



Nathaniel Lichfield
& Partners
Planning. Design. Economics.

London Borough of Wandsworth

Retail and Town Centre Needs
Assessment

London Borough of Wandsworth

December 2012

11397/03/PW/HFo

This document is formatted for double sided printing.

© Nathaniel Lichfield & Partners Ltd 2012. Trading as Nathaniel Lichfield & Partners.

All Rights Reserved.

Registered Office:

14 Regent's Wharf

All Saints Street

London N1 9RL

All plans within this document produced by NLP are based upon Ordnance Survey mapping with the permission of Her Majesty's Stationery Office. © Crown Copyright reserved. Licence number AL50684A

Contents

1.0	Introduction	3
2.0	Planning Policy Context	4
	National Planning Policy Framework (NPPF)	4
	Development Plan Policy	6
3.0	The Shopping Hierarchy	12
	Centres in Wandsworth and the Surrounding Area	12
	Existing Retail Provision in Wandsworth Borough	14
4.0	Assessment of Retail Needs	16
	Introduction	16
	Retail Trends	16
	Population and Expenditure	21
	Existing Retail Floorspace 2012	21
	Existing Spending Patterns 2012	21
	Quantitative Capacity for Convenience Floorspace	24
	Quantitative Capacity for Comparison Floorspace	26
	Qualitative Need for Retail Floorspace	28
5.0	Commercial Leisure Assessment	32
	Introduction	32
	Cinemas	32
	Private Health and Fitness Clubs	33
	Tenpin Bowling.....	34
	Bingo	34
	Casinos	35
	Bars and Restaurants.....	35
	Theatres	37
6.0	Strategy for Accommodating Growth	38
	Floorspace Projections.....	38
	Accommodating Future Growth	38
7.0	Conclusions and Recommendations	41
	Introduction	41
	Meeting Shopping Needs in the Borough	41
	Convenience Goods Development.....	41
	Comparison Goods Development	42
	Commercial Leisure and Other Town Centres Uses.....	43
	Strategy Recommendations.....	43

1.0 Introduction

1.1 Nathaniel Lichfield & Partners (NLP) was commissioned by Wandsworth Borough Council to prepare a retail and town centre needs assessment in 2007. This study was published in March 2008 and included:

- an assessment of the future needs for additional retail and commercial leisure facilities within the authority area up to 2020;
- an analysis of the role and function of existing centres in the Borough.

1.2 NLP has been commissioned to provide an update to the 2008 study, providing information on recent changes/trends in retail and leisure and an update of the needs assessment. The update identifies recent changes including the National Planning Policy Framework (NPPF) and adopts the latest available information, e.g. population, expenditure and turnover levels. This report includes an update of the household survey undertaken in December 2007.

2.0 Planning Policy Context

National Planning Policy Framework (NPPF)

- 2.1 The NPPF sets out the Government’s planning policy for England superseding the majority of earlier National Planning Policy Guidance and Statements (including PPS4). The Practice Guidance relating to PPS4 has not been cancelled by publication of the NPPF and retains its role as guidance in so far as it does not conflict with the NPPF.
- 2.2 The NPPF seeks to provide a “*framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.*” (para 1)
- 2.3 The NPPF emphasises (para 6) that the purpose of the planning system is to contribute to the achievement of sustainable development. It notes (para 7) that “*there are three dimensions to sustainable development: economic, social and environmental.*”
- 2.4 The NPPF emphasises (para 12) that it does not change the statutory status of the development plan as the starting point for decision making and that “*it is highly desirable that local planning authorities should have an up-to-date plan in place.*”
- 2.5 Within this context (para 14), the “*presumption in favour of sustainable development... should be seen as a golden thread running through both plan-making and decision-taking.*”
- 2.6 For plan-making this means that:
- Local planning authorities should positively seek opportunities to meet the development needs of their area;
 - Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.
- 2.7 For decision-taking this means:
- approving development proposals that accord with the development plan without delay; and
 - where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as whole; or

- specific policies in this Framework indicate development should be restricted.

NPPF Retail Planning Policy

- 2.8 Consistent with the now superseded PPS4, the NPPF emphasises that (para 23) *“Planning policies should be positive, promote competitive town centre environments and set out policies for the management and growth of centres over the plan period.”*
- 2.9 The NPPF continues that in drawing up Local plans, local planning authorities should:
- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
 - define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
 - promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
 - retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
 - allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;
 - allocate appropriate edge of centre sites for main town centres uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre; and
 - set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres.
- 2.10 At the subsequent decision-taking stage (para 26) when assessing applications for retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan, local planning authorities should require an impact assessment *“if the development is over a proportionate locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500 sq m).”*
- 2.11 Such an assessment should both:

- apply a sequential test; and
- require an assessment of:
 - The impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
 - The impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the application is made.

2.12 Furthermore (para 27) *“Where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused.”*

2.13 In setting out guidance on preparing Local Plans the NPPF states (para 151) that *“Local Plans must be prepared with the objective of contributing to the achievement of sustainable development.”*

Using a Proportionate Evidence Base

2.14 In preparing Local Plans, *“each local planning authority should ensure that the Local Plan is based on adequate up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area”* and *“take full account of relevant market and economic signals.”* (para 158)

Development Plan Policy

2.15 The development plan for LB Wandsworth comprises The London Plan (July 2011) and the Wandsworth Local Plan, which comprises the Core Strategy, Site Specific Allocations and Development Management Policies Documents.

The London Plan

2.16 Policy 2.9 identifies the London Borough of Wandsworth as an inner London borough. Boroughs in inner London, *“...should work to realise the potential of inner London in ways that sustain and enhance its recent economic and demographic growth while also improving its distinct environment, neighbourhoods and public realm, supporting and sustaining existing and new communities, addressing its unique concentrations of deprivation, and improving quality of life and health for those living, working, studying or visiting there.”*

2.17 In terms of LDF preparation, boroughs with their area falling within inner London should develop more detailed policies and proposals taking into account the above principles.

- 2.18 Policy 2.15 relates to town centres and states that the Mayor, boroughs and other stakeholders should coordinate the development of London's network of town centres. Town centres should be developed to provide:
- a the main foci beyond the CAZ for commercial development and intensification;
 - b the structure for sustaining and improving a competitive choice of goods and services conveniently accessible to all Londoners, particularly by walking, cycling and public transport; and
 - c the foci for most Londoners' sense of place and local identity in the capital.

"Changes to the network, including designation of new centres or extension of existing ones where appropriate, should be coordinated strategically with relevant planning authorities... Identified deficiencies in the network of town centres can be addressed by promoting centres to function at a higher level in the hierarchy or by designating new centres where necessary..."

- 2.19 In preparing LDFs boroughs should:
- a identify town centre boundaries, primary and secondary shopping areas in LDF proposals maps and set policies for each type of area;
 - b in coordination with neighbouring authorities, identify other, smaller centres;
 - c manage declining centres proactively, considering the scope for consolidation and strengthening of centres;
 - d support and encourage town centre management to promote safety, security and environmental quality; and
 - e promote the provision of Shopmobility schemes to improve access to goods and services for older and disabled Londoners.

- 2.20 Annex 2 of the London Plan sets out town centre classifications within London's town centre network. Clapham Junction, Putney, Tooting and Wandsworth are all classified as Major Centres. Balham is designated as a District Centre (Table A2.1). In Table A2.2 Battersea is identified as a 'potential future change to the town centre network over the Plan period'. It is proposed that Battersea and Vauxhall¹ could be classified as a CAZ frontage subject to, *"...capacity analysis, impact assessment, land use and accessibility, planning approvals, town centre health checks and full implementation."*

- 2.21 Policy 2.16 states, *"The Mayor will, and boroughs and other stakeholders should, identify, develop and promote strategic development centres in outer London with one or more strategic economic functions."*

¹ Vauxhall crosses over both LB Wandsworth and LB Lambeth, with the majority located within LB Lambeth.

- 2.22 Policy 4.7 states *“the Mayor supports a strong, partnership approach to assessing need and bringing forward capacity for retail, commercial, culture and leisure development in town centres.”*
- “In preparing LDF’s, boroughs should:*
- a *identify future levels of retail and other commercial floorspace need in light of integrated strategic and local assessments;*
 - b *undertake regular town centre health checks to inform strategic and local policy and implementation;*
 - c *take a proactive partnership approach to identify capacity and bring forward development within or, where appropriate, on the edge of town centres;*
 - d *firmly resist inappropriate out of centre development;*
 - e *manage existing out of centre retail and leisure development in line with the sequential approach, seeking to reduce car dependency, improve public transport, cycling and walking access and promote more sustainable forms of development.”*
- 2.23 Policy 4.8 states that the Mayor will support, *“...a successful, competitive and diverse retail sector which promotes sustainable access to the goods and services that Londoners need...”*
- 2.24 Local Planning Authorities are required to take a proactive approach to planning for retailing:
- a bring forward capacity for additional comparison goods retailing, particularly in Metropolitan and major centres;
 - b support convenience retail, particularly in district, neighbourhood and local centres;
 - c provide a policy framework for maintaining and enhancing local shopping facilities. Develop policies to prevent the loss of retail facilities that provide essential convenience and specialist shopping;
 - d identify areas under-served in local convenience shopping services and support additional facilities at an appropriate scale;
 - e support the range of London’s markets to improve their management and enhance their offer to contribute to the vitality of town centres; and
 - f support the development of e-tailing and more efficient delivery systems.
- 2.25 Policy 4.9 states that Boroughs should develop local policies where appropriate to support the provision of small shop units suitable for small/independent retailers and service outlets to strengthen the attractiveness and competitiveness of centres.

Wandsworth Core Strategy (October 2010)

- 2.26 The Wandsworth Core Strategy (CS) was adopted in October 2010.

- 2.27 The CS identifies that Wandsworth does not have one strategic retail centre. It has five town centres serving five distinct areas of the borough, backed by nine local centres. The town centres provide a wide range of services including retailing, leisure and entertainment, complementary community facilities, and business floorspace (para. 2.13).
- 2.28 The vision for Wandsworth includes the provision of local services focused on five district town centres at Battersea (Clapham Junction), Wandsworth, Putney, Tooting and Balham, backed up by local centres in each district (para. 3.1). A specific economic objective is to increase the vitality and viability of the town and local centres, as the focus for shopping and for employment and leisure and other community activities.
- 2.29 Policy PL 8 relates to “Town and Local Centres”. This sets out that:
- a the five town centres (Balham, Clapham Junction, Putney, Tooting and Wandsworth), will continue to be the focus for shopping and complementary uses, including business, cultural, leisure and entertainment uses. Each centre will be promoted to provide a distinctive range of facilities serving their local area, but no centre will be encouraged to grow substantially at the expense of the others;
 - b new A1 floorspace will be promoted in all five town centres to meet projected future needs. Where no suitable town centre sites can be identified, a sequential approach to identifying suitable edge of centre locations will be applied;
 - c a diverse and mix of appropriate uses is encouraged to locate in the centres, including shopping, restaurants and bars, leisure, recreation, entertainment, cultural, offices and other business uses, to contribute to the vitality and viability of the centres, including the development of the evening economy. The existing street markets in Clapham Junction and Balham will be promoted;
 - d the town centres, particularly Putney, will remain the focus for office activity;
 - e high density mixed use development, including residential, will be encouraged to locate within the centres, particularly along the main road network;
 - f the nine local centres will continue to be promoted as local shopping centres, suitable for a wide range of services and facilities, supporting the overall provision of shopping facilities in the borough.

Wandsworth Development Management Policies Document (2012)

- 2.30 The Wandsworth Development Management Policies Document was adopted in February 2012.
- 2.31 Policy DMTS 1 relates to “Town Centre Development” and sets out the following:

- a proposals for town centre uses will be permitted in the following circumstances, subject to compliance with national planning policy guidance, or any subsequent replacement:
 - i on sites within town and local centres, and the potential CAZ frontages within Nine Elms;
 - ii on sites identified for town centre uses in the Site Specific Allocations Document providing the proposal is in line with the SSAD;
 - iii on site within a MUFIEA or focal point of activity identified on the proposals maps;
- b there will be a preference for retail (A1) uses within the town and local centre shopping frontages and in the Important Local Parades;
- c if planning permission is granted, conditions may be used to:
 - i prevent subdivision or amalgamation;
 - ii limit internal alterations by specifying the maximum floorspace permitted;
 - iii control the type of goods sold, including the mix of convenience and comparison goods;
- d planning permission will not be granted for proposals which:
 - i substantially increase the relative attractiveness of any town or local centre, including where the scale of the proposals would be out of keeping with the role and function of that centre within the hierarchy and the catchment served; or
 - ii would result in an over-concentration of A5 uses which would detract from the ability to adopt healthy lifestyles.

2.32 Policy DMTS 2 sets out the policy approach for main town centre use development in edge or out of centre locations. This reiterates the approach set out within the NPPF in terms of applying the sequential and impact tests. Local convenience shopping facilities, not exceed 300 sq m gross, may be permitted if there are no local shops within 400m.

2.33 Policy DMTS 3 seeks to protect Class A1 uses along the ground floor of Core shopping frontages, by seeking to maintain 70% of all units in A1 use; and similarly Policy DMTS 4 seeks to protect A1 uses along secondary shopping frontages through applying a minimum threshold of 50% of retail units being in A1 use.

2.34 Proposals involving ground floor units in other frontages will be permitted if, inter alia, the use is an appropriate town centre use and a shopfront is retained/provided (Policy DMTS 5).

2.35 Policy DMTS10 relates to markets and supports the development of new markets within town centre, subject to adequate servicing and delivery arrangements; and seeks to resist the loss of market pitches unless a replacement market with an improved environment is provided.

Wandsworth Site Specific Allocations Document (2012)

- 2.36 The Wandsworth Site Specific Allocations Document was adopted in February 2012.
- 2.37 The purpose of this document is to set out the main sites where development or other change is anticipated in the borough, where the Council has particular objectives or is supporting specific proposals. This includes a number of sites which will be promoted for retail and town centre uses.

3.0 The Shopping Hierarchy

Centres in Wandsworth and the Surrounding Area

- 3.1 Wandsworth Borough lies in south London. It is bounded by the Borough of Lambeth to the east, Merton Borough to the south, Richmond Upon Thames borough to the west and the Royal Borough of Kensington and Chelsea to the north.
- 3.2 There are five town centres within Wandsworth Borough, comprised of:
- 1 Clapham Junction;
 - 2 Balham;
 - 3 Putney;
 - 4 Tooting; and
 - 5 Wandsworth.
- 3.3 The town centres are supported by nine Local Centres and twenty-three Important Local Parades which perform a local shopping function with a limited range of comparison retailers.
- 3.4 The town centres within Wandsworth Borough compete with major shopping destinations outside the Borough including London West End, Kensington and Chelsea, Westfield, Croydon, Kingston and Richmond, particularly for comparison shopping.
- 3.5 Management Horizon Europe's UK Shopping Index 2008 ranks retail centres across the country. Each centre is given a weighted score for multiple retailers present i.e. each retail multiple is given a score related to its importance e.g. a department store has a higher score than other high street retailers. The MHE score does not necessarily reflect the overall size of the town centre or the number of shops, but the presence of national multiples. Towns with a larger number of independent shops may have a low MHE in relation to their overall size. Management Horizon's rank for centres in Wandsworth and nearby centres outside the borough is shown in Table 3.1 below.
- 3.6 The index ranks Putney as the main centre in Wandsworth which is ranked 165th of all centres in the UK. This is followed by Clapham Junction which is ranked 204th, Tooting which is ranked 271st and Wandsworth which is ranked 278th. London West End, Kingston, Croydon and Richmond upon Thames are all ranked above the centres within Wandsworth Borough, reflecting the relatively local function played by the centres in Wandsworth in comparison with other centres in Greater London.

Table 3.1 Management Horizons Europe Shopping Index (2008)

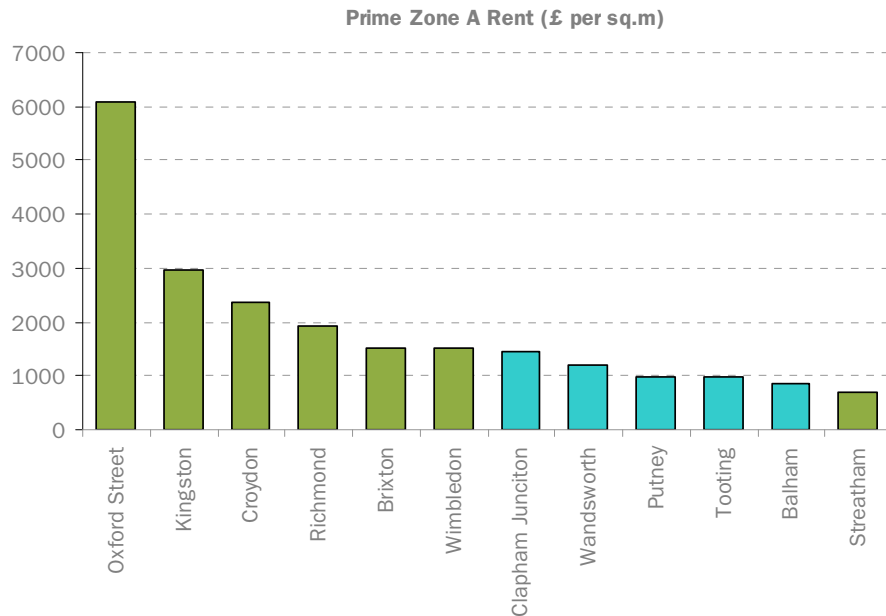
Centre	Rank	MHE Score
London, West End	1	1143
Kingston on Thames	15	386
Croydon	20	349
Guildford	24	329
Bluewater	25	321
Wimbledon	70	239
Kensington	103	204
Richmond Upon Thames	131	181
Putney	160	165
Clapham Junction	204	138
Tooting	271	111
Wandsworth	278	109
Streatham	314	100
Brixton	350	92
Balham	570	60
Battersea* (Battersea Park Rd/Queenstown/Lavender Hill)	816	44
Colliers Wood	874	41
Morden	943	38
Clapham High Street	1,207	30

Source: Management Horizon Europe 2008 (**Bold** indicates centres within Wandsworth Borough)

* Note Management Horizon's amalgamates two separate centres.

- 3.7 The relative performance and importance of town centres can be demonstrated by reviewing commercial property values for example Zone A rental levels achieved for retail property. Retail rents for selected centres are shown in Figure 3.1 overleaf.
- 3.8 Clapham Junction and Wandsworth command the highest retail zone A rents. However retail rents are much higher in larger centres outside the Borough, which reflects their position in the retail hierarchy.

Figure 3.1 Retail Zone A Rents



Source: Colliers CRE (2010)

Existing Retail Provision in Wandsworth Borough

- 3.9 Existing retail provision in the main centres is contained in centre audits and on Goad Plans included in Appendix 4. A summary of existing retail provision is provided in Table 3.2 overleaf.
- 3.10 It should be noted that the figures within Table 3.2 are gross floorspace figures, and relate only to the convenience and comparison retail floorspace of the retail units within the town centre boundaries as surveyed by LB Wandsworth in 2012. The total convenience and comparison floorspace figures within the District are identified at Table 11A in Appendix 2 and Table 11B in Appendix 3 respectively.
- 3.11 Clapham Junction, Putney, Tooting and Wandsworth are similar in size in terms of retail floorspace. Tooting has the highest number of shops units but the average size of unit is smaller.
- 3.12 The analysis in this section suggests that none of the five main centres in the Borough are dominant. Clapham Junction, Putney, Tooting and Wandsworth are similar in terms of size, retail rents and presence of high street retailers. Balham is at a lower level in the retail hierarchy.

Table 3.2 Existing Retail Service Provision

Centre	Town Centre Units	Convenience Goods Floorspace (sq m gross)	Comparison Goods Floorspace (sq m gross)
Clapham Junction	334	16,200	11,790
Putney	315	10,190	19,240
Balham	212	8,640	5,710
Tooting	432	12,580	17,200
Wandsworth	170	12,090	12,870
Total	1,463	59,700	66,810

Source: Wandsworth Town Centres Survey 2012

Note – figures for LB Wandsworth protected shopping frontages not Goad Plan defined areas.

4.0 Assessment of Retail Needs

Introduction

- 4.1 This section assesses the quantitative and qualitative scope for new retail floorspace in Wandsworth Borough in the period from 2012 to 2029. 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 as part of the audit of centres in Appendix 4.
- 4.2 The quantitative analysis is based on a defined study area that covers the catchment areas of the main shopping destinations in Wandsworth and Lambeth Boroughs. The study area is sub-divided into 13 zones as shown in Figure 4.1. The survey zones take into consideration the extent of the catchment area of the main centres in Wandsworth Borough and Lambeth Borough. A list of postcodes within each zone is shown in Appendix 1. The methodology is summarised in Figure 4.2 and set out in more detail in Appendix 1.

Retail Trends

- 4.3 It is important to consider changes in the retail sector nationally and the implications for Wandsworth Borough.
- 4.4 The economic downturn is still having a significant impact on the sector. A number of national operators have failed (e.g. JJB Sports, Clinton Cards, Woolworths, MFI, Land of Leather, Borders, Game, Firetrap, Peacocks, La Senza, Past Times, Barratts and Habitat), leaving major voids within centres and retail parks. Argos has recently announced major shop closures and Comet has gone into receivership.
- 4.5 Many town centre development schemes have been delayed and the demand for traditional retail warehouse operators has also been affected. Even some of the main food store operators have seen a reduction in growth.
- 4.6 Assessing future expenditure levels within this study needs to take into account the economic downturn, particularly in the short term. Careful consideration is needed to establish the appropriate level of expenditure growth to be adopted over the Study period. This study takes a long term view, recognising the cyclical nature of expenditure growth. Trends in population growth, home shopping/internet sales and growth in turnover efficiency also need to be carefully considered and a balanced approach taken.
- 4.7 An overview of national trends within the retail sector is set out below.

Expenditure Growth

- 4.8 Historic 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. However, the current economic downturn is expected to lead to limited growth in the short term.
- 4.9 In the past, expenditure growth has fuelled growth in retail floorspace, including major out-of-centre development, particularly in the 1980s and 1990s. The economic downturn suggests that rates of growth during the past few years are unlikely to be achieved in the short term, but the underlying trend over the medium and long terms is expected to lead to a need for further retail floorspace. These national trends are anticipated to be mirrored in London.

New Forms of Retailing

- 4.10 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 London. 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 and in Wandsworth Borough.
- 4.11 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, but there is still uncertainty about its longer-term prospects and the potential effects on the high street. Experian's Retail Planning Note 10 states:

"The strong increase in online shopping in the past decade has lifted the share of special forms of trading (SFT) to a level where it now accounts for around a tenth of total retail sales. The rising share of internet sales in total retail transactions dominates the picture of SFT. Internet sales' share of total retail sales stood at near 9% in 2012 against 4.7% in June 2008 and just 2.9% as recently as March 2007. Non-store retailing continues to grow rapidly, despite the tough retail environment. We retain our assumption that non-store retailing will increase at a faster pace than total retail sales well into the medium term. It is estimated that 85% of the UK adult population were internet users at the end of 2011, so growth of the internet user base will be less of a driver than in the past decade. But growth momentum will be sustained as new technology such as browsing and purchasing through mobile phones and the development of interactive TV shopping boost internet retailing. We now expect that the SFT market share will continue to increase over the forecast period, although the pace of e-commerce growth will moderate markedly after about 2020. Our new forecast has the SFT share of total retail sales reaching 17.4% by 2020 (15.4% in Retail Planner Briefing Note 9 of September 2011), rising to 20% by the end of the 2020s (15.5% previously)."

- 4.12 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.
- 4.13 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.
- 4.14 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 to include smaller store formats capable of being accommodated both within and outside town centres (such as the Tesco Metro, Sainsbury Central/Local store and Marks and Spencer's Simply Foods formats). The main food store operators have also increasingly sought representation in small towns in predominantly rural areas. The expansion of European discount food operators Aldi and Lidl has also been rapid during the last decade.
- 4.15 Food store operators have also had a recent programme of store extensions, particularly Tesco, Sainsbury and Asda. These operators, faced with limited growth in food expenditure, have often increased the sale of non-food products within their food stores, including clothing and electrical goods. The recent recession has though first halted this trend, and is now reversing it. Comparison retailers have also responded to market conditions.
- 4.16 The bulky goods warehouse sector has rationalised, including a number of mergers and failures, and scaled down store sizes. Other traditional high street retailers often seek large out-of-centre stores, for example Boots, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores across Great Britain. Sports clothing retail warehouses including Decathlon have also expanded out-of-centre.
- 4.17 Within town centres, many high street multiple comparison retailers have changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq m.) with an increasing polarisation of activity into the larger regional and sub-regional centres.
- 4.18 The economic downturn has had, and is likely to continue to have, an impact on the retail sector. The effects of the recession may continue to have an impact on shop vacancy levels in the Borough. The demand for premises within the bulky goods sector, i.e. furniture, carpets, electrical and DIY goods, is particularly weak at present, and high land values in London may make this form of low density development unviable.

Figure 4.1 Study Area

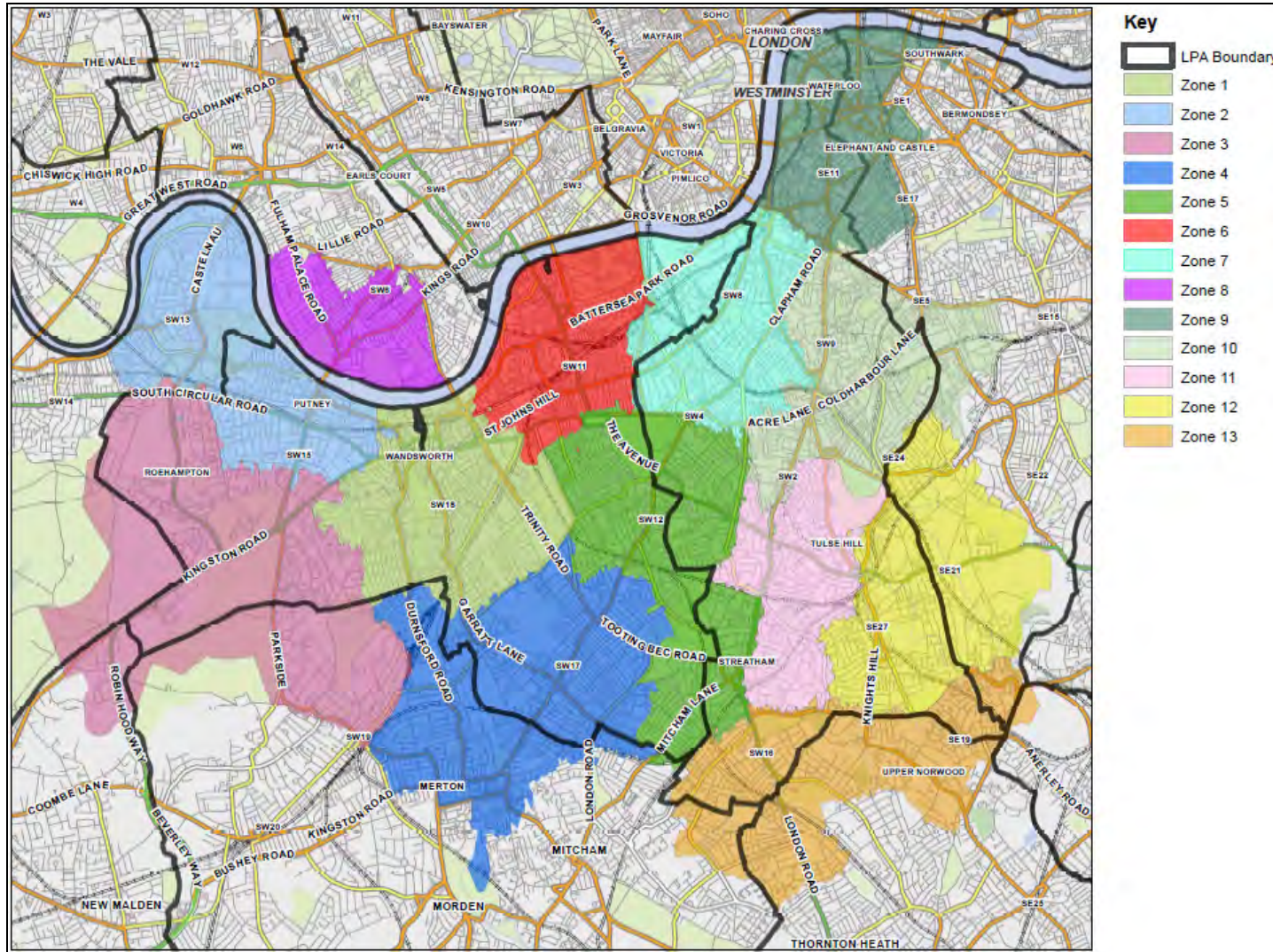
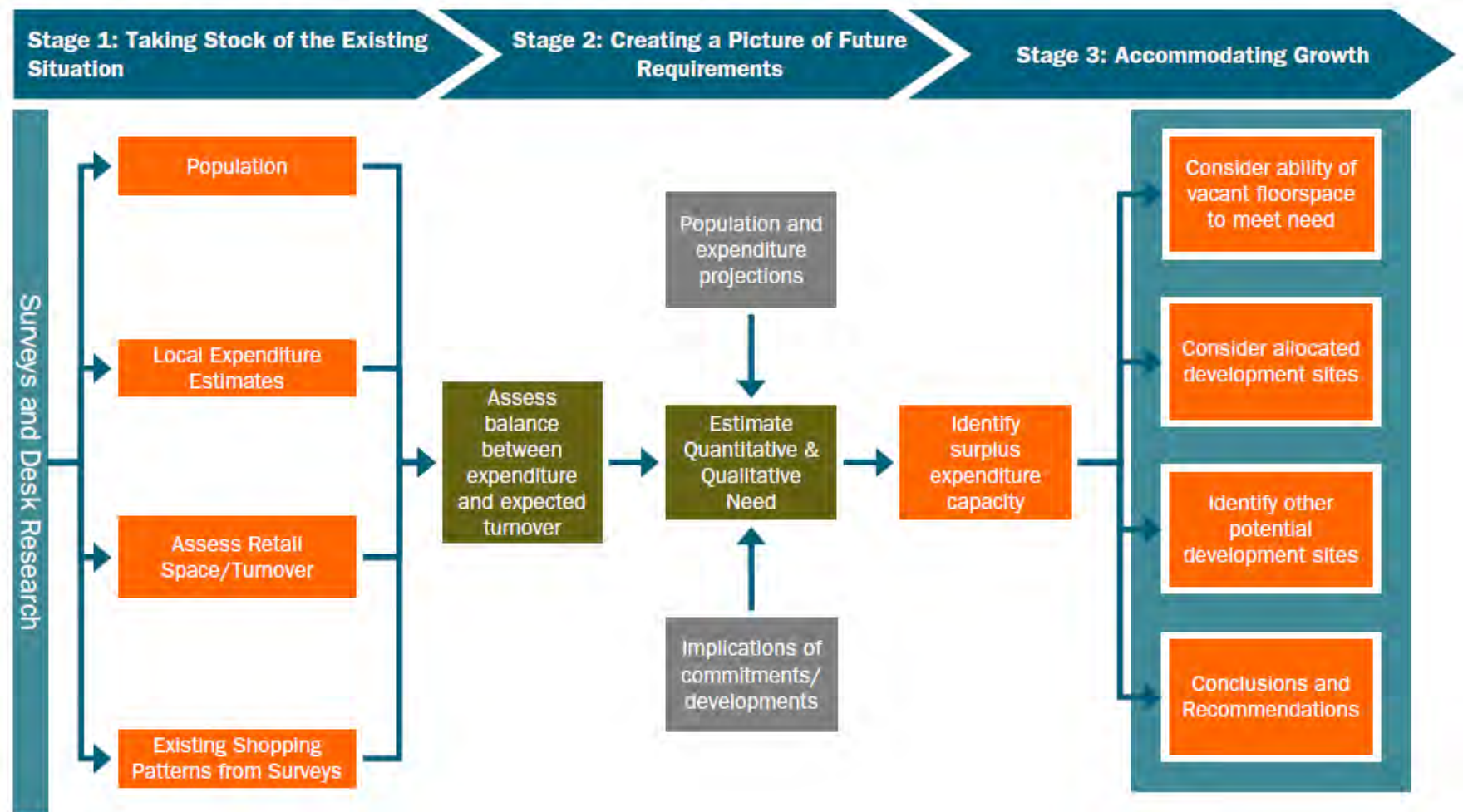


Figure 4.2 Methodology for Estimating Future Requirements for Retail Floorspace



- 4.19 The continuation of these trends will influence future operator requirements in Wandsworth Borough with smaller vacant units becoming less attractive for new occupiers and existing retailers looking to relocate into larger units in higher order centres.
- 4.20 Operator demand for space has decreased during the recession and of those national multiples looking for space many are likely to prefer to locate in larger centres such as Croydon, Kingston and the West End. Demand from multiples within Wandsworth Borough's centres is likely to be weaker, which will affect the appropriate strategies for individual centres.

Population and Expenditure

- 4.21 The study area population for 2012 to 2029 is set out in Table 1A in Appendix 2. Population estimates for Wandsworth Borough have been projected forward to 2029 using the GLA's ward level projections (2011 standard fertility figures). Population within the study area is expected to increase between 2012 and 2029 by 13.3%.
- 4.22 Table 2A in Appendix 2 sets out the forecast growth in spending per head for convenience goods within each zone in the study area up to 2029. Forecasts of comparison goods spending per capita are shown in Table 2B in Appendix 3.
- 4.23 As a consequence of growth in population and per capita spending, convenience goods spending within the study area is forecast to increase by 22.6% from £1,642 million in 2012 to £2,013 million in 2029, as shown in Table 3A (Appendix 2).
- 4.24 Comparison goods spending is forecast to increase by 68.3% between 2012 and 2029, increasing from £2,644 million in 2012 to £4,449 million in 2029, as shown in Table 3B (Appendix 3).
- 4.25 These figures relate to real growth and exclude inflation.

Existing Retail Floorspace 2012

- 4.26 Existing convenience goods retail sales floorspace within Wandsworth Borough is 48,858 sq m net, as set out in Table 12A, Appendix 2. This excludes comparison sales within food stores. The comparable figure within the 2008 study was 51,131 sq m net.
- 4.27 Comparison goods retail sales floorspace within Wandsworth Borough is estimated as 115,051 sq m net, as shown in Table 11B, Appendix 3. This includes comparison sales within food stores. The comparable figure within the 2008 study was 115,966 sq m net.

Existing Spending Patterns 2012

- 4.28 The results of the household shopper questionnaire survey undertaken by NEMS in July 2012 have been used to estimate existing shopping patterns

within the study area shown in Figure 3.1 above. A summary of the methodology and results is shown in Appendix 6.

Convenience Shopping

- 4.29 The results of the household shopper survey have been used to estimate existing convenience goods shopping patterns. The estimates of market share or penetration within each study area zone are shown in Table 4A, Appendix 2.
- 4.30 Table 4A indicates that the majority of residents within all zones carry out their convenience retail shopping within the study area. Within the core zones covering Wandsworth Borough (Zones 1 to 7) between 25.7% and 80.6% of expenditure is retained within the Borough. Expenditure retained in zones 4 and 7 is relatively low (49.8% and 25.7% respectively), but these zones include residential areas in Merton and Lambeth, where residents predominantly shop within their respective borough.
- 4.31 The level of convenience goods expenditure attracted to shops/stores in Wandsworth Borough in 2012 is estimated to be £675.97 million as shown in Table 5A, Appendix 2. Local shops attract £98.79 million and facilities within the five main centres (Balham, Clapham Junction, Putney, Tooting and Wandsworth) attract £531.07 million. The Asda store at Roehampton attracts £46.11 million. These turnover figures include estimates of inflow from beyond the study area, applying the market shares identified in Table 4A.
- 4.32 The total benchmark turnover of the existing convenience sales floorspace within the five main centres is £335.71 million at 2012 (Table 11A, Appendix 2), compared with the actual turnover of £531.07 million (Table 5A, Appendix 2). These figures suggest that collectively convenience retail facilities within the five main centres are trading about 58% above the national average, i.e. £195.36 million above average. This suggests that there is currently a quantitative under-supply of convenience goods floorspace in the Borough's five main centres.
- 4.33 The Asda store at Roehampton and local centres and other local shops are trading slightly below the average, reducing the Borough wide expenditure surplus to £188.59 million. Taken collectively convenience goods floorspace in the Borough is trading 38.7% above the benchmark turnover.

Comparison Shopping

- 4.34 The estimated comparison goods expenditure currently attracted by shopping facilities within Wandsworth Borough is £744.33 million in 2012, as shown in Table 5B, Appendix 3. Within the core zones (i.e. covering Wandsworth Borough Zones 1 to 7) between 26.5% and 51.7% of expenditure is retained within the Borough. Expenditure retained in zones 4 and 7 is relatively low (28.6% and 26.5% respectively). These zones include residential areas in Merton and Lambeth, which fall in the primary catchment area of shopping centres outside Wandsworth Borough.

4.35 Overall the comparison expenditure retention levels are lower when compared with the convenience goods retention. This reflects the influence of higher order centres outside Wandsworth Borough, in particular the West End, Kensington, Kingston and Croydon. There are also competing centres close to the Borough boundary e.g. Clapham High Street, Wimbledon and Colliers Wood.

4.36 Based on the estimate of comparison goods expenditure attracted to facilities within the Borough, the average sales density for existing comparison sales floorspace (115,051 sq m net) is £6,470 per sq m net. The analysis of existing comparison shopping patterns in 2012 suggests the following average sales density figures for the main centres in the Borough as shown in Table 4.1. This table also shows the market share of comparison expenditure within the core zones attracted by each centre.

Table 4.1: Defined Centres Comparison Average Sales Densities

Centre	Average Sales Density (£ per sq m net)	Market Share Core Zones (1 7)
Clapham Junction	£6,739	8.7%
Wandsworth	£9,877	14.0%
Balham	£8,909	3.2%
Putney	£7,399	7.5%
Tooting	£4,057	3.8%
Other in Borough	£1,079	1.1%
Borough Average	£6,470	38.2%

4.37 Table 4.1 indicates that comparison trading levels in the Borough vary significantly, with Wandsworth, Balham and Putney trading at a much higher level than other destinations. However, the household survey results will tend to over-estimate the importance of the main centres and conversely under-estimate the importance of local centres. Nevertheless, the figures still suggest comparison sales floorspace within Clapham Junction, Wandsworth, Balham and Putney is trading very healthily. Floorspace within Tooting and local centres are trading less healthily.

4.38 The market shares in Table 4.1 indicate that Wandsworth is at the top of the hierarchy in the Borough in terms of comparison shopping, followed by Clapham Junction and Putney. Balham and Tooting are at the next tier down, followed by local centres and important local parades.

4.39 Overall the Borough's market share within the core zones is 38.2%. By way of comparison Lambeth Borough retains 26.7% of comparison expenditure within its core zones. Other recent NLP studies suggest the following Boroughs retain: Haringey 38%, Harrow 45.1%, Merton 45.4% and Waltham Forest 39.9%. These figures suggest the outflow of comparison expenditure from Wandsworth Borough (nearly 62%) is not unusually high, bearing in mind the proximity of

shopping facilities in the West End. However there is potential to increase market share in the future, following developments at Battersea/Nine Elms.

Quantitative Capacity for Convenience Floorspace

- 4.40 The level of available convenience goods expenditure in 2012, 2014, 2019, 2024 and 2029 is shown at Tables 5A, 6A, 8A, 10A and 11A, in Appendix 2. These figures for 2014 are based on constant market shares, established from the 2012 household survey results (Table 4A). Market shares in 2019, 2024 and 2029 have been adjusted to take into account major food store commitments, including:
- Waitrose store at Embassy Gardens;
 - food superstore at New Covent Garden Market (NCGM);
 - food store within the Battersea Power Station redevelopment (at 2024);
 - enlarged Sainsbury food superstore at Nine Elms;
 - new Tesco superstore at Streatham; and
 - extended Sainsbury's store at Garratt Lane, Wandsworth.
- 4.41 The total level of convenience goods expenditure available for shops in the Borough between 2012 and 2029 is summarised in Table 13A (Appendix 2). Allowing for commitments, convenience expenditure available to shopping facilities in the Borough is expected to increase from £675.97 million in 2012 to £763.63 million in 2029 (excluding the Vauxhall, Nine Elms, Battersea VNEB developments).
- 4.42 Table 13A (Appendix 2) subtracts the benchmark turnover of existing and proposed floorspace from available expenditure to calculate the amount of surplus expenditure that may be available for further new development. Within the Borough there is a surplus of £188.59 million convenience goods expenditure in 2012. In 2014 there is a surplus of £199.37 million. This surplus will reduce to £198.74 million in 2019, due to the implementation of proposed food store commitments as listed above. By 2024, future expenditure growth generates an expenditure surplus of £233.34 million, increasing to £272.14 million in 2029.
- 4.43 The surplus expenditure projections are converted into potential new floorspace estimates at the foot of Table 13A (Appendix 2). Surplus expenditure is converted into floorspace estimates based on an assumed average sales density figure for the main food supermarket operators. An average sales density of £13,000 per sq m net has been adopted for the main centres/large food stores and £6,000 per sq m for local shops.
- 4.44 Available surplus expenditure up to 2019 indicates that in the short term surplus expenditure could support 15,091 sq m net of sales floorspace (21,601 sq m gross) in the Borough as a whole, over and above commitments. The projection at 2029 is 21,970 sq m net (31,202 sq m gross). The breakdown is shown in Table 4.2.

Table 4.2: Convenience Goods Floorspace Projections

Centre	2019	2024	2029
	sq m net	sq m net	sq m net
Clapham Junction	2,120	2,463	3,055
Wandsworth	3,891	4,474	5,044
Balham	4,130	4,443	4,905
Putney	5,053	5,593	6,086
Tooting	135	349	572
Other in Borough	-98	1,133	2,308
Borough Total	15,232	18,455	21,970

Source: Table 13A, Appendix 2

- 4.45 These figures suggest the priority for large food store development within the Borough is the Putney, Balham and Wandsworth areas. Proposed food store developments in the VNEB area are expected to significantly reduce current high trading levels at Clapham Junction (£37.68 million in 2012 to £27.56 million in 2019).
- 4.46 Even allowing for proposed food store developments at VNEB the convenience goods floorspace projections are very high, because they assume a significant reduction in the turnover of existing floorspace down to national average levels. The floorspace projections for the five main centres at 2024 (over and above commitments is 17,322 sq m net, this represents about 6 new food superstores.
- 4.47 It is unlikely Wandsworth Borough can physically accommodate this level of large food store development. It is also unlikely this amount of floorspace would be commercially attractive to food store operators, who would not want to eat into their own existing market share.
- 4.48 If this level of food store development was provided in out of centre locations the reduction in trade and impact on town centres would be significant and is likely to be unacceptable because centres would lose a significant number of link food and non-food shopping trips. Property cost and other overheads are generally higher in London and it is unrealistic to assume that on average all convenience goods floorspace in the Borough will trade at national average levels. It is also possible food and grocery prices are higher than the national average within convenience shops in London, which would imply a higher benchmark turnover would be appropriate.
- 4.49 For the reasons outlined above, the priority for the development plan in Wandsworth Borough should be to accommodate new development that is commensurate with projected population and expenditure growth, rather than addressing the notional expenditure surplus based on national averages.
- 4.50 Table 14A (Appendix 2) re-assesses surplus expenditure and floorspace projection based on accommodating growth in population and expenditure per

person only. In 2014 the revised surplus is only £10.78 million. The implementation of proposed food store commitments by 2019 will reduce this surplus to £2.55 million. By 2024, future expenditure growth generates an expenditure surplus of £42.16 million, increasing to £80.96 million in 2029. The revised floorspace projections are shown in Table 4.3.

