	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Balham Hill, Clapham South	0.5%	6	1.3%	1	0.6%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Tooting	0.5%	6	0.0%	0	0.0%	0	0.7%	1	1.6%	3	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Southside Shopping Centre, Wandsworth	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	1.3%	1	1.5%	1	0.9%	1	0.0%	0
Somerfield, Mitcham Road, Tooting	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Merton Road, South Wimbledon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Somerfield, Battersea Park Road, Battersea	0.3%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Balham Hill, Clapham South	0.3%	4	1.3%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Kings Road, Chelsea	0.3%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Upper Richmond Road, Putney	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Streatham High Road, Streatham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Putney High Street, Putney	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.9%	1	0.0%	0
Co-Op, Danebury Avenue, Alton Estate, Roehampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.9%	1	0.0%	0
Iceland, The Pavement, Clapham High Street / Old Town	0.3%	3	2.5%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Balham High Road, Balham	0.3%	3	0.0%	0	0.0%	0	0.7%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham High Street, Clapham High Street / Common	0.3%	3	1.3%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Former Bus Garage, Clapham High Street / Common	0.3%	3	1.3%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, King Street, Hammersmith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Sainsbury's, Manor Road, Richmond	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Waitrose, Kings Road, Chelsea	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham High Road, Streatham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Brixton Road, Lambeth	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falcon Road, Battersea	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Arthur Road, Wimbledon Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Fulham Palace Road, Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1
Tesco Express, Streatham High Road, Streatham	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Marlowe Way, Croydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Sainsbury's, North End Road, Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Fulham Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Tesco, Upper Tooting Road, Tooting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Western Road, Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fulham Road, Fulham Broadway	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Iceland, Streatham High Road, Streatham	0.2%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North End Road, Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Sainsbury's, Hammersmith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Somerfield, 474-488 Wandsworth Road, SW8	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham Hill, Streatham Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Battersea Rise, Clapham Junction	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Mitcham Road, Tooting Junction	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Colliers Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, High Street, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, London Road, Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Booker Cash & Carry, Battersea Park Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Parsons Green, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Budgens, Replingham Road, Southfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, King Street, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local market, Hildreth Street, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Southfields, Wimbledon Park Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Trinity Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London																						
Marks & Spencer, Clarence Street, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Marks & Spencer, Jerdan Place, Fulham Island, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer, Kensington High Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Central Road, Worcester Park, Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Kings Gate Parade, Victoria	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, St James's Street, Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, St Marks Road, Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Palace Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Upper Tooting Road, Tooting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Acre Lane, London	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bridge Street, Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castelnau, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Isle Of Wight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, London Road, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco, Mace Lane, Ashford	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Malden Road, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Notting Hill Gate, Notting Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Oldfields Road, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Harrow	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kensington High Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Waitrose, Wood Street, Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	29.9%	359	31.3%	25	28.7%	47	29.5%	44	29.5%	56	27.2%	34	30.6%	44	25.3%	19	41.5%	27	28.7%	33	31.6%	30
(Don't know / can't remember)	5.0%	60	3.8%	3	2.4%	4	4.0%	6	4.7%	9	4.8%	6	6.9%	10	9.3%	7	3.1%	2	7.8%	9	4.2%	4

Wandsworth Borough Council Telephone Household Survey for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q03 How do you normally travel to do your main food shopping ?
Those who do not use the internet for their main food and grocery shopping

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car as driver	40.3%	479	21.3%	17	35.2%	57	37.0%	54	42.9%	81	32.0%	40	51.8%	72	29.3%	22	53.8%	35	43.9%	50	54.8%	51
Car as passenger	8.1%	96	8.8%	7	6.2%	10	5.5%	8	6.9%	13	11.2%	14	11.5%	16	2.7%	2	7.7%	5	12.3%	14	7.5%	7
Bus / coach	16.8%	199	28.8%	23	22.8%	37	10.3%	15	14.3%	27	12.8%	16	13.7%	19	12.0%	9	15.4%	10	25.4%	29	15.1%	14
Train	0.4%	5	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0
Tube	0.8%	10	0.0%	0	0.0%	0	1.4%	2	0.5%	1	2.4%	3	1.4%	2	1.3%	1	1.5%	1	0.0%	0	0.0%	0
Taxi	0.8%	10	0.0%	0	0.6%	1	0.7%	1	1.1%	2	2.4%	3	0.0%	0	0.0%	0	1.5%	1	1.8%	2	0.0%	0
Walk	23.8%	283	25.0%	20	27.2%	44	41.8%	61	25.9%	49	29.6%	37	13.0%	18	38.7%	29	6.2%	4	7.9%	9	12.9%	12
Bicycle	1.3%	16	3.8%	3	0.6%	1	2.1%	3	1.6%	3	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	3.2%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scooter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1	1.1%	1
(Don't know / varies)	4.5%	54	7.5%	6	3.7%	6	0.7%	1	4.2%	8	4.8%	6	4.3%	6	8.0%	6	6.2%	4	6.1%	7	4.3%	4
(Not applicable, goods delivered)	2.8%	33	5.0%	4	2.5%	4	0.7%	1	2.6%	5	4.0%	5	4.3%	6	2.7%	2	4.6%	3	1.8%	2	1.1%	1
Base:		1188		80		162		146		189		125		139		75		65		114		93

Q04 In addition to your main food shopping at which store or shop did you last visit for small scale / top up shopping for things like bread, milk or newspapers ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Local shops	20.7%	249	33.8%	27	19.5%	32	14.1%	21	21.6%	41	16.0%	20	24.3%	35	13.3%	10	27.7%	18	16.5%	19	27.4%	26
Sainsbury's, Balham High Road, Balham	2.9%	35	0.0%	0	0.0%	0	18.1%	27	4.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth	2.4%	29	0.0%	0	1.2%	2	0.7%	1	0.0%	0	1.6%	2	13.9%	20	1.3%	1	3.1%	2	0.9%	1	0.0%	0
Sainsbury's, Tooting High Street, Tooting	2.0%	24	0.0%	0	0.0%	0	0.0%	0	7.4%	14	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Putney Exchange Shopping Centre, High Street, Putney	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	21.3%	16	1.5%	1	2.6%	3	2.1%	2
Tesco Express, Balham High Road, Tooting	1.7%	21	0.0%	0	0.0%	0	0.0%	0	11.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Balham High Road, Balham	1.7%	20	0.0%	0	1.8%	3	10.1%	15	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Town Hall, The Broadway, Wimbledon	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.5%	1	8.8%	11	0.7%	1	0.0%	0	6.2%	4	0.0%	0	0.0%	0
Sainsbury's Local, Queenstown Road / Lavender Hill, Wandsworth	1.4%	17	11.3%	9	2.4%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco, South London Hospital, Clapham South	1.4%	17	0.0%	0	3.0%	5	7.4%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Clapham High Street, Clapham High Street / Common	1.3%	16	12.5%	10	1.8%	3	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (PFS), Lower Richmond Road, Putney	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	9	0.0%	0	5.2%	6	0.0%	0
Sainsbury's, Worple Road, Wimbledon	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	1.4%	2	0.0%	0	9.2%	6	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	1.2%	14	0.0%	0	7.3%	12	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Northcote Road, Clapham Junction	1.0%	12	1.3%	1	6.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Merton Road, South Wimbledon	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lavender Hill, Clapham Junction	0.9%	11	1.3%	1	4.3%	7	0.7%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	10
Somerfield, Upper Richmond Road, Putney	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	6.7%	5	0.0%	0	0.9%	1	0.0%	0
Asda, Roehampton Vale, Roehampton	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.3%	1	1.5%	1	5.2%	6	0.0%	0

Wandsworth Borough Council Telephone Household Survey
for Nathaniel Lichfield & Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Somerfield, Battersea Park Road, Battersea	0.7%	9	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Broadway, Wimbledon	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Southside Shopping Centre, Wandsworth High Street, Wandsworth	0.7%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, North End Road, Fulham	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	8.4%	8
Sainsbury's, Merton High Street, Colliers Wood	0.7%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	6.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.7%	9	0.0%	0	4.3%	7	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	0.7%	8	10.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Roehampton Lane, Roehampton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.7%	8	2.5%	2	1.8%	3	0.7%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Centre Court Shopping, Queens Road, Wimbledon	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Londis, Church Road, Barnes	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0
Marks & Spencer Simply Food, Balham High Road, Balham	0.6%	7	0.0%	0	0.6%	1	2.0%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0
Internet / delivered	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	2.6%	3	2.1%	2
Sainsbury's, Werter Road, Putney	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	3.5%	4	0.0%	0
Tesco Express, High Street, Colliers Wood	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Tooting Road, Tooting	0.5%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mitcham Road, Tooting	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Mitcham Road, Tooting	0.5%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Durnsford	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Road, Southfields																						
Tesco Express, Putney High Street, Putney	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Balham Hill, Clapham South	0.4%	5	1.3%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falcon Road, Battersea	0.4%	5	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Tooting High Street, Tooting	0.4%	5	0.0%	0	0.0%	0	0.7%	1	1.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Balham Hill, Clapham South	0.4%	5	0.0%	0	0.6%	1	2.0%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Moyser Road, Tooting	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Danebury Avenue, Alton Estate, Roehampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Somerfield, 474-488 Wandsworth Road, SW8	0.3%	4	3.8%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Palace Road, Fulham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Tesco Express, Battersea Rise, Clapham Junction	0.3%	4	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Marks & Spencer Food Hall, Putney High Street, Putney	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.9%	1	1.1%	1
Sainsbury's Local, Streatham Hill, Streatham Hill	0.3%	4	0.0%	0	0.0%	0	0.7%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham High Road, Streatham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townmead Road, Fulham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
Spar, Battersea Park Road, London	0.3%	4	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Streatham High Road, Streatham	0.3%	3	0.0%	0	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Arthur Road, Wimbledon Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Iceland, Southside Shopping Centre, Wandsworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Marks & Spencer Food Hall, St. John's Road, Clapham Junction	0.3%	3	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Food Hall, Kings Road, Chelsea	0.3%	3	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castelnau, Barnes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Tesco Express, Kings Road, Chelsea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Londis, Merton Road,	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London																						
Lidl, London Road, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Wandsworth Road, London	0.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Streatham High Road, Streatham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Mitcham Road, Tooting Junction	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Replingham Road, Southfields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Former Bus Garage, Clapham High Street / Common	0.2%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Barnes High Street, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Sainsbury's, Streatham High Road, Streatham Common	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southfields Shopping Centre, Replingham Road, Southfields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Parsons Green Lane, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Iceland, The Pavement, Clapham High Street / Old Town	0.2%	2	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Roehampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Sternhold Avenue, Streatham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fulham Road, Fulham Broadway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lidl, Balham High Road, Balham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Clapham High Street, Clapham High Street / Common	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ballards, Ballards Lane, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Moyser Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foodways, Garratt Lane, Earlsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North End Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Fulham																						
Local market, Clapham Junction	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Northcote Road, New Malden	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alfriston	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alfriston Road, Wandsworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Balham High Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barmouth Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Garratt Lane, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lacy Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Lytton Grove, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northcote Road, Wandsworth	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Putney Bridge Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Putney Hill, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, South Lambeth Road, Lambeth	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tooting Broadway, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wandsworth Bridge Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Wandsworth Road, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Wimbledon Park Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Clapham Park	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Franciscan Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Trinity Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Edgware Road, London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mediterranean Bakery, Streatham High Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Post Office, Upper Richmond Road, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Fulham Palace Road, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Sury Basin, Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Somerfield, High Street, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco, Acre Lane, Brixton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Armada Way, Beckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tesco, Bedford Street, Covent Garden	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Beverley Way, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Tesco, Fulham Palace Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco, Goodge Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Waitrose, Kensington High Street, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wood Street, Kingston	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do top-up food shopping)	22.2%	267	17.5%	14	18.9%	31	25.5%	38	21.6%	41	24.0%	30	22.2%	32	24.0%	18	27.7%	18	22.6%	26	20.0%	19
(Don't know / can't remember)	4.0%	48	2.5%	2	3.0%	5	3.4%	5	3.2%	6	1.6%	2	6.3%	9	5.3%	4	7.7%	5	3.5%	4	6.3%	6
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q05 In which location do you buy most of your household's non-food shopping ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London - West End	12.3%	148	27.5%	22	10.4%	17	24.2%	36	15.8%	30	4.0%	5	9.0%	13	5.3%	4	3.1%	2	4.3%	5	14.7%	14
Wandsworth Town	9.9%	119	10.0%	8	11.0%	18	4.0%	6	3.2%	6	4.8%	6	33.3%	48	6.7%	5	9.2%	6	6.1%	7	9.5%	9
Wimbledon	9.6%	115	1.3%	1	1.2%	2	0.7%	1	6.3%	12	40.8%	51	18.1%	26	1.3%	1	30.8%	20	0.9%	1	0.0%	0
Clapham Junction	7.7%	92	21.3%	17	36.6%	60	4.0%	6	2.1%	4	0.0%	0	3.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	6.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.9%	10	45.3%	34	4.6%	3	16.5%	19	8.4%	8
Kingston	6.1%	73	1.3%	1	1.8%	3	1.3%	2	0.0%	0	6.4%	8	6.3%	9	14.7%	11	23.1%	15	18.3%	21	3.2%	3
Tooting	5.3%	64	0.0%	0	0.0%	0	2.0%	3	22.1%	42	13.6%	17	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Kings Road, Chelsea	4.5%	54	7.5%	6	13.4%	22	1.3%	2	1.1%	2	0.0%	0	4.2%	6	5.3%	4	1.5%	1	1.7%	2	9.5%	9
Balham	4.2%	50	1.3%	1	0.6%	1	22.1%	33	6.3%	12	0.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.0%	36	3.8%	3	1.8%	3	6.7%	10	1.6%	3	4.8%	6	1.4%	2	1.3%	1	4.6%	3	2.6%	3	2.1%	2
Croydon	2.0%	24	0.0%	0	1.2%	2	6.7%	10	4.2%	8	0.0%	0	1.4%	2	1.3%	1	1.5%	1	0.0%	0	0.0%	0
Fulham	1.8%	22	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	20
Colliers Wood	1.7%	20	0.0%	0	0.0%	0	0.0%	0	4.2%	8	8.8%	11	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Kensington	1.5%	18	0.0%	0	0.6%	1	0.7%	1	0.5%	1	0.0%	0	0.7%	1	2.7%	2	1.5%	1	4.3%	5	6.3%	6
Streatham	1.5%	18	0.0%	0	0.0%	0	3.4%	5	6.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	1.3%	16	0.0%	0	0.0%	0	1.3%	2	4.7%	9	3.2%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.7%	2	0.0%	0	7.0%	8	0.0%	0
Hammersmith	0.7%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.3%	5	1.1%	1
Clapham High Street	0.6%	7	3.8%	3	1.8%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.5%	6	2.5%	2	1.8%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton Vale	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	1	2.6%	3	1.1%	1
Knightsbridge	0.3%	4	1.3%	1	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Abroad	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Brixton	0.3%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Kew	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Merton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Hounslow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
South West London	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Asda, Roehampton Vale, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bluewater, Greenhithe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Broadway, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Battersea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Notting Hill	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rye	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fulham Palace Road, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Somerfield,. Battersea Park	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Road, London																						
Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Tring	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Worthing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Several different locations / varies	13.1%	157	13.8%	11	12.2%	20	12.8%	19	16.8%	32	8.0%	10	8.3%	12	10.7%	8	10.8%	7	19.1%	22	16.8%	16
(Don't know)	1.6%	19	3.8%	3	1.8%	3	1.3%	2	1.6%	3	1.6%	2	1.4%	2	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q06 How do you normally travel to do your non-food shopping ?
Those who do not use the internet at Q05

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Car as driver	25.6%	299	11.7%	9	20.5%	33	20.1%	28	25.7%	48	21.8%	26	33.1%	47	21.6%	16	46.8%	29	33.9%	38	26.9%	25
Car as passenger	4.5%	53	7.8%	6	5.6%	9	0.7%	1	4.3%	8	5.9%	7	4.2%	6	1.4%	1	3.2%	2	7.1%	8	5.4%	5
Bus / coach	29.1%	339	48.1%	37	34.2%	55	19.4%	27	26.2%	49	22.7%	27	23.2%	33	24.3%	18	17.7%	11	38.4%	43	41.9%	39
Train	9.3%	108	7.8%	6	4.3%	7	20.9%	29	13.4%	25	6.7%	8	13.4%	19	1.4%	1	14.5%	9	1.8%	2	2.2%	2
Taxi	0.3%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0
Walk	18.6%	217	11.7%	9	26.7%	43	22.3%	31	18.2%	34	31.9%	38	14.1%	20	33.8%	25	8.1%	5	5.4%	6	6.5%	6
Bicycle	1.4%	16	2.6%	2	1.2%	2	1.4%	2	0.5%	1	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	5.4%	5
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube / underground	3.1%	36	2.6%	2	1.2%	2	8.6%	12	3.2%	6	2.5%	3	4.9%	7	1.4%	1	1.6%	1	0.9%	1	1.1%	1
Motorbike / scooter	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1
(Don't know / varies)	7.7%	90	7.8%	6	5.6%	9	6.5%	9	8.0%	15	7.6%	9	6.3%	9	10.8%	8	4.8%	3	11.6%	13	9.7%	9
Base:		1166		77		161		139		187		119		142		74		62		112		93