- 4.51 Again these figures suggest the priority for food store development within the Borough is in the Putney, Balham and Wandsworth areas. The figures also suggest local shopping facilities should play a significant role in terms of accommodating future growth.

Table 4.3: Convenience Goods Floorspace Projections (population and expenditure growth only)

Centre	2019	2024	2029
	sq m net	sq m net	sq m net
Clapham Junction	-778	-436	157
Wandsworth	227	810	1,380
Balham	42	354	817
Putney	625	1,164	1,658
Tooting	-13	201	424
Other in Borough	818	2,049	3,223
Borough Total	921	4,144	7,659

Source: Table 11A, Appendix 4

Quantitative Capacity for Comparison Floorspace

- 4.52 The household survey suggests that the Borough's retention of comparison goods expenditure (38.2%) is lower than for convenience goods. The lower level of comparison expenditure retention is due to the strength of competing comparison goods facilities in neighbouring authorities and central London.
- 4.53 Future improvements to comparison retail provision within the Borough, particularly at Southside in Wandsworth and within the VNEB area should increase the Borough's market share of expenditure. Major developments in neighbouring authorities may limit the ability of shopping facilities in the Borough to increase their market share of expenditure, e.g. in Croydon and extension to Westfield London.
- 4.54 An appropriate strategy for Wandsworth Borough should be to seek to maintain existing market shares as a minimum, with sustainable increases in market share achieved by development within Wandsworth and the VNEB area. The retail capacity projections in Appendix 3 are based on this approach.
- 4.55 Available comparison goods expenditure has been projected forward to 2014 and 2019 based on constant 2012 penetration rates (i.e. assuming that comparison retail facilities will maintain their current market share) in Tables 6B and 7B. Growth up to 2024 and 2029 is shown in Tables 9B and 10B in

Appendix 3. These longer term projections are based on adjusted market shares shown in Table 8B in Appendix 3, which take into account proposed retail development at Southside in Wandsworth and within the VNEB area, i.e. Battersea Power Station, NCGM and Embassy Gardens (about 35,000 sq m net of comparison goods sales floorspace in total).

- 4.56 Developments at VNEB are expected to have a combined comparison goods turnover of £286.37 million in 2024. About 65% of this turnover is expected to be drawn from the core Wandsworth zones (zones 1 to 7), a further 19% will be drawn from other study areas zones in Lambeth Borough and 16% will come from elsewhere. The developments at VNEB and in Wandsworth are expected to increase Wandsworth Borough's overall market share within the core zones from 38.2% to 43.1%. The VNEB developments will reduce the market share of existing facilities within the Borough from 38.2% to 35.2%, an impact of about 8%. This level of impact would be offset by growth in population and expenditure per person within 2-3 years, and should not harm the long term vitality and viability of existing centres.
- 4.57 Future available expenditure is compared with the projected turnover of existing comparison retail is shown in Table 12B (Appendix 3). Table 12B assumes that the turnover of existing comparison floorspace will increase in the future. An average growth rate of 1.8% per annum is adopted, in line with figures provided by Experian. However due to the existing high turnover densities achieved in Clapham Junction, Balham, Wandsworth and Putney, no growth in turnover efficiency is assumed in these locations between 2012 and 2014.
- 4.58 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.
- 4.59 Within the Borough, allowing for the implementation of commitments and the growth in turnover efficiency the comparison goods expenditure surplus at 2019 is £39.39 million. By 2024, the impact of development at VNEB reduces this expenditure surplus to £36.28 million, but the surplus increases to £117.06 million in 2029.
- 4.60 Surplus comparison expenditure has been converted into net comparison sales floorspace projections at the foot of in Table 12B in Appendix 3, using an average sales density of £6,000 per sq m in 2012, which is expected to grow by 1.8% per annum. The surplus expenditure at 2019 could support 5,794 sq m net of sales floorspace (7,726 sq m gross), reducing to 4,881 sq m net (6,508 sq m gross) by 2024 due to the impact of development at VNEB, but continued growth could support 14,406 sq m net (19,207 sq m gross) by 2029. The floorspace projections are broken down below.

Table 4.4: Comparison Goods Floorspace Projections

Centre	2019	2024	2029
	sq m net	sq m net	sq m net
Clapham Junction	3,172	-634	1,536
Wandsworth	-1,720	295	3,926
Balham	956	906	1,644
Putney	2,647	3,101	5,025
Tooting	526	763	1,577
Other in Borough	213	451	698
Borough Total	5,794	4,881	14,406

Source: Table 12B, Appendix3

- 4.61 The implementation of development at VNEB will reduce development potential in Clapham Junction, Balham and Wandsworth in the medium term (between 2019 and 2024). Longer term growth suggests there is potential for new floorspace in all centres.

Qualitative Need for Retail Floorspace

- 4.62 Qualitative need can be assessed through consideration of the following factors:

- deficiencies or 'gaps' in existing provision;
- consumer choice and competition;
- overtrading in existing stores;
- location specific needs such as deprived areas and underserved markets; and
- the quality of existing provision.

Convenience Goods Shopping

- 4.63 The household survey results indicate that most residents in the study area undertake both a main shopping trip and top-up shopping trips. Main shopping trips are generally made once a week or less often, and the household survey identified that 70.3% of respondents travel to do their main food shopping by car (both driver and passenger), compared with 46.7% for non-food shopping. The availability of a wide range of products and car parking are important requirements for bulk food shopping trips. Large supermarkets or superstores are the usual destination for these types of shopping trip.
- 4.64 There are four food superstores (over 2,500 sq m net) within the Borough, i.e. Asda stores at Clapham Junction and Roehampton, and Sainsbury's stores at Wandsworth and Balham.

- 4.65 In addition to these stores, there are food superstores just outside the Borough boundary, including four Sainsbury's superstores at Nine Elms, Clapham Common, Streatham and Colliers Wood. A new Tesco superstore is proposed in Streatham.
- 4.66 The larger food stores are supported by a good range of large and small supermarkets and convenience stores, including five large supermarkets (over 1,400 sq m net) e.g. Sainsbury's and Waitrose in Putney, Waitrose in Balham, Sainsbury's in Tooting and Waitrose in Wandsworth. Large food stores within the Borough are supported by 10 Tesco Express stores, 9 Sainsbury's Local stores.
- 4.67 The discount food sector is represented with Lidl stores in Clapham Junction and Balham, and with stores in Tooting and at Streatham just outside the Borough.
- 4.68 All residents in the Borough have good access to large food stores both within and outside the Borough. Access to, and the choice of, large food stores will increase significantly with three new food stores and an improved Sainsbury's store in the VNEB area, plus the new Tesco superstore in Streatham.
- 4.69 The retail capacity projections set out in Table 12A in Appendix 2 suggest the highest convenience goods expenditure surplus in 2012 relates to Putney, Balham, Wandsworth and Clapham Junction. The expenditure surplus in Clapham Junction will be significantly reduced by food store commitments.
- 4.70 Putney, Balham and Wandsworth are the main areas of quantitative deficiency in terms of large food store provision. The capacity figures and a qualitative analysis of existing provision assessment suggest that the priority for future food store development over and above commitments should focus on these areas. However local centres and important local parades should also have a key role in meeting day to day shopping needs.

High Street Comparison Shopping

- 4.71 An assessment of the shopping hierarchy is shown in Section 2 and an audit of shopping facilities within the main centres is shown in Appendix 4. Clapham Junction, Putney, Tooting and Wandsworth are similar in terms of the number of comparison shops and amount of retail sales floorspace. Balham is smaller in terms of size.
- 4.72 Wimbledon town centre and retail parks at Colliers Wood are just to the south of the Borough boundary, and the King's Road is accessible from the north of the Borough. Together these centres/shopping destinations provide a good spread and choice of comparison.
- 4.73 These shopping destinations provide a good range of comparison shops, including many national multiples and independent specialists. However centres within the Borough do not provide the same range and choice of comparison shopping facilities when compared with higher order shopping

centres e.g. the West End, Kingston, Westfield and Croydon. Many residents with the Borough are likely to continue to shop outside the Borough.

Bulky Goods Retail Warehouses

4.74 The main retail warehouse representation in the Borough is located near Wandsworth with B&Q and Homebase DIY stores, but other retail warehouse provision within the Borough is poor. However residents within the Borough have reasonably good access to retail warehouses in Merton, e.g. retail warehouses at Plough Lane and at Priory Retail Park and Tandem Retail Park at Colliers Wood.

4.75 The bulky goods retail warehouse sector has suffered during the recession and growth has been limited in recent years. Inner London Boroughs continue to have a limited number of retail warehouses, due to high land values and the poor availability of large sites.

Local Shopping Facilities

4.76 There are nine designated Local Centres and twenty-three Important Local Parades within the Borough. These local facilities were audited in the 2008 study, and each centre/parade was given a Local Needs Index, i.e. a score out of eleven based on key local facilities present. The key uses are listed below.

- 1 food or convenience store suitable for top-up shopping;
- 2 bank;
- 3 Post Office;
- 4 newsagent;
- 5 off licence;
- 6 takeaway, café or restaurant;
- 7 public house/bar;
- 8 bookmakers;
- 9 launderette/drycleaner;
- 10 hairdressers/barbers; and
- 11 chemist.

4.77 The Council has undertaken a new land use survey and the Local Need Indices have been updated, as shown in Table 4.5.

4.78 The local index scores have not changed significantly since 2008. The majority of Local Centres are meeting most local needs (a score of 7 or more). Some Important Local Parades are meeting most local needs, most have a score of less than 7.

4.79 There is no evidence to suggest any centres or parades should be re-designated.

Table 4.5: Local Needs Index

Local Centre Name	Size of Centre	Total No. of Units	Local Needs Index	% Vacant Units
LOCAL CENTRES				
Battersea Park Road	Large	67	10	12%
Bellevue	Large	49	7	10%
Clapham South	Large	35	6	9%
Earlsfield	Large	92	12	4%
Lavender Hill/ Queenstown Rd.	Large	73	7	18%
Mitcham Lane	Large	62	9	15%
Roehampton	Large	49	9	14%
Southfields	Large	71	11	11%
Tooting Bec	Large	55	8	9%
IMPORTANT LOCAL PARADES				
Battersea Bridge Road	Small	6	5	0%
Battersea High Street	Medium	19	4	16%
Battersea Park Road	Medium	13	8	15%
Beaumont Road	Small	7	3	29%
Blandfield Rd & Nightingale Ln	Medium	18	4	17%
East Hill	Medium	10	5	10%
Franciscan Road	Small	9	6	0%
Garratt Lane (North)	Large	29	8	7%
Garratt Lane (South)	Medium	20	6	5%
Inner Park Road	Small	7	4	0%
Lower Richmond Road	Medium	23	2	9%
Merton Road	Medium	16	9	0%
Montfort Place	Small	4	2	0%
Moyser Road	Medium	21	7	14%
Northcote Rd & Broomwood Rd	Medium	13	4	0%
Petersfield Rise	Small	4	1	0%
Portswood Place	Small	6	3	17%
Rockingham Close	Small	4	3	0%
St John's Hill	Medium	17	6	0%
Tildesley Road	Medium	20	7	40%
Trinity Road	Small	6	5	0%
Upper Richmond Road (East)	Medium	12	5	8
Upper Richmond Road (West)	Medium	21	9	0%

Source: Wandsworth Centres Surveys 2012 adjusted to be consistent with Experian Goad

Note: ranking based on number of identified 'key' retail/services found in each centre (highest 11).

5.0 Commercial Leisure Assessment

Introduction

- 5.1 This section assesses the potential for commercial leisure uses in Wandsworth, including cinema/multiplex, tenpin bowling, bingo, nightclubs, private health and fitness clubs, restaurants and cafés, pubs and bars.

Cinemas

- 5.2 There are two cinemas within Wandsworth Borough, the Odeon on Putney High Street and the Cineworld at Southside Shopping Centre, Wandsworth. The Exhibit in Balham also has a small cinema. In total 65% of respondents to the household survey results visit the cinema, and of these 33% visited cinemas within Wandsworth Borough. The cinemas in Wimbledon (Curzon and Odeon) attracted 17% of all those who visited the cinema within the study area.

- 5.3 To assess demand for cinema admissions within the study area, we have assumed that Wandsworth Borough could in theory increase its existing share of cinema trips from 33% (as suggested in the household survey results) to a maximum of 50% in the future. The catchment population has been converted into a total number of cinema screens and seats based on the current national average (16,300 people per screen and 78 people per seat). The results are shown in Table 5.1 below.

Table 5.1 Cinema Potential in LB Wandsworth

	2012	2014	2019	2024	2029
Study Area Population	500,406	510,043	532,435	548,619	558,789
Population who visit the cinema (60%)	300,244	306,026	319,461	329,171	335,273
Cinema Screen Potential	17.9	18.8	19.6	20.2	20.6
Cinema Seat Potential	3,849	3,923	4,096	4,220	4,298
Existing Screen Provision	18	18	18	18	18
Existing Seat Provision	3,670	3,670	3,670	3,670	3,670

- 5.4 Existing cinema provision within Wandsworth Borough is 18 screens and 3,670 seats. The analysis above suggests that if the Borough's market share of trips can increase market share to 60% a further 2-3 screens and 628 seats could be provided by 2029.
- 5.5 The Battersea Power Station development proposals include a significant amount of Class D2 leisure floorspace, and this could include a cinema. The former Riley's Snooker Hall has planning permission for up to about 1,900 sq m of Class D2 leisure space (existing and new), which could accommodate a

cinema or health and fitness club. These development proposals could meet future cinema demand in the Borough.

- 5.6 Marketing information from the agents of the leisure space proposed at the former Riley's snooker hall suggests strong demand from small cinema operators i.e. Everyman, Shortwave Cinema and City Screens.

Private Health and Fitness Clubs

- 5.7 There are a number of private health and fitness clubs in Wandsworth Borough including:

- 1 Wandsworth Fitness & Wellbeing Centre, King George Park, Wandsworth
- 2 Battersea Fitness & Wellbeing Centre, Sheepcote Lane, Battersea
- 3 Fitness First, St John Hill, Clapham
- 4 Virgin Active, Smugglers Way, Wandsworth
- 5 Virgin Active, Upper Richmond Road, Putney
- 6 Fitness First, Balham High Road, Balham
- 7 Fitness First, Lavender Hill, Clapham Junction
- 8 Fulham Fitness & Wellbeing Centre, Stevenage Road, Fulham
- 9 Virgin Active, Southside Shopping Centre, Wandsworth

- 5.8 In addition to the private leisure/entertainment facilities there are several local authority owned sports centres. This includes:

- 1 Latchmere Leisure Centre, Burns Road, Battersea
- 2 Balham Leisure Centre, Elmfield Road
- 3 Putney Leisure Centre, Dryburgh Road
- 4 Roehampton Sport & Fitness Centre, Laverstock Gardens
- 5 Tooting Bec Lido
- 6 Tooting Leisure Centre, Greaves Place
- 7 Wandle Recreation Centre, Mapleton Road, Wandsworth

- 5.9 In total, Wandsworth Borough has at least 16 public and private health clubs. The household survey indicates that 35% of respondents or their families visit a health/fitness club. Of these, just under 50% did so at destinations within the main towns in the Borough.

- 5.10 Wandsworth study area's adult population is approximately 400,000 in 2012, which could generate demand for about 48,000 public and private membership places, based on the national average membership rate (12%). If 50% of these membership places are retained in the Borough then the 16 identified health and fitness clubs attract 24,000, which imply an average of around 1,500

members per club, which is just above the national average for private fitness clubs (1,375 members).

- 5.11 The adult population within the Wandsworth study area is expected to increase by about 47,000 between 2012 and 2029, which would generate 5,600 new health club members. This suggests there is demand for the provision of 4 additional health and fitness clubs in the study area.
- 5.12 Marketing information from the agents of the leisure space proposed at the former Riley's snooker hall suggests strong demand from health and fitness club operators i.e. Pure Gym, the Gym Group, The House of Yoga and Apple Yoga.
- 5.13 The Southside development at Wandsworth is expected to include a large gymnasium (1,725 sq m gross). The latest development proposals for Battersea Power Station also include about 25,000 sq m of cultural and leisure floorspace, which could include health and fitness facilities. The former Riley's Snooker Hall could also accommodate a health and fitness club. These development proposals could help meet health and fitness demand in the Borough.

Tenpin Bowling

- 5.14 There are no tenpin bowling centres in Wandsworth Borough. Within other parts of London there are facilities such as Funland at Piccadilly in Central London, David Lloyd Lanes at Raynes Park, and Palace Superbowl at Elephant and Castle.
- 5.15 The household survey results suggest that about 10% of households in the study area visit tenpin bowling facilities, and of those who visit bowling facilities mainly go to Raynes Park (20%), followed by London West End (10%) and Kingston (9%). The study area population (around 500,000) as a whole could theoretically support 41 lanes, based on the national average one lane per 12,000 people.
- 5.16 Based on the lack of provision of tenpin bowling facilities within Wandsworth Borough, there may be potential for a tenpin bowling facility within the borough.

Bingo

- 5.17 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.
- 5.18 The bingo sector usually prefers central locations that are accessible by public transport and by foot. Major bingo operators require buildings of between 2,000- 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).

- 5.19 Wandsworth study area population (about 400,000 adults) could generate about 700,000 admissions based on the national participation rate (1.75 per adult). Based on national average figures (113,000 admissions per club), the Wandsworth study area could support six bingo facilities.
- 5.20 The household survey results indicated that only 2.4% of households in the study area visit bingo facilities, of which 28% visited Wandsworth and 28% visited Tooting. There are currently two Bingo Halls in Wandsworth - Mecca Bingo at Brendan Valley, Wandsworth and Gala Bingo in Tooting. There are also facilities in Streatham, Crystal Palace and Fulham, which serve the study area. The existing bingo provision within and around LB Wandsworth suggests there is limited need for additional facilities.

Casinos

- 5.21 There were 144 licensed casinos operating in Great Britain at March 2008, about one casino per 400,000 people. Attendance at casinos by members and guests was 16 million trips in 2008. There are no casinos within the study area. The provision of casinos in Central London will limit the potential in the Borough. No specific catchment area population has been identified by casino operators.

Bars and Restaurants

- 5.22 Food and drink establishments (Class A3, A4 and A5) including restaurants, bars and pubs have supported other major leisure uses on leisure and retail parks and are important services within town centres. National information available from Experian Goad indicates that the proportion of non-retail uses within town centres across the country has increased over the last decade as shown in Table 5.2.

Table 5.2 GB Goad Plan Town Centres use Class Mix

Type of Unit	% Change 2000 to 2012	Proportion of Total Number of Units (%)			
		2000	2005	2009	2012
Class A1 (Retail)	- 15.4	59.1	56.4	54.0	50.0
Class A1 (Services)	+ 31.7	8.2	9.6	9.8	10.8
Class A2	- 4.5	8.9	8.9	9.0	8.5
Class A3/A5*	+ 41.1	11.2	13.7	14.5	15.8
Miscellaneous	- 14.3	1.4	1.4	1.3	1.2
Vacant/under Const.	+ 22.3	11.2	10.1	11.4	13.7
Total	-	100.0	100.0	100.0	100.0

Source: Experian Goad Centre Reports

*excludes Bars/Public houses (A4)

- 5.23 Whilst the proportion of Class A1 retail uses in Goad town centres has decreased by 15% between 2000 to 2012 (9.1 percentage points), Class A3 to A5 uses have increased. 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. A balance between Class A1 and Class A3 to A5 uses needs to be maintained. The mix of uses in the Borough is shown in Table 5.3.

Table 5.3 Wandsworth Centres Use Class Mix

Type of Unit	Proportion of Total Number of Units (%)				
	Clapham Jct	Balham	Putney	Tooting	Wandsworth
Class A1 (Retail)	50.6	30.7	47.0	56.5	45.6
Class A1 (Services)	11.4	24.5	15.0	13.4	9.3
Class A2	12.8	17.8	15.0	10.3	6.7
Class A3-A5	20.6	18.2	18.0	14.9	15.1
Vacant/ under const.	4.6	8.8	5.0	4.9	23.3
Total	100.0	100.0	100.0	100.0	100.0

Source: Wandsworth Centres Surveys 2012 adjusted to be consistent with Experian Goad

- 5.24 The proportions of Class A3/A5 within Tooting and Wandsworth are lower than the national average, but the figures are higher for Clapham Junction, Balham and Putney.
- 5.25 The retail floorspace projections in Section 4 relate to Class A1 retail uses. Based on the typical composition of centres, it is reasonable to assume there will be scope for a further 20% floorspace that could be occupied by Class A3 to A5 uses.
- 5.26 Development commitments within the VNEB area are proposing a significant amount of Class A3 to A5 uses, with about 21,000 sq m gross proposed at Battersea Power Station (15,000 sq m gross), Embassy Gardens (2,600 sq m gross) and New Covent Garden Market (3,900 sq m gross). In total these developments are expected to provide over 85,000 sq m gross of Class A1 to A5 floorspace, of which about 25% will be Class A3 to A5.
- 5.27 Elsewhere in the Borough, the Class A1 retail floorspace growth projection up to 2029 is around 30,000 sq m gross. If a further 20% is allocated to Class A3 to A5 uses then 6,000 sq m gross could be required by 2029.
- 5.28 There are a number of commitments and proposals that could accommodate Class A3 to A5 uses. The Southside development commitment is expected to include 765 sq m of Class A3 – A5.
- 5.29 The former Riley Snooker hall could provide up to 759 sq m gross of Class A3 use. The latest Ram Brewery redevelopment proposals include 9,506 sq.m

gross of flexible retail space (Class A1 to A5). It might be reasonable to assume half of this proposed floorspace could accommodate Class A3 to A5 uses (about 5,100 sq m gross).

Theatres

- 5.30 The household survey indicated that 62% respondents in the study area visit theatres. The most popular destination was the West End with 65% of respondents, closely followed by the New Wimbledon Theatre, Wimbledon with 7% of respondents and the South Bank with 5%.
- 5.31 There are four theatres within Wandsworth Borough i.e. Theatre 503 on Battersea Park Road, The Tara Arts Theatre in Earlsfield, Putney Arts Theatre, and Battersea Arts Centre at Lavender Hill. Additional theatre provision in the Borough may be limited due to the accessibility and quality of theatres in surrounding borough and especially at London West End.

6.0 Strategy for Accommodating Growth

Floorspace Projections

6.1 There are a number of issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

- major retail developments in competing centres;
- the re-occupation of vacant retail floorspace;
- the availability of land to accommodate new development;
- the reliability of long term expenditure projections, particularly after 2019;
- the effect of internet/home shopping on the demand for retail property;
- the level of operator demand for floorspace in Wandsworth Borough;
- the likelihood that Wandsworth's existing market share of expenditure will change in the future in the face of increasing competition;
- the potential impact new development may have on existing centres.

6.2 Projections up to 2019 are realistic and are based on up to date forecasts, which take into account the effects of the recession. The long term floorspace projections (up to 2024 and 2029) should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development management decisions. Long term forecasts may be subject to change due to unforeseen circumstances. Long term projections should be monitored and kept under-review.

6.3 The expenditure projections in this study take into account home shopping made through non-retail businesses, because special forms of trading have been excluded. The study assumes that special forms of trading will increase in the future, including the growth of internet shopping.

6.4 The quantitative and qualitative assessment of the potential capacity for new retail floorspace suggests that there is scope for new retail development within Wandsworth Borough. This section examines the opportunities for accommodating this projected growth and assesses potential to accommodate this floorspace.

Accommodating Future Growth

6.5 The sequential approach suggests that designated centres should be the first choice for retail and leisure development. The existing stock of premises within centres will have a role to play in accommodating projected growth, after the recession. In order to assess the potential for existing centres to accommodate growth we have analysed existing vacant rates within town centres, local centres and important local parades in the Borough.

- 6.6 The Council monitors and surveys designated protected frontages within town centres, local centres and important local parades. Experian Goad Plans also provide information for town and local centres, but not important local parades. The Council's designated protected frontages cover most but not all of the town and local centres, whilst Goad Plan information also covers peripheral areas outside the Council's protected frontages.
- 6.7 There are a total of 139 vacant shop units within the five town centres in the Borough (Experian Goad Plans 2012), which equates to an average vacancy rate of 9.2%, which is lower than the Goad national average (13.7%, June 2012).
- 6.8 Wandsworth Council's Town Centres Survey 2012 indicates that the vacancy rate within the protected shopping frontages within the five main town centres was 8% (117 vacant units).
- 6.9 Of the five town centres, the Goad Plan vacancy rate is highest in Wandsworth at 27.9% (56 vacant units out of 201 units in total). This figure includes 31 vacant units within the Southside Shopping Centre, which is still under-going redevelopment, of which 12 will be demolished. Based on Goad Plan data the total amount of vacant floorspace in the five town centres is about 24,000 sq m gross, but about 2,000 sq m gross is due for demolition in Wandsworth. The Council's Town Centres Survey 2012 indicates a vacancy rate of 28% within the protected frontages, 48 units out of 170 units in total. The Goad Plan figures include 31 additional units outside the protected frontages, of which 8 are vacant.
- 6.10 Within designated local centres there are 97 vacant units, representing a vacancy rate of 13.2% (Experian Goad Plans 2012), which is just below the Goad national average. Wandsworth Council's Local Centres Report 2012 indicates that the vacancy rate was 11% (62 units). Within important local parades the Council's Important Local Parades Survey 2012 indicates there are 29 vacant units, a vacancy rate of 10%.
- 6.11 The total amount of vacant floorspace in the local centres and in the important local parades is about 14,000 sq m gross.
- 6.12 Within all centres and parades the vacancy rate is 12.9%. These vacant units total about 38,000 sq m gross (source: Experian Goad Plan for town and local centres and Wandsworth Council's Important Local Parades Survey 2012). These vacant premises should help to accommodate future growth.
- 6.13 Excluding vacant units that will be demolished along Arndale Walk in Southside Shopping Centre (12 units) the current vacancy level in Wandsworth is 23%, based on Goad Plan data. If this vacancy rate can fall to 8% then the number of reoccupied units would be 29 units (about 6,300 sq m gross). Within the other centres and parades it could be possible to reduce vacant units/floorspace by about 20% (5,300 sq m gross of reoccupied space).
- 6.14 If these reductions are achieved then reoccupied units could accommodate about 11,500 sq m gross of retail floorspace, which is about 30% of all existing

vacant floorspace. Based on existing vacancy levels, this potential re-occupied space could be distributed as follows:

- **Clapham Junction :** 400 sq m gross;
- **Balham:** 500 sq m gross;
- **Putney:** 400 sq m gross;
- **Tooting:** 1,100 sq m gross;
- **Wandsworth:** 6,300 sq m gross; and
- **Local centres/parades:** 2,800 sq m gross.

- 6.15 The short term priority during the recession should be the reoccupation of vacant floorspace, but this should not preclude investment within centres, or development that cannot be accommodated within centres.
- 6.16 The Southside and VNEB commitments have been taken into account. However, the former Riley snooker hall and Ram Brewery redevelopment have not been taken into account. Together they are expected to provide about 10,200 sq m gross of flexible retail space (Class A1 to A5).
- 6.17 The figures also do not take into account allocations on the Upper Richmond Road. The Site Allocations DPD allocates a number of sites for high density mixed use development. These developments are expected to include complementary town centre uses at ground floor level, which will create new shopping frontages. There are six allocated sites where additional retail floorspace could be accommodated, totalling 1.72 hectares. Assuming a plot development density of 40% and Class A1 – A5 at ground floor level, these sites could accommodate about 7,000 sq m gross.
- 6.18 Vacant units, these commitments and Upper Richmond Road allocations could accommodate up to 28,700 sq m gross of Class A1 to A5 floorspace.

7.0

Conclusions and Recommendations

Introduction

7.1 This report provides a Borough wide needs assessment for town centre, retail, leisure, tourism and cultural use in Wandsworth Borough. It provides a guide to the shopping and town centre needs of the Borough up to 2019, 2024 and 2029. The principal conclusions of the analysis contained within this study are summarised below.

Meeting Shopping Needs in the Borough

7.2 In order to meet projected growth in expenditure, there is a need for additional shopping and service facilities. Future planning policy and site allocations should seek to identify opportunities to accommodate growth.

7.3 The floorspace projections shown in this report provide broad guidance and should be used as an indicator when assessing major retail proposals. Applicants proposing main town centre uses should base their supporting impact assessment on the approach adopted in this study, updated as necessary.

7.4 The floorspace projections in this report should not be considered to be maximum or minimum limits or targets, particularly when used to guide development management decisions. However, the projections provide a broad quantum of floorspace likely to be required and the potential phasing of development, which will assist in identifying development allocations.

7.5 The retail floorspace and expenditure projections within this report assume low expenditure growth between 2011 and 2014 due to the effects of the recession, but the projections assume a recovery after 2014. If the recovery is slower than envisaged in this study, then the floorspace projections will need to be re-assessed. It may be prudent to adopt a cautious approach until firmer signs of the economic recovery are established. Long term forecasts up to 2024 and 2029 may be more susceptible to change, due to unforeseen circumstances. Long term projections should be monitored and kept under review.

Convenience Goods Development

7.6 On the basis of the assumption that existing convenience retailers and commitments trade at national average turnover levels, the quantitative capacity analysis suggests there is potential for very significant amounts of additional convenience goods floorspace across the Borough, over and above commitments.

7.7 It is unlikely the Borough can accommodate all this projection in terms of sites and likely operator demand. Furthermore, the reduction in existing turnover to

national average levels may have an unacceptable impact on the vitality and viability of designated centres, through the loss of trade and linked shopping trips.

7.8 Recognising these constraints the priority should be to accommodate growth generated by new population and growth in expenditure per person. The revised convenience goods floorspace projection (over and above commitments) based on this approach over the period up to 2029, is 7,659 sq m net (10,688 sq m gross), split 7,145 sq m gross for main centres/large food stores and 3,543 sq m gross for local centres/parades.

7.9 The quantitative assessment of the potential capacity for new retail floorspace suggests that there is scope for new retail development within Wandsworth. The projections suggest new floorspace should be distributed as follows:

Table 7.1: Convenience Goods Retail Floorspace Projections

Location	Existing Commitments sq.m net	Additional Retail Sales Floorspace sq.m net			Total 2012-2029
		2012-2019	2019-2024	2024-2029	
Wandsworth	500	227	583	570	1,380
Clapham Junction	-	0	0	157	157
Balham	-	42	312	463	817
Putney	-	625	539	494	1,658
Tooting	-	0	201	223	424
Local centres/parades	-	818	1,231	1,174	3,223
VNEB	8,962	-	-	-	-
Total	9,462	1,712	2,866	3,081	7,659

Comparison Goods Development

7.10 The comparison goods floorspace projection for the Borough as a whole is 14,406 sq m net (19,207 sq m gross) up to 2029. This projection is over and above commitments at Southside in Wandsworth and commitments at VNEB. If comparison retailing is implemented at the Ram brewery redevelopment or within the former Riley snooker hall development then this floorspace would need to be subtracted from this figure, as would the reoccupation of vacant floorspace.

7.11 Developments at VNEB (about 35,000 sq m net) and Wandsworth are expected to increase Wandsworth Borough's overall market share within the core zones from 38.2% to 43.1%.

7.12 The projections suggest new floorspace should be distributed as shown in table 7.2.

Table 7.2: Comparison Goods Retail Floorspace Projections

Location	Existing Commitments sq.m net	Additional Retail Sales Floorspace sq.m net			
		2012-2019	2019-2024	2024-2029	Total 2012-2029
Wandsworth	6,718*	0	295	3,632	3,926
Clapham Junction	-	0	0	1,536	1,536
Balham	-	956	0	688	1,644
Putney	-	2,647	454	1,924	5,025
Tooting	-	526	237	814	1,577
Local centres/parades	-	213	238	247	698
VNEB	35,000	-	-	-	-
Total	41,718	4,342	1,224	8,841	14,406

* excludes Ram Brewery

Commercial Leisure and Other Town Centres Uses

- 7.13 Wandsworth Borough's residents have good access to a range of commercial leisure, entertainment and culture facilities. Most of the key sectors are provided for including cinemas, bingo, health clubs, theatres and nightclubs. There may be future potential demand for an additional cinema and health club provision in line with population growth. In addition there will be scope for further Class A3 to A5 uses within retail led mixed use developments, perhaps around 20% of total floorspace could be allocated to these uses (6,000 sq m gross).

Strategy Recommendations

- 7.14 The sequential approach suggests that town centres should be the first choice for retail and leisure development. The preferred location for development needs to be carefully considered, particularly for major development which may have an extensive catchment area.
- 7.15 The existing stock of premises may have a role to play in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.
- 7.16 Vacant units could also help to accommodate growth. The strategy should seek to reduce shop vacancy levels across the Borough, and we believe it is realistic to assume reoccupied units can accommodate about 11,500 sq m gross of

commercial space, split 8,700 sq m gross within the five main centres and 2,800 sq m gross within the local centres and parades.

- 7.17 Vacant units and growth in sales densities and vacant shops will not be able to accommodate all the future growth in retail expenditure, therefore potential development sites need to be identified through the development plan process to accommodate growth in the medium to long term.

Wandsworth

- 7.18 The implementation of commitments (i.e. Southside, the Sainsbury's extension and if permitted the Ram Brewery development) should meet the need for retail (Class A1 to A5) for the foreseeable future (up to 2024), and potentially up to 2029. However, if sufficient sites are not available to accommodate growth in Putney then the role of Wandsworth could be further enhanced. Later phases of the Southside redevelopment and the Ram Brewery could achieve this objective.

Clapham Junction

- 7.19 The impact of development at VNEB and at Wandsworth is likely to reduce the potential for growth at Clapham Junction, and the appropriate strategy may be to consolidate and maintain the existing vitality and viability of the centre. In the longer term (after 2024) there may be emerging growth to support further development within the centre.

Balham

- 7.20 The impact of development at VNEB, Streatham and at Wandsworth is likely to reduce the potential for growth at Balham, although improvements to food store provision would help to reduce high trading levels within existing stores. The appropriate strategy for Balham should be the re-occupation of vacant floorspace and small scale intensification, in order to maintain the vitality and viability of the centre.

Putney

- 7.21 There is potential for convenience and comparison goods development within Putney, but the availability of suitable sites is likely to be a key constraint. Mixed use development allocations along the Upper Richmond Road could accommodate up to 7,000 sq m gross of retail floorspace and should help to meet expenditure growth within the Putney area.
- 7.22 As indicated above, further development within Wandsworth could also help to accommodate growth within Putney's catchment area. The appropriate strategy for Putney should be the re-occupation of vacant floorspace, redevelopment of allocations along the Upper Richmond Road and small scale intensification within Putney centre.

Tooting

- 7.23 The impact of development at VNEB, Streatham and at Wandsworth is likely to reduce the potential for growth at Tooting. The appropriate strategy for Tooting should also be the re-occupation of vacant floorspace and small scale intensification.

Local Centres and Important Local Parades

- 7.24 There is no evidence to suggest existing local centres and parade should be re-designated. Vacant floorspace in these centres/parades should make an important contribution towards meeting future growth, particularly top-up food and grocery shopping. Key local facilities should be protected and maintained.



**Nathaniel Lichfield
& Partners**

Planning. Design. Economics.

-  Applications & Appeals
-  Climate Change & Sustainability
-  Community Engagement
-  Daylight & Sunlight
-  Economics & Regeneration
-  Environmental Assessment
-  Expert Evidence
-  GIS & Graphics
-  Heritage
-  Property Economics
-  Site Finding & Land Assembly
-  Strategy & Appraisal
-  Urban Design

Cardiff
029 2043 5880

Leeds
0113 397 1397

London
020 7837 4477

Manchester
0161 837 6130

Newcastle
0191 261 5685

nlpplanning.com



Nathaniel Lichfield
& Partners
Planning. Design. Economics.

Appendices

Wandsworth Retail and Town Centre Needs
Assessment

London Borough of Wandsworth

December 2012

11397/03/PW/HFo

This document is formatted for double sided printing.

© Nathaniel Lichfield & Partners Ltd 2012. Trading as Nathaniel Lichfield & Partners.

All Rights Reserved.

Registered Office:

14 Regent's Wharf

All Saints Street

London N1 9RL

All plans within this document produced by NLP are based upon Ordnance Survey mapping with the permission of Her Majesty's Stationery Office. © Crown Copyright reserved. Licence number AL50684A

Contents

Retail Capacity Assessment – Methodology and Data	5
Clapham Junction.....	39
Balham Town Centre	44
Putney Town Centre.....	49
Tooting Town Centre.....	54
Wandsworth Town Centre.....	59
Household Survey Results	67

Appendix 1 Study Area and Methodology

STUDY AREA ZONES AND POSTCODES

Zone	Postcode Sectors
1 - Wandsworth	SW18 1, SW18 2, SW18 3, SW18 4, SW18 5
2- Putney/Barnes	SW13 0, SW13 8, SW13 9, SW15 1, SW15 2, SW15 6
3 - Roehampton	SW15 3, SW15 4, SW15 5, SW19 5, SW19 6, SW19 7
4 – Tooting/Merton	SW17 0, SW17 6, SW17 7, SW17 8, SW17 9, SW19 1 SW19 2, SW19 8
5 - Balham/Streatham	SW4 8, SW4 9, SW11 6, SW12 0, SW12 8, SW12 9 SW16 1, SW16 6
6 - Clapham Junction	SW11 1, SW11 2, SW11 3, SW11 4, SW11 5
7 - Queenstown/Nine Elms	SW4 0, SW4 6, SW4 7, SW8 1, SW8 2, SW8 3, SW8 4 SW8 5, SW9 9, SW95 9
8 - Hammersmith/Fulham	SW6 3, SW6 4, SW6 5, SW6 6
9 - Waterloo	SE1 0, SE1 6, SE1 7, SE1 8, SE1 9, SE11 4, SE11 5 SE11 6, SE17 3
10 - Brixton	SE24 0, SE5 8, SE5 9, SW2 1, SW2 5, SW9 0, SW9 6 SW9 7, SW9 8, SW9 9
11 - Streatham	SW2 2, SW2 3, SW2 4, SW16 2
12 - West Norwood/Tulse Hill	SE21 7, SE21 8, SE24 9, SE27 0, SE27 9
13 – Upper Norwood	SE19 1, SE19 3, SW16 3, SW16 4, SW16 5

Retail Capacity Assessment – Methodology and Data

Price Base

- 1 All monetary values expressed in this study are at 2011 prices, consistent with Experian's base year expenditure figures for 2011 (Retail Planner Briefing Note 10) which is the most up to date information available.

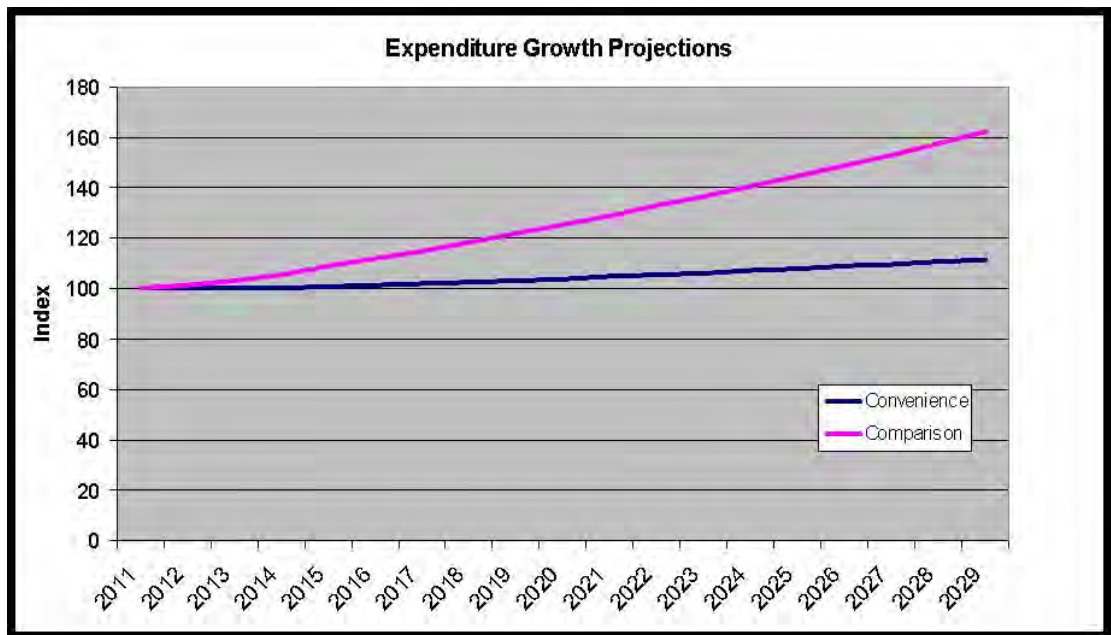
Study Area

- 2 The quantitative analysis is based on a defined study area that covers the catchment areas of the main shopping destinations in Lambeth and Wandsworth the Boroughs. The study area is sub-divided into 13 zones based on postal sector boundaries as shown above. The survey zones take into consideration the extent of the catchment area of the main centres in Lambeth and Wandsworth Boroughs.

Retail Expenditure

- 3 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 2011 have been obtained.
- 4 Experian's EBS national expenditure information (Experian Retail Planner Briefing Note 10, September 2012) has been used to forecast expenditure within the study area. Experian's forecasts 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 consumer spending volumes, prices and value, broken down into separate categories of goods. The model incorporates assumptions about income and price elasticities.
- 5 Experian's EBS growth forecast rates for 2011 to 2014 reflect the current economic circumstances and provide an appropriate growth rate for the short term (for convenience goods: 0.1% for 2011-2012, -0.1% for 2012-2013 and 0% for 2013 to 2014; for comparison goods: 1.4% for 2011-2012, 1.8% for 2012-2013 and 2.4% for 2013-2014).
- 6 In the longer term it is more difficult to forecast year on year changes in expenditure. Experian's longer term growth average forecasts have been adopted i.e. 0.6% per annum for convenience goods up to 2019 and 0.8% per annum after 2019, and 2.9% per annum growth for comparison goods. These growth rates are relatively cautious when compared with past growth rates, but in our view represent realistic forecast for future growth. These growth figures relate to real growth and exclude inflation.

7 Expenditure growth is shown in the graph below.



8 Special Forms of Trading (SFT) or non-store activity is included within Experian's Goods Based Expenditure (GBE) estimates. SFT 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 with the demand 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. Experian provides projections for special forms of trading and e-tailing. This Experian information suggests that non-store retail sales in 2011 is:

- 6.1% of convenience goods expenditure; and
- 11.9% of comparison goods expenditure.

9 Experian predicts that these figures will increase in the future. Experian recognises that not all of this SFT expenditure should be excluded from a retail capacity analysis, because some of it relates to internet sales through traditional retail businesses, rather than internet companies. The turnover attributable to e-tail through retail businesses is included in the company average turnovers, and therefore expenditure figures should not exclude this expenditure. Experian has provided adjusted deductions for SFT and projections. These projections have been used to exclude only e-tail expenditure attributed to non-retail businesses, which will not directly impact on the demand for retail floorspace. The adjusted figures suggest that SFT sales in 2011 are:

- 1.8% of convenience goods expenditure; and
 - 8.9% of comparison goods expenditure.
- 10 The projections provided by Experian suggest that these percentages could increase to 3.1% and 13.6% by 2017, and estimated at 4.5% and 16.0% by 2027.
 - 11 Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the Internet. 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 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, but Experian's projections suggest this growth will level off by 2016/17.
 - 13 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.

Market Shares/Penetration Rates

- 14 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 but primarily information gathered through the 2012 household survey.
- 15 The total turnover of shops within the Borough is estimated based on penetration rates. For convenience goods shopping turnover estimates are then compared to average company benchmark or average sales floorspace densities derived from Verdict (UK Food and Grocery retailers 2011) and Mintel (Retail Rankings 2010) information, which provide an indication of how individual retail stores and centres are performing against expected turnover averages. This allows the identification of potential surplus or deficit capacity for retail sales floorspace.

Benchmark Turnover Levels

- 16 Company average turnover to sales floorspace densities are available for major food store operators and are compiled by Verdict. 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, 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 useful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms.

- 17 The estimated convenience goods sales areas have been derived from a combination of the Institute of Grocery Distribution (IGD), GOAD plans and NLP estimates based on site visits. Estimates for comparison sales floorspace within large food stores has been deducted from the figures in Table 1 in Appendix 2, for consistency with the use of goods based expenditure figures.
- 18 Average sales densities are not widely available for small convenience shops, particularly independent retailers. Based on the mix of shops present in each centre within the Borough and our experience of trading levels of small independent shops informed by household shopper surveys elsewhere, we have adopted an average sales density of £6,000 per sq m net for convenience shops/stores in the study area. This is consistent with NLP's experience of retail studies across London. The total benchmark turnover of identified convenience sales floorspace within the Borough is £487.36 million.
- 19 Mintel's Retail Rankings provides company average sales density information for a selection of national comparison retailers. This data suggests a notional average sales density for national high street comparison retailers of around £5,500 per sq m. However within London where property cost and other overheads are higher sales densities are likely to be higher.

Appendix 2 Convenience Assessment

Table 1A: Population Projections

Zone Area	2010	2012	2014	2019	2024	2029
Zone 1: Wandsworth	55,811	57,283	58,963	63,132	65,518	66,425
Zone 2 - Putney/Barnes	44,426	45,517	46,605	49,131	50,448	51,029
Zone 3 - Roehampton	51,573	51,718	51,874	52,288	52,751	53,181
Zone 4 - Tooting/Merton	97,372	98,271	99,083	100,836	101,735	102,401
Zone 5 - Balham/Streatham	75,988	77,263	78,911	82,668	84,822	86,317
Zone 6 - Clapham Junction	61,095	61,907	62,715	64,712	66,260	67,624
Zone 7 - Queenstown/Nine Elms	69,733	72,816	75,618	82,010	88,648	92,753
Zone 8 - Hammersmith/Fulham	34,532	35,632	36,274	37,658	38,436	39,060
Zone 9 - Waterloo	60,135	64,479	67,300	73,814	79,468	83,556
Zone 10 - Brixton	78,082	79,846	81,385	84,770	87,902	90,291
Zone 11 - Streatham	43,929	44,782	45,823	47,906	49,431	51,613
Zone 12 - West Norwood/Tulse Hill	41,932	43,197	44,212	46,326	48,028	49,538
Zone 13 - Upper Norwood	57,099	57,756	58,562	60,051	60,973	61,711
Total	771,707	790,465	807,326	845,303	874,421	895,498

Sources: Experian MMG3 Population for postcodes 2010 and GLA 2011 standard fertility ward level projections

Table 2A: Convenience Goods Expenditure Per Capita (2011 Prices)

Expenditure Per Capita	2012	2014	2019	2024	2029
Zone 1: Wandsworth	£2,375	£2,360	£2,405	£2,474	£2,574
Zone 2 - Putney/Barnes	£2,470	£2,465	£2,501	£2,584	£2,678
Zone 3 - Roehampton	£1,915	£1,911	£1,939	£2,003	£2,076
Zone 4 - Tooting/Merton	£2,068	£2,063	£2,094	£2,163	£2,242
Zone 5 - Balham/Streatham	£2,270	£2,265	£2,298	£2,374	£2,461
Zone 6 - Clapham Junction	£2,133	£2,128	£2,159	£2,231	£2,312
Zone 7 - Queenstown/Nine Elms	£2,024	£2,019	£2,049	£2,117	£2,194
Zone 8 - Hammersmith/Fulham	£2,562	£2,557	£2,594	£2,680	£2,778
Zone 9 - Waterloo	£1,716	£1,712	£1,737	£1,795	£1,860
Zone 10 - Brixton	£1,880	£1,875	£1,903	£1,966	£2,037
Zone 11 - Streatham	£2,078	£2,073	£2,104	£2,173	£2,252
Zone 12 - West Norwood/Tulse	£1,962	£1,958	£1,987	£2,052	£2,127
Zone 13 - Upper Norwood	£1,849	£1,845	£1,872	£1,934	£2,004

Sources:

Experian local estimates for 2011 convenience goods expenditure per capita

(Excluding special forms of trading)

Experian Business Strategies - recommended forecast growth rates

Table 3A: Total Available Convenience Goods Expenditure (£M - 2011 Prices)

Zone	2012	2014	2019	2024	2029	Growth 2012-2019	Growth 2012-2024	Growth 2012-2029
Zone 1: Wandsworth	£136.04	£139.18	£151.81	£162.09	£171.01	11.6%	19.1%	25.7%
Zone 2 - Putney/Barnes	£112.43	£114.87	£122.88	£130.35	£136.63	9.3%	15.9%	21.5%
Zone 3 - Roehampton	£99.03	£99.11	£101.38	£105.66	£110.39	2.4%	6.7%	11.5%
Zone 4 - Tooting/Merton	£203.22	£204.45	£211.13	£220.06	£229.54	3.9%	8.3%	13.0%
Zone 5 - Balham/Streatham	£175.39	£178.73	£190.01	£201.41	£212.40	8.3%	14.8%	21.1%
Zone 6 - Clapham Junction	£132.03	£133.46	£139.74	£147.81	£156.33	5.8%	12.0%	18.4%
Zone 7 - Queenstown/Nine Elms	£147.36	£152.70	£168.05	£187.66	£203.48	14.0%	27.3%	38.1%
Zone 8 - Hammersmith/Fulham	£91.30	£92.74	£97.70	£103.02	£108.49	7.0%	12.8%	18.8%
Zone 9 - Waterloo	£110.63	£115.22	£128.23	£142.62	£155.40	15.9%	28.9%	40.5%
Zone 10 - Brixton	£150.08	£152.63	£161.33	£172.82	£183.96	7.5%	15.2%	22.6%
Zone 11 - Streatham	£93.04	£95.00	£100.78	£107.43	£116.24	8.3%	15.5%	24.9%
Zone 12 - West Norwood/Tulse Hill	£84.75	£86.55	£92.03	£98.57	£105.36	8.6%	16.3%	24.3%
Zone 13 - Upper Norwood	£106.80	£108.05	£112.43	£117.94	£123.70	5.3%	10.4%	15.8%
Total	£1,642.09	£1,672.70	£1,777.50	£1,897.44	£2,012.93	1.9%	15.6%	22.6%

Sources: Table 1A and Table 2A

Table 4A: Convenience Shopping Penetration Rates 2012

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
Clapham Junction	6.6%	0.0%	0.0%	0.8%	9.9%	47.6%	14.9%	1.3%	1.4%	1.9%	2.8%	1.9%	0.6%	5.0%
Wandsworth	47.6%	3.7%	6.3%	2.9%	2.6%	10.1%	4.5%	5.0%	0.7%	0.7%	0.6%	0.5%	0.0%	2.0%
Balham	2.1%	0.0%	0.0%	15.0%	33.1%	0.0%	1.4%	0.0%	0.5%	1.3%	7.3%	0.4%	1.2%	2.0%
Putney	1.5%	60.9%	27.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Tooting	0.0%	0.0%	0.0%	26.1%	3.7%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
LB Wandsworth Other														
Asda, Roehampton	3.8%	4.5%	20.1%	0.4%	0.3%	0.0%	0.0%	3.1%	0.0%	0.0%	0.3%	0.0%	0.0%	25.0%
Local shopping facilities	19.0%	8.5%	8.4%	4.6%	7.7%	17.1%	4.7%	0.3%	0.0%	0.0%	0.3%	1.0%	0.3%	1.0%
LB Wandsworth Total	80.6%	77.6%	61.8%	49.8%	57.3%	75.6%	25.7%	29.3%	2.6%	3.9%	11.3%	3.8%	2.1%	
LB Lambeth Main Centres														
Brixton	0.2%	0.0%	0.0%	0.0%	0.4%	0.2%	7.2%	0.0%	0.2%	35.0%	13.0%	8.2%	0.5%	5.0%
Streatham	0.2%	0.4%	0.0%	0.4%	15.3%	0.0%	0.2%	0.0%	0.5%	0.2%	47.8%	13.5%	42.9%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.0%	6.4%	0.6%	25.0%	0.0%	1.0%	4.7%	6.6%	0.0%	0.3%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	3.0%	0.0%	0.9%	0.7%	0.0%	0.0%	0.0%	25.0%
West Norwood/Tulse Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	1.9%	5.1%	21.0%	3.4%	2.0%
LB Lambeth Other														
Sainsbury's, Nine Elms	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	19.8%	0.0%	9.3%	4.7%	0.3%	0.3%	0.0%	12.0%
Tesco, South Clapham	0.0%	0.0%	0.0%	0.4%	5.2%	0.9%	0.5%	0.0%	0.0%	0.2%	0.5%	1.0%	0.0%	5.0%
Tesco, Kennington Lane, Oval	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	21.0%	2.6%	0.0%	0.0%	0.0%	5.0%
Local shopping facilities	0.0%	0.0%	0.0%	0.2%	7.0%	7.8%	6.3%	0.5%	15.7%	23.3%	5.7%	14.0%	23.8%	2.0%
LB Lambeth Total	0.9%	0.4%	0.3%	1.0%	34.3%	10.4%	67.9%	0.5%	58.3%	75.8%	79.0%	58.0%	70.9%	
Other destinations														
Croydon	0.2%	0.0%	0.0%	0.2%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	3.0%	n/a
Hammersmith/Fulham/Chelsea	5.9%	5.3%	1.4%	0.7%	1.2%	11.7%	0.9%	67.1%	1.5%	1.2%	0.0%	0.0%	0.3%	n/a
Kingston	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	n/a
Merton	10.3%	2.0%	30.5%	47.0%	3.3%	0.2%	0.2%	1.4%	1.1%	0.6%	2.8%	3.0%	7.9%	n/a
Richmond	0.3%	13.3%	3.7%	0.2%	0.0%	0.0%	0.5%	0.3%	0.2%	0.0%	0.0%	0.0%	0.8%	n/a
Southwark	0.2%	0.0%	0.0%	0.5%	1.5%	0.2%	2.3%	0.0%	28.9%	15.9%	4.2%	33.6%	13.6%	n/a
Other	1.2%	1.4%	2.3%	0.6%	1.6%	1.5%	2.5%	1.4%	7.4%	2.6%	1.6%	1.6%	1.4%	n/a
Other Total	18.5%	22.0%	37.9%	49.2%	8.4%	14.0%	6.4%	70.2%	39.1%	20.3%	9.7%	38.2%	27.0%	
Market Share Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: NEMS Household Survey, October 2012

Table 5A: Convenience Expenditure 2012 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2012	£136.04	£112.43	£99.03	£203.22	£175.39	£132.03	£147.36	£91.30	£110.63	£150.08	£93.04	£84.75	£106.80		£1,642.09
LB Wandsworth Main Centres															
Clapham Junction	£8.98	£0.00	£0.00	£1.63	£17.36	£62.84	£21.96	£1.19	£1.55	£2.85	£2.61	£1.61	£0.64	£6.48	£129.70
Wandsworth	£64.76	£4.16	£6.24	£5.89	£4.56	£13.33	£6.63	£4.56	£0.77	£1.05	£0.56	£0.42	£0.00	£2.31	£115.25
Balham	£2.86	£0.00	£0.00	£30.48	£58.05	£0.00	£2.06	£0.00	£0.55	£1.95	£6.79	£0.34	£1.28	£2.13	£106.50
Putney	£2.04	£68.47	£26.74	£0.00	£0.00	£0.00	£0.00	£17.89	£0.00	£0.00	£0.00	£0.00	£0.00	£2.35	£117.49
Tooting	£0.00	£0.00	£0.00	£53.04	£6.49	£1.06	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£62.12
LB Wandsworth Other															
Asda, Roehampton	£5.17	£5.06	£19.91	£0.81	£0.53	£0.00	£0.00	£2.83	£0.00	£0.00	£0.28	£0.00	£0.00	£11.53	£46.11
Local shopping facilities	£25.85	£9.56	£8.32	£9.35	£13.50	£22.58	£6.93	£0.27	£0.00	£0.00	£0.28	£0.85	£0.32	£0.99	£98.79
LB Wandsworth Total	£109.65	£87.25	£61.20	£101.20	£100.50	£99.81	£37.87	£26.75	£2.88	£5.85	£10.51	£3.22	£2.24	£27.03	£675.97
LB Lambeth Main Centres															
Brixton	£0.27	£0.00	£0.00	£0.00	£0.70	£0.26	£10.61	£0.00	£0.22	£52.53	£12.10	£6.95	£0.53	£4.43	£88.60
Streatham	£0.27	£0.45	£0.00	£0.81	£26.83	£0.00	£0.29	£0.00	£0.55	£0.30	£44.47	£11.44	£45.82	£6.91	£138.16
Clapham High Street	£0.68	£0.00	£0.00	£0.00	£11.22	£0.79	£36.84	£0.00	£1.11	£7.05	£6.14	£0.00	£0.32	£3.38	£67.54
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£9.85	£0.00	£0.00	£0.00	£0.00	£0.21	£10.45
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.75	£0.00	£0.00	£3.75	£0.00	£0.00	£0.00	£0.19	£9.69
Vauxhall	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£4.42	£0.00	£1.00	£1.05	£0.00	£0.00	£0.00	£2.25	£9.02
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£0.89	£2.85	£4.75	£17.80	£3.63	£0.62	£30.97
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.79	£29.18	£0.00	£10.29	£7.05	£0.28	£0.25	£0.00	£6.52	£54.37
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.81	£9.12	£1.19	£0.74	£0.00	£0.00	£0.30	£0.47	£0.85	£0.00	£0.71	£14.18
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.51	£0.00	£23.23	£3.90	£0.00	£0.00	£0.00	£1.56	£31.20
Local shopping facilities	£0.00	£0.00	£0.00	£0.41	£12.28	£10.30	£9.28	£0.46	£17.37	£34.97	£5.30	£11.87	£25.42	£2.60	£130.25
LB Lambeth Total	£1.22	£0.45	£0.30	£2.03	£60.16	£13.73	£100.06	£0.46	£64.50	£113.76	£73.50	£49.16	£75.72	£29.39	£584.43
Other destinations															
Croydon	£0.27	£0.00	£0.00	£0.41	£1.40	£0.53	£0.00	£0.00	£0.00	£0.00	£1.02	£0.00	£3.20	n/a	£6.84
Hammersmith/Fulham/Chelsea	£8.03	£5.96	£1.39	£1.42	£2.10	£15.45	£1.33	£61.26	£1.66	£1.80	£0.00	£0.00	£0.32	n/a	£100.72
Kingston	£0.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.54
Merton	£14.01	£2.25	£30.21	£95.51	£5.79	£0.26	£0.29	£1.28	£1.22	£0.90	£2.61	£2.54	£8.44	n/a	£165.30
Richmond	£0.41	£14.95	£3.66	£0.41	£0.00	£0.00	£0.74	£0.27	£0.22	£0.00	£0.00	£0.00	£0.85	n/a	£21.52
Southwark	£0.27	£0.00	£0.00	£1.02	£2.63	£0.26	£3.39	£0.00	£31.97	£23.86	£3.91	£28.48	£14.52	n/a	£110.31
Other	£1.63	£1.57	£2.28	£1.22	£2.81	£1.98	£3.68	£1.28	£8.19	£3.90	£1.49	£1.36	£1.50	n/a	£32.88
Other Total	£25.17	£24.73	£37.53	£99.98	£14.73	£18.48	£9.43	£64.09	£43.26	£30.47	£9.03	£32.37	£28.84	n/a	£438.11
Market Share Total	£136.04	£112.43	£99.03	£203.22	£175.39	£132.03	£147.36	£91.30	£110.63	£150.08	£93.04	£84.75	£106.80		£1,698.51

Table 6A: Convenience Expenditure 2014 £Million (constant market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2014	£139.18	£114.87	£99.11	£204.45	£178.73	£133.46	£152.70	£92.74	£115.22	£152.63	£95.00	£86.55	£108.05		£1,672.70
LB Wandsworth Main Centres															
Clapham Junction	£9.19	£0.00	£0.00	£1.64	£17.69	£63.53	£22.75	£1.21	£1.61	£2.90	£2.66	£1.64	£0.65	£6.60	£132.07
Wandsworth	£66.25	£4.25	£6.24	£5.93	£4.65	£13.48	£6.87	£4.64	£0.81	£1.07	£0.57	£0.43	£0.00	£2.35	£117.54
Balham	£2.92	£0.00	£0.00	£30.67	£59.16	£0.00	£2.14	£0.00	£0.58	£1.98	£6.93	£0.35	£1.30	£2.16	£108.19
Putney	£2.09	£69.95	£26.76	£0.00	£0.00	£0.00	£0.00	£18.18	£0.00	£0.00	£0.00	£0.00	£0.00	£2.39	£119.37
Tooting	£0.00	£0.00	£0.00	£53.36	£6.61	£1.07	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.25	£62.60
LB Wandsworth Other															
Asda, Roehampton	£5.29	£5.17	£19.92	£0.82	£0.54	£0.00	£0.00	£2.88	£0.00	£0.00	£0.28	£0.00	£0.00	£11.63	£46.53
Local shopping facilities	£26.44	£9.76	£8.33	£9.40	£13.76	£22.82	£7.18	£0.28	£0.00	£0.00	£0.28	£0.87	£0.32	£1.00	£100.46
LB Wandsworth Total	£112.18	£89.14	£61.25	£101.81	£102.42	£100.89	£39.24	£27.17	£3.00	£5.95	£10.73	£3.29	£2.27	£27.39	£686.75
LB Lambeth Main Centres															
Brixton	£0.28	£0.00	£0.00	£0.00	£0.71	£0.27	£10.99	£0.00	£0.23	£53.42	£12.35	£7.10	£0.54	£4.52	£90.41
Streatham	£0.28	£0.46	£0.00	£0.82	£27.35	£0.00	£0.31	£0.00	£0.58	£0.31	£45.41	£11.68	£46.35	£7.03	£140.57
Clapham High Street	£0.70	£0.00	£0.00	£0.00	£11.44	£0.80	£38.17	£0.00	£1.15	£7.17	£6.27	£0.00	£0.32	£3.48	£69.51
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£10.25	£0.00	£0.00	£0.00	£0.00	£0.22	£10.87
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.96	£0.00	£3.82	£0.00	£0.00	£0.00	£0.00	£0.20	£9.97
Vauxhall	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£4.58	£0.00	£1.04	£1.07	£0.00	£0.00	£0.00	£2.33	£9.31
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£0.00	£0.92	£2.90	£4.84	£18.18	£3.67	£0.63	£31.61
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.80	£30.23	£0.00	£10.72	£7.17	£0.28	£0.26	£0.00	£6.75	£56.21
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.82	£9.29	£1.20	£0.76	£0.00	£0.00	£0.31	£0.47	£0.87	£0.00	£0.72	£14.44
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.60	£0.00	£24.20	£3.97	£0.00	£0.00	£0.00	£1.62	£32.38
Local shopping facilities	£0.00	£0.00	£0.00	£0.41	£12.51	£10.41	£9.62	£0.46	£18.09	£35.56	£5.41	£12.12	£25.72	£2.66	£132.97
LB Lambeth Total	£1.25	£0.46	£0.30	£2.04	£61.31	£13.88	£103.68	£0.46	£67.17	£115.70	£75.05	£50.20	£76.61	£30.15	£598.26
Other destinations															
Croydon	£0.28	£0.00	£0.00	£0.41	£1.43	£0.53	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00	£3.24	n/a	£6.94
Hammersmith/Fulham/Chelsea	£8.21	£6.09	£1.39	£1.43	£2.14	£15.61	£1.37	£62.23	£1.73	£1.83	£0.00	£0.00	£0.32	n/a	£102.37
Kingston	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.56
Merton	£14.34	£2.30	£30.23	£96.09	£5.90	£0.27	£0.31	£1.30	£1.27	£0.92	£2.66	£2.60	£8.54	n/a	£166.70
Richmond	£0.42	£15.28	£3.67	£0.41	£0.00	£0.00	£0.76	£0.28	£0.23	£0.00	£0.00	£0.00	£0.86	n/a	£21.91
Southwark	£0.28	£0.00	£0.00	£1.02	£2.68	£0.27	£3.51	£0.00	£33.30	£24.27	£3.99	£29.08	£14.70	n/a	£113.09
Other	£1.67	£1.61	£2.28	£1.23	£2.86	£2.00	£3.82	£1.30	£8.53	£3.97	£1.52	£1.38	£1.51	n/a	£33.67
Other Total	£25.75	£25.27	£37.56	£100.59	£15.01	£18.68	£9.77	£65.11	£45.05	£30.98	£9.21	£33.06	£29.17	n/a	£445.24
Market Share Total	£139.18	£114.87	£99.11	£204.45	£178.73	£133.46	£152.70	£92.74	£115.22	£152.63	£95.00	£86.55	£108.05		£1,730.24

Table 7A: Future Convenience Shopping Penetration Rates (adjusted for 2019)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
VNEB Developments	0.0%	0.0%	0.0%	0.0%	2.0%	8.0%	25.0%	0.0%	5.0%	5.0%	0.0%	0.0%	0.0%	10.0%
Clapham Junction	6.4%	0.0%	0.0%	0.8%	8.7%	41.7%	10.6%	1.3%	1.2%	1.7%	2.0%	1.7%	0.4%	5.0%
Wandsworth	48.1%	4.0%	6.3%	2.9%	2.4%	9.4%	3.8%	5.0%	0.7%	0.7%	0.5%	0.5%	0.0%	2.0%
Balham	1.9%	0.0%	0.0%	14.0%	31.4%	0.0%	1.2%	0.0%	0.5%	1.3%	6.5%	0.4%	1.0%	2.0%
Putney	1.4%	60.6%	27.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Tooting	0.0%	0.0%	0.0%	25.1%	3.3%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
LB Wandsworth Other														
Asda, Roehampton	3.8%	4.5%	20.1%	0.4%	0.3%	0.0%	0.0%	3.1%	0.0%	0.0%	0.3%	0.0%	0.0%	25.0%
Local shopping facilities	19.0%	8.5%	8.4%	4.6%	7.7%	16.7%	2.5%	0.3%	0.0%	0.0%	0.3%	1.0%	0.3%	1.0%
LB Wandsworth Total	80.6%	77.6%	61.8%	47.8%	55.8%	76.6%	43.3%	29.3%	7.4%	8.7%	9.6%	3.6%	1.7%	
LB Lambeth Main Centres														
Brixton	0.2%	0.0%	0.0%	0.0%	0.4%	0.2%	5.5%	0.0%	0.2%	35.0%	10.2%	7.3%	0.3%	5.0%
Streatham	0.2%	0.4%	0.0%	0.0%	13.4%	0.0%	0.1%	0.0%	0.4%	0.2%	34.9%	11.7%	26.4%	5.0%
New Tesco Streatham	0.0%	0.0%	0.0%	2.0%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%	20.0%	5.0%	20.0%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.0%	5.6%	0.4%	17.8%	0.0%	0.9%	4.7%	4.8%	0.0%	0.2%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	8.0%	0.0%	3.0%	2.0%	0.0%	0.0%	0.0%	25.0%
West Norwood/Tulse Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	1.9%	5.1%	21.0%	3.4%	2.0%
LB Lambeth Other														
Sainsbury's, Nine Elms	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.4%	0.0%	8.2%	3.6%	0.2%	0.3%	0.0%	12.0%
Tesco, South Clapham	0.0%	0.0%	0.0%	0.4%	4.6%	0.7%	0.3%	0.0%	0.0%	0.2%	0.4%	0.9%	0.0%	5.0%
Tesco, Kennington Lane, Oval	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	18.5%	2.5%	0.0%	0.0%	0.0%	5.0%
Local shopping facilities	0.0%	0.0%	0.0%	0.2%	7.0%	7.8%	3.8%	0.5%	13.0%	20.3%	5.7%	14.0%	23.8%	2.0%
LB Lambeth Total	0.9%	0.4%	0.3%	3.0%	36.0%	10.0%	50.3%	0.5%	54.5%	72.5%	81.3%	60.2%	74.1%	
Other destinations														
Croydon	0.2%	0.0%	0.0%	0.2%	0.7%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	3.0%	n/a
Hammersmith/Fulham/Chelsea	5.9%	5.3%	1.4%	0.7%	1.2%	11.1%	0.9%	67.1%	1.5%	1.2%	0.0%	0.0%	0.3%	n/a
Kingston	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	n/a
Merton	10.3%	2.0%	30.5%	47.0%	3.2%	0.2%	1.4%	1.1%	0.6%	2.6%	2.9%	7.2%	7.2%	n/a
Richmond	0.3%	13.3%	3.7%	0.2%	0.0%	0.0%	0.5%	0.3%	0.2%	0.0%	0.0%	0.0%	0.8%	n/a
Southwark	0.2%	0.0%	0.0%	0.5%	1.5%	0.2%	2.3%	0.0%	27.9%	14.4%	3.9%	31.7%	11.5%	n/a
Other	1.2%	1.4%	2.3%	0.6%	1.6%	1.5%	1.4%	7.4%	2.6%	1.5%	1.6%	1.6%	1.4%	n/a
Other Total	18.5%	22.0%	37.9%	49.2%	8.2%	13.4%	6.4%	70.2%	38.1%	18.8%	9.1%	36.2%	24.2%	
Market Share Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: NEMS Household Survey, October 2012 with NLP adjustments

Table 8A: Convenience Expenditure 2019 £Million (adjusted market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2019	£151.81	£122.88	£101.38	£211.13	£190.01	£139.74	£168.05	£97.70	£128.23	£161.33	£100.78	£92.03	£112.43		£1,777.50
LB Wandsworth Main Centres															
VNEB	£0.00	£0.00	£0.00	£0.00	£3.80	£11.18	£42.01	£0.00	£6.41	£8.07	£0.00	£0.00	£0.00	£7.94	£79.41
Clapham Junction	£9.72	£0.00	£0.00	£1.69	£16.53	£58.27	£17.81	£1.27	£1.54	£2.74	£2.02	£1.56	£0.45	£5.98	£119.58
Wandsworth	£73.02	£4.92	£6.39	£6.12	£4.56	£13.14	£6.39	£4.89	£0.90	£1.13	£0.50	£0.46	£0.00	£2.50	£124.90
Balham	£2.88	£0.00	£0.00	£29.56	£59.66	£0.00	£2.02	£0.00	£0.64	£2.10	£6.55	£0.37	£1.12	£2.14	£107.04
Putney	£2.13	£74.47	£27.37	£0.00	£0.00	£0.00	£0.00	£19.15	£0.00	£0.00	£0.00	£0.00	£0.00	£2.51	£125.62
Tooting	£0.00	£0.00	£0.00	£52.99	£6.27	£1.12	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£61.96
LB Wandsworth Other															
Asda, Roehampton	£5.77	£5.53	£20.38	£0.84	£0.57	£0.00	£0.00	£3.03	£0.00	£0.00	£0.30	£0.00	£0.00	£12.14	£48.56
Local shopping facilities	£28.84	£10.44	£8.52	£9.71	£14.63	£23.34	£4.20	£0.29	£0.00	£0.00	£0.30	£0.92	£0.34	£1.03	£102.56
LB Wandsworth Total	£122.36	£95.35	£62.65	£100.92	£106.02	£107.04	£72.76	£28.63	£9.49	£14.04	£9.68	£3.31	£1.91	£35.48	£769.64
LB Lambeth Main Centres															
Brixton	£0.30	£0.00	£0.00	£0.00	£0.76	£0.28	£9.24	£0.00	£0.26	£56.46	£10.28	£6.72	£0.34	£0.00	£84.64
Streatham	£0.30	£0.49	£0.00	£0.84	£25.46	£0.00	£0.17	£0.00	£0.51	£0.32	£35.17	£10.77	£29.68	£5.46	£109.19
New Tesco Streatham	£0.00	£0.00	£0.00	£4.22	£9.50	£0.00	£0.00	£0.00	£1.28	£0.00	£20.16	£4.60	£22.49	£3.28	£65.53
Clapham High Street	£0.76	£0.00	£0.00	£0.00	£10.64	£0.56	£29.91	£0.00	£1.15	£7.58	£4.84	£0.00	£0.22	£2.93	£58.60
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£10.90	£0.00	£0.00	£0.00	£0.00	£0.60	£11.91
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.71	£0.00	£0.00	£3.39	£0.00	£0.00	£0.00	£0.19	£9.29
Vauxhall	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£13.44	£0.00	£3.85	£3.23	£0.00	£0.00	£0.00	£0.42	£21.25
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£1.03	£3.07	£5.14	£19.33	£3.82	£10.96	£43.85
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84	£17.48	£0.00	£10.52	£5.81	£0.20	£0.28	£0.00	£0.00	£35.12
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.84	£8.74	£0.98	£0.50	£0.00	£0.00	£0.32	£0.40	£0.83	£0.00	£1.72	£14.34
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.18	£0.00	£23.72	£4.03	£0.00	£0.00	£0.00	£1.52	£30.46
Local shopping facilities	£0.00	£0.00	£0.00	£0.42	£13.30	£10.90	£6.39	£0.49	£16.67	£32.75	£5.74	£12.88	£26.76	£6.65	£132.95
LB Lambeth Total	£1.37	£0.49	£0.30	£6.33	£68.40	£13.97	£84.53	£0.49	£69.89	£116.96	£81.94	£55.40	£83.31	£33.72	£617.11
Other destinations															
Croydon	£0.30	£0.00	£0.00	£0.42	£1.33	£0.56	£0.00	£0.00	£0.00	£0.00	£1.11	£0.00	£3.37	n/a	£7.10
Hammersmith/Fulham/Chelsea	£8.96	£6.51	£1.42	£1.48	£2.28	£15.51	£1.51	£65.56	£1.92	£1.94	£0.00	£0.00	£0.34	n/a	£107.42
Kingston	£0.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.61
Merton	£15.64	£2.46	£30.92	£99.23	£6.08	£0.28	£0.34	£1.37	£1.41	£0.97	£2.62	£2.67	£8.10	n/a	£172.07
Richmond	£0.46	£16.34	£3.75	£0.42	£0.00	£0.00	£0.84	£0.29	£0.26	£0.00	£0.00	£0.00	£0.90	n/a	£23.26
Southwark	£0.30	£0.00	£0.00	£1.06	£2.85	£0.28	£3.87	£0.00	£35.78	£23.23	£3.93	£29.17	£12.93	n/a	£113.40
Other	£1.82	£1.72	£2.33	£1.27	£3.04	£2.10	£4.20	£1.37	£9.49	£4.19	£1.51	£1.47	£1.57	n/a	£36.09
Other Total	£28.09	£27.03	£38.42	£103.88	£15.58	£18.72	£10.76	£68.59	£48.86	£30.33	£9.17	£33.31	£27.21	n/a	£459.94
Market Share Total	£151.81	£122.88	£101.38	£211.13	£190.01	£139.74	£168.05	£97.70	£128.23	£161.33	£100.78	£92.03	£112.43		£1,846.70

Table 9A: Convenience Shopping Penetration Rates (adjusted for 2024 and 2029)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
VNEB Developments	0.0%	0.0%	0.0%	0.0%	3.0%	10.0%	28.0%	0.0%	6.0%	6.0%	0.0%	0.0%	0.0%	10.0%
Clapham Junction	6.4%	0.0%	0.0%	0.8%	8.7%	40.0%	10.0%	1.3%	1.2%	1.7%	2.0%	1.7%	0.4%	5.0%
Wandsworth	48.1%	4.0%	6.3%	2.9%	2.4%	9.1%	3.7%	5.0%	0.7%	0.7%	0.5%	0.5%	0.0%	2.0%
Balham	1.9%	0.0%	0.0%	14.0%	30.4%	0.0%	1.2%	0.0%	0.5%	1.3%	6.5%	0.4%	1.0%	2.0%
Putney	1.4%	60.6%	27.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Tooting	0.0%	0.0%	0.0%	25.1%	3.3%	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
LB Wandsworth Other														
Asda, Roehampton	3.8%	4.5%	20.1%	0.4%	0.3%	0.0%	0.0%	3.1%	0.0%	0.0%	0.3%	0.0%	0.0%	25.0%
Local shopping facilities	19.0%	8.5%	8.4%	4.6%	7.7%	16.7%	2.5%	0.3%	0.0%	0.0%	0.3%	1.0%	0.3%	1.0%
LB Wandsworth Total	80.6%	77.6%	61.8%	47.8%	55.8%	76.6%	45.6%	29.3%	8.4%	9.7%	9.6%	3.6%	1.7%	
LB Lambeth Main Centres														
Brixton	0.2%	0.0%	0.0%	0.0%	0.4%	0.2%	5.4%	0.0%	0.2%	34.0%	10.2%	7.3%	0.3%	5.0%
Streatham	0.2%	0.4%	0.0%	0.4%	13.4%	0.0%	0.1%	0.0%	0.4%	0.2%	34.9%	11.7%	26.4%	5.0%
New Tesco Streatham	0.0%	0.0%	0.0%	2.0%	5.0%	0.0%	0.0%	0.0%	1.0%	0.0%	20.0%	5.0%	20.0%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.0%	5.6%	0.4%	16.6%	0.0%	0.9%	4.7%	4.8%	0.0%	0.2%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	8.0%	0.0%	3.0%	2.0%	0.0%	0.0%	0.0%	25.0%
West Norwood/Tulse Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	1.9%	5.1%	21.0%	3.4%	2.0%
LB Lambeth Other														
Sainsbury's, Nine Elms	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.0%	0.0%	8.2%	3.6%	0.2%	0.3%	0.0%	12.0%
Tesco, South Clapham	0.0%	0.0%	0.0%	0.4%	4.6%	0.7%	0.3%	0.0%	0.0%	0.2%	0.4%	0.9%	0.0%	5.0%
Tesco, Kennington Lane, Oval	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	18.3%	2.5%	0.0%	0.0%	0.0%	5.0%
Local shopping facilities	0.0%	0.0%	0.0%	0.2%	7.0%	7.8%	3.5%	0.5%	12.9%	20.3%	5.7%	14.0%	23.8%	2.0%
LB Lambeth Total	0.9%	0.4%	0.3%	3.0%	36.0%	10.0%	48.3%	0.5%	54.1%	71.5%	81.3%	60.2%	74.1%	
Other destinations														
Croydon	0.2%	0.0%	0.0%	0.2%	0.7%	0.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	3.0%	n/a
Hammersmith/Fulham/Chelsea	5.9%	5.3%	1.4%	0.7%	1.2%	11.1%	0.9%	67.1%	1.5%	1.2%	0.0%	0.0%	0.3%	n/a
Kingston	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	n/a
Merton	10.3%	2.0%	30.5%	47.0%	3.2%	0.2%	0.2%	1.4%	1.1%	0.6%	2.6%	2.9%	7.2%	n/a
Richmond	0.3%	13.3%	3.7%	0.2%	0.0%	0.0%	0.5%	0.3%	0.2%	0.0%	0.0%	0.0%	0.8%	n/a
Southwark	0.2%	0.0%	0.0%	0.5%	1.5%	0.2%	2.2%	0.0%	27.3%	14.4%	3.9%	31.7%	11.5%	n/a
Other	1.2%	1.4%	2.3%	0.6%	1.6%	1.5%	2.3%	1.4%	7.4%	2.6%	1.5%	1.6%	1.4%	n/a
Other Total	18.5%	22.0%	37.9%	49.2%	8.2%	13.4%	6.1%	70.2%	37.5%	18.8%	9.1%	36.2%	24.2%	
Market Share Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: NEMS Household Survey, October 2012 with NLP adjustments

Table 10A: Convenience Expenditure 2024 £Million (adjusted market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2024	£162.09	£130.35	£105.66	£220.06	£201.41	£147.81	£187.66	£103.02	£142.62	£172.82	£107.43	£98.57	£117.94		£1,897.44
LB Wandsworth Main Centres															
VNEB	£0.00	£0.00	£0.00	£0.00	£6.04	£14.78	£52.54	£0.00	£8.56	£10.37	£0.00	£0.00	£0.00	£10.26	£102.55
Clapham Junction	£10.37	£0.00	£0.00	£1.76	£17.52	£59.13	£18.77	£1.34	£1.71	£2.94	£2.15	£1.68	£0.47	£6.20	£124.04
Wandsworth	£77.97	£5.21	£6.66	£6.38	£4.83	£13.45	£6.94	£5.15	£1.00	£1.21	£0.54	£0.49	£0.00	£2.65	£132.49
Balham	£3.08	£0.00	£0.00	£30.81	£61.23	£0.00	£2.25	£0.00	£0.71	£2.25	£6.98	£0.39	£1.18	£2.22	£111.11
Putney	£2.27	£78.99	£28.53	£0.00	£0.00	£0.00	£0.00	£20.19	£0.00	£0.00	£0.00	£0.00	£0.00	£2.65	£132.63
Tooting	£0.00	£0.00	£0.00	£55.24	£6.65	£1.18	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.29	£64.73
LB Wandsworth Other															
Asda, Roehampton	£6.16	£5.87	£21.24	£0.88	£0.60	£0.00	£0.00	£3.19	£0.00	£0.00	£0.32	£0.00	£0.00	£12.75	£51.02
Local shopping facilities	£30.80	£11.08	£8.88	£10.12	£15.51	£24.69	£4.69	£0.31	£0.00	£0.00	£0.32	£0.99	£0.35	£1.09	£108.82
LB Wandsworth Total	£130.65	£101.15	£65.30	£105.19	£112.38	£113.23	£85.57	£30.18	£11.98	£16.76	£10.31	£3.55	£2.00	£39.12	£827.38
LB Lambeth Main Centres															
Brixton	£0.32	£0.00	£0.00	£0.00	£0.81	£0.30	£10.13	£0.00	£0.29	£58.76	£10.96	£7.20	£0.35	£0.00	£89.11
Streatham	£0.32	£0.52	£0.00	£0.88	£26.99	£0.00	£0.19	£0.00	£0.57	£0.35	£37.49	£11.53	£31.14	£5.79	£115.77
New Tesco Streatham	£0.00	£0.00	£0.00	£4.40	£10.07	£0.00	£0.00	£0.00	£1.43	£0.00	£21.49	£4.93	£23.59	£3.47	£69.37
Clapham High Street	£0.81	£0.00	£0.00	£0.00	£11.28	£0.59	£31.15	£0.00	£1.28	£8.12	£5.16	£0.00	£0.24	£3.09	£61.72
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£0.00	£11.98	£0.00	£0.00	£0.00	£0.00	£0.65	£13.08
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.38	£0.00	£0.00	£3.63	£0.00	£0.00	£0.00	£0.20	£10.21
Vauxhall	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£15.01	£0.00	£4.28	£3.46	£0.00	£0.00	£0.00	£0.47	£23.54
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.56	£0.00	£1.14	£3.28	£5.48	£20.70	£4.01	£11.73	£46.90
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.89	£18.77	£0.00	£11.70	£6.22	£0.21	£0.30	£0.00	£0.00	£38.08
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.88	£9.26	£1.03	£0.56	£0.00	£0.00	£0.35	£0.43	£0.89	£0.00	£1.83	£15.23
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.31	£0.00	£26.10	£4.32	£0.00	£0.00	£0.00	£1.67	£33.40
Local shopping facilities	£0.00	£0.00	£0.00	£0.44	£14.10	£11.53	£6.57	£0.52	£18.40	£35.08	£6.12	£13.80	£28.07	£7.09	£141.71
LB Lambeth Total	£1.46	£0.52	£0.32	£6.60	£72.51	£14.78	£90.64	£0.52	£77.16	£123.57	£87.34	£59.34	£87.39	£35.98	£658.12
Other destinations															
Croydon	£0.32	£0.00	£0.00	£0.44	£1.41	£0.59	£0.00	£0.00	£0.00	£0.00	£1.18	£0.00	£3.54	n/a	£7.49
Hammersmith/Fulham/Chelsea	£9.56	£6.91	£1.48	£1.54	£2.42	£16.41	£1.69	£69.13	£2.14	£2.07	£0.00	£0.00	£0.35	n/a	£113.70
Kingston	£0.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.65
Merton	£16.70	£2.61	£32.23	£103.43	£6.45	£0.30	£0.38	£1.44	£1.57	£1.04	£2.79	£2.86	£8.49	n/a	£180.27
Richmond	£0.49	£17.34	£3.91	£0.44	£0.00	£0.00	£0.94	£0.31	£0.29	£0.00	£0.00	£0.00	£0.94	n/a	£24.65
Southwark	£0.32	£0.00	£0.00	£1.10	£3.02	£0.30	£4.13	£0.00	£38.94	£24.89	£4.19	£31.25	£13.56	n/a	£121.69
Other	£1.95	£1.82	£2.43	£1.32	£3.22	£2.22	£4.32	£1.44	£10.55	£4.49	£1.61	£1.58	£1.65	n/a	£38.61
Other Total	£29.99	£28.68	£40.05	£108.27	£16.52	£19.81	£11.45	£72.32	£53.48	£32.49	£9.78	£35.68	£28.54	n/a	£487.04
Market Share Total	£162.09	£130.35	£105.66	£220.06	£201.41	£147.81	£187.66	£103.02	£142.62	£172.82	£107.43	£98.57	£117.94		£1,972.54