Q07 Apart from Christmas shopping, at which location did your household last buy clothes and shoes ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London - West End	18.3%	220	35.0%	28	19.5%	32	35.6%	53	15.3%	29	7.2%	9	16.7%	24	13.3%	10	6.2%	4	7.0%	8	24.2%	23
Wandsworth Town	8.7%	104	13.8%	11	15.9%	26	6.7%	10	3.7%	7	6.4%	8	17.4%	25	2.7%	2	6.2%	4	5.2%	6	5.3%	5
Kingston	8.5%	102	1.3%	1	1.2%	2	2.0%	3	3.7%	7	12.8%	16	12.5%	18	14.7%	11	20.0%	13	25.2%	29	2.1%	2
Wimbledon	8.5%	102	1.3%	1	2.4%	4	2.0%	3	4.2%	8	32.0%	40	13.2%	19	2.7%	2	32.3%	21	2.6%	3	1.1%	1
Internet / delivered	5.9%	71	5.0%	4	4.9%	8	7.4%	11	6.3%	12	5.6%	7	7.6%	11	4.0%	3	6.2%	4	4.3%	5	6.3%	6
Kings Road, Chelsea	5.7%	68	12.5%	10	16.5%	27	3.4%	5	3.7%	7	0.0%	0	4.2%	6	6.7%	5	3.1%	2	1.7%	2	4.2%	4
Clapham Junction	5.6%	67	10.0%	8	24.4%	40	4.7%	7	2.6%	5	0.0%	0	4.2%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tooting	4.7%	56	0.0%	0	0.0%	0	3.4%	5	20.0%	38	8.8%	11	0.0%	0	0.0%	0	1.5%	1	0.9%	1	0.0%	0
Putney	4.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.9%	7	30.7%	23	0.0%	0	11.3%	13	7.4%	7
Croydon	4.2%	50	1.3%	1	0.6%	1	8.7%	13	12.6%	24	5.6%	7	1.4%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Sutton	2.1%	25	1.3%	1	1.2%	2	2.0%	3	5.3%	10	4.0%	5	1.4%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Abroad	1.7%	21	0.0%	0	1.2%	2	2.0%	3	2.6%	5	1.6%	2	2.1%	3	2.7%	2	1.5%	1	1.7%	2	1.1%	1
Kensington	1.5%	18	1.3%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	2.1%	3	0.0%	0	1.5%	1	2.6%	3	8.4%	8
Richmond	1.2%	15	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.7%	1	4.0%	3	0.0%	0	6.1%	7	1.1%	1
Streatham	1.1%	13	0.0%	0	0.0%	0	4.0%	6	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	1.0%	12	0.0%	0	0.0%	0	0.7%	1	4.2%	8	1.6%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Fulham	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	11.6%	11
Hammersmith	0.8%	10	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	2.1%	2
Knightsbridge	0.8%	10	1.3%	1	1.2%	2	1.3%	2	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	2.1%	2
Balham	0.6%	7	0.0%	0	0.0%	0	2.7%	4	0.5%	1	0.0%	0	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Kew Retail Park, Lower Mortlake Road, Kew	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	2.1%	2
Kew	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.5%	1	1.7%	2	0.0%	0
Brixton	0.4%	5	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.4%	5	2.5%	2	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Broadway, Ealing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1
Brent Cross	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1
Edinburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Swansea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Horsham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Chiswick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.1%	1
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essex	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falkirk, Scotland	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gatwick Airport	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Isle Of White	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JD Sports, West 12 Shopping Centre, Shepherd's Bush	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Leeds City Centre	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
McArthur Glen Shopping Outlet, York	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesbrough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Berwick, East Lothian	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Primark, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Retail Park, Brixton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Royal Tunbridge Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Beverley Way, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Richmond Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Warwickshire	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	4.2%	51	2.5%	2	3.0%	5	2.7%	4	2.6%	5	3.2%	4	4.2%	6	6.7%	5	4.6%	3	7.0%	8	9.5%	9
(Don't know / can't remember)	2.9%	35	5.0%	4	3.0%	5	3.4%	5	1.6%	3	4.8%	6	1.4%	2	4.0%	3	1.5%	1	2.6%	3	3.2%	3
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q08 At which other locations do you shop for clothes and shoes ?
Those who buy clothes and footwear goods at Q07

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London - West End	12.8%	147	16.7%	13	18.9%	30	13.1%	19	15.7%	29	7.4%	9	7.2%	10	5.7%	4	16.1%	10	11.2%	12	12.8%	11
Kingston	8.4%	97	3.8%	3	3.8%	6	2.8%	4	4.9%	9	17.4%	21	8.0%	11	20.0%	14	12.9%	8	15.0%	16	5.8%	5
Wimbledon	6.5%	75	0.0%	0	3.1%	5	4.1%	6	6.5%	12	13.2%	16	14.5%	20	10.0%	7	8.1%	5	2.8%	3	1.2%	1
Kings Road, Chelsea	5.2%	60	1.3%	1	12.6%	20	5.5%	8	4.3%	8	0.0%	0	2.2%	3	4.3%	3	0.0%	0	2.8%	3	16.3%	14
Wandsworth Town	4.9%	56	6.4%	5	8.2%	13	2.8%	4	3.2%	6	0.0%	0	10.1%	14	5.7%	4	4.8%	3	3.7%	4	3.5%	3
Croydon	4.8%	55	1.3%	1	5.7%	9	8.3%	12	9.2%	17	9.1%	11	2.2%	3	0.0%	0	1.6%	1	0.9%	1	0.0%	0
Clapham Junction	3.9%	45	11.5%	9	10.1%	16	5.5%	8	3.2%	6	1.7%	2	2.2%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tooting	3.1%	36	0.0%	0	0.6%	1	4.8%	7	8.1%	15	4.1%	5	4.3%	6	1.4%	1	1.6%	1	0.0%	0	0.0%	0
Putney	3.0%	34	2.6%	2	0.0%	0	0.0%	0	0.5%	1	1.7%	2	5.8%	8	5.7%	4	4.8%	3	7.5%	8	7.0%	6
Kensington	2.7%	31	1.3%	1	1.3%	2	0.7%	1	1.1%	2	0.8%	1	2.2%	3	2.9%	2	1.6%	1	10.3%	11	8.1%	7
Internet / delivered	1.7%	19	2.6%	2	1.9%	3	0.7%	1	3.2%	6	1.7%	2	0.0%	0	2.9%	2	1.6%	1	0.9%	1	1.2%	1
Sutton	1.7%	19	1.3%	1	0.6%	1	0.7%	1	1.6%	3	8.3%	10	0.7%	1	0.0%	0	1.6%	1	0.9%	1	0.0%	0
Knightsbridge	1.6%	18	0.0%	0	0.6%	1	2.1%	3	2.2%	4	0.8%	1	0.7%	1	1.4%	1	3.2%	2	0.9%	1	4.7%	4
Richmond	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	7.1%	5	0.0%	0	3.7%	4	1.2%	1
Fulham	0.6%	7	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	2.3%	2
Balham	0.5%	6	0.0%	0	0.6%	1	1.4%	2	1.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	0.5%	6	0.0%	0	0.0%	0	1.4%	2	0.5%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	2.3%	2
Battersea	0.3%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Kew	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Uxbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bicester	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brick Lane, Tower Hamlets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Eltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Meadowhall Shopping Centre, Sheffield	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Notting Hill	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sussex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sutton	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wotton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
(Nowhere else)	39.6%	456	37.2%	29	39.0%	62	46.9%	68	41.1%	76	34.7%	42	39.1%	54	42.9%	30	43.5%	27	36.4%	39	33.7%	29
(Don't know)	3.3%	38	12.8%	10	1.3%	2	2.8%	4	0.5%	1	3.3%	4	3.6%	5	1.4%	1	4.8%	3	3.7%	4	4.7%	4
Base:		1151		78		159		145		185		121		138		70		62		107		86

Q09 Apart from Christmas shopping, at which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Internet / delivered	13.6%	163	12.5%	10	10.4%	17	17.5%	26	16.3%	31	12.8%	16	12.5%	18	12.0%	9	13.8%	9	13.0%	15	12.6%	12
London - West End	8.8%	106	16.3%	13	8.5%	14	13.4%	20	8.4%	16	2.4%	3	8.3%	12	9.3%	7	9.2%	6	1.7%	2	13.7%	13
Wandsworth Town	7.3%	88	6.3%	5	15.9%	26	3.4%	5	4.2%	8	2.4%	3	18.8%	27	4.0%	3	6.2%	4	0.9%	1	6.3%	6
Wimbledon	7.0%	84	0.0%	0	3.0%	5	4.7%	7	4.7%	9	23.2%	29	13.9%	20	2.7%	2	15.4%	10	1.7%	2	0.0%	0
Kingston	5.6%	67	1.3%	1	1.2%	2	0.0%	0	5.3%	10	6.4%	8	8.3%	12	10.7%	8	20.0%	13	10.4%	12	1.1%	1
Colliers Wood	4.2%	51	0.0%	0	3.0%	5	4.7%	7	5.3%	10	17.6%	22	1.4%	2	1.3%	1	4.6%	3	0.9%	1	0.0%	0
Kings Road, Chelsea	4.1%	49	3.8%	3	8.5%	14	3.4%	5	2.1%	4	0.0%	0	3.5%	5	5.3%	4	0.0%	0	2.6%	3	11.6%	11
Clapham Junction	3.4%	41	13.8%	11	13.4%	22	1.3%	2	2.1%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	21.3%	16	3.1%	2	12.2%	14	4.2%	4
Croydon	3.1%	37	2.5%	2	3.7%	6	5.4%	8	8.9%	17	0.8%	1	1.4%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Fulham	2.9%	35	1.3%	1	1.2%	2	0.7%	1	2.1%	4	0.0%	0	4.9%	7	2.7%	2	0.0%	0	0.9%	1	17.9%	17
Tooting	1.7%	21	0.0%	0	0.0%	0	2.7%	4	5.8%	11	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	1.4%	17	0.0%	0	0.0%	0	6.0%	9	3.7%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Kensington	0.7%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.7%	1	2.7%	2	0.0%	0	1.7%	2	2.1%	2
Barnes	0.7%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	8	0.0%	0
Richmond	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.1%	7	1.1%	1
Streatham	0.7%	8	1.3%	1	0.0%	0	1.3%	2	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.7%	8	2.5%	2	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.4%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Clapham High Street	0.4%	5	1.3%	1	0.6%	1	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.5%	4	0.0%	0
Battersea	0.3%	4	1.3%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.1%	1
New Malden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Roehampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Kent	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1	0.0%	0
Currys, Plough Lane, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Smugglers Way, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Burgess Hill	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberwell	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Great West Road, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Eastbourne	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Hastings	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Local shops, Upper Richmond Road, East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Newcastle-Upon-Tyne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nine Elms	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plough Lane, Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pengam Green, Cardiff	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Richmond Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wales	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wembley	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Norwood	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	20.9%	251	30.0%	24	19.5%	32	22.1%	33	20.5%	39	20.8%	26	16.0%	23	21.3%	16	10.8%	7	23.5%	27	25.3%	24
(Don't know / can't remember)	4.2%	51	1.3%	1	6.7%	11	5.4%	8	4.7%	9	3.2%	4	3.5%	5	4.0%	3	4.6%	3	4.3%	5	2.1%	2
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q10 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?
Those who buy domestic electric appliances at Q09

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Wimbledon	4.0%	38	1.8%	1	2.3%	3	1.7%	2	2.6%	4	8.1%	8	8.3%	10	3.4%	2	12.1%	7	1.1%	1	0.0%	0
London - West End	3.8%	36	1.8%	1	4.5%	6	5.2%	6	4.6%	7	1.0%	1	3.3%	4	5.1%	3	1.7%	1	3.4%	3	5.6%	4
Kingston	3.3%	31	0.0%	0	2.3%	3	1.7%	2	2.0%	3	5.1%	5	3.3%	4	6.8%	4	8.6%	5	5.7%	5	0.0%	0
Internet / delivered	2.9%	28	8.9%	5	0.8%	1	2.6%	3	2.6%	4	5.1%	5	3.3%	4	1.7%	1	1.7%	1	2.3%	2	2.8%	2
Wandsworth Town	2.7%	26	3.6%	2	3.8%	5	0.0%	0	2.0%	3	3.0%	3	6.6%	8	1.7%	1	0.0%	0	1.1%	1	4.2%	3
Clapham Junction	2.5%	24	10.7%	6	9.1%	12	3.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Kings Road, Chelsea	2.1%	20	1.8%	1	5.3%	7	1.7%	2	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	4.2%	3
Colliers Wood	1.7%	16	1.8%	1	0.0%	0	0.0%	0	5.3%	8	4.0%	4	0.8%	1	1.7%	1	0.0%	0	1.1%	1	0.0%	0
Putney	1.5%	14	0.0%	0	0.8%	1	0.0%	0	1.3%	2	0.0%	0	2.5%	3	6.8%	4	1.7%	1	1.1%	1	2.8%	2
Croydon	1.4%	13	0.0%	0	3.0%	4	5.2%	6	0.7%	1	1.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Fulham	1.3%	12	0.0%	0	2.3%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	8.5%	6
Tooting	1.2%	11	0.0%	0	1.5%	2	0.9%	1	2.6%	4	1.0%	1	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.5%	5	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.3%	2	1.4%	1
Richmond	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	4.5%	4	0.0%	0
Balham	0.5%	5	0.0%	0	0.0%	0	2.6%	3	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Streatham	0.4%	4	0.0%	0	0.0%	0	1.7%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Raynes Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nine Elms	0.1%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oswestry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Isle Of Wight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York and Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	64.6%	614	64.3%	36	62.9%	83	71.6%	83	66.9%	101	58.6%	58	62.0%	75	67.8%	40	65.5%	38	61.4%	54	64.8%	46
(Don't know / varies)	5.5%	52	1.8%	1	4.5%	6	6.0%	7	3.3%	5	10.1%	10	5.8%	7	3.4%	2	6.9%	4	8.0%	7	4.2%	3
Base:		951		56		132		116		151		99		121		59		58		88		71

Q11 Apart from Christmas shopping, at which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Internet / delivered	17.7%	213	16.3%	13	14.0%	23	18.8%	28	19.5%	37	20.0%	25	16.0%	23	16.0%	12	18.5%	12	19.1%	22	18.9%	18
London - West End	8.7%	104	17.5%	14	9.8%	16	14.1%	21	7.4%	14	3.2%	4	6.9%	10	6.7%	5	6.2%	4	3.5%	4	12.6%	12
Wandsworth Town	6.8%	82	5.0%	4	12.2%	20	8.7%	13	2.6%	5	0.8%	1	17.4%	25	2.7%	2	4.6%	3	3.5%	4	5.3%	5
Wimbledon	6.0%	72	0.0%	0	1.2%	2	4.7%	7	4.7%	9	16.8%	21	11.8%	17	0.0%	0	20.0%	13	1.7%	2	1.1%	1
Kingston	4.9%	59	0.0%	0	0.6%	1	1.3%	2	3.7%	7	6.4%	8	5.6%	8	14.7%	11	15.4%	10	9.6%	11	1.1%	1
Kings Road, Chelsea	3.5%	42	5.0%	4	10.4%	17	0.0%	0	2.6%	5	0.0%	0	0.7%	1	2.7%	2	0.0%	0	3.5%	4	9.5%	9
Fulham	3.4%	41	1.3%	1	3.0%	5	2.0%	3	2.6%	5	0.0%	0	4.9%	7	5.3%	4	1.5%	1	0.0%	0	15.8%	15
Colliers Wood	3.4%	41	0.0%	0	1.2%	2	0.7%	1	10.0%	19	10.4%	13	2.1%	3	1.3%	1	3.1%	2	0.0%	0	0.0%	0
Putney	3.1%	37	0.0%	0	0.6%	1	2.0%	3	0.5%	1	0.8%	1	0.7%	1	18.7%	14	4.6%	3	8.7%	10	3.2%	3
Clapham Junction	2.9%	35	7.5%	6	10.4%	17	2.0%	3	2.6%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	2.1%	2
Croydon	2.6%	31	1.3%	1	1.2%	2	5.4%	8	9.5%	18	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	1.6%	19	8.8%	7	2.4%	4	3.4%	5	0.0%	0	0.8%	1	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tooting	1.2%	15	0.0%	0	0.6%	1	0.7%	1	4.7%	9	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	1.2%	14	0.0%	0	0.0%	0	5.4%	8	2.6%	5	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.7%	9	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	1.3%	1	0.0%	0	3.5%	4	1.1%	1
Streatham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	3.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.5%	6	0.0%	0	1.2%	2	0.7%	1	0.5%	1	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.4%	5	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Richmond	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	1.1%	1
Merton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.1%	1
Hammersmith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.1%	1
Clapham High Street	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Knightsbridge	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Richmond Road, East Sheen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Currys, Plough Lane, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Basingstoke	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Bromley	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Enfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Makro, Anchor & Hope Lane, Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Nine Elms	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Kent Road, Southwark	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plough Lane, Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	23.5%	282	26.3%	21	23.8%	39	26.8%	40	17.9%	34	28.0%	35	22.9%	33	18.7%	14	20.0%	13	27.8%	32	22.1%	21
(Don't know / can't remember)	3.4%	41	5.0%	4	5.5%	9	0.7%	1	2.1%	4	1.6%	2	4.9%	7	4.0%	3	3.1%	2	4.3%	5	4.2%	4
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q12 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?