Table 11A: Convenience Expenditure 2029 £Million (adjusted market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2029	£171.01	£136.63	£110.39	£229.54	£212.40	£156.33	£203.48	£108.49	£155.40	£183.96	£116.24	£105.36	£123.70		£2,012.93
LB Wandsworth Main Centres															
VNEB	£0.00	£0.00	£0.00	£0.00	£6.37	£15.63	£56.97	£0.00	£9.32	£11.04	£0.00	£0.00	£0.00	£11.04	£110.38
Clapham Junction	£10.94	£0.00	£0.00	£1.84	£18.48	£62.53	£20.35	£1.41	£1.86	£3.13	£2.32	£1.79	£0.49	£6.59	£131.74
Wandsworth	£82.25	£5.47	£6.95	£6.66	£5.10	£14.23	£7.53	£5.42	£1.09	£1.29	£0.58	£0.53	£0.00	£2.80	£139.89
Balham	£3.25	£0.00	£0.00	£32.14	£64.57	£0.00	£2.44	£0.00	£0.78	£2.39	£7.56	£0.42	£1.24	£2.34	£117.12
Putney	£2.39	£82.80	£29.80	£0.00	£0.00	£0.00	£0.00	£21.26	£0.00	£0.00	£0.00	£0.00	£0.00	£2.78	£139.04
Tooting	£0.00	£0.00	£0.00	£57.62	£7.01	£1.25	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.35	£67.63
LB Wandsworth Other															
Asda, Roehampton	£6.50	£6.15	£22.19	£0.92	£0.64	£0.00	£0.00	£3.36	£0.00	£0.00	£0.35	£0.00	£0.00	£13.37	£53.47
Local shopping facilities	£32.49	£11.61	£9.27	£10.56	£16.35	£26.11	£5.09	£0.33	£0.00	£0.00	£0.35	£1.05	£0.37	£1.15	£114.73
LB Wandsworth Total	£137.83	£106.03	£68.22	£109.72	£118.52	£119.75	£92.78	£31.79	£13.05	£17.84	£11.16	£3.79	£2.10	£41.41	£874.01
LB Lambeth Main Centres															
Brixton	£0.34	£0.00	£0.00	£0.00	£0.85	£0.31	£10.99	£0.00	£0.31	£62.55	£11.86	£7.69	£0.37	£0.00	£95.27
Streatham	£0.34	£0.55	£0.00	£0.92	£28.46	£0.00	£0.20	£0.00	£0.62	£0.37	£40.57	£12.33	£32.66	£6.16	£123.17
New Tesco Streatham	£0.00	£0.00	£0.00	£4.59	£10.62	£0.00	£0.00	£0.00	£1.55	£0.00	£23.25	£5.27	£24.74	£3.69	£73.71
Clapham High Street	£0.86	£0.00	£0.00	£0.00	£11.89	£0.63	£33.78	£0.00	£1.40	£8.65	£5.58	£0.00	£0.25	£3.32	£66.34
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.00	£0.00	£13.05	£0.00	£0.00	£0.00	£0.00	£0.71	£14.23
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.92	£0.00	£0.00	£3.86	£0.00	£0.00	£0.00	£0.22	£11.00
Vauxhall	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£16.28	£0.00	£4.66	£3.68	£0.00	£0.00	£0.00	£0.51	£25.46
West Norwood/Tulse Hill	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.61	£0.00	£1.24	£3.50	£5.93	£22.12	£4.21	£12.54	£50.14
LB Lambeth Other															
Sainsbury's, Nine Elms	£0.00	£0.00	£0.00	£0.00	£0.00	£0.94	£20.35	£0.00	£12.74	£6.62	£0.23	£0.32	£0.00	£0.00	£41.20
Tesco, South Clapham	£0.00	£0.00	£0.00	£0.92	£9.77	£1.09	£0.61	£0.00	£0.00	£0.37	£0.46	£0.95	£0.00	£1.93	£16.11
Tesco, Kennington Lane, Oval	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.42	£0.00	£28.44	£4.60	£0.00	£0.00	£0.00	£1.81	£36.28
Local shopping facilities	£0.00	£0.00	£0.00	£0.46	£14.87	£12.19	£7.12	£0.54	£20.05	£37.34	£6.63	£14.75	£29.44	£7.55	£150.94
LB Lambeth Total	£1.54	£0.55	£0.33	£6.89	£76.46	£15.63	£98.28	£0.54	£84.07	£131.53	£94.51	£63.42	£91.66	£38.43	£703.85
Other destinations															
Croydon	£0.34	£0.00	£0.00	£0.46	£1.49	£0.63	£0.00	£0.00	£0.00	£0.00	£1.28	£0.00	£3.71	n/a	£7.90
Hammersmith/Fulham/Chelsea	£10.09	£7.24	£1.55	£1.61	£2.55	£17.35	£1.83	£72.80	£2.33	£2.21	£0.00	£0.00	£0.37	n/a	£119.92
Kingston	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.68
Merton	£17.61	£2.73	£33.67	£107.88	£6.80	£0.31	£0.41	£1.52	£1.71	£1.10	£3.02	£3.06	£8.91	n/a	£188.73
Richmond	£0.51	£18.17	£4.08	£0.46	£0.00	£0.00	£1.02	£0.33	£0.31	£0.00	£0.00	£0.00	£0.99	n/a	£25.87
Southwark	£0.34	£0.00	£0.00	£1.15	£3.19	£0.31	£4.48	£0.00	£42.42	£26.49	£4.53	£33.40	£14.23	n/a	£130.54
Other	£2.05	£1.91	£2.54	£1.38	£3.40	£2.34	£4.68	£1.52	£11.50	£4.78	£1.74	£1.69	£1.73	n/a	£41.27
Other Total	£31.64	£30.06	£41.84	£112.93	£17.42	£20.95	£12.41	£76.16	£58.28	£34.58	£10.58	£38.14	£29.93	n/a	£514.92
Market Share Total	£171.01	£136.63	£110.39	£229.54	£212.40	£156.33	£203.48	£108.49	£155.40	£183.96	£116.24	£105.36	£123.70		£2,092.77

Table 12A: Wandsworth Convenience Floorspace and Benchmark Turnover

Centre	Stores	Sales Floorspace sq.m net	Convenience Sales %	Convenience Sales sq.m net	Turnover Density £ per sq.m net	Total Turnover £Million	
Clapham Junction	Asda, Lavender Hill	3,948	75%	2,961	£15,095	£44.70	
	Lidl, Falcon Lane	929	80%	743	£3,224	£2.40	
	Marks & Spencer Simply Food, St John's Hill	186	95%	177	£11,519	£2.04	
	Marks & Spencer Food Hall, St John's Road	800	100%	800	£11,519	£9.22	
	Co-op, Northcote Road	669	95%	636	£7,745	£4.92	
	Sainsbury's Local, St John's Hill	279	95%	265	£13,405	£3.55	
	Whole Foods	350	90%	315	£10,000	£3.15	
	Waitrose, St John's Road	800	95%	760	£12,209	£9.28	
	Tesco Express, Battersea Rise	157	95%	149	£13,228	£1.97	
	Other Town Centre Shops	1,800	100%	1,800	£6,000	£10.80	
	Sub-Total		9,918		8,606		£92.02
	Wandsworth	Sainsbury's, Garratt Lane	4,131	70%	2,892	£13,405	£38.76
Tesco Express, Wandsworth High Street		200	95%	190	£13,228	£2.51	
Waitrose, Southside Shopping Centre		2,053	90%	1,848	£12,209	£22.56	
Other Town Centre Shops		630	100%	630	£6,000	£3.78	
Sub-Total			7,014		5,559		£67.62
Putney	Co-op, Upper Richmond Road, Putney	400	95%	380	£7,745	£2.94	
	Marks & Spencer, Food Hall, Putney High Street	966	95%	918	£11,519	£10.57	
	Sainsbury's Local, Lower Richmond Road, Putney	185	95%	176	£13,405	£2.36	
	Sainsbury's, Werter Road, Putney	1,469	90%	1,322	£13,405	£17.72	
	Tesco Express, Putney High Street, Putney	152	95%	144	£13,228	£1.91	
	Waitrose, Putney Exchange	1,687	90%	1,518	£12,209	£18.54	
	Other Town Centre Shops	1,178	100%	1,178	£6,000	£7.07	
	Sub-Total		6,037		5,636		£61.11
Balham	Sainsbury's, Balham High Road, Balham	2,581	85%	2,194	£13,405	£29.41	
	Waitrose, Balham High Road, Balham	1,435	90%	1,292	£12,209	£15.77	
	Lidl, Balham High Road	392	90%	353	£3,224	£1.14	
	Other Town Centre Shops	1,407	100%	1,407	£6,000	£8.44	
	Sub-Total		5,815		5,245		£54.76
Tooting	Co-op, Mitcham Road, Tooting	505	95%	480	£7,745	£3.72	
	Iceland, Tooting High Street, Tooting	397	95%	377	£7,126	£2.69	
	Sainsbury's Local, Mitcham Road	200	95%	190	£13,405	£2.55	
	Sainsbury's, Tooting High Street	1,871	85%	1,590	£13,405	£21.32	
	Tesco Express, Mitcham Road	206	95%	196	£13,228	£2.59	
	Tesco Express, Upper Tooting Road	247	95%	235	£13,228	£3.10	
	Other Town Centre Shops	4,039	100%	4,039	£6,000	£24.23	
	Sub-Total		7,465		7,107		£60.20
	Other Food Stores LB Wandsworth	Asda, Roehampton	5,353	60%	3,212	£15,095	£48.48
Co-op, Danesbury Avenue, Roehampton		204	95%	194	£7,745	£1.50	
Sainsbury's Local, Old York Road, Wandsworth		200	95%	190	£13,405	£2.55	
Sainsbury's Local, Queenstown		274	95%	260	£13,405	£3.49	
Sainsbury's Local, Battersea Park Road		279	95%	265	£13,405	£3.55	
Sainsbury's Local, Garratts Lane, Earlsfield		200	95%	190	£13,405	£2.55	
Sainsbury's Local, Merton Road, Southfields		150	95%	143	£13,405	£1.91	
Sainsbury's Local, Southfields, Station		150	95%	143	£13,405	£1.91	
Tesco Express, Battersea Reach		200	95%	190	£13,228	£2.51	
Tesco Express, Garratt Lane, Earlsfield		150	95%	143	£13,228	£1.88	
Tesco Express, Falcon Road Battersea		150	95%	143	£13,228	£1.88	
Tesco Express, Balham High Road, Tooting Bec		212	95%	201	£13,228	£2.66	
Tesco Express, Replingham Road		150	95%	143	£13,228	£1.88	
Tesco Metro, 275-277 Battersea Park Road		1,100	90%	990	£13,228	£13.10	
Sub-Total			8,772		6,405		£89.87
		Local Centres	6,100	100%	6,100	£6,000	£36.60
		Important Local Parades	4,200	100%	4,200	£6,000	£25.20
GRAND TOTAL	GRAND TOTAL	55,321		48,858	£9,975	£487.36	

Sources: Wandsworth Land Use Survey 2012, Institute of Grocery Distribution, Goad Plans, LB Wandsworth and Verdict Research

Table 13A: Wandsworth Borough Convenience Turnover and Capacity (Existing Surplus and Growth)

Town	2012	2014	2019	2024	2029
Available Expenditure in Borough					
VNEB Developments (Battersea PS at 2024)	n/a	n/a	£79.41	£102.55	£110.38
Clapham Junction	£129.70	£132.07	£119.58	£124.04	£131.74
Wandsworth	£115.25	£117.54	£124.90	£132.49	£139.89
Balham	£106.50	£108.19	£107.04	£111.11	£117.12
Putney	£117.49	£119.37	£125.62	£132.63	£139.04
Tooting	£62.12	£62.60	£61.96	£64.73	£67.63
Asda, Roehampton	£46.11	£46.53	£48.56	£51.02	£53.47
Local shopping facilities	£98.79	£100.46	£102.56	£108.82	£114.73
Total	£675.97	£686.75	£769.64	£827.38	£874.01
Benchmark Turnover					
Clapham Junction	£92.02	£92.02	£92.02	£92.02	£92.02
Wandsworth (extended Sainsbury's at 2019)	£67.62	£67.62	£74.32	£74.32	£74.32
Balham	£54.76	£54.76	£53.35	£53.35	£53.35
Putney	£61.11	£61.11	£59.93	£59.93	£59.93
Tooting	£60.20	£60.20	£60.20	£60.20	£60.20
Asda, Roehampton	£48.48	£48.48	£48.48	£48.48	£48.48
Local shopping facilities	£103.19	£103.19	£103.19	£103.19	£103.19
Total	£487.38	£487.38	£491.49	£491.49	£491.49
Surplus Expenditure					
Clapham Junction	£37.68	£40.05	£27.56	£32.02	£39.72
Wandsworth	£47.63	£49.92	£50.58	£58.17	£65.57
Balham	£51.74	£53.43	£53.69	£57.76	£63.77
Putney	£56.38	£58.26	£65.69	£72.70	£79.11
Tooting	£1.92	£2.40	£1.76	£4.53	£7.43
Asda, Roehampton	-£2.37	-£1.95	£0.08	£2.54	£4.99
Local shopping facilities	-£4.40	-£2.73	-£0.63	£5.63	£11.54
Total	£188.59	£199.37	£198.74	£233.34	£272.14
Turnover Density for New Floorspace £ psm					
Large Food Stores	£13,000	£13,000	£13,000	£13,000	£13,000
Local shopping facilities	£6,000	£6,000	£6,000	£6,000	£6,000
Floorspace sq.m (net)					
Clapham Junction	2,898	3,081	2,120	2,463	3,055
Wandsworth	3,664	3,840	3,891	4,474	5,044
Balham	3,980	4,110	4,130	4,443	4,905
Putney	4,337	4,481	5,053	5,593	6,086
Tooting	148	185	135	349	572
Asda, Roehampton	-182	-150	6	195	384
Local shopping facilities	-734	-456	-104	938	1,924
Total	14,112	15,091	15,232	18,455	21,970
Floorspace sq.m (gross)					
Clapham Junction	4,140	4,401	3,029	3,518	4,365
Wandsworth	5,234	5,485	5,558	6,392	7,205
Balham	5,686	5,872	5,900	6,347	7,008
Putney	6,196	6,402	7,219	7,989	8,694
Tooting	211	264	193	498	817
Asda, Roehampton	-260	-215	9	279	548
Local shopping facilities	-978	-607	-139	1,251	2,565
Total	20,229	21,601	21,769	26,274	31,202

Commitments - Convenience floorspace/benchmark turnover
 Waitrose, Embassy Gardens VNEB, 1,162 sq m net at £12,209 = £14.19m
 Food superstore at NCGM, 3,000 sq m net at £13,000 = £39m
 Other convenience goods at NCGM, VNEB - 1,000 sq m net at £6,000 = £6m
 Riverlight, VNEB - 400 sq m net at £6,000 = £2.4m
 Nine Elms Parkside, VNEB - 500 sq m net at £6,000 = £3m
 Food store at Battersea Power Station - 2,900 sq m net at £13,000 = £37.7m
 Sainsbury's Extension Garratt Lane - 500 sq m net at £13,405 = £6.7

Sources: Tables 5A to 11A

Table 14A: Wandsworth Borough Convenience Turnover and Capacity (Population and Expenditure Growth Only)

Town	2012	2014	2019	2024	2029
Available Expenditure in Borough					
VNEB Developments	n/a	n/a	£79.41	£102.55	£110.38
Clapham Junction	£129.70	£132.07	£119.58	£124.04	£131.74
Wandsworth	£115.25	£117.54	£124.90	£132.49	£139.89
Balham	£106.50	£108.19	£107.04	£111.11	£117.12
Putney	£117.49	£119.37	£125.62	£132.63	£139.04
Tooting	£62.12	£62.60	£61.96	£64.73	£67.63
Asda, Roehampton	£46.11	£46.53	£48.56	£51.02	£53.47
Local shopping facilities	£98.79	£100.46	£102.56	£108.82	£114.73
Total	£675.97	£686.75	£769.64	£827.38	£874.01
Benchmark Turnover					
Clapham Junction	£129.70	£129.70	£129.70	£129.70	£129.70
Wandsworth	£115.25	£115.25	£121.95	£121.95	£121.95
Balham	£106.50	£106.50	£106.50	£106.50	£106.50
Putney	£117.49	£117.49	£117.49	£117.49	£117.49
Tooting	£62.12	£62.12	£62.12	£62.12	£62.12
Asda, Roehampton	£46.11	£46.11	£46.11	£46.11	£46.11
Local shopping facilities	£98.79	£98.79	£98.79	£98.79	£98.79
Total	£675.97	£675.97	£682.67	£682.67	£682.67
Surplus Expenditure					
Clapham Junction	£0.00	£2.37	£-10.12	£-5.66	£2.04
Wandsworth	£0.00	£2.28	£2.95	£10.53	£17.94
Balham	£0.00	£1.69	£0.54	£4.60	£10.62
Putney	£0.00	£1.87	£8.13	£15.14	£21.55
Tooting	£0.00	£0.48	£-0.16	£2.61	£5.51
Asda, Roehampton	£0.00	£0.41	£2.45	£4.91	£7.36
Local shopping facilities	£0.00	£1.67	£3.78	£10.03	£15.94
Total	£0.00	£10.78	£7.57	£42.16	£80.96
Turnover Density for New Floorspace £ psm					
Large Food Stores	£13,000	£13,000	£13,000	£13,000	£13,000
Local shopping facilities	£6,000	£6,000	£6,000	£6,000	£6,000
Floorspace sq.m (net)					
Clapham Junction	0	182	-778	-436	157
Wandsworth	0	176	227	810	1,380
Balham	0	130	42	354	817
Putney	0	144	625	1,164	1,658
Tooting	0	37	-13	201	424
Asda, Roehampton	0	32	189	377	566
Local shopping facilities	0	278	629	1,672	2,657
Total	0	979	921	4,144	7,659
Floorspace sq.m (gross)					
Clapham Junction	0	261	-1,112	-622	224
Wandsworth	0	251	324	1,158	1,971
Balham	0	186	60	506	1,167
Putney	0	206	893	1,664	2,368
Tooting	0	52	-18	287	606
Asda, Roehampton	0	46	269	539	809
Local shopping facilities	0	371	839	2,229	3,543
Total	0	1,372	1,255	5,760	10,688

Commitments - Convenience floorspace/benchmark turnover

Waitrose, Embassy Gardens VNEB, 1,162 sq m net at £12,209 = £14.19m
 Food superstore at NCGM, 3,000 sq m net at £13,000 = £39m
 Other convenience goods at NCGM, VNEB - 1,000 sq m net at £6,000 = £6m
 Riverlight, VNEB - 400 sq m net at £6,000 = £2.4m
 Nine Elms Parkside, VNEB - 500 sq m net at £6,000 = £3m
 Food store at Battersea Power Station - 2,900 sq m net at £13,000 = £37.7m
 Sainsbury's Extension Garratt Lane - 500 sq m net at £13,405 = £6.7

Sources: Tables 5A to 11A

Appendix 3 Comparison Assessment

Table 1B: Population Projections

Zone Area	2010	2012	2014	2019	2024	2029
Zone 1: Wandsworth	55,811	57,283	58,963	63,132	65,518	66,425
Zone 2 - Putney/Barnes	44,426	45,517	46,605	49,131	50,448	51,029
Zone 3 - Roehampton	51,573	51,718	51,874	52,288	52,751	53,181
Zone 4 - Tooting/Merton	97,372	98,271	99,083	100,836	101,735	102,401
Zone 5 - Balham/Streatham	75,988	77,263	78,911	82,668	84,822	86,317
Zone 6 - Clapham Junction	61,095	61,907	62,715	64,712	66,260	67,624
Zone 7 - Queenstown/Nine Elms	69,733	72,816	75,618	82,010	88,648	92,753
Zone 8 - Hammersmith/Fulham	34,532	35,632	36,274	37,658	38,436	39,060
Zone 9 - Waterloo	60,135	64,479	67,300	73,814	79,468	83,556
Zone 10 - Brixton	78,082	79,846	81,385	84,770	87,902	90,291
Zone 11 - Streatham	43,929	44,782	45,823	47,906	49,431	51,613
Zone 12 - West Norwood/Tulse Hill	41,932	43,197	44,212	46,326	48,028	49,538
Zone 13 - Upper Norwood	57,099	57,756	58,562	60,051	60,973	61,711
Total	771,707	790,465	807,326	845,303	874,421	895,498

Sources: Experian MMG3 Population for postcodes 2010 and GLA 2011 standard fertility ward level projections

Table 2B: Comparison Expenditure Per Capita (2011 Prices)

Expenditure Per Capita	2012	2014	2019	2024	2029
Zone 1: Wandsworth	£4,136	£4,235	£4,698	£5,350	£6,164
Zone 2 - Putney/Barnes	£4,381	£4,486	£4,976	£5,666	£6,529
Zone 3 - Roehampton	£2,985	£3,056	£3,390	£3,861	£4,449
Zone 4 - Tooting/Merton	£3,395	£3,476	£3,856	£4,391	£5,060
Zone 5 - Balham/Streatham	£3,909	£4,003	£4,441	£5,057	£5,827
Zone 6 - Clapham Junction	£3,517	£3,602	£3,995	£4,550	£5,243
Zone 7 - Queenstown/Nine Elms	£3,141	£3,216	£3,568	£4,063	£4,681
Zone 8 - Hammersmith/Fulham	£4,622	£4,733	£5,250	£5,978	£6,889
Zone 9 - Waterloo	£2,395	£2,452	£2,720	£3,097	£3,569
Zone 10 - Brixton	£2,744	£2,810	£3,117	£3,550	£4,091
Zone 11 - Streatham	£3,205	£3,282	£3,640	£4,146	£4,777
Zone 12 - West Norwood/Tulse	£3,072	£3,146	£3,490	£3,974	£4,579
Zone 13 - Upper Norwood	£2,722	£2,787	£3,091	£3,520	£4,056

Sources:

*Experian local estimates for 2011 comparison goods expenditure per capita
(Excluding special forms of trading)*

Experian Business Strategies - recommended forecast growth rates

Table 3B: Total Comparison Goods Expenditure (£M - 2010 Prices)

Zone	2012	2014	2019	2024	2029	Growth 2012-2019	Growth 2012-2024	Growth 2012-2029
Zone 1: Wandsworth	£236.92	£249.70	£296.59	£350.50	£409.47	25.2%	47.9%	72.8%
Zone 2 - Putney/Barnes	£199.40	£209.05	£244.48	£285.86	£333.18	22.6%	43.4%	67.1%
Zone 3 - Roehampton	£154.37	£158.54	£177.27	£203.66	£236.58	14.8%	31.9%	53.3%
Zone 4 - Tooting/Merton	£333.63	£344.43	£388.85	£446.75	£518.15	16.6%	33.9%	55.3%
Zone 5 - Balham/Streatham	£302.05	£315.87	£367.09	£428.91	£502.94	21.5%	42.0%	66.5%
Zone 6 - Clapham Junction	£217.75	£225.87	£258.55	£301.46	£354.52	18.7%	38.4%	62.8%
Zone 7 - Queenstown/Nine Elms	£228.71	£243.20	£292.59	£360.16	£434.22	27.9%	57.5%	89.9%
Zone 8 - Hammersmith/Fulham	£164.69	£171.67	£197.70	£229.79	£269.07	20.0%	39.5%	63.4%
Zone 9 - Waterloo	£154.40	£165.01	£200.77	£246.14	£298.21	30.0%	59.4%	93.1%
Zone 10 - Brixton	£219.14	£228.70	£264.26	£312.04	£369.34	20.6%	42.4%	68.5%
Zone 11 - Streatham	£143.52	£150.37	£174.40	£204.92	£246.54	21.5%	42.8%	71.8%
Zone 12 - West Norwood/Tulse Hill	£132.72	£139.09	£161.67	£190.87	£226.85	21.8%	43.8%	70.9%
Zone 13 - Upper Norwood	£157.19	£163.20	£185.65	£214.65	£250.33	18.1%	36.6%	59.3%
Total	£2,644.49	£2,764.70	£3,209.87	£3,775.71	£4,449.42	4.5%	42.8%	68.3%

Sources: Table 1B and Table 2B

Table 4B: Comparison Shopping Penetration Rates 2012

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
Clapham Junction	5.5%	0.5%	0.4%	2.4%	10.9%	27.4%	13.4%	0.1%	1.8%	3.3%	3.7%	1.0%	0.9%	5.0%
Wandsworth	36.4%	7.7%	7.3%	7.1%	10.3%	19.5%	10.2%	9.6%	1.5%	1.4%	2.8%	0.3%	0.5%	2.0%
Balham	0.6%	0.0%	0.1%	4.9%	11.0%	0.2%	1.1%	0.0%	0.0%	0.8%	0.7%	0.2%	0.3%	2.0%
Putney	4.6%	38.5%	20.9%	0.6%	0.9%	0.1%	0.0%	19.2%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
Tooting	1.5%	0.0%	0.2%	13.5%	3.2%	0.8%	1.4%	0.0%	0.0%	0.4%	0.9%	0.0%	1.1%	2.0%
Other/local shopping facilities	3.1%	1.0%	4.2%	0.1%	0.1%	0.1%	0.4%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%
LB Wandsworth Total	51.7%	47.7%	33.1%	28.6%	36.4%	48.1%	26.5%	29.3%	3.5%	6.1%	8.1%	1.5%	2.8%	
LB Lambeth Main Centres														
Brixton	0.1%	0.0%	0.0%	0.0%	1.2%	0.1%	8.0%	0.0%	2.9%	24.0%	11.5%	10.2%	1.8%	5.0%
Streatham	0.0%	0.0%	0.0%	0.6%	8.9%	0.0%	0.2%	0.0%	0.2%	0.9%	25.0%	4.1%	17.3%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.2%	2.9%	0.4%	10.1%	0.0%	0.4%	1.8%	1.6%	0.0%	0.0%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	1.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	10.0%
West Norwood/Tulse Hill	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	1.0%	3.8%	9.1%	1.3%	2.0%
Other/local shopping facilities	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%	3.1%	0.0%	14.1%	9.4%	1.4%	5.1%	6.4%	2.0%
LB Lambeth Total	0.7%	0.0%	0.0%	0.8%	14.0%	1.7%	24.4%	0.0%	22.6%	37.3%	43.3%	28.5%	26.8%	
Other destinations														
Central London/West End	8.1%	16.4%	9.4%	12.5%	16.5%	13.4%	27.3%	12.3%	38.8%	32.3%	17.5%	23.2%	9.3%	n/a
Croydon	1.4%	0.5%	1.0%	5.3%	7.7%	3.1%	5.2%	1.0%	2.2%	5.1%	17.7%	18.0%	43.7%	n/a
Hammersmith/Fulham/Chelsea	9.6%	7.8%	4.4%	3.2%	10.4%	18.5%	9.0%	46.1%	4.7%	3.1%	3.2%	4.5%	1.4%	n/a
Kingston	11.0%	11.8%	21.4%	6.2%	3.0%	1.1%	0.5%	3.4%	0.5%	0.1%	2.0%	0.3%	0.8%	n/a
Merton	13.8%	4.3%	23.7%	39.3%	5.8%	1.7%	1.2%	1.9%	0.1%	0.2%	3.5%	0.8%	2.2%	n/a
Richmond	0.2%	7.3%	2.7%	0.3%	0.1%	0.0%	0.3%	0.6%	0.1%	0.0%	0.1%	0.0%	0.1%	n/a
Southwark	0.1%	0.0%	0.1%	0.0%	0.1%	0.2%	2.4%	0.0%	20.1%	7.2%	1.7%	13.7%	1.0%	n/a
Other	3.4%	4.2%	4.2%	3.8%	6.0%	12.2%	4.5%	5.4%	9.0%	8.6%	2.9%	9.5%	11.9%	n/a
Other Total	47.6%	52.3%	66.9%	70.6%	49.6%	50.2%	50.4%	70.7%	75.5%	56.6%	48.6%	70.0%	70.4%	
Market Share Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	101.3%	100.0%	101.6%	100.0%	100.0%	100.0%	100.0%	

Source: NEMS Household Survey, October 2012

Table 5B: Comparison Goods Expenditure 2012 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2012	£236.92	£199.40	£154.37	£333.63	£302.05	£217.75	£228.71	£164.69	£154.40	£219.14	£143.52	£132.72	£157.19		£2,644.49
LB Wandsworth Main Centres															
Clapham Junction	£13.03	£1.00	£0.62	£8.01	£32.92	£59.66	£30.65	£0.16	£2.78	£7.23	£5.31	£1.33	£1.41	£8.64	£172.75
Wandsworth	£86.24	£15.35	£11.27	£23.69	£31.11	£42.46	£23.33	£15.81	£2.32	£3.07	£4.02	£0.40	£0.79	£5.30	£265.15
Balham	£1.42	£0.00	£0.15	£16.35	£33.23	£0.44	£2.52	£0.00	£0.00	£1.75	£1.00	£0.27	£0.47	£1.18	£58.77
Putney	£10.90	£76.77	£32.26	£2.00	£2.72	£0.22	£0.00	£31.62	£0.00	£0.44	£0.00	£0.00	£0.00	£3.20	£160.13
Tooting	£3.55	£0.00	£0.31	£45.04	£9.67	£1.74	£3.20	£0.00	£0.00	£0.88	£1.29	£0.00	£1.73	£1.38	£68.79
Other/local shopping facilities	£7.34	£1.99	£6.48	£0.33	£0.30	£0.22	£0.91	£0.66	£0.31	£0.00	£0.00	£0.00	£0.00	£0.19	£18.75
LB Wandsworth Total	£122.49	£95.11	£51.10	£95.42	£109.95	£104.74	£60.61	£48.25	£5.40	£13.37	£11.63	£1.99	£4.40	£19.88	£744.33
LB Lambeth Main Centres															
Brixton	£0.24	£0.00	£0.00	£0.00	£3.62	£0.22	£18.30	£0.00	£4.48	£52.59	£16.51	£13.54	£2.83	£5.91	£118.23
Streatham	£0.00	£0.00	£0.00	£2.00	£26.88	£0.00	£0.46	£0.00	£0.31	£1.97	£35.88	£5.44	£27.19	£5.27	£105.41
Clapham High Street	£1.18	£0.00	£0.00	£0.67	£8.76	£0.87	£23.10	£0.00	£0.62	£3.94	£2.30	£0.00	£0.00	£2.18	£43.62
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.25	£0.00	£0.00	£0.00	£0.00	£0.11	£5.36
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£3.20	£0.00	£0.00	£0.44	£0.00	£0.00	£0.00	£0.08	£4.02
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.97	£0.00	£2.47	£0.00	£0.00	£0.00	£0.00	£0.60	£6.05
West Norwood/Tulse Hill	£0.24	£0.00	£0.00	£0.00	£0.30	£0.00	£0.69	£0.00	£0.00	£2.19	£5.45	£12.08	£2.04	£0.47	£23.46
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£2.42	£2.61	£7.09	£0.00	£21.77	£20.60	£2.01	£6.77	£10.06	£1.50	£74.82
LB Lambeth Total	£1.66	£0.00	£0.00	£2.67	£42.29	£3.70	£55.81	£0.00	£34.89	£81.74	£62.15	£37.83	£42.13	£16.12	£380.97
Other destinations															
Central London/West End	£19.19	£32.70	£14.51	£41.70	£49.84	£29.18	£62.44	£20.26	£59.91	£70.78	£25.12	£30.79	£14.62	n/a	£471.03
Croydon	£3.32	£1.00	£1.54	£17.68	£23.26	£6.75	£11.89	£1.65	£3.40	£11.18	£25.40	£23.89	£68.69	n/a	£199.65
Hammersmith/Fulham/Chelsea	£22.74	£15.55	£6.79	£10.68	£31.41	£40.28	£20.58	£75.92	£7.26	£6.79	£4.59	£5.97	£2.20	n/a	£250.78
Kingston	£26.06	£23.53	£33.03	£20.69	£9.06	£2.40	£1.14	£5.60	£0.77	£0.22	£2.87	£0.40	£1.26	n/a	£127.03
Merton	£32.69	£8.57	£36.58	£131.12	£17.52	£3.70	£2.74	£3.13	£0.15	£0.44	£5.02	£1.06	£3.46	n/a	£246.20
Richmond	£0.47	£14.56	£4.17	£1.00	£0.30	£0.00	£0.69	£0.99	£0.15	£0.00	£0.14	£0.00	£0.16	n/a	£22.63
Southwark	£0.24	£0.00	£0.15	£0.00	£0.30	£0.44	£5.49	£0.00	£31.03	£15.78	£2.44	£18.18	£1.57	n/a	£75.62
Other	£8.06	£8.37	£6.48	£12.68	£18.12	£26.57	£10.29	£8.89	£13.90	£18.85	£4.16	£12.61	£18.71	n/a	£167.68
Other Total	£112.77	£104.29	£103.27	£235.54	£149.82	£109.31	£115.27	£116.43	£116.57	£124.03	£69.75	£92.90	£110.66	n/a	£1,560.63
Market Share Total	£236.92	£199.40	£154.37	£333.63	£302.05	£217.75	£231.69	£164.69	£156.87	£219.14	£143.52	£132.72	£157.19	£36.00	£2,685.94

Source: Table 3B and 4B

Table 6B: Comparison Expenditure 2014 £Million (Constant market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2014	£249.70	£209.05	£158.54	£344.43	£315.87	£225.87	£243.20	£171.67	£165.01	£228.70	£150.37	£139.09	£163.20		£2,764.70
LB Wandsworth Main Centres															
Clapham Junction	£13.73	£1.05	£0.63	£8.27	£34.43	£61.89	£32.59	£0.17	£2.97	£7.55	£5.56	£1.39	£1.47	£9.04	£180.74
Wandsworth	£90.89	£16.10	£11.57	£24.45	£32.53	£44.05	£24.81	£16.48	£2.48	£3.20	£4.21	£0.42	£0.82	£5.55	£277.55
Balham	£1.50	£0.00	£0.16	£16.88	£34.75	£0.45	£2.68	£0.00	£0.00	£1.83	£1.05	£0.28	£0.49	£1.23	£61.28
Putney	£11.49	£80.48	£33.13	£2.07	£2.84	£0.23	£0.00	£32.96	£0.00	£0.46	£0.00	£0.00	£0.00	£3.34	£167.00
Tooting	£3.75	£0.00	£0.32	£46.50	£10.11	£1.81	£3.40	£0.00	£0.00	£0.91	£1.35	£0.00	£1.80	£1.43	£71.37
Other/local shopping facilities	£7.74	£2.09	£6.66	£0.34	£0.32	£0.23	£0.97	£0.69	£0.33	£0.00	£0.00	£0.00	£0.00	£0.20	£19.56
LB Wandsworth Total	£129.09	£99.72	£52.48	£98.51	£114.98	£108.64	£64.45	£50.30	£5.78	£13.95	£12.18	£2.09	£4.57	£20.78	£777.50
LB Lambeth Main Centres															
Brixton	£0.25	£0.00	£0.00	£0.00	£3.79	£0.23	£19.46	£0.00	£4.79	£54.89	£17.29	£14.19	£2.94	£6.20	£124.01
Streatham	£0.00	£0.00	£0.00	£2.07	£28.11	£0.00	£0.49	£0.00	£0.33	£2.06	£37.59	£5.70	£28.23	£5.50	£110.09
Clapham High Street	£1.25	£0.00	£0.00	£0.69	£9.16	£0.90	£24.56	£0.00	£0.66	£4.12	£2.41	£0.00	£0.00	£2.30	£46.05
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.61	£0.00	£0.00	£0.00	£0.00	£0.11	£5.72
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.32	£0.00	£3.40	£0.00	£0.00	£0.46	£0.00	£0.00	£0.00	£0.09	£4.26
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.16	£0.00	£2.64	£0.00	£0.00	£0.00	£0.00	£0.64	£6.45
West Norwood/Tulse Hill	£0.25	£0.00	£0.00	£0.00	£0.32	£0.00	£0.73	£0.00	£0.00	£2.29	£5.71	£12.66	£2.12	£0.49	£24.57
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£2.53	£2.71	£7.54	£0.00	£23.27	£21.50	£2.11	£7.09	£10.44	£1.58	£78.76
LB Lambeth Total	£1.75	£0.00	£0.00	£2.76	£44.22	£3.84	£59.34	£0.00	£37.29	£85.31	£65.11	£39.64	£43.74	£16.92	£399.91
Other destinations															
Central London/West End	£20.23	£34.28	£14.90	£43.05	£52.12	£30.27	£66.39	£21.12	£64.02	£73.87	£26.32	£32.27	£15.18	n/a	£494.02
Croydon	£3.50	£1.05	£1.59	£18.25	£24.32	£7.00	£12.65	£1.72	£3.63	£11.66	£26.62	£25.04	£71.32	n/a	£208.33
Hammersmith/Fulham/Chelsea	£23.97	£16.31	£6.98	£11.02	£32.85	£41.79	£21.89	£79.14	£7.76	£7.09	£4.81	£6.26	£2.28	n/a	£262.14
Kingston	£27.47	£24.67	£33.93	£21.35	£9.48	£2.48	£1.22	£5.84	£0.83	£0.23	£3.01	£0.42	£1.31	n/a	£132.21
Merton	£34.46	£8.99	£37.57	£135.36	£18.32	£3.84	£2.92	£3.26	£0.17	£0.46	£5.26	£1.11	£3.59	n/a	£255.31
Richmond	£0.50	£15.26	£4.28	£1.03	£0.32	£0.00	£0.73	£1.03	£0.17	£0.00	£0.15	£0.00	£0.16	n/a	£23.63
Southwark	£0.25	£0.00	£0.16	£0.00	£0.32	£0.45	£5.84	£0.00	£33.17	£16.47	£2.56	£19.06	£1.63	n/a	£79.89
Other	£8.49	£8.78	£6.66	£13.09	£18.95	£27.56	£10.94	£9.27	£14.85	£19.67	£4.36	£13.21	£19.42	n/a	£175.25
Other Total	£118.86	£109.33	£106.06	£243.17	£156.67	£113.39	£122.57	£121.37	£124.58	£129.45	£73.08	£97.36	£114.89	n/a	£1,630.79
Market Share Total	£249.70	£209.05	£158.54	£344.43	£315.87	£225.87	£246.36	£171.67	£167.65	£228.70	£150.37	£139.09	£163.20	£37.69	£2,808.20

Source: Table 3B and 4B

Table 7B: Comparison Expenditure 2019 £Million (Constant market shares)

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2019	£296.59	£244.48	£177.27	£388.85	£367.09	£258.55	£292.59	£197.70	£200.77	£264.26	£174.40	£161.67	£185.65		£3,209.87
LB Wandsworth Main Centres															
Clapham Junction	£16.31	£1.22	£0.71	£9.33	£40.01	£70.84	£39.21	£0.20	£3.61	£8.72	£6.45	£1.62	£1.67	£10.52	£210.43
Wandsworth	£107.96	£18.82	£12.94	£27.61	£37.81	£50.42	£29.84	£18.98	£3.01	£3.70	£4.88	£0.49	£0.93	£6.48	£323.87
Balham	£1.78	£0.00	£0.18	£19.05	£40.38	£0.52	£3.22	£0.00	£0.00	£2.11	£1.22	£0.32	£0.56	£1.42	£70.76
Putney	£13.64	£94.12	£37.05	£2.33	£3.30	£0.26	£0.00	£37.96	£0.00	£0.53	£0.00	£0.00	£0.00	£3.86	£193.06
Tooting	£4.45	£0.00	£0.35	£52.49	£11.75	£2.07	£4.10	£0.00	£0.00	£1.06	£1.57	£0.00	£2.04	£1.63	£81.51
Other/local shopping facilities	£9.19	£2.44	£7.45	£0.39	£0.37	£0.26	£1.17	£0.79	£0.40	£0.00	£0.00	£0.00	£0.00	£0.23	£22.69
LB Wandsworth Total	£153.33	£116.62	£58.68	£111.21	£133.62	£124.36	£77.54	£57.93	£7.03	£16.12	£14.13	£2.43	£5.20	£24.13	£902.31
LB Lambeth Main Centres															
Brixton	£0.30	£0.00	£0.00	£0.00	£4.41	£0.26	£23.41	£0.00	£5.82	£63.42	£20.06	£16.49	£3.34	£7.24	£144.74
Streatham	£0.00	£0.00	£0.00	£2.33	£32.67	£0.00	£0.59	£0.00	£0.40	£2.38	£43.60	£6.63	£32.12	£6.35	£127.07
Clapham High Street	£1.48	£0.00	£0.00	£0.78	£10.65	£1.03	£29.55	£0.00	£0.80	£4.76	£2.79	£0.00	£0.00	£2.73	£54.57
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.83	£0.00	£0.00	£0.00	£0.00	£0.14	£6.97
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£4.10	£0.00	£0.00	£0.53	£0.00	£0.00	£0.00	£0.10	£5.09
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.80	£0.00	£3.21	£0.00	£0.00	£0.00	£0.00	£0.78	£7.80
West Norwood/Tulse Hill	£0.30	£0.00	£0.00	£0.00	£0.37	£0.00	£0.88	£0.00	£0.00	£2.64	£6.63	£14.71	£2.41	£0.57	£28.51
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£2.94	£3.10	£9.07	£0.00	£28.31	£24.84	£2.44	£8.25	£11.88	£1.85	£92.68
LB Lambeth Total	£2.08	£0.00	£0.00	£3.11	£51.39	£4.40	£71.39	£0.00	£45.37	£98.57	£75.51	£46.08	£49.75	£19.76	£467.42
Other destinations															
Central London/West End	£24.02	£40.09	£16.66	£48.61	£60.57	£34.65	£79.88	£24.32	£77.90	£85.36	£30.52	£37.51	£17.27	n/a	£577.35
Croydon	£4.15	£1.22	£1.77	£20.61	£28.27	£8.01	£15.21	£1.98	£4.42	£13.48	£30.87	£29.10	£81.13	n/a	£240.22
Hammersmith/Fulham/Chelsea	£28.47	£19.07	£7.80	£12.44	£38.18	£47.83	£26.33	£91.14	£9.44	£8.19	£5.58	£7.28	£2.60	n/a	£304.35
Kingston	£32.62	£28.85	£37.94	£24.11	£11.01	£2.84	£1.46	£6.72	£1.00	£0.26	£3.49	£0.49	£1.49	n/a	£152.29
Merton	£40.93	£10.51	£42.01	£152.82	£21.29	£4.40	£3.51	£3.76	£0.20	£0.53	£6.10	£1.29	£4.08	n/a	£291.44
Richmond	£0.59	£17.85	£4.79	£1.17	£0.37	£0.00	£0.88	£1.19	£0.20	£0.00	£0.17	£0.00	£0.19	n/a	£27.38
Southwark	£0.30	£0.00	£0.18	£0.00	£0.37	£0.52	£7.02	£0.00	£40.35	£19.03	£2.96	£22.15	£1.86	n/a	£94.73
Other	£10.08	£10.27	£7.45	£14.78	£22.03	£31.54	£13.17	£10.68	£18.07	£22.73	£5.06	£15.36	£22.09	n/a	£203.29
Other Total	£141.17	£127.86	£118.59	£274.53	£182.08	£129.79	£147.47	£139.78	£151.58	£149.57	£84.76	£113.17	£130.69	n/a	£1,891.05
Market Share Total	£296.59	£244.48	£177.27	£388.85	£367.09	£258.55	£296.40	£197.70	£203.98	£264.26	£174.40	£161.67	£185.65	£43.90	£3,260.78

Source: Table 3B and 4B

Table 8B: Future Comparison Shopping Penetration Rates 2024 onwards

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow
LB Wandsworth Main Centres														
VNEB developments	5.0%	0.0%	0.0%	2.0%	10.0%	15.0%	20.0%	1.0%	10.0%	5.0%	5.0%	1.0%	1.0%	15.0%
Clapham Junction	5.0%	0.5%	0.4%	2.3%	9.4%	21.4%	9.0%	0.1%	1.5%	3.1%	3.4%	1.0%	0.9%	5.0%
Wandsworth	35.1%	10.0%	8.0%	7.0%	9.6%	17.5%	8.9%	9.5%	1.4%	1.3%	2.7%	0.3%	0.5%	2.0%
Balham	0.6%	0.0%	0.1%	4.8%	10.0%	0.2%	0.9%	0.0%	0.0%	0.8%	0.7%	0.2%	0.3%	2.0%
Putney	4.3%	36.2%	20.2%	0.6%	0.8%	0.1%	0.0%	18.9%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
Tooting	1.4%	0.0%	0.2%	13.3%	2.9%	0.7%	1.2%	0.0%	0.0%	0.4%	0.9%	0.0%	1.1%	2.0%
Other/local shopping facilities	3.1%	1.0%	4.2%	0.1%	0.1%	0.1%	0.4%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%
LB Wandsworth Total	54.5%	47.7%	33.1%	30.1%	42.8%	55.0%	40.4%	29.9%	13.1%	10.8%	12.7%	2.5%	3.8%	
LB Lambeth Main Centres														
Brixton	0.1%	0.0%	0.0%	0.0%	1.1%	0.1%	6.2%	0.0%	2.6%	22.8%	11.0%	10.1%	1.8%	5.0%
Streatham	0.0%	0.0%	0.0%	0.6%	8.1%	0.0%	0.2%	0.0%	0.2%	0.9%	23.6%	4.1%	17.1%	5.0%
Clapham High Street	0.5%	0.0%	0.0%	0.2%	2.5%	0.3%	7.5%	0.0%	0.3%	1.7%	1.5%	0.0%	0.0%	5.0%
Lower Marsh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	2.0%
Stockwell	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	1.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	2.0%
Vauxhall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	10.0%
West Norwood/Tulse Hill	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	1.0%	3.8%	9.1%	1.3%	2.0%
Other/local shopping facilities	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%	3.0%	0.0%	13.7%	9.3%	1.4%	5.1%	6.4%	2.0%
LB Lambeth Total	0.7%	0.0%	0.0%	0.8%	12.7%	1.6%	19.7%	0.0%	21.6%	35.9%	41.3%	28.4%	26.6%	
Other destinations														
Central London/West End	7.5%	16.4%	9.4%	12.2%	14.3%	10.6%	20.3%	12.1%	31.0%	29.8%	16.3%	22.7%	9.2%	n/a
Croydon	1.3%	0.5%	1.0%	5.2%	7.0%	2.7%	4.3%	1.0%	2.0%	4.9%	16.9%	17.8%	43.1%	n/a
Hammersmith/Fulham/Chelsea	9.1%	7.8%	4.4%	3.1%	9.5%	16.0%	7.5%	45.7%	4.2%	2.9%	3.0%	4.5%	1.4%	n/a
Kingston	10.5%	11.8%	21.4%	6.1%	2.7%	0.9%	0.4%	3.4%	0.4%	0.1%	1.9%	0.3%	0.8%	n/a
Merton	12.8%	4.3%	23.7%	38.4%	5.0%	1.4%	0.9%	1.9%	0.1%	0.2%	3.3%	0.8%	2.2%	n/a
Richmond	0.2%	7.3%	2.7%	0.3%	0.1%	0.0%	0.2%	0.6%	0.1%	0.0%	0.1%	0.0%	0.1%	n/a
Southwark	0.1%	0.0%	0.1%	0.0%	0.1%	0.2%	2.2%	0.0%	19.0%	7.0%	1.7%	13.6%	1.0%	n/a
Other	3.3%	4.2%	4.2%	3.8%	5.8%	11.6%	4.1%	5.4%	8.5%	8.4%	2.8%	9.4%	11.8%	n/a
Other Total	44.8%	52.3%	66.9%	69.1%	44.5%	43.4%	39.9%	70.1%	65.3%	53.3%	46.0%	69.1%	69.6%	
Market Share Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: NEMS Household Survey, October 2012 with NLP adjustment

Table 9B: Comparison Expenditure 2024 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2024	£350.50	£285.86	£203.66	£446.75	£428.91	£301.46	£360.16	£229.79	£246.14	£312.04	£204.92	£190.87	£214.65		£3,775.71
LB Wandsworth Main Centres															
VNEB developments	£17.53	£0.00	£0.00	£8.93	£42.89	£45.22	£72.03	£2.30	£24.61	£15.60	£10.25	£1.91	£2.15	£42.96	£286.37
Clapham Junction	£17.53	£1.43	£0.81	£10.28	£40.32	£64.51	£32.41	£0.23	£3.69	£9.67	£6.97	£1.91	£1.93	£10.09	£201.78
Wandsworth	£123.03	£28.59	£16.29	£31.27	£41.18	£52.76	£32.05	£21.83	£3.45	£4.06	£5.53	£0.57	£1.07	£7.38	£369.05
Balham	£2.10	£0.00	£0.20	£21.44	£42.89	£0.60	£3.24	£0.00	£0.00	£2.50	£1.43	£0.38	£0.64	£1.54	£76.98
Putney	£15.07	£103.48	£41.14	£2.68	£3.43	£0.30	£0.00	£43.43	£0.00	£0.62	£0.00	£0.00	£0.00	£4.29	£214.45
Tooting	£4.91	£0.00	£0.41	£59.42	£12.44	£2.11	£4.32	£0.00	£0.00	£1.25	£1.84	£0.00	£2.36	£1.82	£90.87
Other/local shopping facilities	£10.87	£2.86	£8.55	£0.45	£0.43	£0.30	£1.44	£0.92	£0.49	£0.00	£0.00	£0.00	£0.00	£0.27	£26.57
LB Wandsworth Total	£191.02	£136.35	£67.41	£134.47	£183.57	£165.80	£145.50	£68.71	£32.24	£33.70	£26.02	£4.77	£8.16	£68.34	£1,266.09
LB Lambeth Main Centres															
Brixton	£0.35	£0.00	£0.00	£0.00	£4.72	£0.30	£22.33	£0.00	£6.40	£71.15	£22.54	£19.28	£3.86	£7.94	£158.87
Streatham	£0.00	£0.00	£0.00	£2.68	£34.74	£0.00	£0.72	£0.00	£0.49	£2.81	£48.36	£7.83	£36.70	£7.07	£141.40
Clapham High Street	£1.75	£0.00	£0.00	£0.89	£10.72	£0.90	£27.01	£0.00	£0.74	£5.30	£3.07	£0.00	£0.00	£2.65	£53.05
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.12	£0.00	£0.00	£0.00	£0.00	£0.17	£8.29
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.43	£0.00	£4.68	£0.00	£0.00	£0.62	£0.00	£0.00	£0.00	£0.12	£5.85
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.32	£0.00	£3.69	£0.00	£0.00	£0.00	£0.00	£0.89	£8.90
West Norwood/Tulse Hill	£0.35	£0.00	£0.00	£0.00	£0.43	£0.00	£1.08	£0.00	£0.00	£3.12	£7.79	£17.37	£2.79	£0.67	£33.60
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£3.43	£3.62	£10.80	£0.00	£33.72	£29.02	£2.87	£9.73	£13.74	£2.18	£109.12
LB Lambeth Total	£2.45	£0.00	£0.00	£3.57	£54.47	£4.82	£70.95	£0.00	£53.17	£112.02	£84.63	£54.21	£57.10	£21.69	£519.09
Other destinations															
Central London/West End	£26.29	£46.88	£19.14	£54.50	£61.33	£31.96	£73.11	£27.80	£76.30	£92.99	£33.40	£43.33	£19.75	n/a	£606.79
Croydon	£4.56	£1.43	£2.04	£23.23	£30.02	£8.14	£15.49	£2.30	£4.92	£15.29	£34.63	£33.98	£92.51	n/a	£268.53
Hammersmith/Fulham/Chelsea	£31.90	£22.30	£8.96	£13.85	£40.75	£48.23	£27.01	£105.01	£10.34	£9.05	£6.15	£8.59	£3.01	n/a	£335.14
Kingston	£36.80	£33.73	£43.58	£27.25	£11.58	£2.71	£1.44	£7.81	£0.98	£0.31	£3.89	£0.57	£1.72	n/a	£172.40
Merton	£44.86	£12.29	£48.27	£171.55	£21.45	£4.22	£3.24	£4.37	£0.25	£0.62	£6.76	£1.53	£4.72	n/a	£324.13
Richmond	£0.70	£20.87	£5.50	£1.34	£0.43	£0.00	£0.72	£1.38	£0.25	£0.00	£0.20	£0.00	£0.21	n/a	£31.60
Southwark	£0.35	£0.00	£0.20	£0.00	£0.43	£0.60	£7.92	£0.00	£46.77	£21.84	£3.48	£25.96	£2.15	n/a	£109.71
Other	£11.57	£12.01	£8.55	£16.98	£24.88	£34.97	£14.77	£12.41	£20.92	£26.21	£5.74	£17.94	£25.33	n/a	£232.27
Other Total	£157.03	£149.50	£136.25	£308.70	£190.87	£130.83	£143.70	£161.08	£160.73	£166.32	£94.26	£131.89	£149.39	n/a	£2,080.56
Market Share Total	£350.50	£285.86	£203.66	£446.75	£428.91	£301.46	£360.16	£229.79	£246.14	£312.04	£204.92	£190.87	£214.65	£90.03	£3,865.74

Source: Table 3B and 8B

Table 10B: Comparison Expenditure 2029 £Million

Centre/Facilities	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Inflow	Total
Expenditure 2029	£409.47	£333.18	£236.58	£518.15	£502.94	£354.52	£434.22	£269.07	£298.21	£369.34	£246.54	£226.85	£250.33		£4,449.42
LB Wandsworth Main Centres															
VNEB developments	£20.47	£0.00	£0.00	£10.36	£50.29	£53.18	£86.84	£2.69	£29.82	£18.47	£12.33	£2.27	£2.50	£51.04	£340.27
Clapham Junction	£20.47	£1.67	£0.95	£11.92	£47.28	£75.87	£39.08	£0.27	£4.47	£11.45	£8.38	£2.27	£2.25	£11.91	£238.23
Wandsworth	£143.72	£33.32	£18.93	£36.27	£48.28	£62.04	£38.65	£25.56	£4.17	£4.80	£6.66	£0.68	£1.25	£8.66	£433.00
Balham	£2.46	£0.00	£0.24	£24.87	£50.29	£0.71	£3.91	£0.00	£0.00	£2.95	£1.73	£0.45	£0.75	£1.80	£90.16
Putney	£17.61	£120.61	£47.79	£3.11	£4.02	£0.35	£0.00	£50.85	£0.00	£0.74	£0.00	£0.00	£0.00	£5.00	£250.09
Tooting	£5.73	£0.00	£0.47	£68.91	£14.59	£2.48	£5.21	£0.00	£0.00	£1.48	£2.22	£0.00	£2.75	£2.12	£105.97
Other/local shopping facilities	£12.69	£3.33	£9.94	£0.52	£0.50	£0.35	£1.74	£1.08	£0.60	£0.00	£0.00	£0.00	£0.00	£0.31	£31.06
LB Wandsworth Total	£223.16	£158.93	£78.31	£155.96	£215.26	£194.99	£175.42	£80.45	£39.07	£39.89	£31.31	£5.67	£9.51	£80.85	£1,488.78
LB Lambeth Main Centres															
Brixton	£0.41	£0.00	£0.00	£0.00	£5.53	£0.35	£26.92	£0.00	£7.75	£84.21	£27.12	£22.91	£4.51	£9.46	£189.18
Streatham	£0.00	£0.00	£0.00	£3.11	£40.74	£0.00	£0.87	£0.00	£0.60	£3.32	£58.18	£9.30	£42.81	£8.36	£167.29
Clapham High Street	£2.05	£0.00	£0.00	£1.04	£12.57	£1.06	£32.57	£0.00	£0.89	£6.28	£3.70	£0.00	£0.00	£3.17	£63.33
Lower Marsh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.84	£0.00	£0.00	£0.00	£0.00	£0.20	£10.04
Stockwell	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£5.64	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.14	£7.03
Vauxhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.21	£0.00	£4.47	£0.00	£0.00	£0.00	£0.00	£1.08	£10.76
West Norwood/Tulse Hill	£0.41	£0.00	£0.00	£0.00	£0.50	£0.00	£1.30	£0.00	£0.00	£3.69	£9.37	£20.64	£3.25	£0.80	£39.97
Other/local shopping facilities	£0.00	£0.00	£0.00	£0.00	£4.02	£4.25	£13.03	£0.00	£40.85	£34.35	£3.45	£11.57	£16.02	£2.60	£130.15
LB Lambeth Total	£2.87	£0.00	£0.00	£4.15	£63.87	£5.67	£85.54	£0.00	£64.41	£132.59	£101.82	£64.43	£66.59	£25.81	£617.75
Other destinations															
Central London/West End	£30.71	£54.64	£22.24	£63.21	£71.92	£37.58	£88.15	£32.56	£92.44	£110.06	£40.19	£51.50	£23.03	n/a	£718.23
Croydon	£5.32	£1.67	£2.37	£26.94	£35.21	£9.57	£18.67	£2.69	£5.96	£18.10	£41.67	£40.38	£107.89	n/a	£316.44
Hammersmith/Fulham/Chelsea	£37.26	£25.99	£10.41	£16.06	£47.78	£56.72	£32.57	£122.97	£12.52	£10.71	£7.40	£10.21	£3.50	n/a	£394.10
Kingston	£42.99	£39.32	£50.63	£31.61	£13.58	£3.19	£1.74	£9.15	£1.19	£0.37	£4.68	£0.68	£2.00	n/a	£201.13
Merton	£52.41	£14.33	£56.07	£198.97	£25.15	£4.96	£3.91	£5.11	£0.30	£0.74	£8.14	£1.81	£5.51	n/a	£377.40
Richmond	£0.82	£24.32	£6.39	£1.55	£0.50	£0.00	£0.87	£1.61	£0.30	£0.00	£0.25	£0.00	£0.25	n/a	£36.86
Southwark	£0.41	£0.00	£0.24	£0.00	£0.50	£0.71	£9.55	£0.00	£56.66	£25.85	£4.19	£30.85	£2.50	n/a	£131.47
Other	£13.51	£13.99	£9.94	£19.69	£29.17	£41.12	£17.80	£14.53	£25.35	£31.02	£6.90	£21.32	£29.54	n/a	£273.90
Other Total	£183.44	£174.26	£158.27	£358.04	£223.81	£153.86	£173.25	£188.62	£194.73	£196.86	£113.41	£156.76	£174.23	n/a	£2,449.54
Market Share Total	£409.47	£333.18	£236.58	£518.15	£502.94	£354.52	£434.22	£269.07	£298.21	£369.34	£246.54	£226.85	£250.33	£106.66	£4,556.07

Source: Table 3B and 8B

Table 11B: Comparison Floorspace

Centre/Store		Gross Floorspace sq.m	Sales Floorspace sq.m net
Clapham Junction	Town centre comparison shops	30,890	21,623
	Food store comparison sales	n/a	1,312
	Homebase, York Road	3,000	2,700
Sub-Total		33,890	25,635
Wandsworth	Town centre comparison shops	23,720	17,790
	B&Q, Smugglers Way	5,000	4,750
	Homebase, Swandon Way	3,000	2,850
	Food store comparison sales	n/a	1,455
Sub-Total		31,720	26,845
Balham	Town centre comparison shops	8,610	6,027
	Food store comparison sales	n/a	570
Sub-Total		8,610	6,597
Putney	Town centre comparison shops	28,320	21,240
	Food store comparison sales	n/a	401
Sub-Total		28,320	21,641
Tooting	Town centre comparison shops	23,710	16,597
	Food store comparison sales	n/a	358
Sub-Total		23,710	16,955
Other/Local Centres	Battersea Park Road	970	582
	Bellevue Road	880	528
	Earlsfield	1,960	1,176
	Lavender Hill/Queenstown Road	3,310	1,986
	Mitcham Lane	2,040	1,224
	Roehampton	975	585
	Southfields	1,710	1,026
	Tooting Bec	4,840	2,904
	Other Local Shops	n/a	5,000
	Food store comparison sales	n/a	2,367
Sub-Total		16,685	17,378
GRAND TOTAL		142,935	115,051

Sources:

LB Wandsworth Land Use and Floorspace Survey 2012
Valuation Office (VOA)

Table 12B: Comparison Turnover and Capacity

Town	2012	2014	2019	2024	2029
Available Expenditure in Borough					
VNEB developments	n/a	n/a	n/a	£286.37	£340.27
Clapham Junction	£172.75	£180.74	£210.43	£201.78	£238.23
Wandsworth	£265.15	£277.55	£323.87	£369.05	£433.00
Balham	£58.77	£61.28	£70.76	£76.98	£90.16
Putney	£160.13	£167.00	£193.06	£214.45	£250.09
Tooting	£68.79	£71.37	£81.51	£90.87	£105.97
Other/local shopping facilities	£18.75	£19.56	£22.69	£26.57	£31.06
Total	£744.33	£777.50	£902.31	£1,266.09	£1,488.78
Turnover of Existing Facilities					
Clapham Junction	£172.75	£172.75	£188.87	£206.49	£225.76
Wandsworth	£265.15	£265.15	£335.56	£366.87	£401.09
Balham	£58.77	£58.77	£64.25	£70.25	£76.80
Putney	£160.13	£160.13	£175.07	£191.40	£209.26
Tooting	£68.79	£71.28	£77.93	£85.21	£93.16
Other/local shopping facilities	£18.75	£19.43	£21.24	£23.22	£25.39
Total	£744.33	£747.51	£862.92	£943.43	£1,031.45
Surplus Expenditure					
Clapham Junction	£0.00	£7.98	£21.56	-£4.71	£12.48
Wandsworth	£0.00	£12.40	-£11.69	£2.19	£31.90
Balham	£0.00	£2.51	£6.50	£6.73	£13.36
Putney	£0.00	£6.87	£17.99	£23.05	£40.83
Tooting	£0.00	£0.09	£3.57	£5.67	£12.81
Other/local shopping facilities	£0.00	£0.13	£1.45	£3.35	£5.67
Total	£0.00	£29.99	£39.39	£36.28	£117.06
Turnover Density for New Floorspace £ psm	£6,000	£6,218	£6,798	£7,432	£8,126
Floorspace (sq.m (net))					
Clapham Junction	0	1,284	3,172	-634	1,536
Wandsworth	0	1,995	-1,720	295	3,926
Balham	0	404	956	906	1,644
Putney	0	1,105	2,647	3,101	5,025
Tooting	0	14	526	763	1,577
Other/local shopping facilities	0	22	213	451	698
Total	0	4,823	5,794	4,881	14,406
Floorspace (sq.m (gross))					
Clapham Junction	0	1,712	4,229	-845	2,047
Wandsworth	0	2,660	-2,293	393	5,235
Balham	0	539	1,275	1,208	2,192
Putney	0	1,473	3,529	4,134	6,700
Tooting	0	19	701	1,017	2,102
Other/local shopping facilities	0	29	284	601	931
Total	0	6,431	7,726	6,508	19,207

Commitments - Comparison sales floorspace

Extended Sainsbury's, Garrett Lane - 1,000 sq m net at £7,986 = £7.99m

Southside, Garratt Lane - 6,718 sq m net at £6,798 = £45.67m

- department store = 4,505 sq m net comparison

- new comparison units = 1,722 sq m net

- refurbished units = 491 sq m net

Developments within VNEB assumes approximately

35,000 sq m net of comparison goods sales floorspace

Sources: Tables 5B to 10B

Appendix 4 Audit of Centres

Clapham Junction

Introduction

1. Clapham Junction rapidly developed in the late 1800's following the construction of the railway and station, from which the area takes its name. Clapham Junction retains an essentially Victorian character, with the Town Centre focused along St Johns Road, Lavender Hill and Northcote Road. This is complimented by more modern large format retail development in the Falcon Lane area and the shopping arcade, Shop Stop @ Clapham Junction, within the station building.
2. Clapham Junction is identified as a 'Major Centre' in The London Plan (2011). The centre serves shoppers from the Wandsworth Borough and beyond.
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, and east, the railway line to the north and both residential areas and a railway line to the west.
4. Clapham Junction town centre's key roles include:
 - *convenience shopping* – including newsagents, butchers, bakers, off licences, delicatessens and four health food shops. There are a number of convenience stores including a Tesco Express, Sainsbury's Local, a Marks & Spencer Simply Food. There are also several supermarkets including Asda, Lidl, Co-op, Waitrose and a food hall in the Marks & Spencer department store;
 - *comparison shopping* – a good proportion of multiple retailing shops selling a range of high and lower order comparison goods;
 - *services* – including a good range high street national banks/building societies, cafes, restaurants, takeaways, travel agents, dry cleaners, and hairdressers/beauty parlours;
 - *entertainment* – including several pubs/bars, two amusement arcades, a theatre and a night club; and
 - *community facilities* – including two places of worship, a nursery school, two libraries, a doctors' surgery and several dentists.

Mix of Uses and Occupier Representation

5. Clapham Junction town centre has 370 retail/service units (excluding non-retail Class A uses). Table A4.1 sets out the mix of uses in Clapham Junction town centre, compared with the 2008 Retail and Town Centre Needs Assessment Study for Wandsworth and the Goad national average.

Table A4.1 Clapham Junction Town Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Clapham Junction (2012)	Clapham Junction (2008) ³	National Average ¹
Comparison Retail	140	40.0	39.2	41.9
Convenience Retail	37	10.6	12.9	8.7
A1 Services ²	40	11.4	12.9	10.9
A2 Services	45	12.9	12.0	8.6
A3 and A5	72	20.6	19.8	16
A4	20	N/A	N/A	N/A
Vacant	16	4.6	3.2	13.9
Total	370	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods

(3) Wandsworth Retail and Town Centre Needs Assessment 2008

6. There is a broadly similar mix of uses compared with the national average, although the centre has a substantially lower proportion of vacant units than the national average and a slightly higher proportion of convenience retail, A1-A5 services when compared to the national average.
7. The mix of units within Clapham Junction has remained largely the same since the 2008 survey. The convenience retail and A3-A5 units mix has fallen slightly since the last study; and vacant units have risen slightly.

Retailer Representation

8. Clapham Junction town centre has a reasonable selection of comparison shops (137 units). Table A4.2 provides a breakdown of comparison shop uses by goods categories.
9. All categories, except cars, motorcycles and motor accessories, are represented in the centre. Compared to the national average the proportion of units in a number of the categories are higher. These categories include clothing and footwear; DIY, hardware & homewares; china, glass, gifts & fancy goods; chemists, drug stores & opticians; and toys, hobby, cycle & sport. The proportion of jewellers; florists, nurserymen & seedsmen; booksellers, arts, crafts and stationers; and electrical, gas, music and photography are lower than the national average.
10. There has also been some considerable changes in the proportions of comparison retail units compared to the 2008 study. A rise in the percentage of clothes and footwear; DIY, hardware & homewares; and other comparison retailers has occurred. There has been a large fall in the percentage of

electrical, gas, music and photography and a decline in the percentage of booksellers, arts, crafts and stationers.

Table A4.2 Clapham Junction Town Centre Breakdown of Comparison Units

Type of Unit	Clapham Junction Town Centre			UK Average ¹
	Clapham Junction	2012 %	2008 ² %	%
Clothing and Footwear	43	31.4	24.8	26.3
Furniture, carpets and textiles	11	8.0	9.9	8.4
Booksellers, arts, crafts and stationers	7	5.1	9.9	10.7
Electrical, gas, music and photography	3	2.2	14.1	9.4
DIY, hardware & homewares	12	8.8	4.1	6.1
China, glass, gifts & fancy goods	7	5.1	4.1	3.9
Cars, motorcycles & motor access	0	0.0	0.0	2.9
Chemists, drug stores & opticians	16	11.7	9.9	9.3
Variety, department & catalogue	2	1.5	3.3	1.4
Florists, nurserymen & seedsmen	2	1.5	1.7	2.2
Toys, hobby, cycle & sport	9	6.6	5.0	5.4
Jewellers	3	2.2	3.3	4.9
Other comparison retailers	22	16.1	9.9	9.1
Total	137	100	100	100

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

Service Uses

11. Clapham Junction has a good range of services with all categories represented as shown in Table A4.3. The table shows that there is a considerable difference in the majority of categories between Clapham Junction and the National Average. This is especially the case with restaurants, café & takeaways; and estate agents and valuers, both of which are above the national average. On the other had the centre has a lower than average proportion of banks/other financial services; and hairdressers and beauty parlours. The percentage proportion of units is similar to the levels measured in the 2008 survey.

Table A4.3 Clapham Junction Town Centre Analysis of Selected Service Uses

Type of Use	Clapham Junction Town Centre			UK Average ¹
	Units	2012 %	2008 ² %	%
Restaurants, Café & takeaways	72	51.8	53.0	45.2
Banks/other financial services	8	5.8	6.1	13.4
Estate Agents and valuers	25	18.0	17.4	10.8
Travel agents	1	0.7	1.7	3.5
Hairdressers & beauty parlours	27	19.4	15.7	24.4
Laundries and dry cleaners	6	4.3	6.1	2.7
Total	139	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

Vacant Units

12. There were 16 vacant retail units within Clapham Junction at the time of the survey making the vacancy rate (4.6%) less than half the national average of 13.9%. There has been a small rise in the number of vacant units compared to 2008 survey but this should be expected due to the effects of the economic recession which has occurred since the last survey.

Shopper Views

13. Respondents to the household survey were asked what they liked and disliked about Clapham Junction town centre. In terms of what visitors liked about the centre, just under 50% responded that it had a good range and choice of shops. Just under 20% liked the centre because it was “close to home” and a further 10% liked the centre because it is accessible.

14. When asked what respondents disliked about the centre, just over half responded “nothing”. Around 10% thought the centre had a poor range and quality of shops. 7.2% disliked the fact that the centre was too busy and crowded and 6% disliked the lack of car parking.

Environment Quality

15. The quality of buildings within Clapham Junction is generally very good. There are a number of historic buildings, including the Arding & Hobbs building which provides a landmark feature, which enhance the over all attractiveness of the centre. There are some modern buildings which detract slightly from the centre’s environmental quality, although they are well maintained i.e. retail warehousing on Falcon Lane.

16. Clapham Junction was one of the locations affected by the London Riots in August 2011. Following this, investment has been injected into the centre to enhance the public realm which has further improved the environmental quality within Clapham Junction.
17. There is limited evidence of graffiti and vandalism within the centre and the shopping environment appeared safe. Whilst there is limited green space through the centre, there are a number of small seating areas along St John's Road.

Summary of Clapham Junction 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 good mix of retail services and uses although the comparison retail mix is lower than the national average
- The centre has four supermarkets (Asda, Lidl, Waitrose and Co-op) along with a food hall in the Marks & Spencer store. These are complimented by a Tesco Express, Sainsbury's Local, Marks & Spencer Simply Food store and a UK Line store 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 the Battersea Arts Centre, which provides a range of art and entertainment. The centre also has a strong provision of restaurants, cafes and takeaways, which are higher than the national average.
- The vacancy rate is substantially lower than the national average which suggests demand for premises is still reasonably strong.
- 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

- There is limited car parking within the centre. However, due to the centres excellent public transport this is mitigated to some extent.
- There are a significantly lower proportion of banks and other financial services in Clapham Junction when compared with the national average

Balham Town Centre

Introduction

18. 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 is identified as a 'District Centre' in both the Wandsworth Core Strategy and London Plan. The centre serves shoppers predominantly from Wandsworth Borough and fulfils a localised convenience shopping and service function.
19. 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 the Hidreth 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, with car parking in front. 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.
20. Balham town centre's key roles include:
- *convenience shopping* – including bakers, butchers, grocers, off licences, a delicatessen, health food store and newsagents. The centre also contains two supermarkets: a Waitrose and Sainsbury's, both with their own car parks;
 - *comparison shopping* – independent retailers with a limited number of multiple retailing shops selling a range of high and lower order comparison goods;
 - *services* – including a good range high street national banks/building societies, cafes, restaurants, takeaways, travel agents, dry cleaners; and hairdressers/beauty parlours;
 - *entertainment* – including several pubs/bars and an amusement arcade; and
 - *community facilities* – including two places of worship, a library, two doctors' surgery and two dentists.

Mix of Use and Occupier Representation

21. Balham has a total of 236 retail/service uses. The diversity of uses present in Balham in terms of number of units is set out in Table A4.4, compared against the national average and the 2008 Town Centre survey.

Table A4.4 Balham Town Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Balham Town Centre (2012)	Balham Town Centre (2008) ³	National Average ¹
Comparison Retail	50	22.3	23.8	41.9
Convenience Retail	18	8.0	11.9	8.7
A1 Services ²	55	24.6	17.8	10.9
A2 Services	40	17.9	18.8	8.6
A3 and A5	41	18.3	17.8	16
A4	12	N/A	N/A	N/A
Vacant	20	8.9	9.9	13.9
Total	236	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods

(3) Wandsworth Retail and Town Centre Needs Assessment 2008

22. Balham has a higher proportion of all retail service uses compared to the national average, with A1 and A2 services considerable so. However, the centre has significantly lower proportion of comparison retail units compared to the national average. Positively, the proportion of vacant units is lower than the national average.

23. There is little change in the proportion of units from the 2008 survey. The vacancy rate has bucked national trends by reducing slightly. The proportion of convenience units has reduced since 2008, whilst the proportion of A1 service units has increased.

Retailer Representation

24. Balham has a limited selection of comparison shops (51) reflecting its role in the retail hierarchy in the Borough as a local convenience and service destination. Table A4.5 provides a breakdown of comparison shop units by category. There are two categories not represented in Balham Town Centre. These are variety, department & catalogue; and jewellers.

25. The centre provides a higher than national average proportion of electrical, gas, music and photography; DIY, hardware & homewares selections; and other comparison retailers. The proportion of clothing and footwear; and booksellers, arts, crafts and stationers are significantly lower than the national average.

Table A4.5 Balham Town Centre Breakdown of Comparison Units

Type of Unit	Balham Town Centre			UK Average ¹
	Balham Town Centre	2012 %	2008 ² %	%
Clothing and Footwear	7	13.7	16.7	26.3
Furniture, carpets and textiles	3	5.9	4.2	8.4
Booksellers, arts, crafts and stationers	2	3.9	14.5	10.7
Electrical, gas, music and photography	7	13.7	14.5	9.4
DIY, hardware & homewares	7	13.7	8.3	6.1
China, glass, gifts & fancy goods	2	3.9	6.3	3.9
Cars, motorcycles & motor access	1	2.0	4.2	2.9
Chemists, drug stores & opticians	4	7.8	10.4	9.3
Variety, department & catalogue	0	0.0	2.1	1.4
Florists, nurserymen & seedsmen	1	2.0	2.1	2.2
Toys, hobby, cycle & sport	4	7.8	2.1	5.4
Jewellers	0	0.0	2.1	4.9
Other comparison retailers	13	25.5	12.5	9.1
Total	51	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

26. The centres proportions have remained largely similar to those of the 2008 survey. There has, however, been a large drop in the proportion of booksellers, art, crafts and stationers while a smaller one has occurred in the number of chemists, drug stores & opticians. On the other hand there have been rises in the number DIY, hardware & homewares; and other comparison retailers.

Service Uses

27. Balham Town Centre has a good range of service uses, with only one of the categories not represented (travel agents) as shown in table A4.6. The representation of categories is similar to the national average. However, there are a considerably higher proportion of estate agents and valuers.

Table A4.6 Balham Town Centre Analysis of Selected Service Uses

Type of Use	Balham Town Centre			UK Average ¹
	Units	2012 %	2008 ² %	%
Restaurants, Café & takeaways	42	42.0	31.3	45.2
Banks/other financial services	12	12.0	15.0	13.4
Estate Agents and valuers	19	19.0	23.7	10.8
Travel agents	0	0.0	2.5	3.5
Hairdressers & beauty parlours	23	23.0	23.7	24.4
Laundries and dry cleaners	4	4.0	3.8	2.7
Total	100	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

Vacant Units

28. There were 20 vacant retail units within Balham at the time of the survey making the vacancy rate (8.9%) less than the national average of 13.7%. There was also a drop in the proportion of vacant units within the town centre compared to the 2008 survey.

Shopper Views

29. As part of the household survey, respondents were asked what they liked and disliked about Balham Town Centre. Around 25% of those asked liked Balham because of its proximity to where they live. 18% thought Balham has a good range of shops; and a further 12% considered Balham had a good choice of shops. Around 10% liked Balham for its supermarkets and general shopping environment.

30. In terms of the respondents' dislike of Balham town centre, over half stated "nothing". 12% considered Balham had a poor range of shops, and 4% considered it had a poor range of clothes shops in particular. Just over 6% did not like the provision of car parking within the centre and 4% thought the traffic running through the centre was too heavy.

Environment Quality

31. The quality of buildings within Balham is generally 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 shopfront and facades are generally well maintained enhancing the quality of the built environment.

32. There are several modern buildings which although not of any architectural merit, are well maintained. This includes the building to the rear of the

Sainsbury's car park. Generally, Balham town centre has a good physical fabric with a good sense of character.

33. Traffic flow through the centre is relatively high, which detracts slightly from the environmental quality of the centre, although there are an adequate number of pedestrian crossings, and the wide pavements ensure a pedestrian friendly feel.

Summary of Balham Town Centre Strengths and Weaknesses

Strengths

- The centre has two supermarkets (Sainsbury's and Waitrose). 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 is significantly higher than the national average.
- The vacancy rate is lower than the national average which suggests demand for premises is reasonable.
- The centre has excellent public transport links.
- The centre has a reasonable evening economy with numerous pubs, bars and restaurants.
- The centre has good parking provision with both the Sainsbury's and Waitrose car park's within easy walking distance of the shops.

Weaknesses

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

Putney Town Centre

Introduction

34. 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 with the bridge that stands today being built in 1886. Putney has a historic core which is complimented by the modern retail development of The Putney Exchange Shopping Centre. Putney is identified as a 'Major Centre' in both the Wandsworth Core Strategy and London Plan 2011.
35. The town centre is "T" shaped, with the majority of the retail offer located on Putney High Street, which runs north to south, and further retail located on Upper Richmond Road which runs east to west. The Wandsworth Core Strategy designates the core shopping area for Putney as the Putney exchange and the area adjacent to it.
36. There are three supermarkets within the centre; Sainsbury's on Werter Road, Waitrose in the Putney Exchange Shopping Centre on Putney High Street and a Co-op on Upper Richmond Road. Both the Sainsbury's and Waitrose are located centrally within the centre. The 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 to the north of Upper Richmond Road.
37. The key roles of Putney include:
- *convenience shopping*: including a bakers, two delicatessens, three health food stores, a number of newsagents and various top up convenience stores including a Sainsbury's Local and Tesco Express. The centre also has three supermarkets in the form of a Sainsbury's, Waitrose and a Co-op. There is also a food hall in the Marks & Spencer store;
 - *comparison shopping*: offers a good mix of national multiple and independent retailers selling a range of high and lower order comparisons. Shops include Marks & Spencer, two Waterstone's, Argos, Topshop and Robert Dyas;
 - *services*: provides a good range of high street national banks/building societies, cafes, 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*: provides four places of worship, a library, several health centres and dental surgeries.

Mix of Use and Occupier Representation

38. Putney has a total of 341 retail/service uses. The diversity of uses present in Putney in terms of number of units is set out in Table A4.7, compared against the national average and the 2008 Town Centre survey.

Table A4.7 Putney Town Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Putney Town Centre (2012)	Putney Town Centre (2008) ³	National Average ¹
Comparison Retail	122	32.8	37.3	41.9
Convenience Retail	29	9.3	8.9	8.7
A1 Services ²	47	15.1	14.4	10.9
A2 Services	46	15.1	14.1	8.6
A3 and A5	64	18.1	19.6	16
A4	14	N/A	N/A	N/A
Vacant	19	5.1	5.8	13.9
Total	341	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods

(3) Wandsworth Retail and Town Centre Needs Assessment 2008

39. The centre has a much higher proportion of retail services (A1-A5) compared to the national average. The centre has a significantly lower proportion of comparison retail than the national average. The proportion of vacant units is significantly below the national average.

40. The 2012 survey data is similar to the 2008 data. However, there has been a significant fall in the proportion of comparison retail units while a slight rise in the proportion of A1 and A2 services has occurred.

Retailer Representation

41. Putney Town Centre has a good selection of comparison shops (122). Table A4.8 provides a breakdown of comparison shop units by category.

42. The proportions of retailers in the centre are similar to the national average with all categories represented. Putney town centre has a larger proportion of DIY, hardware & homewares and other comparison retailers compared to the national average. However, clothing and footwear; booksellers, art, craft's and stationers; and jewellers are all noticeably below the national average.

Table A4.8 Putney Town Centre Breakdown of Comparison Units

Type of Unit	Putney Town Centre			UK Average ¹
	Putney Town Centre	2012 %	2008 ² %	%
Clothing and Footwear	26	21.3	23.9	26.3
Furniture, carpets and textiles	8	6.6	5.5	8.4
Booksellers, arts, crafts and stationers	6	4.9	10.1	10.7
Electrical, gas, music and photography	9	7.4	12.8	9.4
DIY, hardware & homewares	10	8.2	9.2	6.1
China, glass, gifts & fancy goods	7	5.7	4.6	3.9
Cars, motorcycles & motor access	1	0.8	0.9	2.9
Chemists, drug stores & opticians	12	9.8	8.3	9.3
Variety, department & catalogue	3	2.5	3.7	1.4
Florists, nurserymen & seedsmen	6	4.9	5.5	2.2
Toys, hobby, cycle & sport	7	5.7	6.4	5.4
Jewellers	2	1.6	2.8	4.9
Other comparison retailers	25	20.5	7.3	9.1
Total	122	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

43. The centres proportions of retailers have remained similar to 2008 survey. However, there has been fall in the proportion of clothing and footwear retail. While a significant drop has occurred in the proportion of booksellers, arts, craft and stationers; and electrical, gas, music and photography compared to the 2008 data. There was a very large rise in the proportion of other comparison retailers.

Service Uses

44. Putney Town Centre has an excellent range of service uses (133), with all of the categories represented as table A4.9 shows. The representation of categories is similar to the national average. However, there are a considerably higher proportion of estate agents and valuers. While the proportion of hairdressers and beauty parlours; and banks/other financial services are below the national average.

45. There has been little change in the proportion of units since the 2008 survey.

Table A4.9 Putney Town Centre Analysis of Selected Service Uses

Type of Use	Putney Town Centre			UK Average ¹
	Units	2012 %	2008 ² %	%
Restaurants, Café & takeaways	65	48.9	48.9	45.2
Banks/other financial services	10	7.5	9.6	13.4
Estate Agents and valuers	23	17.3	17.0	10.8
Travel agents	3	2.3	2.2	3.5
Hairdressers & beauty parlours	23	17.3	16.3	24.4
Laundries and dry cleaners	9	6.8	5.9	2.7
Total	133	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

Vacant Units

46. There were 19 vacant retail units within Putney at the time of the survey. The vacancy rate 5.1% is much lower than the national average of 13.7%. The proportion of vacant units in the centre has slightly reduced from 5.8% in 2008.

Shopper Views

47. Respondents to the household survey were asked what they liked or disliked about Putney town centre. Around 40% liked the choice, quality and range of shops. 26% like Putney because it is close to home, and 14% like it for its shopping environment.

48. 38% of respondents said there was “nothing” about Putney town centre they disliked. Just under 20% said they disliked the traffic through the centre, and 13% disliked the amount of car parking provided within the centre.

Environment Quality

49. Putney is characterised by a number of different building styles ranging from historic buildings to the more modern Putney Exchange Shopping Centre. The latter, however, has been designed to complement the historic buildings which dominate Putney High Street.

50. The traffic flows are heavy along the High Street, which leads onto the south circular, which can inhibit pedestrian movement through the centre. However, there are a number of pedestrian crossings which enable pedestrian movement. The Exchange Shopping Centre is pedestrianised which further aids pedestrian movement.

51. The River Thames runs along the northern edge of the centre, which provides an attractive waterfront location (which has benefited from more modern development) providing a very attractive environmental feature of the centre.
52. The Core Strategy also indicates that various public realm improvements for the centre on both the High Street and Upper Richmond Road are planned, which will continue to enhance the environmental quality of the centre in the future.

Summary of Putney Town Centre Strengths and Weaknesses

Strengths

- The centre has three supermarkets in the form of a Sainsbury's, Waitrose and a Co-op along with a food hall within the Marks & Spencer. There is also a good provision of small food and grocery retailers within the centre allowing it to be suitable for both main and top up food shopping.
- A healthy mix of national multiple and independent retailers.
- The town centre provides a good range of services facilities with the provision of restaurants, cafes and takeaways and in the case of estate agents and valuers significantly above the national average.
- The vacancy rate is substantially lower than the national average which suggests demand for premises is reasonably strong. The vacancy rate has also fallen slightly since the 2008 survey.
- Putney town centre has excellent public transport links with the rest of London.
- Putney is located on an attractive Thames waterfront, which increases the ambience of the centre.

Weaknesses

- The proportion of comparison retailers is significantly below the national average and has dropped further since the 2008 survey.
- There is limited car parking provision within the centre, however, this is countered by the excellent public transport links.

Tooting Town Centre

Introduction

53. 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 is identified as a 'Major Centre' in the Wandsworth Core Strategy and London Plan 2011.
54. 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 with the core of the centre located at their junction with Tooting Broadway underground station adjacent. The main supermarkets within the centre are the Sainsbury's and Lidl both located on Tooting High Street and the Co-op located on Mitcham Road. The centre is bounded by residential areas on all sides.
55. The key roles of Tooting include:
- *convenience shopping*: including bakers, butchers, delicatessens, grocers, two health food stores, several newsagents and off licences. There are also several top up convenience stores including two Tesco Express stores, Iceland, Londis and a number of independent stores. There are three main supermarkets, Sainsbury's, Lidl and a Co-op;
 - *comparison shopping*: offers a mix of multiple and independent retailing shops selling a range of high and lower order comparison goods;
 - *services*: provides a very good range of high street national banks/building societies, cafes, restaurants, takeaways, travel agents and hairdressers/beauty parlours;
 - *entertainment*: including several pubs, two amusement arcades, betting offices, snooker club and bingo hall; and
 - *community facilities*: provides four places of worship, a library, several health centres, a doctors' surgery and dental surgeries.

Mix of Use and Occupier Representation

56. Tooting has a total of 366 retail/service uses. The diversity of uses present in Tooting in terms of number of units is set out in Table A4.10, compared against the national average and the 2008 Town Centre survey.

Table A4.10 Tooting Town Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Tooting Town Centre (2012)	Tooting Town Centre (2008) ³	National Average ¹
Comparison Retail	113	38.3	31.7	41.9
Convenience Retail	54	18.2	15.2	8.7
A1 Services ²	58	13.4	16.3	10.9
A2 Services	43	10.3	12.1	8.6
A3 and A5	60	14.9	16.9	16
A4	10	N/A	N/A	N/A
Vacant	28	4.9	7.9	13.9
Total	366	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods

(3) Wandsworth Retail and Town Centre Needs Assessment 2008

57. The centre has a significantly higher than national average proportion of convenience retailers as well as a higher than national average proportion of A1 services. However, the centre has a below average proportion of comparison, A3 and A5 retailers. The centre also has a vacancy rate which is below the national average

58. There has been a significant rise in the proportion of comparison retail units since the 2008 survey, while smaller rises have also occurred in convenience retail units. There has been a reduction in the proportion of A1, A2, A3 and A5 services. The proportion of vacant units has also fallen significantly since the 2008 data.

Retailer Representation

59. Tooting town centre has a good selection of comparison shops (113) with only two categories not represented (cars, motorcycles & motor access; and florists, nurserymen & seedsmen). Table A4.11 provides a breakdown of comparison shop units by category.

60. The centre shows a level of deviation from the national average. Furniture, carpets and textiles; DIY, hardware & homewares; chemists, drug stores & opticians; jewellers; and other comparison retailers are all above the national average with the latter two being significantly so. On the other hand, clothing and footwear; and toys, hobby, cycle & sport are below the national average. Booksellers, arts, crafts and stationers are significantly below the national average.

Table A4.11 Tooting Town Centre Breakdown of Comparison Units

Type of Unit	Tooting Town Centre			UK Average ¹
	Tooting Town Centre	2012 %	2008 ² %	%
		23.9	31.8	26.3
		9.7	9.5	8.4
		1.8	2.4	10.7
		8.0	12.7	9.4
		8.8	7.9	6.1
		1.8	1.6	3.9
		0.0	0.0	2.9
		11.5	11.9	9.3
		0.9	3.2	1.4
		0.0	0.0	2.2
		2.7	1.6	5.4
		10.6	11.1	4.9
		20.4	6.3	9.1
Total	113	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

61. The centre remains at similar proportions to those seen in the 2008. There has however, been a drop in the proportion of clothing and footwear; electrical, gas, music and photography; and variety, department & catalogue. There has also been in a rise in the proportion of other comparison retailers.

Service Uses

62. Tooting Town Centre has an excellent range of service uses (133), as table A4.12 shows. The representation of categories is similar to the national Average. However, there are a larger proportion of travel agents, and laundries and dry cleaners compared to the national average, while there also is lower proportion of hairdressers & beauty parlours.

63. There has been little change in the proportion of units since the 2008 survey. However, the proportion of banks/other financial services, travel agents; and laundries and dry cleaners have fallen since the 2008 survey.

Table A4.12 Tooting Town Centre Analysis of Selected Service Uses

Type of Use	Tooting Town Centre			UK Average ¹
	Units	2012 %	2008 ² %	%
Restaurants, Café & takeaways	60	45.1	46.7	45.2
Banks/other financial services	15	11.3	13.3	13.4
Estate Agents and valuers	15	11.3	10.5	10.8
Travel agents	7	5.3	6.7	3.5
Hairdressers & beauty parlours	30	22.6	17.1	24.4
Laundries and dry cleaners	6	4.5	5.7	2.7
Total	133	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

Vacant Units

64. There were 28 vacant retail units within Tooting at the time of the survey making the vacancy rate (4.9%) less than half the national average of 13.9%. There has also been a noteworthy drop in the proportion of vacant units within the town centre compared to the 2008 survey.

Shopper Views

65. The respondents to the household survey who visited Tooting town centre were asked what they liked or disliked about Tooting town centre. Over 25% of those who visit Tooting like it for its range of shops. 15% liked the centre because it was close to home, and a further 13% thought there was a good choice of shops in general.

66. With regard to what people disliked about Tooting, 11% thought it was not a very well maintained or a clean centre. 8% felt the centre was too congested, and 6% disliked the provision of car parking. Overall, 42% did not dislike anything about the centre.