Those who buy any other kinds of electric goods at Q11

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Internet / delivered	5.0%	46	5.1%	3	4.8%	6	5.5%	6	5.8%	9	5.6%	5	5.4%	6	8.2%	5	0.0%	0	2.4%	2	5.4%	4
London - West End	4.3%	40	10.2%	6	4.8%	6	5.5%	6	2.6%	4	3.3%	3	4.5%	5	1.6%	1	1.9%	1	4.8%	4	5.4%	4
Kingston	2.7%	25	1.7%	1	1.6%	2	1.8%	2	1.3%	2	8.9%	8	3.6%	4	1.6%	1	3.8%	2	3.6%	3	0.0%	0
Wandsworth Town	2.6%	24	3.4%	2	3.2%	4	2.8%	3	0.6%	1	1.1%	1	5.4%	6	1.6%	1	3.8%	2	1.2%	1	4.1%	3
Wimbledon	2.6%	24	0.0%	0	2.4%	3	0.0%	0	1.9%	3	7.8%	7	6.3%	7	0.0%	0	7.7%	4	0.0%	0	0.0%	0
Colliers Wood	2.0%	18	1.7%	1	0.8%	1	1.8%	2	3.8%	6	5.6%	5	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	1.8%	17	1.7%	1	3.2%	4	2.8%	3	1.3%	2	0.0%	0	0.9%	1	3.3%	2	0.0%	0	1.2%	1	4.1%	3
Fulham	1.1%	10	0.0%	0	2.4%	3	0.0%	0	0.6%	1	0.0%	0	0.9%	1	1.6%	1	0.0%	0	1.2%	1	4.1%	3
Clapham Junction	1.0%	9	8.5%	5	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.8%	7	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.3%	2	0.0%	0	0.0%	0	4.1%	3
Tooting	0.8%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	4	1.1%	1	0.9%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Croydon	0.5%	5	1.7%	1	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.6%	3	0.0%	0
Balham	0.4%	4	0.0%	0	0.0%	0	1.8%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.3%	3	0.0%	0	0.0%	0	1.8%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.2%	2	0.0%	0	0.8%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Battersea	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Glasgow	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Vauxhall	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	68.7%	632	62.7%	37	62.4%	78	72.5%	79	75.6%	118	62.2%	56	61.3%	68	78.7%	48	76.9%	40	72.3%	60	64.9%	48
(Don't know / varies)	5.1%	47	1.7%	1	8.0%	10	2.8%	3	3.2%	5	6.7%	6	7.2%	8	1.6%	1	1.9%	1	7.2%	6	8.1%	6
Base:		920		59		125		109		156		90		111		61		52		83		74

Q13 Apart from Christmas shopping, which location did your household last buy furniture, soft furnishings and floor-coverings ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London - West End	9.5%	114	18.8%	15	12.8%	21	12.8%	19	8.4%	16	2.4%	3	13.2%	19	8.0%	6	7.7%	5	2.6%	3	7.4%	7
Croydon	9.5%	114	11.3%	9	6.1%	10	17.5%	26	14.2%	27	12.0%	15	9.0%	13	6.7%	5	4.6%	3	4.3%	5	1.1%	1
Wimbledon	5.2%	62	0.0%	0	1.2%	2	4.0%	6	2.6%	5	15.2%	19	9.0%	13	0.0%	0	20.0%	13	1.7%	2	2.1%	2
Internet / delivered	5.1%	61	5.0%	4	4.9%	8	4.0%	6	6.3%	12	7.2%	9	4.9%	7	4.0%	3	4.6%	3	6.1%	7	2.1%	2
Kingston	4.9%	59	1.3%	1	0.6%	1	0.0%	0	2.6%	5	9.6%	12	8.3%	12	8.0%	6	10.8%	7	12.2%	14	1.1%	1
Wandsworth Town	4.7%	56	6.3%	5	9.8%	16	1.3%	2	2.1%	4	2.4%	3	8.3%	12	2.7%	2	6.2%	4	3.5%	4	4.2%	4
Kings Road, Chelsea	4.0%	48	5.0%	4	9.1%	15	1.3%	2	2.1%	4	0.8%	1	3.5%	5	4.0%	3	0.0%	0	2.6%	3	11.6%	11
Clapham Junction	3.2%	39	6.3%	5	9.8%	16	3.4%	5	4.7%	9	0.8%	1	0.7%	1	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Putney	2.7%	32	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.2%	6	20.0%	15	0.0%	0	5.2%	6	4.2%	4
Tooting	2.4%	29	1.3%	1	0.0%	0	1.3%	2	10.0%	19	4.0%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	1.3%	16	0.0%	0	1.8%	3	1.3%	2	2.6%	5	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	1.1%	13	0.0%	0	1.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	7.4%	7
Balham	0.8%	10	0.0%	0	0.6%	1	2.7%	4	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.7%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	1	0.0%	0	0.0%	0	3.1%	2	3.5%	4	0.0%	0
Kensington	0.7%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.7%	2	1.5%	1	2.6%	3	0.0%	0
Brixton	0.5%	6	1.3%	1	0.0%	0	2.7%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.5%	6	0.0%	0	0.6%	1	2.0%	3	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Mitcham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	1.7%	2	0.0%	0
Merton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Richmond	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Ikea, Drury Way, London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Raynes Park	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Hammersmith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	2	0.0%	0
DFS, Shannon Corner Retail Park, Burlington Road, New Malden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Knightsbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1	0.0%	0
Sutton	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.2%	2	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1	0.0%	0
Antique Fair, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Capitol Carpets, Northcote Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Eastbourne	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant & Castle Shopping Centre, London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
High Street, Homerton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Ferry Road, Grangetown	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Land Of Leather, Race Meadows Way, Kempston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Middlesex	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden Shopping Centre, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newark-On-Trent	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Teddington	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tolworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wembley	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	32.2%	387	37.5%	30	31.7%	52	36.2%	54	26.3%	50	28.0%	35	29.2%	42	33.3%	25	29.2%	19	31.3%	36	46.3%	44
(Don't know / can't remember)	5.3%	64	3.8%	3	4.3%	7	4.7%	7	6.3%	12	7.2%	9	2.8%	4	5.3%	4	6.2%	4	7.8%	9	5.3%	5
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q14 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ?
Those who buy furniture, soft furnishings or floor coverings at Q13

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Croydon	3.9%	32	0.0%	0	5.4%	6	6.3%	6	2.9%	4	3.3%	3	2.9%	3	6.0%	3	4.3%	2	3.8%	3	3.9%	2
Kingston	3.7%	30	0.0%	0	1.8%	2	2.1%	2	2.9%	4	14.4%	13	2.0%	2	2.0%	1	4.3%	2	5.1%	4	0.0%	0
London - West End	3.4%	28	4.0%	2	3.6%	4	7.4%	7	3.6%	5	3.3%	3	2.9%	3	4.0%	2	0.0%	0	1.3%	1	2.0%	1
Wandsworth Town	2.5%	20	2.0%	1	2.7%	3	2.1%	2	1.4%	2	2.2%	2	4.9%	5	2.0%	1	0.0%	0	3.8%	3	2.0%	1
Kings Road, Chelsea	2.2%	18	0.0%	0	1.8%	2	3.2%	3	1.4%	2	0.0%	0	1.0%	1	8.0%	4	2.2%	1	1.3%	1	7.8%	4
Wimbledon	2.1%	17	0.0%	0	0.0%	0	1.1%	1	0.7%	1	4.4%	4	6.9%	7	0.0%	0	6.5%	3	1.3%	1	0.0%	0
Internet / delivered	1.8%	15	4.0%	2	1.8%	2	2.1%	2	0.7%	1	2.2%	2	2.9%	3	0.0%	0	2.2%	1	0.0%	0	3.9%	2
Putney	1.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.0%	5	0.0%	0	5.1%	4	2.0%	1
Clapham Junction	1.2%	10	12.0%	6	0.9%	1	0.0%	0	0.7%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	1.1%	9	0.0%	0	0.0%	0	0.0%	0	3.6%	5	3.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	0.9%	7	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	4
Kensington	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	2.0%	1	2.2%	1	0.0%	0	2.0%	1
Sutton	0.6%	5	0.0%	0	0.9%	1	0.0%	0	0.7%	1	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	1	2.5%	2	0.0%	0
Knightsbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.0%	1
Streatham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Erril Retail Park, Plymouth Road, Plymouth	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brent Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Cardiff	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea Harbour Retail Park, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Hackbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Weir Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent	0.1%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Retail Park, Thurrock	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Worthing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	66.5%	542	74.0%	37	75.0%	84	65.3%	62	70.0%	98	54.4%	49	68.6%	70	58.0%	29	76.1%	35	62.0%	49	56.9%	29
(Don't know / varies)	7.5%	61	2.0%	1	4.5%	5	9.5%	9	7.1%	10	11.1%	10	5.9%	6	10.0%	5	2.2%	1	10.1%	8	11.8%	6
Base:		815		50		112		95		140		90		102		50		46		79		51

Q15 Apart from Christmas shopping, which location did your household last buy DIY / hardware and garden items ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
B&Q, Smugglers Way, Wandsworth	15.9%	191	17.5%	14	18.3%	30	20.1%	30	15.8%	30	4.0%	5	22.2%	32	12.0%	9	7.7%	5	12.2%	14	23.2%	22
Wimbledon	11.6%	139	0.0%	0	1.2%	2	6.0%	9	8.4%	16	44.8%	56	13.2%	19	1.3%	1	50.8%	33	2.6%	3	0.0%	0
Homebase, Swandon Way, Wandsworth	8.9%	107	7.5%	6	13.4%	22	6.7%	10	6.8%	13	2.4%	3	16.7%	24	12.0%	9	1.5%	1	1.7%	2	17.9%	17
Wandsworth Town	7.8%	94	7.5%	6	12.2%	20	10.7%	16	3.7%	7	3.2%	4	16.0%	23	12.0%	9	1.5%	1	4.3%	5	3.2%	3
Homebase, York Road, Battersea	2.2%	26	1.3%	1	12.8%	21	0.0%	0	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Putney	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	20.0%	15	0.0%	0	5.2%	6	1.1%	1
Tooting	1.8%	22	0.0%	0	0.0%	0	0.0%	0	8.9%	17	3.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
London - West End	1.7%	20	3.8%	3	1.8%	3	2.7%	4	1.6%	3	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.9%	1	2.1%	2
Streatham	1.5%	18	0.0%	0	0.0%	0	2.0%	3	7.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	14.8%	17	0.0%	0
Clapham Junction	1.4%	17	5.0%	4	5.5%	9	1.3%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Croydon	1.2%	14	3.8%	3	0.0%	0	4.0%	6	1.6%	3	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.1%	13	0.0%	0	1.2%	2	0.0%	0	2.6%	5	0.8%	1	0.7%	1	1.3%	1	1.5%	1	0.0%	0	2.1%	2
Balham	0.9%	11	0.0%	0	0.0%	0	3.4%	5	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.7%	9	3.8%	3	0.6%	1	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	6.3%	6
Morden	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.4%	3	0.0%	0	0.0%	0	1.5%	1	1.7%	2	0.0%	0
Kingston	0.6%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Homebase, Jubilee Way, Merton	0.6%	7	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.8%	1	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.4%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.5%	6	1.3%	1	2.4%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Burlington Road, New Malden	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.5%	1	2.6%	3	0.0%	0
Homebase, Manor Road, Richmond	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0
B&Q, Alexandra Road, Wimbledon	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Colliers Wood	0.3%	4	0.0%	0	0.0%	0	0.7%	1	1.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Kensington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	2.1%	2
Merton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Woodgate Drive, Streatham Vale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.9%	1	1.1%	1
Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Wickes, Plough Lane, Wimbledon	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Larch Drive, Chiswick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1
Hammersmith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Kings Road, Chelsea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bugsby Way,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Greenwich																						
B&Q, Dodnor Lane, Newport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
B&Q, Hesterman Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Norwood Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burford	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chessington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cobham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley Down, Crawley	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essex	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Garden Centre, Chessington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingston Road, New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Drury Way, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Kent	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Royal Horticultural Society, Pirbright	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rye	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Battersea Park Road, Battersea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squires Garden Centre, Halliford Road, Shepperton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Stockwell	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Walton-On-Thames	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Road, Lambeth	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Norwood	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	28.5%	342	40.0%	32	28.7%	47	32.2%	48	28.4%	54	24.8%	31	16.7%	24	28.0%	21	26.2%	17	31.3%	36	33.7%	32
(Don't know / can't remember)	1.9%	23	0.0%	0	0.6%	1	2.0%	3	2.1%	4	1.6%	2	1.4%	2	2.7%	2	3.1%	2	3.5%	4	3.2%	3
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q16 Which other locations do you visit to buy DIY / hardware and garden items ?
Those who buy DIY / hardware and garden items at Q15

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Homebase, Swandon Way, Wandsworth	12.3%	106	14.6%	7	19.7%	23	19.8%	20	7.4%	10	3.2%	3	16.7%	20	11.1%	6	10.4%	5	5.1%	4	12.7%	8
B&Q, Smugglers Way, Wandsworth	8.0%	69	6.3%	3	12.8%	15	6.9%	7	3.7%	5	2.1%	2	17.5%	21	13.0%	7	2.1%	1	2.5%	2	9.5%	6
Wimbledon	4.3%	37	2.1%	1	1.7%	2	5.0%	5	8.8%	12	7.4%	7	3.3%	4	0.0%	0	8.3%	4	2.5%	2	0.0%	0
Wandsworth Town	2.9%	25	2.1%	1	6.0%	7	0.0%	0	2.9%	4	1.1%	1	6.7%	8	5.6%	3	0.0%	0	1.3%	1	0.0%	0
Croydon	1.2%	10	0.0%	0	0.0%	0	2.0%	2	3.7%	5	0.0%	0	1.7%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Fulham	1.2%	10	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	12.7%	8
Internet / delivered	0.9%	8	2.1%	1	1.7%	2	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.2%	2
Tooting	0.9%	8	0.0%	0	0.0%	0	1.0%	1	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, York Road, Battersea	0.9%	8	2.1%	1	1.7%	2	1.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.1%	1	1.3%	1	1.6%	1
Richmond	0.7%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.9%	1	2.1%	1	1.3%	1	0.0%	0
Putney	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.9%	1	2.1%	1	1.3%	1	0.0%	0
Morden	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	0.5%	4	0.0%	0	0.0%	0	1.0%	1	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Alexandra Road, Wimbledon	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	0.5%	4	4.2%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.1%	1	1.3%	1	0.0%	0
East Sheen	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.6%	1
Balham	0.3%	3	0.0%	0	0.0%	0	2.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.2%	2	2.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Brixton	0.2%	2	2.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Jubilee Way, Merton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Gunnersbury Road, Chiswick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Barnes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Tunbridge Wells	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Colliers Wood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East London	0.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Woodgate Drive, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Clapham South	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Plough Lane, Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
(Nowhere else)	58.6%	504	56.3%	27	50.4%	59	54.5%	55	59.6%	81	74.5%	70	50.0%	60	57.4%	31	70.8%	34	64.6%	51	57.1%	36
(Don't know / varies)	4.1%	35	2.1%	1	3.4%	4	8.9%	9	3.7%	5	4.3%	4	1.7%	2	7.4%	4	2.1%	1	5.1%	4	1.6%	1
Base:		860		48		117		101		136		94		120		54		48		79		63