Environment Quality

67. The centre is characterised by a mix of building styles. Victorian terrace units with the lower floors in commercial use and upper floors occupied by residential units is the predominant building style, although the Grade I Gala Bingo Unit on Mitcham Road and the Underground Station building add variety to the architectural quality. Generally in the centre the buildings 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.

68. The pavements are in reasonable condition although there were signs of light litter. They are slightly narrow which creates a clustered feel, exacerbated by

the provision of railings to the road. The centre would benefit from enhanced landscaping features to enhance its attractiveness.

Summary of Tooting Town Centre Strengths and Weaknesses

Strengths

- The centre has three supermarkets (Sainsbury's, Lidl and Co-op) along with a variety of smaller convenience stores. Food and grocery provision in the town centre is suitable for both main and top up food shopping.
- There is a healthy mix of retailers with a good range of specialist comparison retailers.
- 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 centre has excellent public transport links with the rest of London.

Weaknesses

- Tooting has a limited range of national multiple retailers which could be improved. However, an appropriate balance will need to be maintained with the independent shopping facilities which are one of the centres strengths.
- The centre lacks retailers in a number of comparison goods categories including 'clothing and footwear' and 'toys, hobby, cycle & sport'. While the centre is significant lacking in 'booksellers, arts, crafts and stationers' retailers.
- The centre is very linear and focused along a busy road, reducing the ease of accessibility to the peripheral areas.
- There is limited provision of performance/art space (i.e. Theatres) in Tooting.

Wandsworth Town Centre

Introduction

69. Wandsworth was developed along an important coaching route from the City of London to Southampton and Portsmouth. Wandsworth is situated to the north of the Borough, just south of the River Thames. The Southside Shopping Centre originally opened in 1971 and between 2000 and 2003 underwent extensive redevelopment and was reopened in 2004. The centre is currently undergoing further redevelopment which will create 33,000 sq ft of retail and restaurant space overlooking Garratt Lane. Further plans are also being created which will lead to further redevelopment along Garratt Lane which will enhance the appearance of the exterior of the centre and provide new shops.
70. Wandsworth is designated as a 'Major Centre' in both the Wandsworth Core Strategy (2010) and in the London Plan.
71. The town centre is primarily based along Wandsworth High Street and Garratt Lane. The 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 on Garratt Lane. The town centre is bounded by King George's Park to the south and west, housing to the east and the former Young's Brewery to the north.
72. The key roles of Wandsworth Town Centre include:
- *convenience shopping*: including a baker, a grocer, a health food store and several newsagents. There are also several convenience stores including a Tesco Express and several independent stores. There are two supermarket in the centre which are Sainsbury's and Waitrose;
 - *comparison shopping*: a good range of multiple retailers selling a range of high and lower order comparison goods;
 - *services*: provides a reasonable range of high street national banks/building societies, cafes, restaurants, takeaways, travel agents and hairdressers/beauty parlours;
 - *entertainment*: including several pubs, a cinema and three betting offices; and
 - *community facilities*: provides two places of worship, Council Offices, two health clubs, a doctors' surgery and dental surgeries.

Mix of Use and Occupier Representation

73. Wandsworth Town Centre has a total of 201 retail/service uses. The diversity of uses present in Wandsworth Town Centre in terms of number of units is set out in Table A4.13, compared against the national average and the 2008 Town Centre survey.

Table A4.13 Wandsworth Town Centre Use Class Mix by Units

Type of Unit	Number of Units	Proportion of Total Number of Units (%)		
		Wandsworth Town Centre (2012)	Wandsworth Town Centre (2008) ³	National Average ¹
Comparison Retail	67	39.9	34.4	41.9
Convenience Retail	12	5.7	6.2	8.7
A1 Services ²	15	9.3	7.7	10.9
A2 Services	17	6.7	8.7	8.6
A3 and A5	28	15.0	14.4	16
A4	6	N/A	N/A	N/A
Vacant	56	23.3	28.7	13.9
Total	201	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) incl. hairdressers, travel agents and other Class A1 uses not selling comparison/convenience goods

(3) Wandsworth Retail and Town Centre Needs Assessment 2008

74. The centre has lower than national average proportions of comparison, convenience, A1, A2, A3 and A5 services. It has a vacancy rate much higher than the national average, however over half of the vacant units are within the Southside Shopping Centre which is still undergoing redevelopment.

75. The centre has experienced some change in the proportion of units compared to the 2008 survey. There has been a rise in the proportion of comparison retail and A1, A3 and A5 Services. While there has been a drop in proportion of Convenience retail, A2 services and vacant units, although this is still high.

Retailer Representation

76. Wandsworth town centre has a reasonable selection of comparison shops (67). There are three categories which are not represented these are cars, motorcycles & motor access; florists, nurserymen and seedsmen; and jewellers. Table A4.14 provides a breakdown of comparison shop units by category.

77. There is a reasonable difference between the national average and proportions for the centre. There is a significantly higher than average proportion of clothing and footwear; chemists, drug stores & opticians; and other comparison retailers. There is a lower than national average proportion of furniture, carpets and textiles; Booksellers, arts, craft and stationers, Electrical, gas, music and photography, and DIY, hardware & homewares retailers.

Table A4.14 Wandsworth Town Centre Breakdown of Comparison Units

Type of Unit	Wandsworth Town Centre			UK Average ¹
	Wandsworth	2012 %	2008 ² %	%
	22	32.8	32.5	26.3
	3	4.5	2.6	8.4
	4	6.0	7.8	10.7
	5	7.5	10.4	9.4
	3	4.5	6.5	6.1
	3	4.5	7.8	3.9
	0	0.0	0.0	2.9
	10	14.9	10.4	9.3
	3	4.5	0.1	1.4
	0	0.0	0.0	2.2
	5	7.5	9.1	5.4
	0	0.0	3.9	4.9
	9	13.4	7.8	9.1
Total	67	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

78. There are some differences in the proportion of units with the centre compared to 2008 survey. The proportion of electrical, gas, music and photography; DIY, hardware & homewares; china, glass, gifts & fancy goods; and jewellers have all notably decreased. While on the other hand the proportion of furniture, carpets and textiles; chemists, drug stores & opticians; variety, department & catalogue; and other comparison retailers have increased.

Service Uses

79. Wandsworth town centre has a reasonable range of service uses (49), as table A4.15 shows. The representation of categories is similar to the national average. However, there is a significantly larger proportion of restaurants, café & takeaways than the national average. There is also a large difference between the proportion of hairdressers and beauty parlours compared to the national average.

80. The proportions of service uses are similar to those measured in 2008 with the expectation of a rise in the proportion of banks/other financial services and estate agents and valuers. While there has been a fall in the number of hairdressers & beauty parlours.

Table A4.15 Wandsworth Town Centre Analysis of Selected Service Uses

Type of Use	Wandsworth Town Centre			UK Average ¹
	Units	2012 %	2008 ² %	%
Restaurants, Café & takeaways		57.1	56.0	45.2
Banks/other financial services		16.3	14.0	13.4
Estate Agents and valuers		8.2	6.0	10.8
Travel agents		4.1	4.0	3.5
Hairdressers & beauty parlours		10.2	14.0	24.4
Laundries and dry cleaners		4.1	6.0	2.7
Total	49	100.0	100.0	100.0

Source: Experian Goad Plans

(1) UK average for all town centres surveyed by Goad Plans (June 2012)

(2) Wandsworth Retail and Town Centre Needs Assessment 2008

Vacant Units

81. There were 56 vacant retail units within Wandsworth at the time of the survey making the vacancy rate (23.3%) more than double the national average of 13.7%. As outlined above, more than half of the vacant units are within the Southside Shopping Centre which subject to redevelopment proposals. However, there has been a drop in the proportion of vacant units compared to 2008 survey which shows than improvements have occurred.

Shopper Views

82. Respondents to the household survey who visited Wandsworth town centre were asked what they liked or disliked about the centre. 23% liked Wandsworth due to the good range of shops, and a further 16% thought there is a good choice in shops. 15% also considered Wandsworth offers a good shopping environment. Just over 20% liked Wandsworth due to its proximity to where they live.

83. In terms of what they disliked about the centre, 46% responded “nothing”. Just under 17% disliked the traffic and congestion through the centre and 7% did not like the car parking offer. 6% disliked Wandsworth due to its cleanliness and maintenance.

Environment Quality

84. The environmental quality within Wandsworth is mixed. Building types vary, with the 1970’s Southside Shopping Centre, 1980’s Sainsbury’s store and the more period style terrace units along Wandsworth High Street providing a mixed character.

85. There is a cluster of vacant units at the Southside Shopping Centre which detracts from the environmental quality in this location, although this centre

does offer a good quality shopping environment through the provision of a pedestrianised covered shopping centre.

86. The traffic flow through the centre is heavy which does prohibit pedestrian movement, and this along with the poor quality of some of the buildings detracts from the overall environmental quality of the centre.

Summary of Wandsworth Town Centre Strengths and Weaknesses

Strengths

- The centre has two supermarkets (Sainsbury's and Waitrose) as well as a Tesco Express.
- Wandsworth town centre has a good selection of shops, with a range of multiple retailers including Primark, H&M and Argos.
- The town centre includes a higher proportion than the national average of banks/other financial services.
- The redevelopment of the Southside shopping centre units along Garratt Lane will further enhance the town centre shopping provision providing larger modern units.
- The pedestrianised shopping centre makes for a relatively safe and traffic free environment in most of the centre.

Weaknesses

- The vacancy rate is currently substantially higher than the national average.
- There is no provision of 'cars, motorcycles & motor access', 'florists, nurserymen and seedsmen' and 'jewellers' within the centre.
- There are a relatively low number of comparison retail units compared to the other centres within the Borough.

Appendix 5 Household Survey Results

Household Survey Results

Survey Structure

1. NEMS Market Research carried out a telephone survey of 1,800 households across the Wandsworth and Lambeth Study area in October 2012. The study area was split into 13 zones, based on postcode sectors. Zones 1 to 8 relate to the primary catchment area of centres within Wandsworth Borough and the results for these zones have been analysed in this section.
2. The number of interviews undertaken reflects the population in each 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 top up 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/hardware items and garden items;
 - chemist, health and beauty items; and
 - Other non-food items (e.g. books, CDs, DVDs, toys and gifts).

Main Food Shopping

3. Main food shopping trips within the study zone are spread across a large number of stores, however, large food stores are generally the main destination for respondents' last main food shopping trip across the study area. Overall, the Asda foodstore at Clapham Junction was the most popular shopping destination (7.1%), followed by Waitrose, Putney (6.2%), Sainsbury's at Garrett Lane (5.9%), Sainsbury's in Balham (5.7%) and Sainsbury's in Colliers Wood (5.2%) 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 – Wandsworth:** Sainsbury's, Garrett Lane (32.6%), followed by Waitrose, Wandsworth (17.8%), Sainsbury's, Fulham (8.1%) and Asda, Clapham Junction (5.2%);
 - **Zone 2 – Putney/ Barnes:** Waitrose, Putney (41.1%), Sainsbury's, Putney (18.7%) followed by Asda, Roehampton (3.7%);
 - **Zone 3 – Roehampton:** Asda, Roehampton (23.8%), followed by Waitrose, Putney (13.5%), Waitrose, Wimbledon (12.7%) and Sainsbury's Putney (11.9%);
 - **Zone 4 – Tooting/ Merton:** Sainsbury's, Colliers Wood (20.4%), followed by Sainsbury's, Balham (9.4%) and Waitrose, Wimbledon (5.5%);

- **Zone 5 – Balham/ Streatham:** Sainsbury’s Balham (24.6%) and Waitrose, Balham (11.5%) followed by Tesco, Clapham South (6.0%);
 - **Zone 6 – Clapham Junction:** Asda, Clapham Junction (35.4%), followed by Waitrose, Clapham (10.2%), Sainsbury’s, Fulham (6.1%) and Tesco, Battersea (5.4%).
 - **Zone 7 – Queenstown/ Nine Elms:** Sainsbury’s, Nine Elms (29.8%), followed by Sainsbury’s, Clapham Common (15.5%), and Asda Clapham Junction (11.3%).
 - **Zone 8 – Hammersmith/ Fulham:** Waitrose, Fulham (20%), followed by Sainsbury’s, Tooting (18%), Waitrose, Putney (12%) and Sainsbury’s, Putney (10%).
4. Overall, 8.2% of respondents chose to do their last main food shopping on the internet and have it delivered. This is higher than the average derived from similar NLP surveys across the country (1.5%).

Mode of Travel for Main Food Shopping

5. In the whole study area, 45.9% of respondents indicated that they travel to do their main food shopping by car (both driver and passenger) which is lower than the NLP average derived from similar surveys across the country (74.6%). A much higher proportion walk to their main food shopping destination (26.2%) compared to the NLP average of 11.7%, and again a higher proportion of households travel by bus (15.6%) compared to the NLP averages derived from other surveys of 8.6%. The number of all respondents (2.4%) using a bike to travel to their last main shopping location is also higher than the NLP average of 0.5%. These differences when compared with NLP’s national average generally reflect lower levels of car use and good provision of public transport usage within inner London.

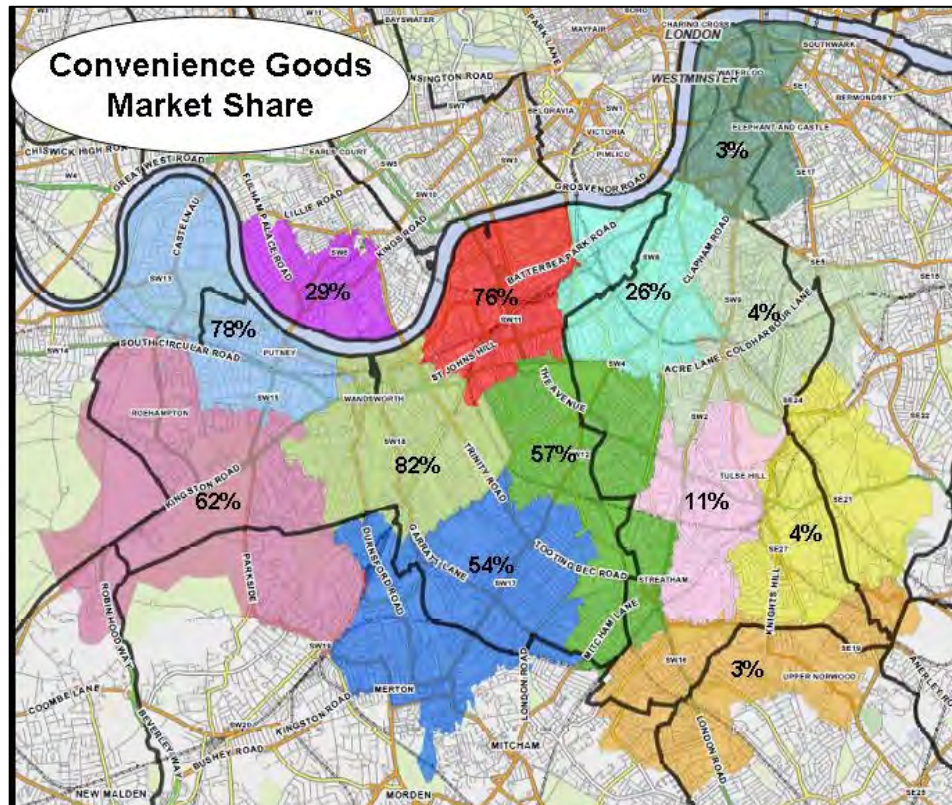
Top-Up Food Shopping

6. Top-up food shopping trips are normally made to supplement main food shopping trips and are undertaken on a more frequent basis for staples such as bread and milk. Around 83% 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.
7. The overall results show that, while the main food stores remain dominant, top-up shopping trips are dispersed over a larger number of stores, with the most popular two stores overall attracting no more than 5% of top up shopping across the survey area as a whole. “Local shops” in the Study Area account for 12.3% of all responses.

Food and Grocery Market Shares

8. Wandsworth's market share of expenditure in each zone has been estimated based on the survey results for main and top up shopping. Wandsworth Borough's share of convenience goods expenditure in each zone is shown below at Figure A5.1.

Figure A5.1: Share of Convenience Goods Expenditure



Non-Food Shopping

9. Respondents were asked in which location they buy most of their household's non-food shopping. For the study area as a whole, Wandsworth was the most popular destination with 10.2% of all respondents shopping there, followed by London West End (8.9%), Putney (8.8%), Wimbledon (8.3%) and Clapham Junction (7.9%). This demonstrates that just over a third of non-food shopping is carried out within the borough.
10. Wandsworth is the most popular destination for non-food shopping in Zones 1 (40%) and 4 (26%). Putney is the most popular destination in Zones 2 (43.9%) and 3 (28.6%). Balham is the most popular destination for Zone 5 (15.8%); Clapham Junction for Zone 6 (32%); London West End for Zone 7 (16.7%); and

Fulham for Zone 8 (23%). This generally reflects the popularity of centres “close to home”.

11. Overall 7.7% of respondents buy their non-food shopping on the internet or have it delivered. The Balham/ Streatham zone has the highest proportion of respondents who buy most of their non-food shopping on the internet (11.5%) and the Wandsworth zone has the highest proportion that do the majority of their non food shopping by mail order (0.7%)

Mode of Travel for Non-Food Shopping

12. The predominant mode of travel for non-food shopping was the car (both driver and passenger) with 30.9% of respondents indicating that they use this form of travel. The second most popular mode of transport for travelling to non-food shopping destinations was by bus/coach (23%), closely followed by walking (21.4%).

Non-Food Shopping Destinations

13. The household survey asked specific questions to probe which destinations respondents last visited to undertake particular types of non-food shopping.
14. **Clothing/footwear:** the most popular destination was London West End (14.8%), followed by Clapham Junction (8.9%), Wimbledon (7.8%), Wandsworth (7.4%) and then Kings Road, Chelsea (7.2%). 8.4% prefer to do their clothes shopping on the internet.
15. **Electrical goods:** the most popular destinations where respondents last purchased domestic electrical appliances such as fridges or kitchen items were on the internet (17%), followed by London West End (9.6%), Wandsworth (9.5%) and Kings Road, Chelsea (8.5%).
16. The internet was also the most popular response as the location respondents last bought other kinds of electrical goods, such as TVs, Hi-Fis and computers, with 17.6% of all respondents, followed by London West End (10.8%) and Wandsworth (8.9%).
17. **Furniture/furnishings/floor coverings:** Croydon was the most popular destination for furniture, furnishings and floor coverings (9.7% of all respondents), followed by London West End (9.1%). 8.3% of respondents last bought furniture, soft furnishings or floor coverings on the internet/mail order.
18. **DIY/hardware/garden items:** the most popular destination in the study area respondents last shopped at for DIY/hardware and garden items was Wandsworth (38.1% of all respondents), followed by Wimbledon (9%) and Battersea (4.4%). Only 1.2% of respondents last bought DIY/hardware and garden items on the internet/mail order.
19. **Pharmaceutical/health/beauty items:** Putney was the most popular destination (12.5%), followed by Wandsworth (11.4%) and Clapham Junction (10.5%). 1.1% of respondents last bought pharmaceutical, health and beauty items on the internet/mail order.

20. **Books, CDs, toys and gifts:** 36.1% of all respondents last bought “other” items such as books, CDs, toys and gifts on the internet. The next most popular destination was Putney (6.7%), Wandsworth (6.6%) and Wimbledon (5.5%).

21. Table A5.1 shows the shopping destination with the highest proportion of respondents for each comparison goods category in each zone. This indicates broadly where people prefer to shop for each type of goods and allows comparison between each zone.

Comparison Goods Market Shares

22. Wandsworth’s market share of comparison goods expenditure in each zone has been estimated based on the survey results for the categories of goods shown above. Wandsworth Borough’s share of comparison goods expenditure in each zone is shown below at Figure A5.2.

Figure A5.2 Share of Comparison Goods Expenditure

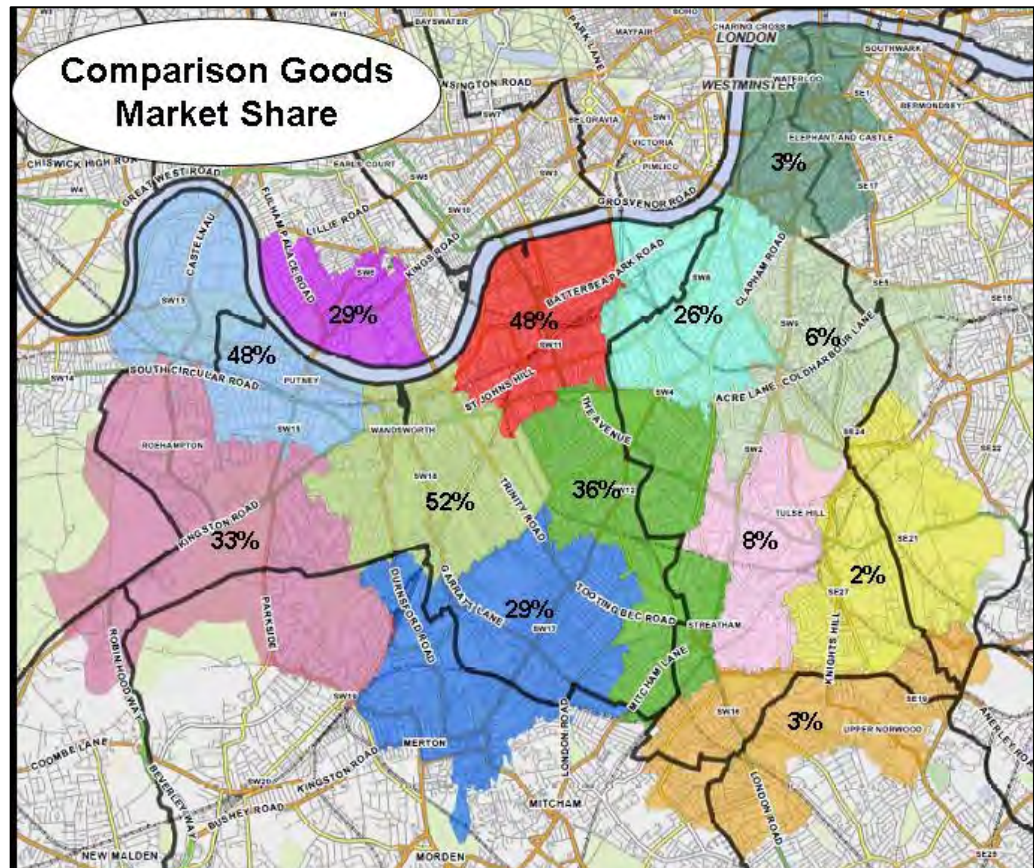


Table A5.1: Destinations with Highest Proportion of Response

Zone	Wandsworth	Putney/ Barnes	Roehampton	Tooting/ Merton	Balham/ Streatham	Clapham Junction	Queenstown / Nine Elms	Hammersmith / Fulham
Clothing/Footwear	Wandsworth	Putney	Kingston	Wimbledon	London- West End	Clapham Junction	London- West End	Kings Road, Chelsea
Domestic Appliances	Wandsworth	Putney	Kingston	Internet	Internet	Wandsworth	London- West End	Wandsworth
Electrical Goods	Internet	Putney	Kingston	Internet	Internet	Wandsworth	London- West End	Kings Road, Chelsea
Furniture/Carpets	Kings Road Chelsea/ Kingston	Putney	Kingston	Croydon	Croydon	Croydon	London- West End	Kings Road, Chelsea
DIY/Hardware	Wandsworth	Wandsworth	Wandsworth	Wimbledon	Wandsworth	Wandsworth	Wandsworth	Wandsworth
Chemist/Beauty	Wandsworth	Putney	Putney	Tooting	Balham	Clapham Junction	Clapham High Street	Fulham
Books/CDs/Toys/ Gifts	Internet	Putney	Internet	Internet	Internet	Internet	Internet	Internet

Source: NEMS Household Survey, October 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q01 Which store or shop did you do your household's last main food and grocery shopping?																		
Asda, Lavender Hill, Clapham Junction	7.1%	85	5.2%	7	0.0%	0	0.0%	0	0.4%	1	3.3%	6	35.4%	52	11.3%	19	0.0%	0
Asda, Marlow Way, Wallington	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Old Kent Road, Ossory Road, Southwark	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Asda, Roehampton Vale, Roehampton	3.8%	46	4.4%	6	3.7%	4	23.8%	30	0.4%	1	0.5%	1	0.0%	0	0.0%	0	4.0%	4
Asda, St James Estate, Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Battersea Bridge 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
Co-op, Mitcham Road, Tooting	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Northcote Road, Battersea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.4%	2	0.0%	0	0.0%	0
Co-op, Streatham Hill, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Upper Richmond Road, Putney	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
Iceland, Brixton Road, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Clapham Road, Stockwell	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Iceland, Norwood Road, West Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Streatham High Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, The Pavement, Clapham High St/Old Town	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Tooting High Street, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Acre Lane, Brixton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Lidl, Balham High Road, Balham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.2%	2	0.0%	0
Lidl, London Road, Tooting	1.1%	13	2.2%	3	0.0%	0	0.0%	0	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Sreatham High Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Balham Hill , Clapham South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.6%	1	0.0%	0
Marks & Spencer, Food Hall, Centre Court Shopping, Queens Road, Wimbledon	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Food Hall, Kings Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Food Hall, Putney High Street, Putney	0.3%	3	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, High Road, Streatham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0	0.0%	0
Morrison's, St Marks Place, Mitcham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, The Broadway, Wimbledon	1.3%	16	0.0%	0	0.0%	0	2.4%	3	5.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (PFS), Lower Richmond Road, Putney	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 9-11 White Hart Lane, Barnes	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, Balham Hill, Clapham South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.0%	3	0.6%	1	0.0%	0
Sainsbury's Local, Bellevue Road, Wandsworth	0.1%	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
Sainsbury's Local, Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Road Lambeth																		
Sainsbury's Local, Clapham High Street, Clapham High St/Common	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	5.4%	9	0.0%	0
Sainsbury's Local, Durnsford Road, Southfields	0.1%	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
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.6%	1	0.0%	0
Sainsbury's Local, Magdalen Road, Earlsfield	0.1%	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
Sainsbury's Local, Mitcham Road, Tooting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Old Town, Clapham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, Old York Road, Wandsworth	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, St Johns Hill Wandsworth	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, Streatham High Road, Streatham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Wimbledon	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
Sainsbury's Local, Tooting Bec Road, Tooting Bec	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Richmond, Richmond	0.3%	3	0.0%	0	1.9%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wandsworth Road, Lambeth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.2%	2	1.0%	1
Sainsbury's Local, Wandsworth Road, Battersea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0
Sainsbury's, Balham High Road, Balham	5.7%	68	0.7%	1	0.0%	0	0.0%	0	9.4%	22	24.6%	45	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Clapham Common	3.2%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	12	0.7%	1	15.5%	26	0.0%	0
Sainsbury's, Fulham Road, Fulham Broadway	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	3.0%	3
Sainsbury's, Garratt Lane, Wandsworth	5.9%	71	32.6%	44	2.8%	3	3.2%	4	3.0%	7	0.0%	0	3.4%	5	1.2%	2	6.0%	6
Sainsbury's, London Road, Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Merton High Street, Colliers Wood	5.2%	63	2.2%	3	1.9%	2	1.6%	2	20.4%	48	3.8%	7	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Streatham High Road, Streatham Common	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	11	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tooting High Street, Tooting	4.1%	49	0.0%	0	0.0%	0	0.0%	0	19.1%	45	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townmead Road, Fulham	3.6%	43	8.1%	11	1.9%	2	0.0%	0	0.9%	2	0.5%	1	6.1%	9	0.0%	0	18.0%	18
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	4.2%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	29.8%	50	0.0%	0
Sainsbury's, Werter Road, Putney	3.7%	45	0.0%	0	18.7%	20	11.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	10
Sainsbury's, Westow Street, Upper Norwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Worple Road, Wimbledon	0.8%	10	0.0%	0	0.0%	0	5.6%	7	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Balham High Road, Tooting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Road, Wandsworth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0
Tesco Express, Broadway, Tooting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham High St, Clapham High St/Common	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.2%	2	0.0%	0
Tesco Express, Falcon Road, Battersea	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
Tesco Express, Garratt Lane	0.1%	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

Column %ges.

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Earlsfield																		
Tesco Express, Merton Road, South Wimbledon	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
Tesco Express, Palace Road, Fulham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Express, Sherbrooke 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	2.0%	2
Tesco Express, Streatham High Road, Streatham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wandsworth High Street, Wandsworth	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Metro, Battersea	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.4%	8	0.6%	1	0.0%	0
Tesco Metro, Old Town Hall, The Broadway, Wimbledon	0.4%	5	0.7%	1	0.0%	0	0.8%	1	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Acre Lane, Brixton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Tesco, Kennington Lane, The Oval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco, South London Hospital, Clapham South	1.2%	15	0.0%	0	0.0%	0	0.0%	0	0.4%	1	6.0%	11	1.4%	2	0.6%	1	0.0%	0
Waitrose, Alexandra, Wimbledon	3.0%	36	4.4%	6	0.0%	0	12.7%	16	5.5%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Balham High Road, Balham	3.0%	36	0.7%	1	0.0%	0	0.0%	0	4.7%	11	11.5%	21	0.0%	0	1.8%	3	0.0%	0
Waitrose, Heathmans Rd, Parsons Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Waitrose, Kings Road, Chelsea	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	10	0.6%	1	1.0%	1
Waitrose, North End Road, Fulham	1.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	20
Waitrose, Putney Exchange Shopping Centre, High Street Putney	6.2%	74	0.7%	1	41.1%	44	13.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Waitrose, Southside Shopping Centre, Wandsworth High St, Wandsworth	3.1%	37	17.8%	24	0.9%	1	1.6%	2	0.0%	0	2.2%	4	4.1%	6	0.0%	0	0.0%	0
Waitrose, St John's Road, Clapham	1.7%	21	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	4	10.2%	15	0.6%	1	0.0%	0
Asda, Bugsby Way, Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Budgens, Mitcham Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Parsons Green Lane, 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	1.0%	1
Co-op, Parsons Green Lane, 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	1.0%	1
Costco, Imperial Way, Croydon	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Costcutter, Sternhold Avenue, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Aberconway Road, Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blagdon Road, New Malden	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
Lidl, London Road, Thornton Heath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Lidl, Rowan Road, Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, Battersea	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
Local Market, Brixton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Local Market, Pimlico	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Market, Plaistow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local Market, Southfields	0.1%	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
Local Shops, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Shops, Southfields	0.1%	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
Local Shops, Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Shops, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer Simply Food, Junction 17-18, M4, Chippenham	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
Marks & Spencer, King Street, Hammersmith & Fulham	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
Marks & Spencer, Merton High Street, Colliers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Wood																		
Marks & Spencer, Victoria Main Line Rail Station, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		
Morrisons, Walworth Road, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0		
Sainsbury's Local, Barnes High Street, Barnes	0.3%	3	0.0%	0	0.9%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's Local, High Street, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0		
Sainsbury's Local, North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0		
Sainsbury's Local, Queenstown Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0		
Sainsbury's, Bridge Way, Cobham	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, London Road, North Cheam	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Lower Richmond Road, Richmond	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Mulfords Hill, Tadley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Sainsbury's, Surrey Basin, Kingston upon Thames	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Uxbridge Road, Hampton Hill, Hampton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Express, Brixton Road, Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0		
Tesco Express, Castelnau, Barnes	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Extra, Beverley Way, New Malden	0.3%	4	0.7%	1	0.0%	0	0.8%	1	0.4%	1	0.5%	1	0.0%	0	0.0%	0		
Tesco Extra, West Cromwell Road, Kensington	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco Metro, Broadway Centre, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Merton Road, Merton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0		
Tesco, Purley Way, Purley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0		
Tesco, Shepherd's Bush Road, Hammersmith	0.4%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4		
Tesco, West Cromwell Road, Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Waitrose, Alexandria Road, West Earling	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Waitrose, Coombe Lane, Raynes Park	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Waitrose, High Street, New Malden	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0		
Waitrose, Motcomb Street, Belgravia	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.7%	1	0.0%	0		
Waitrose, Sheen Road, Richmond	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Waitrose, Upper Richmond Road West, East Sheen	0.7%	8	0.0%	0	6.5%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Waitrose, Wood Street, Kingston	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Internet	8.2%	98	10.4%	14	9.3%	10	4.8%	6	8.9%	21	10.4%	19	7.5%	11	7.7%	13	4.0%	4
(Don't know / can't remember)	0.4%	5	0.0%	0	0.0%	0	3.2%	4	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1201	135		107		126		235		183		147		168		100		

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q02 Is there any other store or shop you do your main food and grocery shopping?																		
Asda, Lavender Hill, Clapham Junction	3.9%	47	4.4%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	8	10.2%	15	9.5%	16	2.0%	2
Asda, Marlow Way, Wallington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Asda, Roehampton Vale, Roehampton	2.5%	30	4.4%	6	7.5%	8	10.3%	13	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Asda, St James Estate, Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Roehampton Vale, Roehampton	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Streatham Road, Mitcham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Arthur Road, Wimbledon Park	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
Co-op, Battersea Bridge 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
Co-op, Mitcham Road, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northcote Road, Battersea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Iceland, Clapham Road, Stockwell	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0
Iceland, The Pavement, Clapham High St/Old Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Iceland, Tooting High Street, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Balham High Road, Balham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Lane, Clapham Junction	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	5.4%	8	0.0%	0	2.0%	2
Lidl, London Road, Tooting	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lidl, Sreatham High Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Tooting High Street, Streatham	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Balham Hill, Clapham South	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	1.4%	17	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.1%	2	7.5%	11	1.8%	3	0.0%	0
Marks & Spencer, Brixton Road, Lambeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Marks & Spencer, Food Hall, Centre Court Shopping, Queens Road, Wimbledon	0.4%	5	1.5%	2	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Food Hall, Kings Road, Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Marks & Spencer, Food Hall, Putney High Street, Putney	1.8%	22	0.7%	1	8.4%	9	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Marks & Spencer, Jerdan Place, Fulham Island	0.1%	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
Morrisons, High Road, Streatham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rye Lane, Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrison's, St Marks Place, Mitcham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, The Broadway, Wimbledon	1.1%	13	0.7%	1	0.0%	0	1.6%	2	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (PFS), Lower Richmond Road, Putney	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
Sainsbury's Local, 9-11 White Hart Lane, Barnes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, Balham Hill, Clapham South	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Sainsbury's Local, Bellevue Road, Wandsworth	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Sainsbury's Local, Clapham High Street, Clapham High St/Common	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	4.8%	8	0.0%	0
Sainsbury's Local, Durnsford Road, Southfields	0.1%	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
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	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
Sainsbury's Local, Magdalen Road, Earlsfield	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mitcham Road, Tooting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham High Road, Streatham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham Hill, Streatham Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Wimbledon	0.3%	3	0.0%	0	0.0%	0	1.6%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Upper Richmond, Richmond	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wandersworth Road, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, Wandsworth 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	1.0%	1
Sainsbury's, Balham High Road, Balham	2.6%	31	0.0%	0	0.0%	0	0.0%	0	6.4%	15	8.7%	16	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Clapham Common	1.1%	13	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	5.4%	9	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth	3.8%	46	17.0%	23	2.8%	3	7.1%	9	0.9%	2	0.5%	1	4.1%	6	1.2%	2	0.0%	0
Sainsbury's, London Road, Morden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Merton High Street, Colliers Wood	1.7%	20	0.0%	0	0.0%	0	0.8%	1	8.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Streatham High Road, Streatham Common	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tooting High Street, Tooting	1.4%	17	0.0%	0	0.0%	0	0.0%	0	6.0%	14	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townmead Road, Fulham	1.6%	19	2.2%	3	1.9%	2	2.4%	3	0.0%	0	1.1%	2	1.4%	2	0.0%	0	7.0%	7
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	4.8%	8	0.0%	0
Sainsbury's, Werter Road, Putney	2.9%	35	0.7%	1	17.8%	19	11.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Wilton Road	0.1%	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
Sainsbury's, Worple Road, Wimbledon	0.9%	11	0.7%	1	0.0%	0	5.6%	7	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Balham High Road, Tooting	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction	0.3%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	2	0.0%	0	0.0%	0
Tesco Express, Battersea Road, Wandsworth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.2%	2	0.0%	0
Tesco Express, Broadway, Tooting	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham High St, Clapham High St/Common	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.8%	3	0.0%	0
Tesco Express, Falcon Road, Battersea	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
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	2.0%	2
Tesco Express, Garratt Lane Earlsfield	0.1%	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
Tesco Express, High Street, Colliers Wood	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Palace Road, Fulham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Express, Putney High Street, Putney	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, St George	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

Column %ges.

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Wharf, Vauxhall																		
Tesco Express, Streatham High Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wandsworth High Street, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Battersea	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0
Tesco Metro, Old Town Hall, The Broadway, Wimbledon	0.4%	5	0.0%	0	0.0%	0	0.8%	1	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Acre Lane, Brixton	0.7%	8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.6%	6	0.0%	0
Tesco, Dunton Road Southwark	0.1%	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
Tesco, Kennington Lane, The Oval	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0
Tesco, Old Kent Road/ Dunton Road, Southwark	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Tesco, South London Hospital, Clapham South	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.7%	5	0.7%	1	0.6%	1	0.0%	0
Waitrose, Alexandra, Wimbledon	2.2%	26	5.2%	7	0.0%	0	7.1%	9	3.8%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Balham High Road, Balham	3.9%	47	1.5%	2	0.0%	0	0.0%	0	6.0%	14	15.8%	29	0.0%	0	1.2%	2	0.0%	0
Waitrose, Brunswick Centre, London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waitrose, Heathmans Rd, Parsons Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Waitrose, Kings Road, Chelsea	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	1.0%	1
Waitrose, North End Road, Fulham	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Waitrose, Putney Exchange Shopping Centre, High Street Putney	2.9%	35	2.2%	3	17.8%	19	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Waitrose, Southside Shopping Centre, Wandsworth High St, Wandsworth	2.4%	29	11.9%	16	0.9%	1	0.0%	0	1.3%	3	0.0%	0	4.8%	7	0.6%	1	1.0%	1
Waitrose, St John's Road, Clapham	1.9%	23	0.0%	0	0.0%	0	0.0%	0	0.9%	2	2.7%	5	6.1%	9	4.2%	7	0.0%	0
Aldi, Old Kent Road, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Western Road, Park Royal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Budgens, Mitcham 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
Budgens, Moyser Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 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	1.0%	1
Co-op, Parsons Green Lane, Parsons Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Costco, Imperial Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Clapham Road, Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, High Street, New Malden	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
Iceland, 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	1.0%	1
John Lewis, Wood Street, Kingston-upon-Thames	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
Lidl, Blagdon Road, New Malden	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
Lidl, Falcon Lane, Battersea	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
Local Market, Balham	0.1%	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
Local Market, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Market, Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Market, Croydon	0.1%	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
Local Shops, Camberwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Shops, Clapham Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Shops, Clapham Junction	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
Local Shops, 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	1.0%	1

Column %ges.