Q17 Apart from Christmas shopping, which location did your household last buy chemist, health and beauty items ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Wandsworth Town	12.5%	150	16.3%	13	11.0%	18	3.4%	5	3.2%	6	8.8%	11	59.0%	85	2.7%	2	9.2%	6	0.9%	1	3.2%	3
Wimbledon	9.9%	119	1.3%	1	0.6%	1	0.7%	1	2.1%	4	48.8%	61	8.3%	12	1.3%	1	56.9%	37	0.0%	0	1.1%	1
Putney	9.9%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	4.9%	7	85.3%	64	6.2%	4	29.6%	34	9.5%	9
Clapham Junction	9.8%	118	27.5%	22	46.3%	76	7.4%	11	1.1%	2	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Balham	9.7%	116	0.0%	0	0.0%	0	49.7%	74	21.6%	41	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	7.9%	95	0.0%	0	0.0%	0	1.3%	2	37.4%	71	16.8%	21	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	5.3%	64	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	62.1%	59
London - West End	4.8%	58	15.0%	12	6.7%	11	5.4%	8	5.8%	11	1.6%	2	6.9%	10	1.3%	1	0.0%	0	0.9%	1	2.1%	2
Streatham	2.2%	27	0.0%	0	0.0%	0	3.4%	5	11.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	2.0%	24	3.8%	3	5.5%	9	1.3%	2	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	8.4%	8
Clapham High Street	2.0%	24	16.3%	13	1.8%	3	5.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.9%	23	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	2.8%	4	4.0%	3	6.2%	4	8.7%	10	0.0%	0
Battersea	1.8%	22	1.3%	1	12.2%	20	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	1.7%	21	0.0%	0	0.0%	0	0.7%	1	2.6%	5	11.2%	14	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	13	0.0%	0
Internet / delivered	1.0%	12	1.3%	1	0.0%	0	2.0%	3	2.1%	4	0.8%	1	0.7%	1	0.0%	0	1.5%	1	0.9%	1	0.0%	0
Richmond	0.8%	10	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	6.1%	7	0.0%	0
Roehampton	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	1	6.1%	7	1.1%	1
Croydon	0.8%	10	1.3%	1	0.6%	1	1.3%	2	2.1%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.1%	7	0.0%	0
Kensington	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	1	0.9%	1	4.2%	4
Brixton	0.6%	7	1.3%	1	0.0%	0	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0
Merton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.3%	4	1.3%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Abroad	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Kew Retail Park, Kew	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1
Boots, Bluewater Shopping Centre, Kent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Clapham Park	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Danebury Avenue, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Day Lewis, Kingston Road, Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf Shopping Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Earlsfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Gatwick Airport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Heathrow Airport, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Kanari Pharmacy, Fulham Road, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Kew Gardens, Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Earls Court	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lancaster	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Chemist, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Nine Elms	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddington	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Queenstown Road, London	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton Vale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, King George Avenue, Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Sainsbury's, Wandsworth Road, Vauxhall	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Sports Centre, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wandsworth Road, Lambeth	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	5.3%	64	5.0%	4	7.3%	12	9.4%	14	5.8%	11	4.0%	5	2.1%	3	2.7%	2	4.6%	3	6.1%	7	3.2%	3
(Don't know / can't remember)	1.6%	19	3.8%	3	4.3%	7	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	6.2%	4	2.6%	3	0.0%	0
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q18 Which other locations do you visit to buy health, beauty and chemist items ?

Those who buy chemist, health and beauty items at Q17

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Wandsworth Town	3.5%	40	5.3%	4	3.9%	6	1.5%	2	0.6%	1	0.8%	1	10.6%	15	6.8%	5	3.2%	2	2.8%	3	1.1%	1
London - West End	3.3%	37	2.6%	2	3.3%	5	3.0%	4	2.8%	5	1.7%	2	5.7%	8	2.7%	2	4.8%	3	2.8%	3	3.3%	3
Clapham Junction	2.8%	32	7.9%	6	9.9%	15	3.7%	5	1.1%	2	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	2.5%	28	0.0%	0	0.7%	1	3.0%	4	8.9%	16	3.3%	4	1.4%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Putney	2.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	2.7%	2	4.8%	3	8.3%	9	8.7%	8
Balham	1.9%	22	1.3%	1	0.0%	0	8.1%	11	5.0%	9	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon	1.9%	22	0.0%	0	0.7%	1	0.0%	0	1.7%	3	6.7%	8	5.7%	8	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Kingston	1.7%	19	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	2	2.8%	4	1.4%	1	3.2%	2	8.3%	9	0.0%	0
Kings Road, Chelsea	1.3%	15	1.3%	1	2.6%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	8.7%	8
Fulham	1.1%	13	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	12.0%	11
Streatham	0.9%	10	0.0%	0	0.0%	0	2.2%	3	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.9%	10	3.9%	3	2.0%	3	2.2%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.1%	3	1.4%	1	0.0%	0	1.9%	2	1.1%	1
Internet / delivered	0.7%	8	0.0%	0	0.0%	0	0.7%	1	0.6%	1	1.7%	2	0.7%	1	0.0%	0	1.6%	1	0.0%	0	2.2%	2
Richmond	0.6%	7	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	5	0.0%	0
Colliers Wood	0.5%	6	0.0%	0	0.0%	0	1.5%	2	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.1%	1
Barnes	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Hammersmith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
Battersea	0.3%	3	1.3%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	1	0.0%	0
East Sheen	0.2%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Knightsbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boots, Replingham Road, Southfields	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ealing Broadway	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Heathrow Airport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Notting Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Kew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Southfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
St Albans City Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Waterloo	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	67.4%	767	72.4%	55	69.7%	106	69.6%	94	69.8%	125	73.3%	88	61.0%	86	78.1%	57	72.6%	45	52.8%	57	58.7%	54
(Don't know / varies)	3.3%	38	3.9%	3	3.9%	6	3.7%	5	3.9%	7	5.0%	6	2.1%	3	0.0%	0	1.6%	1	4.6%	5	2.2%	2
Base:		1138		76		152		135		179		120		141		73		62		108		92

Q19 Apart from Christmas shopping, which location did your household last buy other non-food items such as books, CD's, toys and gifts ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Internet / delivered	20.1%	241	22.5%	18	23.2%	38	24.8%	37	24.7%	47	16.0%	20	16.0%	23	17.3%	13	16.9%	11	10.4%	12	23.2%	22
Wimbledon	9.8%	118	2.5%	2	0.0%	0	0.7%	1	7.4%	14	40.8%	51	15.3%	22	0.0%	0	40.0%	26	1.7%	2	0.0%	0
London - West End	9.8%	118	22.5%	18	9.8%	16	20.8%	31	11.6%	22	1.6%	2	10.4%	15	4.0%	3	4.6%	3	2.6%	3	5.3%	5
Putney	9.2%	111	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.8%	1	4.9%	7	60.0%	45	12.3%	8	27.8%	32	14.7%	14
Wandsworth Town	7.7%	92	8.8%	7	7.9%	13	3.4%	5	3.7%	7	6.4%	8	27.8%	40	2.7%	2	4.6%	3	1.7%	2	5.3%	5
Clapham Junction	6.1%	73	15.0%	12	26.2%	43	5.4%	8	3.7%	7	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	3.7%	45	0.0%	0	0.0%	0	17.5%	26	10.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	2.2%	26	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	23.2%	22
Kings Road, Chelsea	2.1%	25	5.0%	4	8.5%	14	1.3%	2	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Kingston	2.0%	24	1.3%	1	0.6%	1	0.0%	0	1.1%	2	1.6%	2	2.8%	4	2.7%	2	3.1%	2	7.8%	9	1.1%	1
Croydon	1.7%	20	0.0%	0	1.2%	2	1.3%	2	6.8%	13	1.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	1.6%	19	0.0%	0	0.0%	0	0.0%	0	7.9%	15	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	1.2%	15	0.0%	0	0.0%	0	4.0%	6	4.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.8%	10	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0	4.3%	5	0.0%	0
Sutton	0.8%	10	0.0%	0	0.6%	1	0.0%	0	3.7%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Colliers Wood	0.7%	9	0.0%	0	0.6%	1	0.0%	0	0.5%	1	4.8%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.7%	9	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	4.2%	4
Clapham High Street	0.7%	8	3.8%	3	1.2%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	6	0.0%	0
Hammersmith	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5	1.1%	1
Abroad	0.5%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	2.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Roehampton	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	2	1.1%	1
Brixton	0.3%	3	1.3%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Battersea	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Tesco, Beverley Way, New Malden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Gatwick	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Car Boot Sale, Battersea	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulwich	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Broadway, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Early Learning Centre, Bluewater Shopping Centre, Bluewater	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raynes Park	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheam	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Street, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Holborn	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Gardens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Marylebone	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Wales	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	12.9%	155	10.0%	8	10.4%	17	13.4%	20	10.5%	20	17.6%	22	11.8%	17	5.3%	4	13.8%	9	19.1%	22	16.8%	16
(Don't know / can't remember)	1.7%	20	5.0%	4	2.4%	4	0.7%	1	1.1%	2	1.6%	2	1.4%	2	0.0%	0	3.1%	2	1.7%	2	1.1%	1
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q20 Which other locations do you visit to buy other non-food items such as books, CD's, toys and gifts ?
Those who buy books, CDs, toys and gifts at Q19

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London - West End	6.4%	67	8.3%	6	7.5%	11	8.5%	11	7.1%	12	6.8%	7	0.8%	1	4.2%	3	8.9%	5	4.3%	4	8.9%	7
Internet / delivered	5.7%	60	6.9%	5	3.4%	5	7.0%	9	5.9%	10	5.8%	6	7.1%	9	9.9%	7	0.0%	0	2.2%	2	8.9%	7
Wandsworth Town	4.7%	49	9.7%	7	8.8%	13	3.9%	5	3.5%	6	1.9%	2	8.7%	11	1.4%	1	1.8%	1	2.2%	2	1.3%	1
Wimbledon	4.5%	47	1.4%	1	1.4%	2	1.6%	2	7.1%	12	9.7%	10	9.4%	12	4.2%	3	5.4%	3	1.1%	1	1.3%	1
Putney	4.0%	42	0.0%	0	1.4%	2	0.0%	0	0.6%	1	1.0%	1	6.3%	8	11.3%	8	0.0%	0	9.7%	9	16.5%	13
Clapham Junction	3.5%	37	0.0%	0	15.6%	23	4.7%	6	1.8%	3	0.0%	0	3.2%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Kingston	3.2%	34	0.0%	0	1.4%	2	1.6%	2	1.8%	3	6.8%	7	3.9%	5	5.6%	4	7.1%	4	7.5%	7	0.0%	0
Tooting	2.0%	21	0.0%	0	0.0%	0	3.1%	4	6.5%	11	2.9%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	1.7%	18	0.0%	0	5.4%	8	1.6%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.3%	5
Balham	1.4%	15	0.0%	0	0.7%	1	7.8%	10	1.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	1.1%	12	1.4%	1	0.0%	0	3.9%	5	0.6%	1	2.9%	3	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0
Fulham	0.7%	7	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	6
Richmond	0.7%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1	1.4%	1	0.0%	0	4.3%	4	0.0%	0
Clapham High Street	0.6%	6	5.6%	4	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.6%	6	0.0%	0	0.0%	0	0.8%	1	1.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Streatham	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.5%	5	0.0%	0	2.0%	3	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.5%	5	0.0%	0	0.7%	1	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1
Knightsbridge	0.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.3%	1
Brixton	0.3%	3	2.8%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	0.3%	3	0.0%	0	0.0%	0	0.8%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1
Hammersmith	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Market, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Gatwick Airport	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hastings	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMV, Four Seasons Centre, Mansfield	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlesex	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nine Elms	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	54.5%	571	52.8%	38	49.0%	72	52.7%	68	57.6%	98	54.4%	56	52.0%	66	63.4%	45	73.2%	41	54.8%	51	45.6%	36
(Don't know / varies)	4.6%	48	6.9%	5	5.4%	8	3.9%	5	2.9%	5	5.8%	6	7.1%	9	1.4%	1	1.8%	1	4.3%	4	5.1%	4
Base:		1047		72		147		129		170		103		127		71		56		93		79

Q21 What if anything would make you shop more often in Wandsworth Town Centre ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	54.6%	656	68.8%	55	54.9%	90	51.7%	77	50.5%	96	68.8%	86	34.7%	50	49.3%	37	56.9%	37	58.3%	67	64.2%	61
Better choice of shops in general	13.0%	156	10.0%	8	14.6%	24	13.4%	20	8.4%	16	4.0%	5	30.6%	44	17.3%	13	20.0%	13	6.1%	7	6.3%	6
Better choice of clothing shops	6.8%	82	7.5%	6	7.3%	12	6.0%	9	5.8%	11	0.0%	0	18.8%	27	10.7%	8	6.2%	4	1.7%	2	3.2%	3
More car parking	5.8%	70	3.8%	3	3.7%	6	10.1%	15	7.4%	14	4.0%	5	0.7%	1	9.3%	7	9.2%	6	6.1%	7	6.3%	6
Better quality shops	4.4%	53	2.5%	2	8.5%	14	5.4%	8	4.2%	8	1.6%	2	7.6%	11	2.7%	2	6.2%	4	0.0%	0	2.1%	2
Improved bus services	4.2%	50	1.3%	1	1.2%	2	9.4%	14	6.3%	12	3.2%	4	2.1%	3	5.3%	4	3.1%	2	4.3%	5	3.2%	3
More traffic free areas / pedestrianisation	3.2%	38	0.0%	0	6.1%	10	3.4%	5	4.2%	8	0.8%	1	3.5%	5	4.0%	3	4.6%	3	2.6%	3	0.0%	0
Free / cheaper car parking	1.5%	18	0.0%	0	1.2%	2	1.3%	2	2.6%	5	1.6%	2	2.1%	3	1.3%	1	0.0%	0	0.9%	1	2.1%	2
More food supermarkets	1.4%	17	1.3%	1	1.2%	2	1.3%	2	1.6%	3	0.0%	0	4.9%	7	1.3%	1	1.5%	1	0.0%	0	0.0%	0
More large shops	1.3%	16	2.5%	2	2.4%	4	2.0%	3	0.5%	1	0.8%	1	2.1%	3	0.0%	0	1.5%	1	0.9%	1	0.0%	0
Other	1.2%	14	1.3%	1	1.2%	2	0.0%	0	2.6%	5	0.8%	1	1.4%	2	1.3%	1	0.0%	0	1.7%	2	0.0%	0
Better maintenance / cleanliness	1.0%	12	0.0%	0	0.0%	0	0.7%	1	2.1%	4	0.0%	0	2.1%	3	1.3%	1	3.1%	2	0.9%	1	0.0%	0
Cheaper prices	0.7%	8	1.3%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.7%	1	0.0%	0	1.5%	1	2.6%	3	0.0%	0
Improve the shopping environment	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.7%	2	1.1%	1
Improve security / safety	0.5%	6	0.0%	0	0.6%	1	0.7%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Improve the traffic system	0.4%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.2%	3
Marks & Spencer	0.4%	5	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.3%	4	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of non-food stores	0.3%	4	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Better access to the town centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Less traffic	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New department store	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More independent stores	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
If I had more information about the town centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1
Improve public transport	0.3%	3	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(Don’t know)	10.6%	128	7.5%	6	11.0%	18	7.4%	11	10.5%	20	13.6%	17	9.0%	13	10.7%	8	6.2%	4	17.4%	20	11.6%	11
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q22 What if anything would make you shop more often in Clapham Junction Town Centre ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	62.2%	748	61.3%	49	52.4%	86	54.4%	81	61.1%	116	75.2%	94	56.3%	81	72.0%	54	70.8%	46	62.6%	72	72.6%	69
Better choice of shops in general	9.6%	115	15.0%	12	15.9%	26	12.8%	19	9.5%	18	4.0%	5	11.1%	16	4.0%	3	6.2%	4	2.6%	3	9.5%	9
More car parking	6.6%	79	5.0%	4	7.3%	12	8.1%	12	7.9%	15	4.8%	6	8.3%	12	6.7%	5	9.2%	6	3.5%	4	3.2%	3
Better quality shops	3.7%	44	5.0%	4	10.4%	17	6.0%	9	1.6%	3	2.4%	3	2.1%	3	1.3%	1	0.0%	0	0.9%	1	3.2%	3
Better choice of clothing shops	3.6%	43	6.3%	5	7.3%	12	6.7%	10	2.1%	4	0.0%	0	3.5%	5	2.7%	2	3.1%	2	0.9%	1	2.1%	2
Improved bus services	2.2%	27	2.5%	2	1.8%	3	3.4%	5	3.7%	7	1.6%	2	2.8%	4	0.0%	0	0.0%	0	0.9%	1	3.2%	3
Other	1.8%	22	0.0%	0	4.3%	7	0.7%	1	0.5%	1	1.6%	2	4.2%	6	2.7%	2	0.0%	0	1.7%	2	1.1%	1
More traffic free areas / pedestrianisation	1.7%	21	2.5%	2	1.2%	2	2.0%	3	3.7%	7	0.8%	1	2.1%	3	1.3%	1	1.5%	1	0.9%	1	0.0%	0
Better maintenance / cleanliness	1.1%	13	1.3%	1	2.4%	4	2.0%	3	0.0%	0	1.6%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1
More large shops	1.1%	13	5.0%	4	2.4%	4	2.7%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More food supermarkets	0.5%	6	1.3%	1	1.2%	2	0.0%	0	0.5%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	0.5%	6	0.0%	0	1.2%	2	0.7%	1	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Improved public transport	0.5%	6	2.5%	2	0.6%	1	0.7%	1	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the shopping environment	0.4%	5	1.3%	1	0.6%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Improve security / safety	0.4%	5	0.0%	0	1.2%	2	0.7%	1	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved markets	0.3%	4	1.3%	1	0.6%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of non-food stores	0.3%	4	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
I never visit	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New department store	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
If it were not as busy / crowded	0.3%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	11.1%	133	5.0%	4	4.9%	8	8.1%	12	11.6%	22	9.6%	12	11.8%	17	10.7%	8	12.3%	8	27.0%	31	11.6%	11
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q23 What if anything would make you shop more often in Putney Town Centre ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	62.6%	753	82.5%	66	65.9%	108	65.1%	97	67.4%	128	72.8%	91	49.3%	71	58.7%	44	61.5%	40	49.6%	57	53.7%	51
More car parking	8.2%	99	2.5%	2	6.1%	10	5.4%	8	2.6%	5	9.6%	12	14.6%	21	4.0%	3	16.9%	11	13.9%	16	11.6%	11
Better choice of shops in general	6.2%	74	1.3%	1	3.0%	5	2.0%	3	2.1%	4	1.6%	2	10.4%	15	22.7%	17	7.7%	5	10.4%	12	10.5%	10
More traffic free areas / pedestrianisation	3.4%	41	1.3%	1	2.4%	4	2.0%	3	1.1%	2	6.4%	8	4.9%	7	4.0%	3	9.2%	6	4.3%	5	2.1%	2
Better choice of clothing shops	3.0%	36	0.0%	0	0.6%	1	1.3%	2	1.1%	2	0.0%	0	5.6%	8	10.7%	8	6.2%	4	6.1%	7	4.2%	4
Improved bus services	2.3%	28	2.5%	2	1.2%	2	4.0%	6	3.2%	6	0.8%	1	2.8%	4	0.0%	0	0.0%	0	4.3%	5	2.1%	2
Better quality shops	1.9%	23	1.3%	1	0.0%	0	2.0%	3	0.5%	1	0.0%	0	2.1%	3	2.7%	2	4.6%	3	5.2%	6	4.2%	4
Other	1.4%	17	2.5%	2	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.7%	1	5.3%	4	3.1%	2	1.7%	2	3.2%	3
Cheaper / free parking	1.2%	14	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.8%	1	2.8%	4	0.0%	0	0.0%	0	2.6%	3	4.2%	4
More large shops	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.5%	1	0.9%	1	5.3%	5
Better choice of non-food stores	0.7%	9	0.0%	0	1.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	3.5%	4	0.0%	0
Less traffic congestion	0.5%	6	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4
I never visit	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More independent stores	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	1	0.0%	0	0.9%	1	1.1%	1
Better maintenance / cleanliness	0.3%	4	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1
Improve public transport	0.3%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More food supermarkets	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Improved markets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	13.4%	161	10.0%	8	18.9%	31	20.1%	30	18.9%	36	8.8%	11	17.4%	25	1.3%	1	3.1%	2	10.4%	12	5.3%	5
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q24 What if anything would make you shop more often in Balham Town Centre ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	69.3%	833	83.8%	67	71.3%	117	57.7%	86	57.9%	110	80.8%	101	61.8%	89	78.7%	59	81.5%	53	67.0%	77	77.9%	74
Better choice of shops in general	6.7%	80	1.3%	1	4.9%	8	18.8%	28	14.7%	28	4.0%	5	3.5%	5	1.3%	1	1.5%	1	1.7%	2	1.1%	1
Better choice of clothing shops	4.4%	53	0.0%	0	0.6%	1	16.1%	24	11.6%	22	0.8%	1	1.4%	2	2.7%	2	1.5%	1	0.0%	0	0.0%	0
More car parking	2.7%	33	0.0%	0	3.0%	5	5.4%	8	5.3%	10	1.6%	2	3.5%	5	0.0%	0	3.1%	2	0.9%	1	0.0%	0
Better quality shops	1.8%	22	0.0%	0	1.8%	3	8.1%	12	2.6%	5	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	16	0.0%	0	0.6%	1	2.7%	4	3.7%	7	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved bus services	1.0%	12	2.5%	2	0.6%	1	0.7%	1	0.5%	1	0.0%	0	2.8%	4	2.7%	2	1.5%	1	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.8%	10	2.5%	2	0.0%	0	1.3%	2	2.1%	4	0.0%	0	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Improve the market	0.6%	7	0.0%	0	0.6%	1	1.3%	2	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
More food supermarkets	0.5%	6	0.0%	0	0.6%	1	2.0%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintenance / cleanliness	0.3%	4	0.0%	0	0.0%	0	0.7%	1	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More large shops	0.3%	4	0.0%	0	0.0%	0	1.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of non-food stores	0.3%	4	0.0%	0	0.0%	0	1.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	16.3%	196	12.5%	10	18.9%	31	4.7%	7	8.9%	17	14.4%	18	25.0%	36	17.3%	13	12.3%	8	30.4%	35	22.1%	21
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q25 What if anything would make you shop more often in Tooting Town Centre ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	66.6%	800	81.3%	65	70.1%	115	61.1%	91	53.7%	102	66.4%	83	63.2%	91	78.7%	59	75.4%	49	65.2%	75	73.7%	70
Better choice of shops in general	6.7%	81	2.5%	2	3.7%	6	8.7%	13	18.9%	36	8.8%	11	3.5%	5	1.3%	1	7.7%	5	0.9%	1	1.1%	1
More car parking	4.0%	48	2.5%	2	1.8%	3	6.7%	10	6.3%	12	5.6%	7	4.9%	7	2.7%	2	3.1%	2	1.7%	2	1.1%	1
Better choice of clothing shops	3.1%	37	1.3%	1	0.6%	1	3.4%	5	9.5%	18	4.8%	6	0.7%	1	1.3%	1	3.1%	2	0.9%	1	1.1%	1
More traffic free areas / pedestrianisation	2.3%	28	0.0%	0	2.4%	4	1.3%	2	4.7%	9	4.0%	5	2.8%	4	0.0%	0	4.6%	3	0.0%	0	1.1%	1
Better quality shops	2.1%	25	0.0%	0	0.6%	1	4.0%	6	4.2%	8	4.0%	5	1.4%	2	0.0%	0	4.6%	3	0.0%	0	0.0%	0
Better maintenance / cleanliness	1.5%	18	1.3%	1	0.0%	0	1.3%	2	3.7%	7	2.4%	3	1.4%	2	0.0%	0	3.1%	2	0.0%	0	1.1%	1
Other	1.3%	16	1.3%	1	1.2%	2	0.7%	1	3.7%	7	0.8%	1	2.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Improved bus services	0.7%	9	1.3%	1	0.0%	0	0.0%	0	1.6%	3	0.8%	1	1.4%	2	1.3%	1	1.5%	1	0.0%	0	0.0%	0
More large shops	0.7%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
More food supermarkets	0.5%	6	0.0%	0	0.0%	0	0.7%	1	1.6%	3	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve choice of the non-food stores	0.4%	5	0.0%	0	0.0%	0	0.7%	1	1.6%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Improved public transport	0.3%	4	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Improve security / safety	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer shops that sell foreign goods	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don’t know)	15.9%	191	10.0%	8	20.1%	33	17.5%	26	3.7%	7	11.2%	14	20.1%	29	14.7%	11	9.2%	6	31.3%	36	22.1%	21
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q26 What items, if any, do you regularly buy on the internet ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Nothing	49.5%	595	56.3%	45	45.1%	74	44.3%	66	53.7%	102	54.4%	68	41.0%	59	44.0%	33	47.7%	31	60.0%	69	50.5%	48
Books, CD's, Toys etc	38.0%	457	37.5%	30	39.6%	65	45.6%	68	36.3%	69	33.6%	42	42.4%	61	42.7%	32	33.8%	22	26.1%	30	40.0%	38
Electrical TV, Hi-Fi and computers	16.0%	192	11.3%	9	19.5%	32	17.5%	26	13.2%	25	23.2%	29	15.3%	22	13.3%	10	15.4%	10	13.9%	16	13.7%	13
Clothes and shoes	12.4%	149	5.0%	4	12.8%	21	16.1%	24	11.6%	22	16.8%	21	11.8%	17	17.3%	13	6.2%	4	12.2%	14	9.5%	9
Groceries	9.8%	118	7.5%	6	9.1%	15	4.0%	6	7.4%	14	15.2%	19	14.6%	21	14.7%	11	10.8%	7	9.6%	11	8.4%	8
Domestic electrical appliances	8.7%	105	6.3%	5	9.8%	16	10.1%	15	7.4%	14	11.2%	14	10.4%	15	4.0%	3	7.7%	5	5.2%	6	12.6%	12
Travel tickets / holidays	3.5%	42	1.3%	1	6.1%	10	2.7%	4	1.6%	3	3.2%	4	4.2%	6	1.3%	1	6.2%	4	4.3%	5	4.2%	4
Furniture, soft furnishings and floor coverings	3.2%	39	1.3%	1	1.8%	3	4.0%	6	2.6%	5	6.4%	8	3.5%	5	2.7%	2	6.2%	4	3.5%	4	1.1%	1
Health and beauty, chemist items	2.7%	32	1.3%	1	3.7%	6	2.7%	4	3.2%	6	2.4%	3	2.1%	3	2.7%	2	3.1%	2	0.0%	0	5.3%	5
DIY, hardware and homewares	2.3%	28	0.0%	0	1.8%	3	4.0%	6	1.1%	2	2.4%	3	2.1%	3	2.7%	2	3.1%	2	2.6%	3	4.2%	4
Other	1.0%	12	2.5%	2	1.2%	2	0.7%	1	0.0%	0	0.0%	0	2.1%	3	1.3%	1	1.5%	1	0.9%	1	1.1%	1
Entertainment tickets	0.8%	10	0.0%	0	0.6%	1	1.3%	2	1.1%	2	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.9%	1	2.1%	2
Stationary	0.4%	5	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.1%	2
Gifts	0.4%	5	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
DVDs	0.3%	4	0.0%	0	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet goods	0.3%	4	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1
Sports goods	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	2	0.0%	0
(Don't know)	0.7%	9	1.3%	1	0.6%	1	1.3%	2	0.0%	0	0.0%	0	2.1%	3	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q27 Do you or your family do any of the following leisure activities ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cinema	59.7%	718	50.0%	40	64.0%	105	57.7%	86	55.8%	106	48.0%	60	66.7%	96	66.7%	50	66.2%	43	53.9%	62	73.7%	70
Theatre	55.5%	667	52.5%	42	51.2%	84	53.0%	79	54.7%	104	48.8%	61	58.3%	84	65.3%	49	58.5%	38	58.3%	67	62.1%	59
Pub / bar	46.4%	558	50.0%	40	45.1%	74	51.7%	77	41.1%	78	38.4%	48	48.6%	70	54.7%	41	55.4%	36	47.0%	54	42.1%	40
Restaurant	76.5%	919	75.0%	60	76.8%	126	75.2%	112	73.2%	139	69.6%	87	75.7%	109	86.7%	65	86.2%	56	77.4%	89	80.0%	76
Nightclub	11.6%	139	18.8%	15	12.2%	20	12.1%	18	13.7%	26	9.6%	12	9.7%	14	12.0%	9	7.7%	5	5.2%	6	14.7%	14
Bingo	4.6%	55	6.3%	5	4.3%	7	5.4%	8	5.8%	11	2.4%	3	6.9%	10	2.7%	2	0.0%	0	6.1%	7	2.1%	2
Health & fitness club	30.5%	367	25.0%	20	25.6%	42	26.2%	39	28.4%	54	30.4%	38	39.6%	57	40.0%	30	38.5%	25	22.6%	26	37.9%	36
Tenpin bowling	11.6%	140	10.0%	8	9.8%	16	4.7%	7	12.1%	23	15.2%	19	11.8%	17	20.0%	15	13.8%	9	12.2%	14	12.6%	12
(None of these)	12.1%	146	15.0%	12	12.8%	21	13.4%	20	12.1%	23	16.0%	20	13.9%	20	1.3%	1	7.7%	5	11.3%	13	11.6%	11
(Don’t know)	0.2%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1202		80		164		149		190		125		144		75		65		115		95

Q28 Where did you or your family last visit the cinema ?
Those who go to the cinema at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Cineworld, Southside Shopping Centre, Wandsworth	29.9%	215	27.5%	11	46.7%	49	25.6%	22	31.1%	33	16.7%	10	62.5%	60	20.0%	10	25.6%	11	9.7%	6	4.3%	3
Wimbledon	16.3%	117	7.5%	3	1.0%	1	7.0%	6	12.3%	13	63.3%	38	20.8%	20	10.0%	5	58.1%	25	8.1%	5	1.4%	1
Clapham Picturehouse, Venn Street, Clapham High Street	9.2%	66	32.5%	13	15.2%	16	26.7%	23	11.3%	12	1.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Central London	8.5%	61	20.0%	8	13.3%	14	11.6%	10	0.9%	1	3.3%	2	5.2%	5	10.0%	5	2.3%	1	12.9%	8	10.0%	7
Odeon, Putney High Street, Putney	8.1%	58	0.0%	0	2.9%	3	3.5%	3	0.0%	0	1.7%	1	2.1%	2	44.0%	22	4.7%	2	29.0%	18	10.0%	7
Streatham	5.6%	40	2.5%	1	0.0%	0	10.5%	9	26.4%	28	1.7%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Vue, Fulham Broadway Centre, Fulham	5.6%	40	2.5%	1	1.9%	2	1.2%	1	0.9%	1	1.7%	1	2.1%	2	2.0%	1	0.0%	0	3.2%	2	41.4%	29
Cineworld, Fulham Road, Fulham	4.5%	32	2.5%	1	7.6%	8	0.0%	0	0.9%	1	0.0%	0	3.1%	3	4.0%	2	0.0%	0	3.2%	2	21.4%	15
UGC, Kings Road, Chelsea	2.5%	18	0.0%	0	6.7%	7	1.2%	1	2.8%	3	1.7%	1	0.0%	0	4.0%	2	0.0%	0	1.6%	1	4.3%	3
Ritzy Cinema, Coldharbour Lane, Brixton	1.7%	12	5.0%	2	0.0%	0	7.0%	6	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	17.7%	11	0.0%	0
Abroad	0.3%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, High Street, Croydon	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.6%	1	0.0%	0
Barkingside	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester Gate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cineworld, New Bond Street, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empire Cinema, Crest Road, High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Hollywood Park Cinema, Manchester Road, Burnley	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Kingston-Upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
North Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Odeon, Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Vue, West 12 Shopping Centre, Shepherd's Bush	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.9%	21	0.0%	0	2.9%	3	1.2%	1	1.9%	2	5.0%	3	2.1%	2	2.0%	1	4.7%	2	8.1%	5	2.9%	2
Base:		718		40		105		86		106		60		96		50		43		62		70