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Local Shops, Southfields	0.3%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Tooting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Shops, Wandsworth	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local Shops, Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Kensington	0.1%	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
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Merton High Street, Colliers Wood	0.9%	11	0.0%	0	0.0%	0	0.8%	1	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Saint John's Road, Battersea	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
Sainsbury's Local, Buckingham Palace Road, Victoria	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
Sainsbury's Local, 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	1.0%	1
Sainsbury's Local, Queenstown Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's Local, Wimbledon Park Road, Southfields	0.1%	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
Sainsbury's, Clay Lane, Burpham	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
Sainsbury's, Lower Richmond Road, Richmond	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
Sainsbury's, Manor Road, North Sheen	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, New Cross Road, Peckham	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
Sainsbury's, Surrey Basin, Kingston upon Thames	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
Sainsbury's, Trafalgar Way, Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Parkgate Road, Battersea	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
Tesco Express, Upper Tooting Road, Tooting	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Wandsworth Road, Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Extra, Beverley Way, New Malden	0.6%	7	0.0%	0	0.9%	1	2.4%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bridge Road, Rainham	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
Tesco Metro, Broad Street, Richmond	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
Tesco, Shepherd's Bush Road, Hammersmith	0.3%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco, West Cromwell Road, Kensington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1
Waitrose, London Road, Twyford, Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Marylebone High Street, Marylebone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Waitrose, 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	1.0%	1
Waitrose, Upper Richmond Road West, East Sheen	0.5%	6	0.0%	0	3.7%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	2.5%	30	3.0%	4	1.9%	2	4.0%	5	2.6%	6	2.2%	4	2.0%	3	2.4%	4	2.0%	2
(Don't know / can't remember)	0.9%	11	0.7%	1	0.0%	0	0.8%	1	1.3%	3	1.1%	2	1.4%	2	0.6%	1	1.0%	1
(Don't do / Nowhere else)	30.9%	371	28.1%	38	26.2%	28	25.4%	32	31.1%	73	33.3%	61	29.9%	44	36.3%	61	34.0%	34
Base:		1201		135		107		126		235		183		147		168		100

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q03 How do you normally travel to do your main food shopping?																		
<i>Those who shop at a physical location at Q01</i>																		
Car-driver	45.9%	506	61.2%	74	35.1%	34	53.3%	64	46.7%	100	51.2%	84	27.9%	38	35.5%	55	59.4%	57
Car-passenger	6.1%	67	9.1%	11	6.2%	6	8.3%	10	5.1%	11	4.3%	7	4.4%	6	7.1%	11	5.2%	5
Bus / coach	15.6%	172	7.4%	9	12.4%	12	24.2%	29	13.6%	29	7.9%	13	25.7%	35	20.0%	31	14.6%	14
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tube	0.5%	5	0.8%	1	0.0%	0	0.0%	0	0.5%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Taxi	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
Walk	26.2%	289	16.5%	20	40.2%	39	12.5%	15	27.6%	59	31.1%	51	32.4%	44	29.0%	45	16.7%	16
Bicycle	2.4%	26	1.7%	2	3.1%	3	0.8%	1	2.8%	6	2.4%	4	2.9%	4	2.6%	4	2.1%	2
Mobility scooter / wheelchair	0.5%	6	0.0%	0	1.0%	1	0.0%	0	0.9%	2	0.0%	0	1.5%	2	0.6%	1	0.0%	0
Delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Motorbike	0.3%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	27	1.7%	2	2.1%	2	0.0%	0	2.8%	6	1.2%	2	4.4%	6	4.5%	7	2.1%	2
Base:		1103		121		97		120		214		164		136		155		96

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
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?																		
Asda, Lavender Hill, Clapham Junction	3.5%	42	3.0%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	4	15.6%	23	6.5%	11	0.0%	0
Asda, Old Kent Road, Ossory Road, Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Asda, Roehampton Vale, Roehampton	1.4%	17	0.0%	0	0.9%	1	11.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op Roehampton Vale, Roehampton	0.3%	3	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Streatham Road, Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, 474-488 Wandsworth Road, SW8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Co-op, Arthur Road, Wimbledon Park	0.7%	9	0.0%	0	0.0%	0	3.2%	4	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Battersea Bridge Road	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Co-op, Danebury Ave, Alton Estate, Roehampton	0.3%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mitcham Road, Tooting	0.6%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Northcote Road, Battersea	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.4%	1	3.8%	7	0.7%	1	0.0%	0	0.0%	0
Co-op, Streatham Vale, Streatham	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
Co-op, Upper Richmond Road, Putney	0.7%	8	0.0%	0	6.5%	7	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Brixton Road, Lambeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Iceland, Clapham Road, Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Iceland, Streatham High Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, The Pavement, Clapham High St/Old Town	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0
Iceland, Tooting High Street, Tooting	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Balham High Road, Balham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Lane, Clapham Junction	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.7%	4	0.0%	0	0.0%	0
Lidl, London Road, Tooting	0.6%	7	0.7%	1	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Sreatham High Road	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0
Lidl, Tooting High Street, Streatham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Balham Hill, Clapham South	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Unit 4, Shopping Centre, St John's Hill, Clapham Junction	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	2.7%	4	0.6%	1	0.0%	0
Marks & Spencer, Brixton Road, Lambeth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Marks & Spencer, Food Hall, Centre Court Shopping, Queens Road, Wimbledon	0.5%	6	0.0%	0	0.0%	0	0.8%	1	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Food Hall, Kings Road, Chelsea	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	2.0%	2
Marks & Spencer, Food Hall, Putney High Street, Putney	0.7%	8	0.0%	0	3.7%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Jerdan Place, Fulham Island	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, High Road, Streatham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Morrison's, The Broadway, Wimbledon	1.1%	13	0.7%	1	0.0%	0	1.6%	2	4.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local (PFS), Lower Richmond Road, Putney	1.4%	17	0.7%	1	11.2%	12	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 9-11	0.3%	3	0.0%	0	1.9%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
White Hart Lane, Barnes	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Balham Hill, Clapham South	1.2%	15	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	14	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea	1.0%	12	3.7%	5	0.0%	0	0.0%	0	1.3%	3	0.5%	1	0.7%	1	1.2%	2	0.0%	0
Sainsbury's Local, Bellevue Road, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, Brixton Road Lambeth	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	13	0.0%	0
Sainsbury's Local, Clapham High Street, Clapham High St/Common	0.5%	6	0.7%	1	0.0%	0	2.4%	3	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Durnsford Road, Southfields	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Haydons Road, Haydons	0.6%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.6%	1	0.0%	0
Sainsbury's Local, Junction Shopping Centre, St Johns Hill, Clapham Junction	0.7%	8	5.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Magdalen Road, Earlsfield	0.8%	10	0.0%	0	0.0%	0	0.0%	0	3.4%	8	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Mitcham Road, Tooting	0.4%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.8%	3	0.0%	0
Sainsbury's Local, Old Town, Clapham	0.4%	5	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Sainsbury's Local, Old York Road, Wandsworth	0.5%	6	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Sainsbury's Local, St Johns Hill Wandsworth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham High Road, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Streatham Hill, Streatham Hill	0.3%	4	0.7%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Wimbledon	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Tooting Bec Road, Tooting Bec	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
Sainsbury's Local, Upper Richmond, Richmond	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	2	1.8%	3	0.0%	0
Sainsbury's Local, Wandersworth Road, Lambeth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.2%	2	0.0%	0
Sainsbury's Local, Wandsworth Road, Battersea	2.1%	25	0.0%	0	0.0%	0	0.0%	0	2.6%	6	10.4%	19	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Balham High Road, Balham	1.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	8.9%	15	0.0%	0
Sainsbury's, Clapham High Street, Clapham Common	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Fulham Road, Fulham Broadway	1.7%	20	9.6%	13	0.0%	0	1.6%	2	0.4%	1	0.0%	0	1.4%	2	0.0%	0	2.0%	2
Sainsbury's, Garratt Lane, Wandsworth	1.2%	14	0.0%	0	0.9%	1	0.0%	0	5.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Merton High Street, Colliers Wood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Streatham High Road, Streatham Common	2.4%	29	0.0%	0	0.0%	0	0.0%	0	11.5%	27	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tooting High Street, Tooting	0.7%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	6.0%	6
Sainsbury's, Townmead Road, Fulham	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	9	0.0%	0
Sainsbury's, Wandsworth Road, Nine Elms, Vauxhall	2.6%	31	0.0%	0	15.0%	16	10.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Werter Road, Putney	0.7%	9	0.0%	0	0.0%	0	3.2%	4	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Worple Road, Wimbledon	1.6%	19	0.0%	0	0.0%	0	0.0%	0	7.2%	17	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Balham High Road, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0
Tesco Express, Battersea Road, Wandsworth																		

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Tesco Express, Broadway, Tooting	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Clapham High St, Clapham High St/Common	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Tesco Express, Falcon Road, Battersea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	2	0.0%	0	0.0%	0
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	2.0%	2
Tesco Express, Garratt Lane Earlsfield	0.2%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Colliers Wood	0.4%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kennington Road, The Oval	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Tesco Express, Merton Road, South Wimbledon	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Palace 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	9.0%	9
Tesco Express, Putney High Street, Putney	0.4%	5	0.0%	0	0.9%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Sherbrooke 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	2.0%	2
Tesco Express, St George Wharf, Vauxhall	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Tesco Express, Streatham High Road, Streatham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wandsworth High Street, Wandsworth	0.3%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Wimbledon Hill Road, Express	0.2%	2	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 Metro, Battersea	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	4.8%	7	0.0%	0	0.0%	0
Tesco Metro, Old Town Hall, The Broadway, Wimbledon	0.9%	11	0.0%	0	0.0%	0	2.4%	3	3.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Acre Lane, Brixton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Tesco, Kennington Lane, The Oval	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco, South London Hospital, Clapham South	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandra, Wimbledon	1.2%	15	1.5%	2	0.0%	0	4.8%	6	2.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, Balham High Road, Balham	1.4%	17	0.7%	1	0.0%	0	0.0%	0	3.0%	7	4.9%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Heathmans Rd, Parsons Green	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	9
Waitrose, Kings Road, Chelsea	0.4%	5	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Waitrose, North End Road, Fulham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Waitrose, Putney Exchange Shopping Centre, High Street Putney	1.3%	16	0.0%	0	8.4%	9	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Waitrose, Southside Shopping Centre, Wandsworth High St, Wandsworth	1.6%	19	8.9%	12	0.9%	1	0.8%	1	0.0%	0	0.5%	1	2.0%	3	0.6%	1	0.0%	0
Waitrose, St John's Road, Clapham	1.0%	12	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	10	0.6%	1	0.0%	0
Asda, St Nicolas Way, Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, Mitcham Road, Wandsworth	0.1%	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
Budgens, Moyser Road, Streatham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0	0.0%	0
Budgens, Munster 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	2.0%	2
Budgens, Parsons Green Lane, Fulham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.0%	2
Budgens, Replingham Road, Southfields	0.4%	5	3.0%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Battersea Bridge Road, Battersea	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
Co-op, Golden Cross House,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
The Strand, London																		
Co-op, North End Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1								
Co-op, Parsons Green Lane, Parsons Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3								
Costcutter, Battersea Bridge Road, Battersea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0				
Costcutter, Bedford Hill, Balham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Costcutter, Fulham Place Road, Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1		
Costcutter, Hareleeshill Road, Larkhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0		
Costcutter, Kennington Road, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0		
Costcutter, Sternhold Avenue, Streatham	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harrods, Brompton Road, Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0		
Local Market, Balham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.5%	1	0.0%	0	0.0%	0		
Local Market, Brixton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.4%	4	0.0%	0
Local Market, Fen Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Market, Kingston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Market, London West End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Market, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Balham	0.9%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	10	0.0%	0	0.0%	0	0.0%	0
Local Shops, Barnes	0.3%	3	0.7%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Battersea	1.2%	15	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.7%	5	6.1%	9	0.0%	0	0.0%	0
Local Shops, Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Shops, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Local Shops, Chatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clapham	1.1%	13	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.7%	5	0.7%	1	3.6%	6	0.0%	0
Local Shops, Clapham Common	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Clapham Junction	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
Local Shops, Clapham South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Fulham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Local Shops, Holloway	0.1%	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
Local Shops, Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lambeth	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.4%	4	0.0%	0
Local Shops, Nine Elms	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Local Shops, 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	1.0%	1
Local Shops, Peterborough	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
Local Shops, Putney	0.9%	11	0.0%	0	8.4%	9	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Roehampton	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
Local Shops, Southfields	1.2%	14	9.6%	13	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Stockwell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Local Shops, Streatham	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7	0.0%	0	0.0%	0	0.0%	0
Local Shops, Tooting	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local Shops, Vauxhall	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
Local Shops, Wandsworth	1.2%	15	4.4%	6	0.0%	0	2.4%	3	0.0%	0	0.5%	1	0.7%	1	2.4%	4	0.0%	0
Local Shops, Wimbledon	0.7%	8	0.0%	0	0.0%	0	4.0%	5	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Church Road, Barnes	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
Londis, Condell Road, Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Londis, Garratt Lane, Wandsworth	0.1%	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
Londis, Merton Road, Wandsworth	0.1%	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
Londis, Montfort Place, Wimbledon	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
Londis, Portswood Place, Roehampton	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
Londis, Trinity Road, Wandsworth	0.1%	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
Marks & Spencer Simply Food, Tottenham Court Road, Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Trinity Road, Tooting	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08							
Marks & Spencer, Arrivals Lounge Terminal 3, Heathrow Airport, Hounslow	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Cardinal Place, Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kew Retail Park, Mortlake Road, Kew	0.2%	2	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, London Bridge Station, Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Marks & Spencer, Merton High Street, Colliers Wood	0.4%	5	0.7%	1	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sunbury Cross Shopping Centre, Shepperton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Victoria Main Line Rail Station, 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
Morrisons, Concorde Centre, Shepherd's Bush	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Bellevue Road, Wandsworth	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Battersea Bridge Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Post Office, Cavendish 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
Post Office, Ferndale Road, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Poundland, Putney High Street, Putney	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Danebury Avenue, Roehampton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Abbeville Road, Clapham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Barnes High Street, Barnes	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Buckingham Palace Road, Victoria	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Farringdon Road, Farringdon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, 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	2.0%	2
Sainsbury's Local, Lower Richmond Road, Putney	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 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	1.0%	1
Sainsbury's Local, Queenstown Road, Battersea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, South Lambeth Place, Vauxhall Station, Vauxhall	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's Local, The Cut, Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Sainsbury's Local, Upper Richmond Road, Putney	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Wimbledon Park Road, Southfields	0.3%	3	1.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Brixton Hill, Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sainsbury's, Camden Road, Camden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Kings Street, Hammersmith	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Lewisham Centre, Lewisham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Sainsbury's, Manor Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
North Sheen																		
Sainsbury's, Upper Richmond Road, Putney	0.3%	3	0.0%	0	1.9%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Nightingale Lane, Balham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Parkgate Road, Battersea	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
Spar, West Hill, 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	1.0%	1
Tesco Express, Battersea Reach, Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Brixton Road, Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Croxted Road, Dulwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 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	2.0%	2
Tesco Express, Melcombe Street, Marylebone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Express, Streatham Place, Streatham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wandsworth Road, Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Tesco Metro, Bedford Street, Covent Garden	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
Tesco Metro, Broad Street, Richmond	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
Tesco, Shepherd's Bush Road, Hammersmith	0.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, West Cromwell Road, 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	1.0%	1
Waitrose, Cherry Tree Walk Centre, Whitecross Street, Barbican	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Coombe Lane, Raynes Park	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
Waitrose, High Street, New Malden	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
Waitrose, 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	2.0%	2
Waitrose, Upper Richmond Road West, East Sheen	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wimbledon Hill Road, Wimbledon	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
Internet	0.5%	6	1.5%	2	0.9%	1	0.8%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.6%	19	1.5%	2	0.9%	1	1.6%	2	2.6%	6	2.2%	4	1.4%	2	1.2%	2	0.0%	0
(Don't do / Nowhere else)	16.7%	200	21.5%	29	19.6%	21	13.5%	17	14.0%	33	12.0%	22	13.6%	20	21.4%	36	22.0%	22
Base:		1201		135		107		126		235		183		147		168		100

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q06 How do you normally travel to do your non-food shopping?																		
<i>Those who shop at a physical location at Q05</i>																		
Car-driver	26.7%	321	41.5%	56	21.5%	23	28.6%	36	26.0%	61	33.3%	61	17.0%	25	20.2%	34	25.0%	25
Car-passenger	4.2%	51	5.2%	7	2.8%	3	5.6%	7	3.8%	9	2.7%	5	4.1%	6	5.4%	9	5.0%	5
Bus / coach	23.0%	276	12.6%	17	20.6%	22	33.3%	42	14.9%	35	10.9%	20	35.4%	52	28.6%	48	40.0%	40
Train	2.9%	35	3.7%	5	1.9%	2	2.4%	3	5.1%	12	4.9%	9	0.7%	1	1.8%	3	0.0%	0
Tube	6.2%	74	5.2%	7	4.7%	5	3.2%	4	7.2%	17	10.4%	19	1.4%	2	7.1%	12	8.0%	8
Taxi	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Walk	21.4%	257	14.1%	19	32.7%	35	9.5%	12	27.2%	64	20.2%	37	28.6%	42	20.2%	34	14.0%	14
Bicycle	2.7%	33	1.5%	2	1.9%	2	1.6%	2	2.1%	5	2.2%	4	4.1%	6	4.8%	8	4.0%	4
Mobility scooter / wheelchair	0.3%	3	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Delivered	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Motorbike	0.2%	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
Other	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
(Don't know / varies)	4.5%	54	4.4%	6	4.7%	5	6.3%	8	6.8%	16	3.3%	6	2.7%	4	4.8%	8	1.0%	1
No response	7.4%	89	10.4%	14	8.4%	9	7.1%	9	6.4%	15	11.5%	21	5.4%	8	6.0%	10	3.0%	3
Base:		1201		135		107		126		235		183		147		168		100

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	
Q07 At which location did your household last buy clothes and shoes?										
Balham	0.3%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Brixton	0.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.5%	6	0.0%	0	0.0%	0	0.4%	1	0.5%	0
Clapham Junction	8.9%	107	3.7%	5	0.9%	1	0.0%	0	2.6%	6
Colliers Wood	3.9%	47	5.2%	7	0.0%	0	0.8%	1	13.2%	31
Croydon	2.4%	29	0.0%	0	0.0%	0	0.0%	0	3.0%	7
Fulham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington	1.7%	21	3.7%	5	2.8%	3	0.8%	1	0.4%	1
Kings Road, Chelsea	7.2%	87	6.7%	9	3.7%	4	0.8%	1	1.7%	4
Kingston	6.7%	80	11.9%	16	13.1%	14	20.6%	26	5.1%	12
Knightsbridge	0.4%	5	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Lavender Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	14.8%	178	7.4%	10	17.8%	19	7.1%	9	14.5%	34
Mitcham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Morden	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Putney	5.1%	61	3.7%	5	21.5%	23	15.9%	20	0.4%	1
Richmond	0.3%	3	0.0%	0	0.9%	1	0.8%	1	0.0%	0
Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3
Sutton	1.1%	13	0.0%	0	0.9%	1	0.8%	1	2.6%	6
Tooting	4.4%	53	2.2%	3	0.0%	0	0.0%	0	11.9%	28
Wandsworth Town	7.4%	89	21.5%	29	2.8%	3	4.8%	6	3.4%	8
Wimbledon	7.8%	94	8.1%	11	0.9%	1	15.1%	19	24.3%	57
Abroad	1.0%	12	0.7%	1	0.0%	0	0.8%	1	1.7%	4
Barnes	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Battersea	1.0%	12	0.7%	1	0.0%	0	0.0%	0	0.4%	1
Belgravia	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Bexleyheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bromley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.6%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clacton-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Grinstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Eastbourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elmbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	1.0%	12	0.0%	0	1.9%	2	0.8%	1	0.0%	0
Kew	0.6%	7	0.0%	0	1.9%	2	4.0%	5	0.0%	0
Mail Order / Catalogue	1.7%	21	3.0%	4	0.9%	1	2.4%	3	0.4%	1
Merton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
New Malden	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.4%	1
Norwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Oxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly	0.1%	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
Roehampton	0.5%	6	0.7%	1	1.9%	2	1.6%	2	0.0%	0
Shepherds Bush	1.5%	18	1.5%	2	1.9%	2	3.2%	4	0.9%	2
Southfields	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Southside	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Thurrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	8.4%	101	9.6%	13	10.3%	11	8.7%	11	6.8%	16
(Don't know / varies)	2.8%	34	2.2%	3	4.7%	5	4.8%	6	2.6%	6
(Don't buy these goods / nowhere else)	3.2%	38	5.2%	7	4.7%	5	4.0%	5	3.0%	7
Base:	1201	135	107	126	235	183	147	168	100	

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08
Q08 At which other locations do you shop for clothes and shoes? [MR]									
<i>Those who buy clothes and shoes at Q07</i>									
Balham	0.5%	6	0.8%	1	0.0%	0	0.0%	0	0.4%
Brixton	0.9%	11	0.0%	0	0.0%	0	0.0%	0	1.6%
Clapham High Street	0.6%	7	0.0%	0	0.0%	0	0.4%	1	1.6%
Clapham Junction	4.4%	51	7.8%	10	0.0%	0	2.5%	3	0.9%
Colliers Wood	2.9%	34	2.3%	3	0.0%	0	1.7%	2	9.2%
Croydon	2.8%	32	0.0%	0	1.0%	1	0.0%	0	3.9%
Fulham	1.1%	13	0.8%	1	0.0%	0	1.7%	2	0.0%
Kensington	2.2%	26	3.1%	4	2.0%	2	0.8%	1	0.0%
Kings Road, Chelsea	6.3%	73	9.4%	12	2.9%	3	4.1%	5	2.6%
Kingston	10.3%	120	19.5%	25	12.7%	13	24.8%	30	11.8%
Knightsbridge	0.9%	11	0.0%	0	2.0%	2	0.8%	1	0.4%
Lavender Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
London - West End	15.5%	180	14.1%	18	16.7%	17	11.6%	14	14.0%
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Putney	3.9%	45	6.3%	8	10.8%	11	9.9%	12	0.0%
Richmond	1.2%	14	2.3%	3	3.9%	4	4.1%	5	0.4%
Streatham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	2.2%
Sutton	1.0%	12	1.6%	2	0.0%	0	0.8%	1	1.8%
Tooting	1.5%	17	1.6%	2	0.0%	0	0.0%	0	5.7%
Wandsworth Town	6.4%	75	18.0%	23	2.9%	3	1.7%	2	4.8%
West Norwood / Tulse Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon	7.5%	87	11.7%	15	5.9%	6	11.6%	14	18.0%
Abroad	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Battersea	0.5%	6	0.0%	0	0.0%	0	0.0%	0	2.2%
Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
Bluewater Shopping Centre, Greenhithe	0.3%	3	1.6%	2	0.0%	0	0.0%	0	0.0%
Brighton	0.4%	5	0.0%	0	1.0%	1	0.0%	0	0.9%
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
Camberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%
Charing Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelsea	0.4%	5	0.0%	0	0.0%	0	1.7%	2	0.4%
Chichester	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Clapham Common	0.1%	1	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%
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
East Sheen	0.2%	2	0.0%	0	0.0%	0	1.7%	2	0.0%
Elephant and Castle	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%
Epsom	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Hammersmith	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.0%
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Isle of Wight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew	0.3%	4	0.8%	1	2.9%	3	0.0%	0	0.0%
Mail Order / Catalogue	0.9%	11	0.8%	1	1.0%	1	0.0%	0	0.9%
Marylebone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Merton	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.5%
Moorgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
New Malden	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Oxford	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Park Royal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Reading	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.4%
Redhill	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Roehampton	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%
Sheen	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Shepherds Bush	2.4%	28	3.1%	4	5.9%	6	0.8%	1	2.2%
Southbank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Southside	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%
Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Victoria	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Westminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%
Windsor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Woolwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Internet	5.0%	58	5.5%	7	7.8%	8	3.3%	4	4.8%
(Don't know / varies)	3.7%	43	0.8%	1	4.9%	5	5.8%	7	2.6%
(Don't buy these goods /	30.2%	351	25.8%	33	33.3%	34	21.5%	26	29.4%

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08
Q10 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ? [MR]									
<i>Those who buy domestic electric appliances (e.g. fridges and kitchen items) at Q09</i>									
Balham	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Brixton	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Clapham High Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Clapham Junction	1.0%	10	0.0%	0	1.0%	1	0.0%	0	0.5%
Colliers Wood	1.6%	17	0.0%	0	0.0%	0	0.0%	0	5.9%
Croydon	1.5%	16	0.9%	1	0.0%	0	0.0%	0	3.4%
Fulham	1.8%	19	6.8%	8	0.0%	0	0.9%	1	2.0%
Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
Kings Road, Chelsea	4.0%	42	6.0%	7	2.0%	2	1.8%	2	0.5%
Kingston	4.6%	48	7.7%	9	11.0%	11	11.9%	13	4.4%
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%
London - West End	5.1%	53	6.0%	7	4.0%	4	1.8%	2	4.9%
Mitcham	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%
Morden	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.5%
Putney	1.5%	16	0.0%	0	5.0%	5	3.7%	4	0.0%
Richmond	0.2%	2	0.0%	0	1.0%	1	0.9%	1	0.0%
Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Streatham	0.8%	8	0.0%	0	0.0%	0	0.0%	0	5.0%
Tooting	0.8%	8	3.4%	4	0.0%	0	0.0%	0	1.0%
Wandsworth Town	4.5%	47	10.3%	12	3.0%	3	3.7%	4	2.0%
Wimbledon	2.8%	29	6.8%	8	3.0%	3	5.5%	6	5.9%
Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Barnes	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%
Battersea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%
Bluewater Shopping Centre, Greenhithe	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Crawley	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%
Ealing	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%
East Sheen	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%
Hammersmith	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%
High Wycombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Kennington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Mail Order / Catalogue	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Merton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%
New Malden	0.4%	4	0.0%	0	1.0%	1	2.8%	3	0.0%
Portsmouth	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Redhill	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Sheen	0.3%	3	0.0%	0	1.0%	1	1.8%	2	0.0%
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Westminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet	6.4%	67	6.0%	7	5.0%	5	7.3%	8	6.9%
(Don't know / varies)	3.2%	33	0.9%	1	4.0%	4	3.7%	4	0.5%
(Don't buy these goods / nowhere else)	59.2%	619	52.1%	61	60.0%	60	56.9%	62	62.1%
Base:	1046	117	100	109	203	160	137	140	80

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q12 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ? [MR]																		
<i>Those who buy other kinds of electric goods such as TV / Hi-Fi and computers at Q11</i>																		
Balham	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	3	2.4%	4	0.0%	0	2.2%	3	0.0%	0
Brixton	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	3.0%	4	0.0%	0
Clapham High Street	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.8%	1	1.5%	2	0.0%	0
Colliers Wood	2.1%	22	4.3%	5	1.0%	1	0.9%	1	5.9%	12	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Croydon	1.6%	17	1.7%	2	0.0%	0	0.0%	0	3.5%	7	3.0%	5	0.0%	0	2.2%	3	0.0%	0
Fulham	1.6%	17	5.2%	6	0.0%	0	0.9%	1	0.5%	1	1.2%	2	3.8%	5	0.7%	1	1.2%	1
Kings Road, Chelsea	3.7%	39	5.2%	6	5.0%	5	2.8%	3	2.0%	4	5.4%	9	3.8%	5	1.5%	2	5.9%	5
Kingston	3.8%	40	7.8%	9	8.9%	9	4.6%	5	6.4%	13	1.8%	3	0.0%	0	0.0%	0	1.2%	1
London - West End	5.7%	60	4.3%	5	5.9%	6	2.8%	3	5.9%	12	4.8%	8	6.1%	8	8.1%	11	8.2%	7
Morden	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.9%	20	0.0%	0	7.9%	8	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6
Richmond	0.2%	2	0.0%	0	2.0%	2	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	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tooting	0.5%	5	0.9%	1	0.0%	0	0.0%	0	1.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	4.8%	50	6.9%	8	5.0%	5	2.8%	3	2.5%	5	5.4%	9	6.1%	8	3.0%	4	9.4%	8
Wimbledon	2.2%	23	6.0%	7	0.0%	0	2.8%	3	5.4%	11	0.6%	1	0.8%	1	0.0%	0	0.0%	0
Abroad	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
Barnes	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
Battersea	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
Belgravia	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
Brighton	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
Chelsea	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.5%	2	0.0%	0	0.0%	0
Crawley	0.1%	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
Earlsfield	0.1%	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
Guildford	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
Hammersmith	0.2%	2	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	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
Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kew	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
Mail Order / Catalogue	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0
Merton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mortlake	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
New Malden	0.5%	5	0.9%	1	1.0%	1	1.9%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	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
Portsmouth	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
Reading	0.1%	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
Roehampton	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheen	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
Shepherds Bush	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Southside	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
Strand	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet	8.3%	87	8.6%	10	8.9%	9	5.6%	6	10.9%	22	10.2%	17	9.1%	12	5.9%	8	3.5%	3
(Don't know / varies)	2.7%	28	0.9%	1	4.0%	4	2.8%	3	1.0%	2	5.4%	9	5.3%	7	0.7%	1	1.2%	1
(Don't buy these goods / nowhere else)	58.9%	616	58.6%	68	54.5%	55	60.2%	65	54.5%	110	52.7%	88	60.6%	80	70.4%	95	64.7%	55
Base:	1046	116	101	108	202	167	132	135	85									

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q13 At which location did your household last buy furniture, soft furnishings and floor-coverings?																		
Balham	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	3	3.3%	6	0.0%	0	1.2%	2	0.0%	0
Brixton	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	6	0.0%	0
Clapham High Street	0.1%	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
Clapham Junction	2.0%	24	0.7%	1	0.9%	1	0.0%	0	0.9%	2	3.8%	7	6.1%	9	2.4%	4	0.0%	0
Colliers Wood	1.2%	14	1.5%	2	0.0%	0	0.0%	0	4.7%	11	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Croydon	9.7%	117	6.7%	9	0.9%	1	5.6%	7	12.8%	30	14.8%	27	9.5%	14	15.5%	26	3.0%	3
Fulham	1.7%	20	0.7%	1	0.0%	0	0.8%	1	0.4%	1	0.5%	1	1.4%	2	0.0%	0	14.0%	14
Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	6.5%	78	10.4%	14	4.7%	5	1.6%	2	2.6%	6	7.7%	14	8.8%	13	4.8%	8	16.0%	16
Kingston	5.1%	61	10.4%	14	10.3%	11	15.9%	20	4.7%	11	1.1%	2	1.4%	2	0.0%	0	1.0%	1
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lavender Hill	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
London - West End	9.1%	109	6.7%	9	14.0%	15	6.3%	8	5.5%	13	11.5%	21	5.4%	8	17.3%	29	6.0%	6
Mitcham	0.4%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morden	0.7%	9	1.5%	2	0.0%	0	1.6%	2	0.4%	1	0.0%	0	0.7%	1	0.0%	0	3.0%	3
Putney	3.2%	38	3.7%	5	16.8%	18	7.9%	10	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Raynes Park	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
Richmond	0.4%	5	0.0%	0	1.9%	2	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	11	0.0%	0	0.0%	0	0.0%	0
Sutton	0.3%	4	0.0%	0	0.0%	0	0.8%	1	0.4%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Tooting	1.6%	19	0.0%	0	0.0%	0	0.0%	0	6.4%	15	2.2%	4	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	4.0%	48	5.9%	8	0.9%	1	1.6%	2	3.0%	7	3.8%	7	9.5%	14	1.8%	3	6.0%	6
West Norwood / Tulse Hill	0.1%	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
Wimbledon	3.9%	47	4.4%	6	0.9%	1	7.9%	10	11.1%	26	1.1%	2	0.0%	0	1.2%	2	0.0%	0
Abroad	0.3%	4	0.7%	1	0.9%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Barnes	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
Battersea	1.7%	20	1.5%	2	0.0%	0	0.0%	0	0.4%	1	3.8%	7	6.1%	9	0.6%	1	0.0%	0
Braintree	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
Bristol	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Chamford	0.1%	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
Chelsea	0.5%	6	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.5%	1	1.4%	2	0.0%	0	2.0%	2
Ealing	0.1%	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
Earlsfield	0.1%	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
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hythe	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
Islington	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
Kew	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
Mail Order / Catalogue	0.7%	8	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	1.8%	3	0.0%	0
Merton	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
New Malden	1.0%	12	0.7%	1	0.0%	0	4.0%	5	2.1%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Notting Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Sheen	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
Shepherds Bush	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Southwark	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0
Sunbury	0.1%	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
Tolworth	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
Tooting Bec	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tottenham	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	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	1.0%	1
Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Watford	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
Wembley	0.3%	3	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0
Internet	8.3%	100	5.2%	7	4.7%	5	7.9%	10	11.9%	28	8.2%	15	11.6%	17	7.1%	12	6.0%	6
(Don't know / varies)	6.3%	76	4.4%	6	11.2%	12	8.7%	11	2.6%	6	6.6%	12	8.2%	12	7.1%	12	5.0%	5
(Don't buy these goods / nowhere else)	25.7%	309	27.4%	37	26.2%	28	23.0%	29	25.1%	59	20.2%	37	24.5%	36	31.5%	53	30.0%	30
Base:		1201		135		107		126		235		183		147		168		100

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08							
Q14 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ? [MR]																
<i>Those who buy furniture, soft furnishings and floor-coverings at Q13</i>																
Balham	0.4%	4	0.0%	0	0.0%	0	0.6%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Brixton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.9%	1	0.0%	0
Clapham Junction	2.0%	18	4.1%	4	0.0%	0	1.1%	2	5.5%	8	1.8%	2	1.7%	2	0.0%	0
Colliers Wood	0.9%	8	0.0%	0	0.0%	0	4.0%	7	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Croydon	4.3%	38	4.1%	4	1.3%	1	3.1%	3	8.5%	15	2.7%	4	3.6%	4	5.2%	6
Fulham	0.8%	7	1.0%	1	0.0%	0	0.0%	0	1.1%	2	0.7%	1	0.9%	1	1.4%	1
Kensington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Kings Road, Chelsea	5.4%	48	3.1%	3	8.9%	7	1.0%	1	1.1%	2	8.2%	12	11.7%	13	3.5%	4
Kingston	5.8%	52	11.2%	11	11.4%	9	12.4%	12	7.4%	13	2.7%	4	0.9%	1	0.0%	0
Knightsbridge	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0
London - West End	6.2%	55	7.1%	7	8.9%	7	3.1%	3	7.4%	13	8.2%	12	1.8%	2	7.8%	9
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
Morden	0.6%	5	0.0%	0	2.5%	2	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.9%	1
Putney	1.3%	12	1.0%	1	6.3%	5	1.0%	1	0.6%	1	0.7%	1	0.9%	1	0.0%	0
Raynes Park	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0
Sutton	0.3%	3	0.0%	0	0.0%	0	2.1%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tooting	1.0%	9	2.0%	2	0.0%	0	1.0%	1	1.7%	3	1.4%	2	0.9%	1	0.0%	0
Wandsworth Town	2.2%	20	5.1%	5	1.3%	1	1.0%	1	1.7%	3	1.4%	2	6.3%	7	0.9%	1
West Norwood / Tulse Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wimbledon	2.2%	20	3.1%	3	2.5%	2	3.1%	3	6.3%	11	0.7%	1	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Battersea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.9%	1	0.9%	1
Belgravia	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.9%	1	0.9%	1	0.0%	0
Burley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cambridge	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	1.7%	2	0.0%	0
Ely	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.2%	2	0.0%	0	1.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalogue	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0
Parsons Green	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southfields	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wilcher	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	5.0%	45	11.2%	11	7.6%	6	4.1%	4	4.5%	8	6.2%	9	1.8%	2	4.3%	5
(Don't know / varies)	5.7%	51	10.2%	10	6.3%	5	6.2%	6	2.3%	4	4.8%	7	6.3%	7	5.2%	6
(Don't buy these goods / nowhere else)	56.4%	503	41.8%	41	49.4%	39	59.8%	58	55.7%	98	50.0%	73	60.4%	67	66.1%	76
Base:	892	98	79	97	176	146	111	115	70							

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	
Q19 At which location did your household last buy other non-food items such as books, CDs, toys and gifts?										
Balham	1.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brixton	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	1.4%	17	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	5.5%	66	3.7%	5	0.0%	0	2.6%	6	4.9%	9
Colliers Wood	1.2%	15	0.0%	0	0.0%	0	0.0%	0	5.1%	12
Croydon	0.7%	9	0.0%	0	0.0%	0	0.9%	2	2.7%	5
Fulham	1.2%	14	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kensington	0.3%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Kings Road, Chelsea	1.6%	19	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Kingston	2.0%	24	3.0%	4	2.8%	3	9.5%	12	0.9%	2
Knightsbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lavender Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	4.8%	58	2.2%	3	2.8%	3	5.6%	7	4.7%	11
Putney	6.7%	80	3.0%	4	36.4%	39	12.7%	16	0.9%	2
Stockwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Sutton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Tooting	1.7%	20	0.7%	1	0.0%	0	0.0%	0	7.7%	18
Wandsworth Town	6.6%	79	23.7%	32	3.7%	4	4.8%	6	3.8%	9
Wimbledon	5.5%	66	5.9%	8	1.9%	2	11.9%	15	15.7%	37
Abroad	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.4%	1
Barnes	0.3%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Battersea	1.0%	12	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Charlton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Clapham South	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Cramley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Earlsfield	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Gatwick	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Hammersmith	0.6%	7	0.0%	0	0.9%	1	0.0%	0	0.4%	1
Islington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kennington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mail Order / Catalogue	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Oxford	0.1%	1	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
Roehampton	0.4%	5	0.0%	0	0.0%	0	4.0%	5	0.0%	0
Sheen	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Shepherds Bush	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Soho	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southfields	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfields	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wood Green	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Internet	36.1%	434	43.7%	59	29.0%	31	31.7%	40	35.3%	83
(Don't know / varies)	2.3%	28	1.5%	2	2.8%	3	2.4%	3	2.1%	5
(Don't buy these goods / nowhere else)	13.2%	159	8.1%	11	14.0%	15	15.1%	19	13.2%	31
Base:	1201	135	107	126	235	183	147	168	100	

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q20 Which other locations do you visit to buy other non-food items such as books, CDs, toys and gifts ? [MR]																		
<i>Those who buy other non-food items such as books, CDs, toys and gifts at Q19</i>																		
Balham	1.7%	18	0.0%	0	0.0%	0	0.0%	0	4.9%	10	3.4%	6	0.0%	0	1.5%	2	0.0%	0
Brixton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0
Clapham High Street	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	8.8%	12	0.0%	0
Clapham Junction	4.5%	47	5.6%	7	0.0%	0	0.0%	0	0.5%	1	10.9%	19	12.3%	15	3.7%	5	0.0%	0
Colliers Wood	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.6%	1	0.8%	1	0.0%	0	0.0%	0
Croydon	1.0%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	4	2.9%	5	0.8%	1	0.0%	0	0.0%	0
Fulham	1.5%	16	0.0%	0	1.1%	1	2.8%	3	0.5%	1	0.6%	1	1.6%	2	0.0%	0	9.8%	8
Kensington	0.7%	7	0.8%	1	0.0%	0	1.9%	2	0.5%	1	0.6%	1	0.8%	1	0.7%	1	0.0%	0
Kings Road, Chelsea	2.8%	29	2.4%	3	1.1%	1	1.9%	2	1.5%	3	2.9%	5	6.6%	8	2.9%	4	3.7%	3
Kingston	4.1%	43	4.0%	5	8.7%	8	17.8%	19	2.9%	6	1.7%	3	0.0%	0	0.7%	1	1.2%	1
London - West End	7.1%	74	4.0%	5	6.5%	6	3.7%	4	6.9%	14	12.0%	21	4.9%	6	11.0%	15	3.7%	3
Putney	4.8%	50	6.5%	8	21.7%	20	16.8%	18	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.7%	3
Richmond	1.1%	11	0.0%	0	3.3%	3	2.8%	3	1.5%	3	0.0%	0	0.0%	0	0.7%	1	1.2%	1
Streatham	0.9%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	2	4.0%	7	0.0%	0	0.0%	0	0.0%	0
Sutton	0.4%	4	0.0%	0	0.0%	0	0.9%	1	1.0%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tooting	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	3	1.7%	3	0.0%	0	0.7%	1	0.0%	0
Wandsworth Town	5.2%	54	21.0%	26	2.2%	2	3.7%	4	3.4%	7	2.9%	5	6.6%	8	0.7%	1	1.2%	1
Wimbledon	4.7%	49	8.9%	11	3.3%	3	10.3%	11	10.8%	22	1.1%	2	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	0.8%	1	0.0%	0	0.0%	0
Barnes	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.8%	1	0.0%	0	0.0%	0
Brighton	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
Cambridge	0.1%	1	0.0%	0	1.1%	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	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Chichester	0.1%	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
Elephant and Castle	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
Euston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Hammersmith	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
Hayes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Islington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Kew	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Mail Order / Catalogue	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.2%	1
Muswell Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
New Malden	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
Piccadilly	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Plumstead	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
Roehampton	0.2%	2	0.0%	0	1.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	2.4%	2
Southfields	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southside	0.1%	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
Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
TV Shopping	0.1%	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
Tottenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Victoria	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet	8.3%	87	12.9%	16	9.8%	9	5.6%	6	8.8%	18	10.3%	18	8.2%	10	5.9%	8	2.4%	2
(Don't know / varies)	3.6%	37	3.2%	4	6.5%	6	3.7%	4	2.5%	5	4.0%	7	4.9%	6	2.9%	4	1.2%	1
(Don't buy these goods / nowhere else)	49.9%	520	41.1%	51	40.2%	37	42.1%	45	55.9%	114	41.7%	73	52.5%	64	58.8%	80	68.3%	56
Base:		1042		124		92		107		204		175		122		136		82

Q21 Which of these centres have you visited to use the shops and services in the last year? [MR/PR]

Balham	27.6%	331	15.6%	21	0.9%	1	2.4%	3	47.7%	112	69.9%	128	12.2%	18	27.4%	46	2.0%	2
Brixton Town Centre	15.0%	180	6.7%	9	3.7%	4	0.8%	1	6.8%	16	27.9%	51	8.8%	13	49.4%	83	3.0%	3
Clapham High Street	25.1%	302	11.1%	15	3.7%	4	7.1%	9	11.1%	26	40.4%	74	34.0%	50	69.6%	117	7.0%	7
Clapham Junction	52.0%	624	63.0%	85	23.4%	25	21.4%	27	36.2%	85	71.6%	131	93.9%	138	70.8%	119	14.0%	14
Lower Marsh The Cut	3.5%	42	3.7%	5	0.0%	0	2.4%	3	3.4%	8	4.9%	9	3.4%	5	6.5%	11	1.0%	1
Putney	38.1%	457	54.8%	74	92.5%	99	73.8%	93	18.7%	44	14.8%	27	17.0%	25	9.5%	16	79.0%	79
Streatham	11.8%	142	3.7%	5	1.9%	2	1.6%	2	13.2%	31	41.0%	75	5.4%	8	9.5%	16	3.0%	3
Tooting	34.1%	409	28.1%	38	4.7%	5	11.9%	15	71.9%	169	47.5%	87	29.9%	44	27.4%	46	5.0%	5
Wandsworth Town Centre	49.8%	598	91.9%	124	48.6%	52	53.2%	67	39.6%	93	43.7%	80	64.6%	95	34.5%	58	29.0%	29
West Norwood	1.8%	22	1.5%	2	0.0%	0	0.0%	0	0.4%	1	4.9%	9	0.0%	0	6.0%	10	0.0%	0
(None mentioned)	8.1%	97	2.2%	3	6.5%	7	15.1%	19	13.2%	31	1.1%	2	2.7%	4	9.5%	16	15.0%	15
Base:		1201		135		107		126		235		183		147		168		100

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q22 What do you like about Wandsworth Town Centre? [MR]																		
<i>Those who visit Wandsworth Town Centre at Q21</i>																		
Nothing	15.4%	92	12.9%	16	23.1%	12	19.4%	13	12.9%	12	20.0%	16	15.8%	15	6.9%	4	13.8%	4
Bus services	4.3%	26	3.2%	4	1.9%	1	7.5%	5	2.2%	2	3.8%	3	6.3%	6	3.4%	2	10.3%	3
Car parking	9.0%	54	8.1%	10	7.7%	4	6.0%	4	11.8%	11	18.8%	15	7.4%	7	5.2%	3	0.0%	0
Good choice of clothing shops	3.2%	19	4.8%	6	1.9%	1	0.0%	0	4.3%	4	2.5%	2	1.1%	1	8.6%	5	0.0%	0
Good choice of shops in general	15.6%	93	13.7%	17	13.5%	7	13.4%	9	11.8%	11	13.8%	11	16.8%	16	25.9%	15	24.1%	7
Good quality shops	4.5%	27	3.2%	4	0.0%	0	1.5%	1	3.2%	3	6.3%	5	5.3%	5	8.6%	5	13.8%	4
Good range of shops	23.1%	138	18.5%	23	25.0%	13	19.4%	13	25.8%	24	11.3%	9	30.5%	29	32.8%	19	27.6%	8
Good value / cheap	1.5%	9	0.0%	0	3.8%	2	3.0%	2	1.1%	1	1.3%	1	3.2%	3	0.0%	0	0.0%	0
Maintenance / cleanliness	1.7%	10	3.2%	4	0.0%	0	1.5%	1	2.2%	2	0.0%	0	2.1%	2	1.7%	1	0.0%	0
Shopping environment	14.7%	88	11.3%	14	5.8%	3	14.9%	10	11.8%	11	13.8%	11	13.7%	13	27.6%	16	34.5%	10
Supermarkets	5.4%	32	10.5%	13	1.9%	1	9.0%	6	3.2%	3	2.5%	2	4.2%	4	3.4%	2	3.4%	1
Traffic free areas / pedestrianisation	0.3%	2	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Close to home	20.2%	121	41.1%	51	25.0%	13	14.9%	10	11.8%	11	10.0%	8	21.1%	20	10.3%	6	6.9%	2
Close to work	1.5%	9	0.0%	0	0.0%	0	3.0%	2	4.3%	4	2.5%	2	0.0%	0	1.7%	1	0.0%	0
Convenient	6.2%	37	6.5%	8	3.8%	2	7.5%	5	5.4%	5	6.3%	5	8.4%	8	5.2%	3	3.4%	1
Convenient to other services / activities / amenities	0.8%	5	0.0%	0	1.9%	1	0.0%	0	1.1%	1	1.3%	1	1.1%	1	0.0%	0	3.4%	1
Familiar / habit	0.5%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good accessibility	2.0%	12	1.6%	2	1.9%	1	3.0%	2	2.2%	2	2.5%	2	1.1%	1	3.4%	2	0.0%	0
Good choice of bars/café/restaurants	1.2%	7	0.0%	0	0.0%	0	1.5%	1	4.3%	4	0.0%	0	1.1%	1	1.7%	1	0.0%	0
Good choice of leisure facilities	3.0%	18	0.0%	0	3.8%	2	1.5%	1	1.1%	1	10.0%	8	4.2%	4	3.4%	2	0.0%	0
Good markets	0.2%	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
Indoor shopping area	4.0%	24	4.8%	6	1.9%	1	4.5%	3	5.4%	5	2.5%	2	2.1%	2	5.2%	3	6.9%	2
It's not overly busy or large	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	1.7%	1	0.0%	0
Shops are close together	1.8%	11	3.2%	4	0.0%	0	1.5%	1	0.0%	0	2.5%	2	1.1%	1	3.4%	2	3.4%	1
(Don't know)	0.5%	3	0.0%	0	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Base:		598		124		52		67		93		80		95		58		29