Q29 Where did you or your family last visit the Theatre ?
Those who go to the theatre at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Central London / West End	69.7%	465	81.0%	34	78.6%	66	84.8%	67	76.9%	80	45.9%	28	65.5%	55	61.2%	30	50.0%	19	55.2%	37	83.1%	49
The New Wimbledon Theatre, The Broadway, Wimbledon	10.5%	70	2.4%	1	4.8%	4	1.3%	1	10.6%	11	32.8%	20	10.7%	9	2.0%	1	26.3%	10	16.4%	11	3.4%	2
Richmond Theatre, The Green, Richmond	3.0%	20	0.0%	0	1.2%	1	3.8%	3	1.9%	2	1.6%	1	1.2%	1	4.1%	2	5.3%	2	10.4%	7	1.7%	1
Polka Theatre, The Broadway, Wimbledon	2.8%	19	2.4%	1	0.0%	0	1.3%	1	1.9%	2	9.8%	6	3.6%	3	10.2%	5	2.6%	1	0.0%	0	0.0%	0
Orange Tree Theatre, Clarence Street, Richmond	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.4%	2	8.2%	4	0.0%	0	6.0%	4	0.0%	0
Battersea Arts Centre, Lavender Hill, Battersea	0.6%	4	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	1
Royal National Theatre, The Cut Road, Tower Hamlets	0.6%	4	2.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Putney Arts Theatre, Ravenna Road, Putney	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Vanbrugh Theatre, Malet Street, London	0.3%	2	0.0%	0	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre 503 (formerly The Grace Theatre @ the Latchmere), Battersea Park Road	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Colour Theatre House, Watermill Way, Merton Abbey Mills	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Aberdeen	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester Festival Theatre, Wellington Road, Chichester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Hackney Empire, Mare Street, Hackney	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Croydon	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Commercial Road, Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norfolk	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
The Empire Theatre, Lime Street, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Theatre, Southside, Wandsworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Hampstead Theatre, Avenue	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Road, Haringey																						
York	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.2%	55	9.5%	4	10.7%	9	5.1%	4	5.8%	6	6.6%	4	11.9%	10	10.2%	5	13.2%	5	6.0%	4	6.8%	4
Base:		667		42		84		79		104		61		84		49		38		67		59

Q30 Where did you or your family last visit a pub / bar ?
Those who go to pubs / bars at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London - West End	11.6%	65	22.5%	9	10.8%	8	14.3%	11	15.4%	12	10.4%	5	15.7%	11	7.3%	3	5.6%	2	1.9%	1	7.5%	3
Wimbledon	10.9%	61	0.0%	0	0.0%	0	1.3%	1	2.6%	2	45.8%	22	15.7%	11	4.9%	2	58.3%	21	3.7%	2	0.0%	0
Putney	10.2%	57	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.2%	2	12.9%	9	53.7%	22	5.6%	2	35.2%	19	5.0%	2
Wandsworth Town	9.5%	53	10.0%	4	9.5%	7	2.6%	2	6.4%	5	6.3%	3	41.4%	29	2.4%	1	2.8%	1	0.0%	0	2.5%	1
Balham	8.6%	48	0.0%	0	0.0%	0	31.2%	24	28.2%	22	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0
Clapham Junction	6.8%	38	17.5%	7	24.3%	18	11.7%	9	0.0%	0	0.0%	0	4.3%	3	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Fulham	5.2%	29	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.9%	1	62.5%	25
Clapham High Street	3.9%	22	22.5%	9	4.1%	3	5.2%	4	3.8%	3	0.0%	0	0.0%	0	2.4%	1	2.8%	1	0.0%	0	2.5%	1
Battersea	3.6%	20	5.0%	2	23.0%	17	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	3.6%	20	0.0%	0	0.0%	0	1.3%	1	17.9%	14	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	22.2%	12	0.0%	0
Streatham	1.6%	9	2.5%	1	2.7%	2	1.3%	1	6.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston	1.1%	6	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	2.4%	1	0.0%	0	5.6%	3	0.0%	0
Kings Road, Chelsea	0.9%	5	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Twickenham	0.9%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.8%	1	3.7%	2	0.0%	0
Abroad	0.7%	4	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.9%	1	0.0%	0
Hammersmith	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.9%	1	0.0%	0
Brixton	0.5%	3	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.5%	3	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.5%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Brighton	0.5%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.5%	1
Colliers Wood	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Blacko	0.4%	2	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0
Islington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.4%	2	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camden Town	0.4%	2	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea Rise	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Raynes Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitcham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chatham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Chelmsford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Clapham South	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Ealing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Earlsfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Greenwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Harpenden	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highgate Hill	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Leicestershire	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlehampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
New Forest	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddington	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Salisbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Stratford-Upon-Avon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Teddington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wembley	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	35	5.0%	2	5.4%	4	11.7%	9	3.8%	3	6.3%	3	2.9%	2	7.3%	3	2.8%	1	7.4%	4	10.0%	4
Base:		558		40		74		77		78		48		70		41		36		54		40

Wandsworth Borough Council Telephone Household Survey
for Nathaniel Lichfield & Partners

Q31 Where did you or your family last visit a restaurant ?
Those who go to restaurants at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London - West End	16.6%	153	26.7%	16	15.9%	20	26.8%	30	17.3%	24	12.6%	11	19.3%	21	9.2%	6	5.4%	3	10.1%	9	17.1%	13
Wimbledon	10.8%	99	1.7%	1	1.6%	2	0.0%	0	2.9%	4	44.8%	39	13.8%	15	1.5%	1	57.1%	32	4.5%	4	1.3%	1
Putney	8.4%	77	3.3%	2	1.6%	2	0.0%	0	1.4%	2	1.1%	1	14.7%	16	49.2%	32	5.4%	3	18.0%	16	3.9%	3
Wandsworth Town	7.8%	72	6.7%	4	9.5%	12	4.5%	5	5.0%	7	8.0%	7	26.6%	29	3.1%	2	1.8%	1	2.2%	2	3.9%	3
Balham	7.2%	66	0.0%	0	0.8%	1	31.3%	35	20.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Clapham Junction	6.4%	59	16.7%	10	24.6%	31	6.3%	7	4.3%	6	0.0%	0	0.0%	0	3.1%	2	1.8%	1	1.1%	1	1.3%	1
Tooting	5.4%	50	1.7%	1	2.4%	3	3.6%	4	23.0%	32	10.3%	9	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	4.8%	44	0.0%	0	2.4%	3	0.0%	0	0.7%	1	1.1%	1	2.8%	3	3.1%	2	1.8%	1	1.1%	1	42.1%	32
Clapham High Street	2.9%	27	16.7%	10	4.0%	5	8.0%	9	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	2.8%	26	5.0%	3	8.7%	11	2.7%	3	0.0%	0	0.0%	0	0.9%	1	3.1%	2	1.8%	1	1.1%	1	5.3%	4
Battersea	2.5%	23	5.0%	3	11.9%	15	0.9%	1	1.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.3%	1
Barnes	2.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	17	1.3%	1
Kingston	1.7%	16	0.0%	0	1.6%	2	0.9%	1	0.0%	0	0.0%	0	1.8%	2	4.6%	3	0.0%	0	9.0%	8	0.0%	0
Streatham	1.6%	15	1.7%	1	0.0%	0	2.7%	3	7.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Richmond	1.2%	11	0.0%	0	0.0%	0	0.9%	1	0.7%	1	1.1%	1	1.8%	2	4.6%	3	1.8%	1	2.2%	2	0.0%	0
Morden	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.6%	4	0.9%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Kensington	0.8%	7	1.7%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.2%	2	1.3%	1
Colliers Wood	0.7%	6	0.0%	0	0.8%	1	0.0%	0	0.7%	1	2.3%	2	0.9%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Mitcham	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	4	1.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Knightsbridge	0.5%	5	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.0%	0	1.3%	1
Hammersmith	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	1.3%	1
Brighton	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.8%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Croydon	0.4%	4	0.0%	0	0.8%	1	0.9%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Abroad	0.4%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	1	1.1%	1	0.0%	0
East Sheen	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Twickenham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	1	1.1%	1	0.0%	0
Earlsfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0
Battersea Rise	0.2%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwell	0.2%	2	1.7%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Notting Hill	0.2%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfordshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bristol	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Camden	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester Gate, Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Christchurch	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Devon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Broadway, Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
East Dulwich	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Essex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ewell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fetcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Forest Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Greenstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Greenwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Harrogate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Holland Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Kings Head, High Street, Teddington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Leicestershire	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Roehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Shepherd's Bush	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Southend-On-Sea	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wales	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Winnersh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.2%	48	6.7%	4	7.1%	9	4.5%	5	1.4%	2	3.4%	3	2.8%	3	4.6%	3	5.4%	3	11.2%	10	7.9%	6
Base:		919		60		126		112		139		87		109		65		56		89		76

Q32 Where did you or your family last visit a nightclub / live music venue ?
Those who visit nightclubs / live music venues at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London - West End	46.8%	65	46.7%	7	45.0%	9	44.4%	8	53.8%	14	50.0%	6	57.1%	8	44.4%	4	40.0%	2	16.7%	1	42.9%	6
Clapham High Street	11.5%	16	13.3%	2	5.0%	1	16.7%	3	7.7%	2	8.3%	1	14.3%	2	22.2%	2	20.0%	1	0.0%	0	14.3%	2
Clapham Junction	4.3%	6	13.3%	2	15.0%	3	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	3.6%	5	0.0%	0	0.0%	0	22.2%	4	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	2.9%	4	0.0%	0	5.0%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	2
Streatham	2.9%	4	0.0%	0	0.0%	0	5.6%	1	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	2.9%	4	6.7%	1	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Camden Town	2.2%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Kingston	2.2%	3	6.7%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	1.4%	2	0.0%	0	5.0%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	7.1%	1
Putney	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Croydon	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catford	0.7%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Liverpool	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
(Don't know / can't remember)	9.4%	13	13.3%	2	10.0%	2	5.6%	1	3.8%	1	8.3%	1	0.0%	0	11.1%	1	20.0%	1	66.7%	4	0.0%	0
Base:		139		15		20		18		26		12		14		9		5		6		14

Q33 Where did you or your family last go to play bingo ?
Those who play bingo at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Mecca Bingo, Brendon Valley, Wandsworth	41.8%	23	40.0%	2	42.9%	3	0.0%	0	9.1%	1	33.3%	1	80.0%	8	50.0%	1	0.0%	0	71.4%	5	100.0%	2
Gala Bingo, Mitcham Road, London	23.6%	13	0.0%	0	0.0%	0	37.5%	3	54.5%	6	33.3%	1	10.0%	1	50.0%	1	0.0%	0	14.3%	1	0.0%	0
Streatham	7.3%	4	0.0%	0	0.0%	0	25.0%	2	18.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	1.8%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aberdeen	1.8%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo Hall, Croydon	1.8%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Common	1.8%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online	1.8%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0
United Services Club, Balham High Road, London	1.8%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.7%	7	40.0%	2	28.6%	2	12.5%	1	9.1%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		55		5		7		8		11		3		10		2		0		7		2

Q34 Where did you or your family last go to a healthclub / gym ?
Those who visit healthclubs / gyms at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Wimbledon	12.8%	47	0.0%	0	2.4%	1	0.0%	0	9.3%	5	57.9%	22	10.5%	6	3.3%	1	48.0%	12	0.0%	0	0.0%	0
Fulham	10.1%	37	0.0%	0	2.4%	1	5.1%	2	7.4%	4	2.6%	1	0.0%	0	6.7%	2	8.0%	2	3.8%	1	66.7%	24
Virgin Active, Southside Shopping Centre, Wandsworth	6.5%	24	15.0%	3	2.4%	1	5.1%	2	0.0%	0	5.3%	2	21.1%	12	3.3%	1	4.0%	1	3.8%	1	2.8%	1
Balham	6.5%	24	0.0%	0	4.8%	2	30.8%	12	14.8%	8	2.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	5.5%	20	10.0%	2	4.8%	2	12.8%	5	3.7%	2	2.6%	1	3.5%	2	6.7%	2	0.0%	0	0.0%	0	11.1%	4
Putney	5.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	26.7%	8	8.0%	2	30.8%	8	2.8%	1
Virgin Active, Upper Richmond Road, Putney	4.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	36.7%	11	0.0%	0	7.7%	2	0.0%	0
Wandsworth Town	4.1%	15	5.0%	1	4.8%	2	0.0%	0	0.0%	0	5.3%	2	12.3%	7	6.7%	2	4.0%	1	0.0%	0	0.0%	0
Tooting	4.1%	15	0.0%	0	2.4%	1	0.0%	0	13.0%	7	10.5%	4	3.5%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Esporta, Smugglers Way, Wandsworth	3.8%	14	0.0%	0	4.8%	2	5.1%	2	1.9%	1	0.0%	0	12.3%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Streatham	3.0%	11	0.0%	0	0.0%	0	7.7%	3	14.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	2.5%	9	20.0%	4	2.4%	1	10.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Balham High Road, Balham	2.5%	9	0.0%	0	0.0%	0	10.3%	4	9.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannons Health Club, Sheepcote Lane, Battersea	1.9%	7	5.0%	1	9.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Fitness First, St John Hill, Clapham	1.9%	7	5.0%	1	14.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness First, Lavender Hill, Clapham Junction	1.6%	6	0.0%	0	11.9%	5	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	1.4%	5	5.0%	1	2.4%	1	2.6%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Raynes Park	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.6%	1	3.5%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Cannons Health Club, Burr Road, Earlsfield, London	1.4%	5	5.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.5%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Battersea	1.4%	5	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colliers Wood	1.1%	4	0.0%	0	0.0%	0	0.0%	0	3.7%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	11.5%	3	0.0%	0
Clapham Junction	0.8%	3	5.0%	1	2.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	0.8%	3	0.0%	0	2.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Kingston	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Roehampton Club, Roehampton Lane, Roehampton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.8%	1
Mitcham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.5%	2	0.0%	0	0.0%	0	2.6%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esporta Health & fitness club, Chiswick High Road, Chiswick	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Southfields Community College, Merton Road,	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
London																						
Richmond	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morden	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Bank Of England Sports Club, Priory Lane, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Basingstoke	0.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Canary Wharf	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Chiswick	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Clapham Common	0.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyds, Bushey Road, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Fitness First, Hammersmith Grove, Hammersmith	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew	0.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Gym, Kidbrooke	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norbury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Bank Gym, Vauxhall	0.3%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South West London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Bromyard Avenue, Acton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Virgin Active, Hammersmith Road, London	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
(Don't know / can't remember)	5.2%	19	5.0%	1	19.0%	8	0.0%	0	3.7%	2	2.6%	1	5.3%	3	3.3%	1	4.0%	1	3.8%	1	2.8%	1
Base:		367		20		42		39		54		38		57		30		25		26		36

Q35 Where did you or your family last go for tenpin bowling ?
Those who go tenpin bowling at Q27

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Raynes Park	17.9%	25	37.5%	3	6.3%	1	0.0%	0	13.0%	3	36.8%	7	23.5%	4	6.7%	1	33.3%	3	7.1%	1	16.7%	2
London - West End	12.1%	17	12.5%	1	18.8%	3	42.9%	3	8.7%	2	10.5%	2	11.8%	2	6.7%	1	11.1%	1	7.1%	1	8.3%	1
Kingston	10.7%	15	12.5%	1	6.3%	1	0.0%	0	8.7%	2	21.1%	4	5.9%	1	6.7%	1	0.0%	0	21.4%	3	16.7%	2
Streatham	7.1%	10	0.0%	0	25.0%	4	0.0%	0	13.0%	3	0.0%	0	5.9%	1	6.7%	1	0.0%	0	0.0%	0	8.3%	1
Megabowl, Streatham	5.0%	7	0.0%	0	12.5%	2	14.3%	1	17.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tolworth	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0	14.3%	2	8.3%	1
Purley Way, Croydon	2.9%	4	0.0%	0	0.0%	0	0.0%	0	13.0%	3	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant & Castle	2.9%	4	12.5%	1	6.3%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Wimbledon	2.1%	3	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	7.1%	1	0.0%	0
Mitcham	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	1.4%	2	0.0%	0	0.0%	0	14.3%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Brighton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Carrington	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Charrington Bowl, Kingston Road, Surbiton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Chorley	0.7%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Heathrow Airport, London	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Chaplin Square, North Finchley	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham Gymnastic Centre, Hurst Road, Horsham	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
John Lloyd, Clerkenwell Road, London	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Maidenhead	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Maidstone	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Preston	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Russell Square, Camden	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southend-On-Sea	0.7%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	20.0%	28	12.5%	1	12.5%	2	14.3%	1	21.7%	5	0.0%	0	29.4%	5	40.0%	6	22.2%	2	21.4%	3	25.0%	3
Base:		140		8		16		7		23		19		17		15		9		14		12

GEN Gender:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
Male	30.5%	367	32.5%	26	28.7%	47	42.3%	63	33.2%	63	29.6%	37	24.3%	35	26.7%	20	30.8%	20	26.1%	30	27.4%	26
Female	69.5%	835	67.5%	54	71.3%	117	57.7%	86	66.8%	127	70.4%	88	75.7%	109	73.3%	55	69.2%	45	73.9%	85	72.6%	69
Base:		1202		80		164		149		190		125		144		75		65		115		95

AGE How old are you ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
18-24	3.0%	36	0.0%	0	3.7%	6	3.4%	5	3.7%	7	4.0%	5	4.2%	6	4.0%	3	3.1%	2	1.7%	2	0.0%	0
25-34	14.6%	175	18.8%	15	19.5%	32	16.8%	25	14.7%	28	11.2%	14	20.1%	29	9.3%	7	9.2%	6	7.0%	8	11.6%	11
35-44	20.1%	242	25.0%	20	31.1%	51	18.1%	27	22.1%	42	15.2%	19	17.4%	25	24.0%	18	21.5%	14	11.3%	13	13.7%	13
45-54	17.3%	208	15.0%	12	10.4%	17	17.5%	26	20.5%	39	18.4%	23	17.4%	25	18.7%	14	18.5%	12	13.9%	16	25.3%	24
55-64	18.4%	221	22.5%	18	15.9%	26	18.8%	28	16.3%	31	17.6%	22	17.4%	25	13.3%	10	16.9%	11	26.1%	30	21.1%	20
65+	24.8%	298	18.8%	15	15.9%	26	24.8%	37	21.1%	40	32.0%	40	22.2%	32	29.3%	22	29.2%	19	36.5%	42	26.3%	25
(Refused)	1.8%	22	0.0%	0	3.7%	6	0.7%	1	1.6%	3	1.6%	2	1.4%	2	1.3%	1	1.5%	1	3.5%	4	2.1%	2
Base:		1202		80		164		149		190		125		144		75		65		115		95

CAR How many cars are there normally available for use in the household ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
None	31.7%	381	50.0%	40	36.6%	60	28.2%	42	36.3%	69	32.8%	41	29.9%	43	26.7%	20	20.0%	13	27.8%	32	22.1%	21
One	49.6%	596	36.3%	29	46.3%	76	53.7%	80	45.8%	87	53.6%	67	54.2%	78	48.0%	36	55.4%	36	51.3%	59	50.5%	48
Two	14.6%	175	10.0%	8	14.0%	23	14.8%	22	13.2%	25	8.0%	10	13.2%	19	18.7%	14	23.1%	15	16.5%	19	21.1%	20
Three or more	2.6%	31	2.5%	2	0.0%	0	2.7%	4	3.7%	7	3.2%	4	1.4%	2	5.3%	4	0.0%	0	2.6%	3	5.3%	5
(Refused)	1.6%	19	1.3%	1	3.0%	5	0.7%	1	1.1%	2	2.4%	3	1.4%	2	1.3%	1	1.5%	1	1.7%	2	1.1%	1
Base:		1202		80		164		149		190		125		144		75		65		115		95

ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
British	71.3%	857	66.3%	53	61.6%	101	63.8%	95	70.0%	133	71.2%	89	77.8%	112	73.3%	55	76.9%	50	85.2%	98	74.7%	71
British other	10.3%	124	7.5%	6	13.4%	22	13.4%	20	11.1%	21	7.2%	9	6.9%	10	12.0%	9	6.2%	4	9.6%	11	12.6%	12
Irish	2.2%	27	2.5%	2	2.4%	4	4.7%	7	1.6%	3	3.2%	4	0.7%	1	2.7%	2	1.5%	1	0.0%	0	3.2%	3
Any other Asian or Asian British	1.9%	23	3.8%	3	2.4%	4	1.3%	2	3.2%	6	0.0%	0	2.8%	4	1.3%	1	1.5%	1	0.9%	1	1.1%	1
Caribbean	1.9%	23	1.3%	1	2.4%	4	4.0%	6	2.6%	5	0.8%	1	0.7%	1	0.0%	0	1.5%	1	1.7%	2	2.1%	2
Indian	1.7%	21	0.0%	0	2.4%	4	2.0%	3	2.6%	5	1.6%	2	0.7%	1	2.7%	2	3.1%	2	0.9%	1	1.1%	1
African	1.6%	19	8.8%	7	2.4%	4	1.3%	2	2.1%	4	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	1.2%	14	0.0%	0	0.6%	1	1.3%	2	2.6%	5	0.8%	1	0.7%	1	1.3%	1	3.1%	2	0.0%	0	1.1%	1
Any other Black background	1.1%	13	2.5%	2	0.6%	1	2.0%	3	0.5%	1	1.6%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
White & Black Caribbean	0.7%	9	0.0%	0	1.8%	3	1.3%	2	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Any other mixed background	0.7%	9	1.3%	1	1.2%	2	0.7%	1	0.0%	0	0.8%	1	0.7%	1	2.7%	2	1.5%	1	0.0%	0	0.0%	0
Bangladeshi	0.6%	7	0.0%	0	0.6%	1	0.7%	1	1.1%	2	0.8%	1	0.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
White & Black African	0.6%	7	1.3%	1	1.2%	2	0.7%	1	0.0%	0	0.8%	1	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Chinese	0.4%	5	0.0%	0	1.2%	2	0.7%	1	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Asian	0.4%	5	0.0%	0	0.6%	1	0.7%	1	0.0%	0	1.6%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.2%	39	5.0%	4	4.9%	8	1.3%	2	2.6%	5	7.2%	9	4.2%	6	0.0%	0	3.1%	2	1.7%	2	1.1%	1
Base:		1202		80		164		149		190		125		144		75		65		115		95

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
SEG Socioeconomic Grouping:																						
A	7.6%	91	1.3%	1	6.1%	10	8.1%	12	7.9%	15	4.8%	6	11.1%	16	9.3%	7	6.2%	4	7.0%	8	12.6%	12
B	32.6%	392	35.0%	28	26.2%	43	34.2%	51	29.5%	56	28.8%	36	37.5%	54	42.7%	32	41.5%	27	27.8%	32	34.7%	33
C1	28.9%	347	27.5%	22	29.9%	49	32.9%	49	29.5%	56	31.2%	39	20.1%	29	30.7%	23	27.7%	18	29.6%	34	29.5%	28
C2	13.4%	161	13.8%	11	12.8%	21	12.1%	18	14.7%	28	15.2%	19	16.0%	23	2.7%	2	13.8%	9	19.1%	22	8.4%	8
D	5.2%	62	10.0%	8	8.5%	14	3.4%	5	4.7%	9	9.6%	12	4.2%	6	1.3%	1	1.5%	1	3.5%	4	2.1%	2
E	3.0%	36	2.5%	2	3.0%	5	0.0%	0	6.3%	12	1.6%	2	2.8%	4	4.0%	3	1.5%	1	2.6%	3	4.2%	4
(Refused)	9.4%	113	10.0%	8	13.4%	22	9.4%	14	7.4%	14	8.8%	11	8.3%	12	9.3%	7	7.7%	5	10.4%	12	8.4%	8
Base:		1202		80		164		149		190		125		144		75		65		115		95
QUOTA Zone:																						
Zone 1	6.7%	80	100.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	13.6%	164	0.0%	0	100.0%	164	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	12.4%	149	0.0%	0	0.0%	0	100.0%	149	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	15.8%	190	0.0%	0	0.0%	0	0.0%	0	100.0%	190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	10.4%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	12.0%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	6.2%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0	0.0%	0	0.0%	0
Zone 8	5.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	65	0.0%	0	0.0%	0
Zone 9	9.6%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	115	0.0%	0
Zone 10	7.9%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	95
Base:		1202		80		164		149		190		125		144		75		65		115		95

PC Postcode:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
SW11 1	1.4%	17	0.0%	0	10.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW11 2	2.1%	25	0.0%	0	15.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW11 3	2.1%	25	0.0%	0	15.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW11 4	1.4%	17	0.0%	0	10.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW11 5	3.2%	39	0.0%	0	23.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW11 6	3.4%	41	0.0%	0	25.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW12 0	2.4%	29	0.0%	0	0.0%	0	19.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW12 8	4.8%	58	0.0%	0	0.0%	0	38.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW12 9	2.3%	28	0.0%	0	0.0%	0	18.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW13 0	1.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	16	0.0%	0
SW13 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
SW13 9	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	21	0.0%	0
SW15 1	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%	24	0.0%	0	0.0%	0	0.0%	0
SW15 2	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.3%	22	0.0%	0	0.0%	0	0.0%	0
SW15 3	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	30	0.0%	0
SW15 4	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	19	0.0%	0
SW15 5	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	28	0.0%	0
SW15 6	2.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	29	0.0%	0	0.0%	0	0.0%	0
SW16 1	2.0%	24	0.0%	0	0.0%	0	0.0%	0	12.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW16 6	2.6%	31	0.0%	0	0.0%	0	0.0%	0	16.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 0	2.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 6	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 7	3.1%	37	0.0%	0	0.0%	0	0.0%	0	19.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 8	5.4%	65	0.0%	0	0.0%	0	0.0%	0	34.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW17 9	2.3%	28	0.0%	0	0.0%	0	0.0%	0	14.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 1	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 2	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 3	3.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 4	2.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 5	3.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 1	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 2	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 5	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	11	0.0%	0	0.0%	0
SW19 6	2.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.8%	33	0.0%	0	0.0%	0
SW19 7	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	21	0.0%	0	0.0%	0
SW19 8	3.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW2 4	1.0%	12	0.0%	0	0.0%	0	8.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW4 0	1.7%	21	26.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW4 8	1.2%	15	0.0%	0	0.0%	0	10.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW4 9	0.6%	7	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 3	3.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	37
SW6 4	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	11
SW6 5	1.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	19
SW6 6	2.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	28
SW8 2	1.4%	17	21.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10	
SW8 3	1.7%	20	25.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW8 4	1.7%	20	25.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW8 5	0.2%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1202		80		164		149		190		125		144		75		65		115		95

Appendix F

Analysis of Local Centres and Parades

LOCAL CENTRES

Battersea Park Road

Battersea Park Road is a large local centre with 65 commercial retail/service units. It provides nine of the eleven identified ‘key’ local needs therefore scoring 9 on the local needs index. The centre is linear, running along Battersea Park Road from the junction with Latchmere Road and Battersea Bridge Road to the train line. The centre has a good mix of uses with a significant number of retailers selling homeware goods (including furniture, carpets, lighting, wallpaper, interiors and kitchens), suggesting the centre fulfils a specialist comparison role. The centre only has one main top-up food shopping destination, the Spar supermarket with other convenience retailers including newsagents and off licences. The Latchmere Public House also houses Theatre 503 meaning the centre has a small, but important, evening economy function within the Borough.

The centre is well maintained with limited evidence of litter and detritus and well kept shopfronts on buildings of decent architectural quality. The pavements along the frontages on either side of Battersea Park Road are of an adequate width and are not overly cluttered with street furniture, with bins and cycle racks placed at the junctions with side roads. The road was not overly busy at the time of NLP’s site visit, although the only pedestrian crossings were at each end of the centre. The centre is located on a bus route and there is a bus lane along Battersea Park Road which prevents the build up of congestion through the centre as buses stop.

Bellevue Road

Bellevue Road is a large local centre with 44 commercial retail/service units. It provides six of the eleven identified ‘key’ local needs therefore scoring 6 on the local needs index. The provision of ‘key’ local needs for a centre of its size is relatively poor, with the convenience offer only one small independent supermarket supported by two off licences. There are a number of high quality specialist independent retailers including shops for gifts, footwear, books and clothing, there is also an art gallery selling paintings. There are a high proportion of A3/A5 units including several of restaurants reinforcing the centre as an evening destination.
The centre has an excellent environment with the majority of the shops facing Wandsworth Common. Bellevue Road itself is relatively busy, although the wide pavements allow a good level of pedestrian space, and the parade is only on one side of Bellevue Road which does not necessitate traversing the road. The shopfronts are generally well kept and the centre did not have any signs of graffiti or anti-social behaviour during NLP’s visit. There is a limited amount of parking in parallel bays on Bellevue Road.

Earlsfield

Earlsfield is a large local centre with 87 commercial retail/service units. It provides all eleven of the identified ‘key’ local needs therefore scoring 11 on the local needs index.

Earlsfield is a linear centre situated on Garratt Lane between Wandsworth Town (to the north) and Tooting (to the south). The centre has a good range of retailers including three small convenience stores. There are a number of high quality specialist independent retailers including a gift shop, jewellers, furniture stores and children’s clothing store. The centre provides a range of services including a Barclays bank, several hairdressers and estate agents. There are also several restaurants, cafes and pubs.

The centre’s environmental quality is relatively good with reasonably wide pavements on either side of the road, but there is evidence of chewing gum in some areas. Garratt Lane is

a busy through road which does cause some pedestrian-vehicle conflict, however, there are several pedestrian crossings provided. The buildings within the centre are primarily Victorian terraces, with residential on upper floors. Most of the buildings are well maintained with good quality fascias.
There is good cycle stand and litter bin provision in the centre. Due to the linear nature of the centre there is limited provision of seating and planting. There is basic street lighting throughout the centre.

Lavender Hill/Queenstown Road

Lavender Hill/Queenstown Road is a large local centre with 70 commercial retail/service units. It provides nine of the eleven identified ‘key’ local needs therefore scoring 9 on the local needs index. The centre is located at the junction of Lavender Hill and Queenstown Road, and is on the Wandsworth Borough boundary with the London Borough of Lambeth. The centre has three independent stores capable of providing a top-up shopping function, which does not include the Sainsbury’s Local and Costcutter supermarkets which are beyond the Borough boundary. In addition there is a good range of other ‘key’ local needs with off licences, takeaways, public houses, hairdressers, chemists and a bookmaker. The range of independent comparison retailers is good with shops as diverse as a hardware store, a model shop, a haberdashery and a musical instrument shop.
The environmental quality of the centre is mixed. The majority of buildings are of a reasonable architectural quality, however there are visually poor buildings interspersed throughout the centre which add little to the environment. The quality and maintenance of shopfronts is also mixed with some good quality newer shopfronts and other shopfronts which require attention. The level of litter and detritus observed was relatively poor despite a good provision of bins. The pavements within the centre are reasonable wide and there are several pelican crossings aiding pedestrian movement. The centre benefits from a good bus service.

Mitcham Lane

Mitcham Lane is a large local centre with 54 commercial retail/service units. It provides ten of the eleven identified ‘key’ local needs therefore scoring 10 on the local needs index. Mitcham Lane is a compact, predominantly linear, centre with a good selection of independent retailers. At the heart of the centre there is the junction of Mitcham Lane and Thrale Road with a number of the better quality shops located adjacent. The centre provides an excellent local function with the only ‘key’ local need not catered for being a bank. There is a good choice of top-up shopping options with three grocers and a food and wine store.
The centre generally has a good streetscape with well maintained red brick paving and adequate provision of bins and cycle racks. The centre appeared generally free from graffiti and fly-posting, with only slight evidence of litter and detritus observed. Mitcham Lane is moderately busy with traffic and although there are several crossings the railings and pedestrian sightlines from each crossing prevents a sense of pedestrian permeability.

Roehampton

Roehampton is a large local centre with 50 commercial retail/service units. It provides nine of the eleven identified ‘key’ local needs therefore scoring 9 on the local needs index. Roehampton is located along Roehampton Lane, Roehampton High Street, Medfield Street and Danebury Avenue. The centre provides four convenience stores capable of providing a top-up food shopping function, including a Co-op Local store. In addition there are a number of newsagent, a Greggs bakery, a health food shop and a Majestic Wines off licence. In terms of non-food shopping the centre provides three chemists and two charity shops. A reasonably good range of other local needs is provided for within the centre; there are a number of takeaways, a dry cleaners, a post office, a number of hairdressers, a beauty salon, a tanning salon, a funeral directors and a public house.

The environment of the centre is very mixed; there are attractive residential and commercial units along Roehampton High Street which are a mixture of historic and more modern buildings, whilst the units along Danebury avenue, where the majority of the retail units are located, are unattractive concrete 1960s blocks with residential units above. The buildings along Medfield Street are attractive historic buildings, however, there are only two commercial units trading now, and the few vacant units give the street a tired look. Some litter and graffiti were observed in the centre, detracting from the environment. Although there was fairly heavy traffic along Roehampton Lane, this does not affect shoppers significantly as the shops along Danbury Avenue are set back from the Road, and there are ample pedestrian crossings throughout the centre.

Southfields

Southfields is situated in the south west of the Borough close to its border with the London Borough of Merton. The centre is situated around the tube station (district line) which is at the junction of Wimbledon Park Road and Replingham Road. Southfields is a large local centre with 72 commercial retail/service units. It provides all eleven of the identified ‘key’ local needs therefore scoring 11 on the local needs index. The range of shops and services in Southfields include several national retailers, a Budgens convenience store and a Boots chemist. There are a number of high quality specialist independent retailers including a book shop, jewellers, two gift shops, and furniture and clothing stores. The centre provides a range of services including a Barclays bank, several hairdressers and estate agents. There are also several restaurants, cafes and pubs including a Starbucks café.

The centre’s environmental quality is relatively good with relatively wide pavements through out the centre, but there is evidence of chewing gum in some areas. There were moderate levels of traffic along Wimbledon Park Road and Replingham Road at the time of the site visit and the centre has several pedestrian crossings. The buildings within the centre are primarily Victorian with some post war infill and residential on upper floors. Most of the buildings are well maintained with good quality fascias.
There is good cycle stand and litter bin provision in the centre and some seating provided. There is no landscaping within the centre, but the centre is located within close proximity to Wimbledon Park. There is basic street lighting throughout the centre.

Tooting Bec

Tooting Bec is a large local centre with 45 commercial retail/service units. It provides nine of the eleven identified ‘key’ local needs therefore scoring 9 on the local needs index. Tooting Bec local centre has an even spread of uses covering most local needs. The centre is located at the junction of Trinity Road and Upper Tooting Road, with frontages stretching along each. However, in actuality the centre extends well beyond its boundary towards Tooting, further along Upper Tooting Road, and Balham along Balham High Street. There are several local convenience retailers including Spar and Trinity Mini Market which are both capable of providing a top-up shopping function. There are a number of comparison retailers including a jewellers, chemist and carpet shop. Just beyond the local centre boundary there is a Lidl supermarket and a Halfords store which compliment the range of retailers within the centre.

Tooting Bec benefits from excellent transport links with Tooting Bec underground station at the heart of the centre and several bus routes running in each direction from the junction. The centre also benefits from some distinctive architecture with Tooting Bec underground station typical for this section of the Northern Line and the surrounding buildings providing an attractive setting. The centre has high levels of traffic, although pelican crossings allow pedestrians to negotiate the busy junction. The streetscape is generally good with well maintained paving. There was little evidence of excessive levels of litter or detritus during NLP's visit.

IMPORTANT LOCAL PARADES

1-6 Aubyn Square

Aubyn Square is a small important local parade with 3 commercial retail/service units, although 2 of these are vacant. It provides one of the eleven identified 'key' local needs therefore scoring 1 on the local needs index. The centre is a single parade located in a housing estate. The environment in the centre is worsened by the two vacant units which provide a somewhat hostile feel, otherwise the environment is satisfactory with wide and even paving, a bin and street lighting and space for parking in front of the parade.

25-41 & 43-65 Balham Hill, 1-8 Westbury Parade & Clapham South Tube Station

Balham Hill and Westbury Parade is a large important local parade with 31 commercial retail/service units. It provides eight of the eleven identified 'key' local needs therefore scoring 8 on the local needs index. The centre is located around a busy junction next to Clapham South tube station and along Balham Hill. There is a very good convenience offer including a baker, delis, a fishmonger, newsagents, an off licence and grocers. The parade has excellent transport links, with Clapham South tube station on the Northern Line and bus routes running along Balham Hill. The general environment is good with wide pavements and Clapham Common to the north. Whilst Balham Hill has high levels of traffic the frequency of pelican crossings is good. Part of the shopping parade falls outside of the Borough in Lambeth, including the Tesco Supermarket at the South London Hospital which attracts a large number of people to the parade.

152-168 Battersea Bridge Road

Battersea Bridge Road is a small important local parade with 6 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. The parade is located beneath a block of residential flats, set back slightly from the road. The parade has an excellent range of retailers for its size including a takeaway, launderette, Costcutter supermarket, betting shop, butcher and chemist. The wide pedestrianised precinct in front creates a public area which appeared generally free from litter, although the streetscape and architecture has little merit. The parade benefits from a bus stop adjacent to the pedestrian area on Battersea Bridge Road.

141-185 Battersea High Street

Battersea High Street is a medium sized important local parade with 17 commercial retail/service units. However, it provides only two of the eleven identified 'key' local needs, therefore scoring 2 on the local needs index. The High Street is one-way for vehicles and brick paved with a wide pavement demarcated by bollards. Despite a good streetscape, with attractive street furniture and very light traffic, the high number of vacant units (8) detracts greatly from the parade. The poor maintenance and closed shutters of many of the shopfronts gives a run-down appearance, which is more apparent further from the busy junction with York Road.

281-305 Battersea Park Road (including Somerfield)

Battersea Park Road is a medium sized important local parade with 14 commercial retail/service units. It provides six of the eleven identified 'key' local needs therefore scoring 6 on the local needs index. The parade predominantly serves the high-rise Doddington & Rollo Estate, which it is located adjacent to. The parade is anchored by a Somerfield supermarket and also has a public house, two grocers and a chemist. In addition two launderettes and several hairdressers ensure a good range of services in the centre. The public realm appeared well kept, with a good number of trees around the parade and a public space adjacent to the Somerfield unit with good features including an arrangement of spherical bollards. However the quality of the architecture is generally poor. There is some parking available and the parade appeared generally well used with pedestrian access available from all sides meaning good levels of footfall.

129-139 Beaumont Road

Beaumont Road is a small important local parade with seven commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index.

Beaumont Road is a purpose built parade at the edge of a 1950/60's housing estate. The centre primarily serves the day to day shopping needs of local residents on the estate. It is situated in the south west of the Borough close to the boundary with the London Borough of Merton. The centre only has seven units, one of which was vacant at the time of the NLP site survey. The parade includes a small Happy Shopper convenience store, a newsagent, bakery, laundrette, Chinese takeaway and off-license.

At the time of the NLP survey, road improvement works were taking place in front of the parade which limited access to the shops. The parade is quite run down with the shop fascias and the covered walkway in front requiring an upgrade and maintenance.

2-14 Blandfield Road & 55-61 & 81-95 Nightingale Lane

Blandfield Road and Nightingale Lane is a small important local parade with 19 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. Blandfield Road and Nightingale Lane are two separate parades located a short distance from one another. Overall they have a good quality streetscape with wide pavements, benches and planters. Shops include a grocer, off licence, café, travel agent, hairdresser and antiques store, providing a range of retailers. The parades seem well maintained and clean, though there are three vacant units, two of which are on the Blandfield Road parade. There is a limited amount of pay and display on-street car parking available.

46-67 East Hill

East Hill is a medium sized important local parade with 10 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. The parade is located at the busy junction of East Hill and Huguenot Place. It has a good selection of comparison retailers including a chemist, DIY shop, scooter showroom and carpet shop, although it is lacking in convenience retailers with only a mini-market. The centre appears to be clean and well maintained with no vacancies. Despite high levels of traffic at the junction of East Hill and Huguenot Place, a one way system and paved public open space in the centre of the junction accessible by pelican crossings reduce pedestrian-vehicle conflict.

135-153 Franciscan Road

Franciscan Road is a small important local parade with 9 commercial retail/service units. It provides six of the eleven identified ‘key’ local needs therefore scoring 6 on the local needs index. The small parade of shops serves predominantly a local convenience need with a newsagent, Londis grocers and Threshers off licence. The street paving is well maintained with wooden bollards along the roadside helping to demarcate a pedestrian environment. Outside the café there was a continental style seating area giving a sense of street-life. Franciscan Road itself is quiet and in a predominantly residential area.

171-227 Garratt Lane (North)

Garratt Lane North is situated between Wandsworth Town and Earlsfield in the centre of the Borough. Garratt Lane North is a large important local parade with 28 commercial retail/service units. It provides seven of the eleven identified ‘key’ local needs therefore scoring 7 on the local needs index. The shops primarily serve the day to day needs of local residents and includes several newsagents and off licences, a dry cleaners, post office and laundrette. There is also an opticians, estate agents and several hairdressers/barbers.
The shops run along both side of Garratt Lane and are in a reasonable condition with residential above. The centre has basic street lighting and bin provision. The paving is adequate but could do with upgrading.

812-842 & 911-9819 Garratt Lane (South)

Garratt Lane South is a medium sized important local parade with 20 commercial retail/service units. It provides five of the eleven identified ‘key’ local needs therefore scoring 5 on the local needs index. The parade has a good mix of uses including several specialist independent comparison retailers enabling it to serves both a convenience (grocer and off licence) and comparison (electrical goods, kitchen & bathroom, hardware) role. The large Deepak Food + Drink supermarket is nearby but not within the parade. The parade is on a bus route along Garratt Lane and also has some on-street parking. The centre is generally of a decent environmental standard with limited evidence of litter or graffiti.

74-88 Inner Park Road

Inner Park Road is situated to the south west of the Borough. It is a purposed built parade on a relatively quiet residential road. Inner Park Road is a small important local parade with six commercial retail/service units. It provides four of the eleven identified ‘key’ local needs therefore scoring 4 on the local needs index.

The parade includes a greengrocers, a coffee shop with a beauty salon at the rear, a chemist, hairdressers, newsagent and post office and a small convenience store. There is also a health centre at the end of the parade and a pub. There are no vacant units in the parade.

The buildings within the parade are of a reasonable quality, but some shop fascias could be improved. There are two stories of residential above the shops. The paving in front of the parade is wide and of a reasonably quality. On-street parking is available in front of the parade.

50-94 Lower Richmond Road

50-94 Lower Richmond Road is a medium sized important local parade with 22 commercial retail/service units. It provides two of the eleven identified ‘key’ local needs therefore scoring 2 on the local needs index. The units between 50-94 Lower Richmond road are indistinguishable from a larger parade running along both sides of Lower Richmond Road from Danemere Street to Ruvigany Gardens. The larger parade contains a mix of retail and non-retail class A units, which include a number of specialist shops and functional local shops. The built environment of the centre is fairly attractive, it being made up of predominantly Victorian units of 2-3 storeys with residential uses above the shops, and intermingled within the shops towards the periphery of the parade. The paving is generally wide and even, there are ample bins and street lighting and the centre is very clean. However, heavy traffic was observed along Lower Richmond Road which acts as a significant barrier to pedestrians, particularly as there is only one pedestrian crossing.

169-201 Merton Road

Merton Road is situated to the south of Wandsworth Town. Merton Road is a medium sized important local parade with 16 commercial retail/service units. It provides six of the eleven identified 'key' local needs therefore scoring 6 on the local needs index.

The parade is situated on the east side of Merton Road and includes several newsagents, a Londis convenience store, a chemist, off licence and butchers. There is also a betting shop, estate agent, restaurant and takeaway.

There is reasonable paving in front of the parade although the pavement is relatively narrow. The buildings are of a reasonable quality with residential above. At the time of the NLP site visit there was quite a lot of litter and bin bags on the street. There is limited street furniture adjacent to the parade, however, opposite the parade is a small landscaped area with some seating. There is also a pub opposite the parade. The parade is served by several bus routes linking the parade with larger centres in the Borough.

2-14 Montfort Place

Montfort Place is situated towards the south west of the Borough. It is located just off Princes Way adjacent to a housing estate. It is a purpose built 60's parade with flats above.

It is a small important local parade with four commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The parade primarily serves the day to day shopping needs of local residents and includes a Best One convenience store and a Londis convenience store, along with a butcher and a hairdresser. There is customer parking in front of the parade.

The parade is reasonably well maintained, however, improvements to the fascia of the building and lighting under the covered walkway could make the parade more attractive.

58-86 & 91-111 Moyser Road

Moyser Road is a medium sized important local parade with 19 commercial retail/service units. It provides six of the eleven identified 'key' local needs therefore scoring 6 on the local needs index. Moyser road is an attractive local parade with a mix of convenience retailers and services to support a good local function. A wide pavement which is tree-lined creates a good pedestrian environment, which appears well maintained. A greengrocer, newsagent/off licence and two small supermarkets (Budgens and Costcutter) provide an excellent choice of top-up shopping locations, whilst a café, deli, dry cleaners, hairdresser and florist support the convenience offer. Moyser Road itself is a quiet street in a predominantly residential area.

172-184 & 175-189 Northcote Road & 48, 59-63 Broomwood Road

Northcote Road and Broomwood Road is a medium sized important local parade with 13 commercial retail/service units. It provides only two of the eleven identified 'key' local needs therefore scoring 2 on the local needs index. The parade is located around the T-junction of Northcote Road and Broomwood Road. The parade appeared very quiet and had a very good proportion of independent comparison traders including an iron mongers, kitchen and bathroom showrooms, fabric shop and picture framers, suggesting the parade performs a specialist independent homeware based retail function. The only convenience retailer is an off licence. The shopfronts were well maintained and the centre appeared clean and tidy.

1-11 Petersfield Rise

Petersfield Rise is a small important local parade with 3 commercial retail/service units, although one of these is vacant. It provides one of the eleven identified 'key' local needs therefore scoring 1 on the local needs index. The centre consists of a small parade within a residential estate. There is a reasonably large paved pedestrianised area in front of the parade, there is one bin, but a small amount of litter was observed on NLP site visit. The environment at the centre is reasonably good, and while it is not a particularly attractive centre, it is functional and well maintained.

1-7 Portswood Place

Portswood Place is a small important local parade with 5 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre is a single parade in a housing estate with residential uses above the shops. The paving in front of the shops is wide and even, with a number of bins, bike racks and public seating, street lighting and CCTV is also provided. The environment of the centre is reasonable, however, it is not particularly attractive; the parade is within a tired looking 1960s/70s block, and the two vacant units detract from the overall character of the centre.

1-6 Rockingham Close

Rockingham Close is a small important local parade with 4 commercial retail/service units. It provides three of the eleven identified 'key' local needs therefore scoring 3 on the local needs index. The centre consists of a small single parade within a residential estate which has a pedestrianised area in front of the shops. The paving is wide and even, and the centre is well maintained in general with no litter observed at the time of the NLP visit. The centre appeared well used and is reasonably attractive.

115-141 St Johns Hill

St. Johns Hill is a medium sized important local parade with 15 commercial retail/service units. It provides six of the eleven identified 'key' local needs therefore scoring 6 on the local needs index. The parade includes a Londis supermarket, a post office, a hairdresser, a chemist, and a launderette, ensuring good provision of retail and services for local needs. The parade is attractive, with good architecture and well kept shopfronts, and appeared well maintained. The parade has wide pavements, with parallel metered car parking off the street. The parade also contains a doctor's surgery, which whilst a non-retail use provides a further key function to the community.

323-409 Tildesley Road

Tildesley Road is a medium sized important local parade with 24 commercial retail/service units, although 14 of these are vacant. It provides seven of the eleven identified 'key' local needs therefore scoring 7 on the local needs index. The centre consists of two parades of shops on either side of a car park within a residential estate. The centre contains a reasonably good provision of retail and service for local needs, but the environment is fairly unpleasant. There are a large number of vacant units and the other units appear tired, there is a lack of CCTV, bins and other street furniture. However, the paving in front of the two parade is wide and even and there is some street lighting.

314-324 Trinity Road

Trinity Road is a small important local parade with 6 commercial retail/service units. It provides four of the eleven identified 'key' local needs therefore scoring 4 on the local needs index. The parade provides the essentials of local retail function including a newsagent, Londis supermarket, hairdresser and restaurant. The small parade is on the busy Trinity Road, though the shopfronts are set back with a wide pavement and a bus stop ensures good access by public transport. During NLP's visit there was significant evidence of fly-tipping with a pile of rubbish bags piled on the pavement.

271-299 Upper Richmond Road (East)

Upper Richmond Road (East) is a medium sized important local parade with 10 commercial retail/service units. It provides five of the eleven identified 'key' local needs therefore scoring 5 on the local needs index. The centre consists of a single parade of shops within a residential area, the retail units are generally fairly small, located in the ground floor of Victorian style terraced houses. Although the traffic flows along Upper Richmond Road are fairly heavy, there is a pedestrian crossing within the length of the parade and pedestrian access is not problematic. The environment within the centre is good; the units and fascias are well maintained and there are no vacant units. The paving is wide and even, and there are ample bins and street lighting.

349-393 Upper Richmond Road (West)

Upper Richmond Road (West) is a medium sized important local parade with 20 commercial retail/service units. It provides nine of the eleven identified 'key' local needs therefore scoring 9 on the local needs index. The centre consists of a single parade of shops bisected by Dover House Road, the parade is set back from the main road and separated from it by a row of trees and there is parking in front of the shops. The centre is well maintained and appeared well used, it has plenty of street lighting and a number of bins, but it has no public seating.