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q23 What do you dislike about Wandsworth Town Centre? [MR]																		
<i>Those who visit Wandsworth Town Centre at Q21</i>																		
Nothing	46.0%	275	34.7%	43	36.5%	19	43.3%	29	47.3%	44	40.0%	32	51.6%	49	74.1%	43	55.2%	16
Bus services	1.2%	7	0.8%	1	0.0%	0	0.0%	0	2.2%	2	1.3%	1	2.1%	2	1.7%	1	0.0%	0
Car parking	6.9%	41	8.9%	11	3.8%	2	7.5%	5	7.5%	7	8.8%	7	4.2%	4	3.4%	2	10.3%	3
Maintenance / cleanliness	5.7%	34	6.5%	8	7.7%	4	10.4%	7	6.5%	6	5.0%	4	2.1%	2	3.4%	2	3.4%	1
Poor choice of clothing shops	1.7%	10	4.0%	5	0.0%	0	1.5%	1	0.0%	0	2.5%	2	1.1%	1	1.7%	1	0.0%	0
Poor choice of shops in general	4.7%	28	11.3%	14	0.0%	0	6.0%	4	2.2%	2	1.3%	1	4.2%	4	1.7%	1	6.9%	2
Poor quality shops	2.3%	14	5.6%	7	0.0%	0	1.5%	1	0.0%	0	3.8%	3	2.1%	2	1.7%	1	0.0%	0
Poor range of shops	4.7%	28	8.9%	11	5.8%	3	6.0%	4	2.2%	2	7.5%	6	0.0%	0	3.4%	2	0.0%	0
Shopping environment	4.5%	27	4.8%	6	5.8%	3	4.5%	3	5.4%	5	5.0%	4	2.1%	2	3.4%	2	6.9%	2
Supermarkets	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.2%	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
Traffic / congestion	16.7%	100	16.9%	21	28.8%	15	23.9%	16	14.0%	13	22.5%	18	11.6%	11	6.9%	4	6.9%	2
Traffic free areas / pedestrianisation	0.5%	3	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Antisocial behaviour issues	2.5%	15	3.2%	4	3.8%	2	3.0%	2	0.0%	0	1.3%	1	4.2%	4	0.0%	0	6.9%	2
Don't like the people	0.5%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	1	0.0%	0
I dislike everything about it	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
It's a boring / dull place	0.3%	2	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	2.7%	16	2.4%	3	1.9%	1	6.0%	4	1.1%	1	2.5%	2	4.2%	4	1.7%	1	0.0%	0
Lack of leisure facilities	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Market needs improving	0.3%	2	0.0%	0	1.9%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough seating	0.7%	4	0.8%	1	1.9%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Poor access	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.3%	1	0.0%	0	3.4%	2	0.0%	0
Poor choice of places to eat	0.5%	3	0.8%	1	1.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	1.3%	8	0.8%	1	1.9%	1	0.0%	0	4.3%	4	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Poor public transport links / provision	0.3%	2	0.8%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	2.0%	12	3.2%	4	7.7%	4	0.0%	0	2.2%	2	1.3%	1	1.1%	1	0.0%	0	0.0%	0
Too far away / difficult to get to	0.8%	5	0.0%	0	0.0%	0	1.5%	1	1.1%	1	1.3%	1	2.1%	2	0.0%	0	0.0%	0
Too many empty shops / shops closing down	2.0%	12	2.4%	3	1.9%	1	1.5%	1	0.0%	0	1.3%	1	4.2%	4	1.7%	1	3.4%	1
Too much building / works disruption	0.7%	4	0.8%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know)	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Base:		598		124		52		67		93		80		95		58		29

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q24 What do you like about Clapham Junction Town Centre? [MR]																		
<i>Those who visit Clapham Junction Town Centre at Q21</i>																		
Nothing	15.1%	94	15.3%	13	32.0%	8	29.6%	8	14.1%	12	13.7%	18	12.3%	17	14.3%	17	7.1%	1
Bus services	6.4%	40	4.7%	4	4.0%	1	7.4%	2	9.4%	8	1.5%	2	11.6%	16	5.0%	6	7.1%	1
Car parking	4.2%	26	5.9%	5	0.0%	0	0.0%	0	5.9%	5	4.6%	6	2.2%	3	5.0%	6	7.1%	1
Good choice of clothing shops	4.6%	29	10.6%	9	0.0%	0	0.0%	0	4.7%	4	3.1%	4	4.3%	6	5.0%	6	0.0%	0
Good choice of shops in general	17.0%	106	22.4%	19	12.0%	3	7.4%	2	12.9%	11	13.7%	18	15.9%	22	22.7%	27	28.6%	4
Good quality shops	8.7%	54	11.8%	10	12.0%	3	11.1%	3	10.6%	9	3.8%	5	7.2%	10	10.1%	12	14.3%	2
Good range of shops	27.4%	171	22.4%	19	24.0%	6	25.9%	7	21.2%	18	27.5%	36	26.1%	36	37.0%	44	35.7%	5
Good value / cheap	0.3%	2	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Maintenance / cleanliness	1.3%	8	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.8%	1	1.4%	2	1.7%	2	0.0%	0
Shopping environment	8.5%	53	3.5%	3	4.0%	1	7.4%	2	5.9%	5	4.6%	6	15.2%	21	10.1%	12	21.4%	3
Supermarkets	5.4%	34	8.2%	7	0.0%	0	3.7%	1	5.9%	5	2.3%	3	4.3%	6	8.4%	10	14.3%	2
Traffic free areas / pedestrianisation	1.0%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.3%	3	1.4%	2	0.0%	0	0.0%	0
Close to friends / family	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	19.7%	123	9.4%	8	4.0%	1	3.7%	1	10.6%	9	22.1%	29	37.7%	52	18.5%	22	7.1%	1
Close to work	0.6%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.8%	1	0.0%	0	0.8%	1	7.1%	1
Convenient	7.2%	45	7.1%	6	12.0%	3	3.7%	1	2.4%	2	10.7%	14	8.0%	11	5.9%	7	7.1%	1
Convenient to other services / activities / amenities	1.0%	6	2.4%	2	0.0%	0	7.4%	2	1.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	1.3%	8	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.8%	1	0.7%	1	3.4%	4	0.0%	0
Good accessibility	9.1%	57	8.2%	7	4.0%	1	11.1%	3	14.1%	12	13.7%	18	4.3%	6	8.4%	10	0.0%	0
Good choice of bars/café/restaurants	2.2%	14	1.2%	1	0.0%	0	0.0%	0	3.5%	3	3.1%	4	1.4%	2	3.4%	4	0.0%	0
Good markets	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Good quality market	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Indoor shopping area	0.2%	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
Interesting place	0.2%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's not overly busy or large	0.2%	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
Plenty to do there / lots going on	0.3%	2	0.0%	0	4.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops are close together	0.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.8%	1	0.0%	0
(Don't know)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Base:		624		85		25		27		85		131		138		119		14

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q25 What do you dislike about Clapham Junction Town Centre? [MR]																		
<i>Those who visit Clapham Junction Town Centre at Q21</i>																		
Nothing	53.2%	332	49.4%	42	60.0%	15	70.4%	19	48.2%	41	48.9%	64	57.2%	79	52.1%	62	71.4%	10
Bus services	0.6%	4	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Car parking	6.1%	38	8.2%	7	0.0%	0	11.1%	3	10.6%	9	5.3%	7	1.4%	2	8.4%	10	0.0%	0
Maintenance / cleanliness	4.5%	28	3.5%	3	0.0%	0	0.0%	0	7.1%	6	4.6%	6	4.3%	6	4.2%	5	14.3%	2
Poor choice of clothing shops	1.0%	6	1.2%	1	4.0%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	2.5%	3	0.0%	0
Poor choice of shops in general	5.0%	31	7.1%	6	4.0%	1	3.7%	1	3.5%	3	3.1%	4	6.5%	9	5.0%	6	7.1%	1
Poor quality shops	4.2%	26	7.1%	6	0.0%	0	0.0%	0	1.2%	1	5.3%	7	6.5%	9	2.5%	3	0.0%	0
Poor range of shops	4.8%	30	2.4%	2	0.0%	0	0.0%	0	5.9%	5	5.3%	7	6.5%	9	5.9%	7	0.0%	0
Shopping environment	3.0%	19	2.4%	2	0.0%	0	0.0%	0	3.5%	3	3.1%	4	2.2%	3	5.0%	6	7.1%	1
Supermarkets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too expensive	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	1	1.7%	2	0.0%	0
Traffic / congestion	9.5%	59	16.5%	14	8.0%	2	11.1%	3	11.8%	10	7.6%	10	7.2%	10	6.7%	8	14.3%	2
Traffic free areas / pedestrianisation	1.1%	7	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0
Antisocial behaviour issues	2.7%	17	4.7%	4	0.0%	0	3.7%	1	3.5%	3	3.1%	4	2.9%	4	0.8%	1	0.0%	0
Don't like the people	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.7%	1	1.7%	2	0.0%	0
It's a boring / dull place	0.5%	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
It's rundown / poorly maintained / needs improving	1.1%	7	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.8%	1	0.7%	1	2.5%	3	0.0%	0
Lack of leisure facilities	0.2%	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
Poor access	0.3%	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
Poor choice of independent shops	0.3%	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
Poor choice of places to eat	0.2%	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
Poor design / layout	1.9%	12	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	3	2.2%	3	3.4%	4	0.0%	0
Poor public transport links / provision	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.7%	1	0.8%	1	0.0%	0
Too busy / crowded	7.2%	45	7.1%	6	24.0%	6	0.0%	0	8.2%	7	10.7%	14	5.1%	7	3.4%	4	7.1%	1
Too far away / difficult to get to	0.8%	5	1.2%	1	4.0%	1	3.7%	1	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Too many bars / cafés / restaurants	0.2%	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
Too many empty shops / shops closing down	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Too much building / works disruption	0.5%	3	0.0%	0	0.0%	0	3.7%	1	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know)	0.2%	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
Base:		624		85		25		27		85		131		138		119		14

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q26 What do you like about Putney Town Centre? [MR]																		
<i>Those who visit Putney Town Centre at Q21</i>																		
Nothing	16.6%	76	18.9%	14	12.1%	12	14.0%	13	29.5%	13	22.2%	6	36.0%	9	12.5%	2	8.9%	7
Bus services	5.0%	23	5.4%	4	2.0%	2	9.7%	9	2.3%	1	3.7%	1	4.0%	1	0.0%	0	6.3%	5
Car parking	3.3%	15	4.1%	3	1.0%	1	2.2%	2	2.3%	1	11.1%	3	0.0%	0	6.3%	1	5.1%	4
Good choice of clothing shops	2.2%	10	2.7%	2	0.0%	0	1.1%	1	0.0%	0	3.7%	1	0.0%	0	18.8%	3	3.8%	3
Good choice of shops in general	13.8%	63	18.9%	14	8.1%	8	10.8%	10	2.3%	1	18.5%	5	8.0%	2	31.3%	5	22.8%	18
Good quality shops	6.3%	29	13.5%	10	1.0%	1	2.2%	2	4.5%	2	7.4%	2	12.0%	3	18.8%	3	7.6%	6
Good range of shops	20.4%	93	27.0%	20	13.1%	13	17.2%	16	25.0%	11	33.3%	9	16.0%	4	25.0%	4	20.3%	16
Maintenance / cleanliness	1.5%	7	0.0%	0	0.0%	0	4.3%	4	4.5%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Shopping environment	13.6%	62	23.0%	17	6.1%	6	14.0%	13	6.8%	3	7.4%	2	16.0%	4	37.5%	6	13.9%	11
Supermarkets	2.0%	9	2.7%	2	0.0%	0	3.2%	3	0.0%	0	3.7%	1	0.0%	0	6.3%	1	2.5%	2
Traffic free areas / pedestrianisation	0.9%	4	1.4%	1	1.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Close to friends / family	1.1%	5	0.0%	0	0.0%	0	0.0%	0	6.8%	3	3.7%	1	0.0%	0	0.0%	0	1.3%	1
Close to home	26.0%	119	9.5%	7	46.5%	46	31.2%	29	2.3%	1	0.0%	0	8.0%	2	0.0%	0	43.0%	34
Close to work	1.5%	7	0.0%	0	0.0%	0	2.2%	2	2.3%	1	3.7%	1	4.0%	1	0.0%	0	2.5%	2
Convenient	9.4%	43	4.1%	3	16.2%	16	21.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Convenient to other services / activities / amenities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Familiar / habit	1.3%	6	2.7%	2	2.0%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility	3.9%	18	2.7%	2	4.0%	4	3.2%	3	6.8%	3	3.7%	1	0.0%	0	0.0%	0	6.3%	5
Good choice of bars/café/restaurants	2.6%	12	1.4%	1	3.0%	3	1.1%	1	9.1%	4	0.0%	0	4.0%	1	6.3%	1	1.3%	1
Good choice of leisure facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Indoor shopping area	0.2%	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
It's not overly busy or large	0.9%	4	0.0%	0	1.0%	1	0.0%	0	2.3%	1	3.7%	1	0.0%	0	0.0%	0	1.3%	1
Shops are close together	0.9%	4	4.1%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Base:		457		74		99		93		44		27		25		16		79

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q27 What do you dislike about Putney Town Centre? [MR]																		
<i>Those who visit Putney Town Centre at Q21</i>																		
Nothing	38.1%	174	39.2%	29	24.2%	24	33.3%	31	43.2%	19	44.4%	12	44.0%	11	50.0%	8	50.6%	40
Bus services	0.7%	3	1.4%	1	0.0%	0	1.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking	12.7%	58	17.6%	13	6.1%	6	18.3%	17	13.6%	6	14.8%	4	16.0%	4	18.8%	3	6.3%	5
Maintenance / cleanliness	2.4%	11	2.7%	2	4.0%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Poor choice of clothing shops	1.8%	8	1.4%	1	3.0%	3	1.1%	1	0.0%	0	3.7%	1	4.0%	1	0.0%	0	1.3%	1
Poor choice of shops in general	6.6%	30	2.7%	2	16.2%	16	8.6%	8	0.0%	0	3.7%	1	0.0%	0	0.0%	0	3.8%	3
Poor quality shops	6.1%	28	2.7%	2	9.1%	9	6.5%	6	4.5%	2	0.0%	0	12.0%	3	6.3%	1	6.3%	5
Poor range of shops	10.3%	47	5.4%	4	16.2%	16	11.8%	11	6.8%	3	3.7%	1	8.0%	2	6.3%	1	11.4%	9
Shopping environment	2.8%	13	4.1%	3	2.0%	2	3.2%	3	6.8%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Supermarkets	0.2%	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
Too expensive	0.7%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Traffic / congestion	18.8%	86	23.0%	17	18.2%	18	19.4%	18	18.2%	8	14.8%	4	20.0%	5	25.0%	4	15.2%	12
Traffic free areas / pedestrianisation	1.1%	5	0.0%	0	1.0%	1	1.1%	1	2.3%	1	0.0%	0	4.0%	1	0.0%	0	1.3%	1
Antisocial behaviour issues	0.2%	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
Don't like the people	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
I dislike everything about it	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
It's a boring / dull place	0.2%	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
It's rundown / poorly maintained / needs improving	0.9%	4	1.4%	1	2.0%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of leisure facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Market needs improving	0.2%	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
Poor access	0.9%	4	1.4%	1	0.0%	0	1.1%	1	2.3%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Poor choice of independent shops	0.4%	2	0.0%	0	1.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	2.0%	9	1.4%	1	1.0%	1	4.3%	4	4.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Poor public transport links / provision	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Too busy / crowded	2.8%	13	2.7%	2	4.0%	4	4.3%	4	0.0%	0	7.4%	2	4.0%	1	0.0%	0	0.0%	0
Too far away / difficult to get to	1.3%	6	4.1%	3	0.0%	0	0.0%	0	4.5%	2	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Too many bars / cafés / restaurants	1.1%	5	1.4%	1	1.0%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty shops / shops closing down	2.6%	12	0.0%	0	8.1%	8	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Base:		457		74		99		93		44		27		25		16		79

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q28 What do you like about Balham Town Centre? [MR]																		
<i>Those who visit Balham Town Centre at Q21</i>																		
Nothing	15.1%	50	33.3%	7	0.0%	0	33.3%	1	17.9%	20	10.2%	13	27.8%	5	8.7%	4	0.0%	0
Bus services	1.2%	4	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	4.3%	2	0.0%	0
Car parking	6.0%	20	0.0%	0	0.0%	0	33.3%	1	5.4%	6	7.8%	10	5.6%	1	4.3%	2	0.0%	0
Good choice of clothing shops	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	5.6%	1	2.2%	1	0.0%	0
Good choice of shops in general	11.8%	39	14.3%	3	0.0%	0	0.0%	0	5.4%	6	15.6%	20	5.6%	1	17.4%	8	50.0%	1
Good quality shops	4.5%	15	4.8%	1	0.0%	0	0.0%	0	3.6%	4	2.3%	3	0.0%	0	15.2%	7	0.0%	0
Good range of shops	17.8%	59	9.5%	2	0.0%	0	33.3%	1	19.6%	22	14.1%	18	27.8%	5	23.9%	11	0.0%	0
Good value / cheap	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	6.5%	3	0.0%	0
Maintenance / cleanliness	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Shopping environment	9.7%	32	19.0%	4	100.0%	1	0.0%	0	5.4%	6	7.8%	10	22.2%	4	15.2%	7	0.0%	0
Supermarkets	9.1%	30	14.3%	3	0.0%	0	0.0%	0	8.9%	10	7.0%	9	0.0%	0	17.4%	8	0.0%	0
Close to friends / family	0.3%	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
Close to home	25.7%	85	4.8%	1	0.0%	0	0.0%	0	30.4%	34	36.7%	47	5.6%	1	4.3%	2	0.0%	0
Close to work	1.2%	4	4.8%	1	0.0%	0	0.0%	0	0.9%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Convenient	8.2%	27	0.0%	0	0.0%	0	0.0%	0	8.9%	10	10.9%	14	5.6%	1	4.3%	2	0.0%	0
Convenient to other services / activities / amenities	1.8%	6	14.3%	3	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Familiar / habit	0.3%	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
Good accessibility	3.9%	13	0.0%	0	0.0%	0	0.0%	0	3.6%	4	3.9%	5	0.0%	0	8.7%	4	0.0%	0
Good choice of bars/café/restaurants	3.9%	13	4.8%	1	0.0%	0	33.3%	1	7.1%	8	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Good choice of leisure facilities	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	2.2%	1	0.0%	0
Good independent / specialist shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Good markets	0.6%	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
Good quality market	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	5.6%	1	0.0%	0	0.0%	0
It's not overly busy or large	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shops are close together	1.2%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.8%	1	5.6%	1	0.0%	0	0.0%	0
(Don't know)	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	16.7%	3	2.2%	1	0.0%	0
Base:		331		21		1		3		112		128		18		46		2

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q29 What do you dislike about Balham Town Centre? [MR]																		
<i>Those who visit Balham Town Centre at Q21</i>																		
Nothing	55.0%	182	52.4%	11	100.0%	1	100.0%	3	56.3%	63	47.7%	61	66.7%	12	65.2%	30	50.0%	1
Bus services	0.6%	2	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking	6.3%	21	9.5%	2	0.0%	0	0.0%	0	7.1%	8	4.7%	6	0.0%	0	10.9%	5	0.0%	0
Maintenance / cleanliness	3.0%	10	0.0%	0	0.0%	0	0.0%	0	2.7%	3	3.1%	4	5.6%	1	2.2%	1	50.0%	1
Poor choice of clothing shops	4.2%	14	0.0%	0	0.0%	0	0.0%	0	1.8%	2	9.4%	12	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	3.0%	10	0.0%	0	0.0%	0	0.0%	0	3.6%	4	4.7%	6	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	2.1%	7	4.8%	1	0.0%	0	0.0%	0	1.8%	2	3.1%	4	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	11.5%	38	4.8%	1	0.0%	0	0.0%	0	9.8%	11	15.6%	20	0.0%	0	13.0%	6	0.0%	0
Shopping environment	3.9%	13	0.0%	0	0.0%	0	0.0%	0	7.1%	8	3.9%	5	0.0%	0	0.0%	0	0.0%	0
Supermarkets	0.3%	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
Too expensive	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	2.2%	1	0.0%	0
Traffic / congestion	4.2%	14	14.3%	3	0.0%	0	0.0%	0	4.5%	5	3.1%	4	5.6%	1	2.2%	1	0.0%	0
Traffic free areas / pedestrianisation	0.3%	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
Antisocial behaviour issues	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0
Don't like the people	1.2%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
I dislike everything about it	0.3%	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
It's rundown / poorly maintained / needs improving	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	2.2%	1	0.0%	0
Market needs improving	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Poor access	0.3%	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
Poor choice of independent shops	0.3%	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
Poor design / layout	0.3%	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
Too busy / crowded	0.9%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Too far away / difficult to get to	0.9%	3	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.6%	1	0.0%	0	0.0%	0
Too many empty shops / shops closing down	1.2%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	5	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	4.3%	2	0.0%	0
Base:		331		21		1		3		112		128		18		46		2

	Total	Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08		
Q30 What do you like about Tooting Town Centre? [MR]																		
<i>Those who visit Tooting Town Centre at Q21</i>																		
Nothing	20.0%	82	28.9%	11	20.0%	1	13.3%	2	18.9%	32	23.0%	20	15.9%	7	15.2%	7	40.0%	2
Bus services	2.4%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	2	3.4%	3	6.8%	3	4.3%	2	0.0%	0
Car parking	1.0%	4	0.0%	0	0.0%	0	6.7%	1	0.0%	0	1.1%	1	0.0%	0	4.3%	2	0.0%	0
Good choice of clothing shops	2.7%	11	2.6%	1	0.0%	0	0.0%	0	1.2%	2	4.6%	4	4.5%	2	4.3%	2	0.0%	0
Good choice of shops in general	13.2%	54	18.4%	7	0.0%	0	13.3%	2	10.7%	18	13.8%	12	13.6%	6	19.6%	9	0.0%	0
Good quality shops	6.1%	25	5.3%	2	0.0%	0	6.7%	1	3.0%	5	5.7%	5	6.8%	3	19.6%	9	0.0%	0
Good range of shops	26.4%	108	18.4%	7	0.0%	0	40.0%	6	23.7%	40	24.1%	21	31.8%	14	39.1%	18	40.0%	2
Good value / cheap	3.4%	14	2.6%	1	0.0%	0	0.0%	0	3.0%	5	3.4%	3	6.8%	3	4.3%	2	0.0%	0
Maintenance / cleanliness	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	1	2.2%	1	0.0%	0
Shopping environment	7.6%	31	13.2%	5	20.0%	1	0.0%	0	7.7%	13	9.2%	8	6.8%	3	2.2%	1	0.0%	0
Supermarkets	2.2%	9	7.9%	3	20.0%	1	13.3%	2	1.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	2.3%	1	0.0%	0	0.0%	0
Close to home	14.7%	60	2.6%	1	0.0%	0	6.7%	1	25.4%	43	14.9%	13	2.3%	1	2.2%	1	0.0%	0
Close to work	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0
Convenient	6.1%	25	2.6%	1	0.0%	0	0.0%	0	11.2%	19	3.4%	3	0.0%	0	4.3%	2	0.0%	0
Convenient to other services / activities / amenities	0.7%	3	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Familiar / habit	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good accessibility	2.0%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	3	2.3%	2	0.0%	0	4.3%	2	20.0%	1
Good choice of bars/café/restaurants	3.9%	16	0.0%	0	20.0%	1	6.7%	1	3.0%	5	3.4%	3	11.4%	5	2.2%	1	0.0%	0
Good choice of leisure facilities	0.7%	3	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.2%	1	0.0%	0
Good independent / specialist shops	2.7%	11	2.6%	1	0.0%	0	0.0%	0	3.0%	5	2.3%	2	2.3%	1	4.3%	2	0.0%	0
Good markets	3.7%	15	15.8%	6	0.0%	0	0.0%	0	2.4%	4	0.0%	0	9.1%	4	2.2%	1	0.0%	0
Good quality market	3.2%	13	7.9%	3	0.0%	0	20.0%	3	1.8%	3	3.4%	3	0.0%	0	2.2%	1	0.0%	0
Indoor shopping area	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Plenty to do there / lots going on	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Shops are close together	0.5%	2	2.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	3	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	2.3%	1	2.2%	1	0.0%	0
Base:		409		38		5		15		169		87		44		46		5

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q31 What do you dislike about Tooting Town Centre? [MR]																		
<i>Those who visit Tooting Town Centre at Q21</i>																		
Nothing	41.8%	171	36.8%	14	80.0%	4	60.0%	9	36.1%	61	34.5%	30	54.5%	24	58.7%	27	40.0%	2
Bus services	0.2%	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
Car parking	6.6%	27	5.3%	2	0.0%	0	13.3%	2	7.1%	12	5.7%	5	2.3%	1	10.9%	5	0.0%	0
Maintenance / cleanliness	11.2%	46	7.9%	3	0.0%	0	13.3%	2	14.2%	24	12.6%	11	4.5%	2	4.3%	2	40.0%	2
Poor choice of clothing shops	1.7%	7	2.6%	1	0.0%	0	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	6.1%	25	5.3%	2	0.0%	0	6.7%	1	8.3%	14	4.6%	4	6.8%	3	2.2%	1	0.0%	0
Poor quality shops	4.6%	19	0.0%	0	0.0%	0	0.0%	0	8.3%	14	3.4%	3	4.5%	2	0.0%	0	0.0%	0
Poor range of shops	9.8%	40	7.9%	3	0.0%	0	6.7%	1	13.0%	22	14.9%	13	0.0%	0	2.2%	1	0.0%	0
Shopping environment	4.2%	17	7.9%	3	0.0%	0	0.0%	0	3.0%	5	5.7%	5	2.3%	1	6.5%	3	0.0%	0
Supermarkets	1.0%	4	2.6%	1	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic / congestion	8.3%	34	15.8%	6	0.0%	0	0.0%	0	5.3%	9	8.0%	7	15.9%	7	10.9%	5	0.0%	0
Traffic free areas / pedestrianisation	0.2%	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
Antisocial behaviour issues	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Don't like the people	1.0%	4	7.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
I dislike everything about it	0.2%	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
It's a boring / dull place	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	1.5%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	3	2.3%	2	2.3%	1	0.0%	0	0.0%	0
Lack of leisure facilities	0.2%	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
Market needs improving	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.3%	1	0.0%	0	0.0%	0
Not enough seating	0.2%	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
Poor access	0.2%	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
Poor choice of independent shops	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor choice of places to eat	0.2%	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
Poor design / layout	1.5%	6	2.6%	1	0.0%	0	0.0%	0	0.6%	1	1.1%	1	4.5%	2	0.0%	0	20.0%	1
Too busy / crowded	10.0%	41	13.2%	5	0.0%	0	0.0%	0	8.3%	14	16.1%	14	6.8%	3	10.9%	5	0.0%	0
Too far away / difficult to get to	0.5%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Too many empty shops / shops closing down	0.2%	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
Too much building / works disruption	0.2%	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
(Don't know)	1.0%	4	0.0%	0	0.0%	0	6.7%	1	1.2%	2	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Base:		409		38		5		15		169		87		44		46		5

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q32 What do you like about Brixton Town Centre? [MR]																		
<i>Those who visit Brixton Town Centre at Q21</i>																		
Nothing	16.1%	29	11.1%	1	25.0%	1	0.0%	0	18.8%	3	19.6%	10	0.0%	0	16.9%	14	0.0%	0
Bus services	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Good choice of clothing shops	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Good choice of shops in general	15.0%	27	22.2%	2	0.0%	0	0.0%	0	6.3%	1	13.7%	7	0.0%	0	18.1%	15	66.7%	2
Good quality shops	3.9%	7	0.0%	0	0.0%	0	0.0%	0	12.5%	2	2.0%	1	7.7%	1	3.6%	3	0.0%	0
Good range of shops	25.6%	46	33.3%	3	50.0%	2	0.0%	0	31.3%	5	11.8%	6	38.5%	5	30.1%	25	0.0%	0
Good value / cheap	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.7%	1	2.4%	2	0.0%	0
Maintenance / cleanliness	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1	0.0%	0
Shopping environment	12.2%	22	11.1%	1	0.0%	0	0.0%	0	18.8%	3	9.8%	5	7.7%	1	14.5%	12	0.0%	0
Supermarkets	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	2.4%	2	0.0%	0
Close to friends / family	0.6%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	10.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	7	0.0%	0	14.5%	12	0.0%	0
Convenient	4.4%	8	0.0%	0	0.0%	0	0.0%	0	6.3%	1	5.9%	3	0.0%	0	4.8%	4	0.0%	0
Convenient to other services / activities / amenities	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Familiar / habit	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.4%	2	0.0%	0
Good accessibility	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	2.4%	2	0.0%	0
Good choice of bars/café/restaurants	7.2%	13	22.2%	2	0.0%	0	0.0%	0	18.8%	3	7.8%	4	7.7%	1	3.6%	3	0.0%	0
Good choice of leisure facilities	1.7%	3	11.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1	0.0%	0
Good independent / specialist shops	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	4	1.2%	1	0.0%	0
Good markets	7.8%	14	0.0%	0	0.0%	0	0.0%	0	12.5%	2	9.8%	5	0.0%	0	8.4%	7	0.0%	0
Good quality market	6.7%	12	11.1%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	4	7.7%	1	6.0%	5	33.3%	1
It's not overly busy or large	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		180		9		4		1		16		51		13		83		3

Q33 What do you dislike about Brixton Town Centre? [MR]*Those who visit Brixton Town Centre at Q21*

Nothing	50.6%	91	44.4%	4	50.0%	2	100.0%	1	62.5%	10	41.2%	21	69.2%	9	49.4%	41	100.0%	3
Bus services	2.2%	4	11.1%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.2%	1	0.0%	0
Car parking	6.1%	11	0.0%	0	0.0%	0	0.0%	0	12.5%	2	5.9%	3	0.0%	0	7.2%	6	0.0%	0
Maintenance / cleanliness	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	15.4%	2	6.0%	5	0.0%	0
Poor choice of shops in general	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1	0.0%	0
Poor quality shops	2.2%	4	11.1%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.2%	1	0.0%	0
Poor range of shops	1.7%	3	0.0%	0	0.0%	0	0.0%	0	6.3%	1	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Shopping environment	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.6%	3	0.0%	0
Supermarkets	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Too expensive	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0
Traffic / congestion	9.4%	17	11.1%	1	0.0%	0	0.0%	0	0.0%	0	17.6%	9	0.0%	0	8.4%	7	0.0%	0
Traffic free areas / pedestrianisation	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Antisocial behaviour issues	7.2%	13	11.1%	1	0.0%	0	0.0%	0	6.3%	1	5.9%	3	7.7%	1	8.4%	7	0.0%	0
Don't like the people	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
It's rundown / poorly maintained / needs improving	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Market needs improving	0.6%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Poor choice of independent shops	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1	0.0%	0
Poor design / layout	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Too busy / crowded	12.2%	22	11.1%	1	25.0%	1	0.0%	0	12.5%	2	11.8%	6	7.7%	1	13.3%	11	0.0%	0
Too far away / difficult to get to	1.1%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
(Don't know)	1.7%	3	0.0%	0	25.0%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Base:		180		9		4		1		16		51		13		83		3

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q34 What do you like about Streatham Town Centre? [MR]																		
<i>Those who visit Streatham Town Centre at Q21</i>																		
Nothing	31.0%	44	60.0%	3	100.0%	2	100.0%	2	29.0%	9	29.3%	22	37.5%	3	12.5%	2	33.3%	1
Bus services	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Car parking	2.8%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.7%	2	0.0%	0	6.3%	1	0.0%	0
Good choice of clothing shops	2.1%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	12.5%	1	6.3%	1	0.0%	0
Good choice of shops in general	12.0%	17	20.0%	1	0.0%	0	0.0%	0	12.9%	4	10.7%	8	12.5%	1	18.8%	3	0.0%	0
Good quality shops	2.1%	3	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.3%	1	12.5%	1	0.0%	0	0.0%	0
Good range of shops	15.5%	22	20.0%	1	0.0%	0	0.0%	0	16.1%	5	13.3%	10	25.0%	2	25.0%	4	0.0%	0
Good value / cheap	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	12.5%	1	0.0%	0	0.0%	0
Shopping environment	5.6%	8	0.0%	0	0.0%	0	0.0%	0	3.2%	1	5.3%	4	12.5%	1	6.3%	1	33.3%	1
Supermarkets	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	1	0.0%	0
Close to friends / family	3.5%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	18.8%	3	0.0%	0
Close to home	14.8%	21	0.0%	0	0.0%	0	0.0%	0	6.5%	2	25.3%	19	0.0%	0	0.0%	0	0.0%	0
Close to work	1.4%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient	9.2%	13	0.0%	0	0.0%	0	0.0%	0	3.2%	1	16.0%	12	0.0%	0	0.0%	0	0.0%	0
Convenient to other services / activities / amenities	2.1%	3	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	6.3%	1	0.0%	0
Familiar / habit	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Good accessibility	2.8%	4	20.0%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	6.3%	1	0.0%	0
Good choice of bars/café/restaurants	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Good choice of leisure facilities	4.9%	7	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0	12.5%	1	12.5%	2	33.3%	1
It's not overly busy or large	0.7%	1	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)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		142		5		2		2		31		75		8		16		3

Q35 What do you dislike about Streatham Town Centre? [MR]*Those who visit Streatham Town Centre at Q21*

Nothing	37.3%	53	80.0%	4	50.0%	1	50.0%	1	45.2%	14	24.0%	18	50.0%	4	62.5%	10	33.3%	1
Bus services	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking	4.2%	6	0.0%	0	0.0%	0	0.0%	0	6.5%	2	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Maintenance / cleanliness	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	12.5%	1	0.0%	0	33.3%	1
Poor choice of clothing shops	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	6.3%	9	0.0%	0	0.0%	0	50.0%	1	0.0%	0	10.7%	8	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	9.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	12	0.0%	0	6.3%	1	0.0%	0
Poor range of shops	15.5%	22	0.0%	0	0.0%	0	0.0%	0	19.4%	6	17.3%	13	0.0%	0	12.5%	2	33.3%	1
Shopping environment	4.2%	6	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.7%	2	0.0%	0	18.8%	3	0.0%	0
Supermarkets	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Traffic / congestion	14.1%	20	0.0%	0	50.0%	1	0.0%	0	3.2%	1	21.3%	16	12.5%	1	6.3%	1	0.0%	0
Antisocial behaviour issues	3.5%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.7%	2	12.5%	1	0.0%	0	33.3%	1
I dislike everything about it	0.7%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's a boring / dull place	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.3%	1	0.0%	0
It's rundown / poorly maintained / needs improving	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Poor access	1.4%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Poor choice of independent shops	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Poor design / layout	6.3%	9	20.0%	1	0.0%	0	0.0%	0	3.2%	1	8.0%	6	0.0%	0	6.3%	1	0.0%	0
Poor public transport links / provision	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Too busy / crowded	2.8%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Too far away / difficult to get to	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many bars / cafés / restaurants	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Too many empty shops / shops closing down	0.7%	1	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)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		142		5		2		2		31		75		8		16		3

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q36 What do you like about Clapham High Street? [MR]																		
<i>Those who visit Clapham High Street at Q21</i>																		
Nothing	16.2%	49	6.7%	1	25.0%	1	22.2%	2	15.4%	4	17.6%	13	26.0%	13	10.3%	12	42.9%	3
Bus services	1.3%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Car parking	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.9%	1	14.3%	1
Good choice of clothing shops	1.0%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
Good choice of shops in general	12.9%	39	13.3%	2	25.0%	1	22.2%	2	15.4%	4	10.8%	8	10.0%	5	14.5%	17	0.0%	0
Good quality shops	8.6%	26	0.0%	0	0.0%	0	11.1%	1	19.2%	5	6.8%	5	12.0%	6	7.7%	9	0.0%	0
Good range of shops	20.2%	61	33.3%	5	25.0%	1	33.3%	3	23.1%	6	17.6%	13	20.0%	10	17.1%	20	42.9%	3
Good value / cheap	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Maintenance / cleanliness	2.6%	8	0.0%	0	0.0%	0	11.1%	1	3.8%	1	0.0%	0	2.0%	1	4.3%	5	0.0%	0
Shopping environment	13.2%	40	6.7%	1	25.0%	1	22.2%	2	0.0%	0	6.8%	5	16.0%	8	18.8%	22	14.3%	1
Supermarkets	4.6%	14	6.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	6.0%	3	6.8%	8	0.0%	0
Traffic free areas / pedestrianisation	0.3%	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
Close to home	19.2%	58	13.3%	2	25.0%	1	0.0%	0	0.0%	0	14.9%	11	10.0%	5	33.3%	39	0.0%	0
Close to work	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Convenient	10.3%	31	0.0%	0	0.0%	0	0.0%	0	3.8%	1	21.6%	16	4.0%	2	10.3%	12	0.0%	0
Convenient to other services / activities / amenities	0.7%	2	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Familiar / habit	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Good accessibility	2.0%	6	6.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.0%	1	1.7%	2	0.0%	0
Good choice of bars/café/restaurants	9.9%	30	20.0%	3	0.0%	0	11.1%	1	15.4%	4	12.2%	9	10.0%	5	6.8%	8	0.0%	0
Good choice of leisure facilities	2.0%	6	6.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.0%	2	1.7%	2	0.0%	0
Good markets	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.4%	1	2.0%	1	0.0%	0	0.0%	0
Indoor shopping area	0.3%	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
Plenty to do there / lots going on	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	6.0%	3	0.9%	1	0.0%	0
Base:		302		15		4		9		26		74		50		117		7

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q37 What do you dislike about Clapham High Street? [MR]																		
<i>Those who visit Clapham High Street at Q21</i>																		
Nothing	52.6%	159	60.0%	9	100.0%	4	66.7%	6	57.7%	15	55.4%	41	50.0%	25	47.0%	55	57.1%	4
Bus services	0.7%	2	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking	5.6%	17	13.3%	2	0.0%	0	11.1%	1	15.4%	4	5.4%	4	4.0%	2	2.6%	3	14.3%	1
Maintenance / cleanliness	2.3%	7	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	4.0%	2	3.4%	4	0.0%	0
Poor choice of clothing shops	2.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.1%	6	0.0%	0
Poor choice of shops in general	6.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	5	4.0%	2	9.4%	11	0.0%	0
Poor quality shops	5.3%	16	6.7%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	4.0%	2	9.4%	11	0.0%	0
Poor range of shops	8.9%	27	0.0%	0	0.0%	0	0.0%	0	3.8%	1	8.1%	6	8.0%	4	12.8%	15	14.3%	1
Shopping environment	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.0%	2	2.6%	3	0.0%	0
Too expensive	1.0%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.9%	0	0.9%	1	0.0%	0
Traffic / congestion	6.6%	20	0.0%	0	0.0%	0	0.0%	0	7.7%	2	5.4%	4	12.0%	6	6.8%	8	0.0%	0
Traffic free areas / pedestrianisation	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.9%	1	0.0%	0
Antisocial behaviour issues	1.3%	4	0.0%	0	0.0%	0	11.1%	1	0.0%	0	1.4%	1	0.0%	0	1.7%	2	0.0%	0
Don't like the people	0.3%	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
It's a boring / dull place	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.0%	1	0.0%	0	0.0%	0
It's rundown / poorly maintained / needs improving	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.0%	1	0.0%	0	0.0%	0
Lack of leisure facilities	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.9%	0	0.9%	1	0.0%	0
Poor choice of independent shops	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.9%	1	0.0%	0
Poor design / layout	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.7%	2	0.0%	0
Too busy / crowded	4.3%	13	13.3%	2	0.0%	0	11.1%	1	3.8%	1	5.4%	4	4.0%	2	1.7%	2	14.3%	1
Too far away / difficult to get to	1.3%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	1	2.7%	2	2.0%	1	0.0%	0	0.0%	0
Too many bars / cafés / restaurants	5.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	12.8%	15	0.0%	0
Too many empty shops / shops closing down	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
(Don't know)	1.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.0%	3	0.9%	1	0.0%	0
Base:		302		15		4		9		26		74		50		117		7

Q38 What do you like about West Norwood Town Centre? [MR]*Those who visit West Norwood Town Centre at Q21*

Nothing	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	10.0%	1	0.0%	0
Bus services	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Good choice of shops in general	40.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.6%	5	0.0%	0	40.0%	4	0.0%	0
Good quality shops	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Good range of shops	18.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	20.0%	2	0.0%	0
Shopping environment	18.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	30.0%	3	0.0%	0
Supermarkets	4.5%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to home	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Close to work	4.5%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient	9.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0
Good accessibility	9.1%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Good quality market	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Base:		22		2		0		0		1		9		0		10		0

Q39 What do you dislike about West Norwood Town Centre? [MR]*Those who visit West Norwood Town Centre at Q21*

Nothing	63.6%	14	50.0%	1	0.0%	0	0.0%	0	100.0%	1	55.6%	5	0.0%	0	70.0%	7	0.0%	0
Car parking	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Maintenance / cleanliness	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor choice of shops in general	9.1%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Poor quality shops	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor range of shops	13.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	10.0%	1	0.0%	0
Too expensive	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
It's rundown / poorly maintained / needs improving	4.5%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Base:		22		2		0		0		1		9		0		10		0

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	
Q40 What do you like about Lower Marsh The Cut? [MR]										
<i>Those who visit Lower Marsh The Cut at Q21</i>										
Nothing	16.7%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 33.3%	3 20.0%	1 18.2%	2 100.0%	1
Good choice of clothing shops	2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.1%	1 0.0%	0 0.0%	0 0.0%	0
Good choice of shops in general	23.8%	10 60.0%	3 0.0%	0 33.3%	1 25.0%	2 11.1%	1 40.0%	2 9.1%	1 0.0%	0
Good quality shops	19.0%	8 40.0%	2 0.0%	0 33.3%	1 12.5%	1 22.2%	2 0.0%	0 18.2%	2 0.0%	0
Good range of shops	31.0%	13 20.0%	1 0.0%	0 66.7%	2 37.5%	3 0.0%	0 40.0%	2 45.5%	5 0.0%	0
Shopping environment	14.3%	6 0.0%	0 0.0%	0 33.3%	1 25.0%	2 0.0%	0 0.0%	0 27.3%	3 0.0%	0
Supermarkets	2.4%	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
Traffic free areas / pedestrianisation	2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.1%	1 0.0%	0 0.0%	0 0.0%	0
Close to work	4.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.1%	1 0.0%	0 9.1%	1 0.0%	0
Convenient	4.8%	2 20.0%	1 0.0%	0 0.0%	0 12.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Convenient to other services / activities / amenities	2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.1%	1 0.0%	0
Good choice of bars/café/restaurants	9.5%	4 20.0%	1 0.0%	0 0.0%	0 12.5%	1 11.1%	1 20.0%	1 0.0%	0 0.0%	0
Good choice of leisure facilities	4.8%	2 20.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 20.0%	1 0.0%	0 0.0%	0
Good quality market	4.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.1%	1 0.0%	0 9.1%	1 0.0%	0
Base:		42	5	0	3	8	9	5	11	1
Q41 What do you dislike about Lower Marsh The Cut? [MR]										
<i>Those who visit Lower Marsh The Cut at Q21</i>										
Nothing	73.8%	31 100.0%	5 0.0%	0 66.7%	2 100.0%	8 55.6%	5 60.0%	3 63.6%	7 100.0%	1
Maintenance / cleanliness	4.8%	2 0.0%	0 0.0%	0 33.3%	1 0.0%	0 0.0%	0 0.0%	0 9.1%	1 0.0%	0
Poor quality shops	2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.1%	1 0.0%	0
Poor range of shops	7.1%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.1%	1 0.0%	0 18.2%	2 0.0%	0
Shopping environment	4.8%	2 0.0%	0 0.0%	0 33.3%	1 0.0%	0 0.0%	0 0.0%	0 9.1%	1 0.0%	0
It's a boring / dull place	2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.1%	1 0.0%	0 0.0%	0 0.0%	0
It's rundown / poorly maintained / needs improving	2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.1%	1 0.0%	0
Market needs improving	7.1%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.1%	1 20.0%	1 9.1%	1 0.0%	0
Too far away / difficult to get to	2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 20.0%	1 0.0%	0 0.0%	0
Too many empty shops / shops closing down	2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.1%	1 0.0%	0 0.0%	0 0.0%	0
Base:		42	5	0	3	8	9	5	11	1
Q42 What items, if any, do you regularly buy on the internet? [MR]										
Nothing	34.4%	413 28.1%	38 29.0%	31 40.5%	51 38.3%	90 19.1%	35 42.2%	62 39.9%	67 39.0%	39
Books, CDs, toys etc.	51.5%	619 57.8%	78 54.2%	58 44.4%	56 51.1%	120 67.8%	124 44.9%	66 42.9%	72 45.0%	45
Clothes and shoes	24.1%	289 31.1%	42 23.4%	25 19.8%	25 20.4%	48 32.8%	60 20.4%	30 22.6%	38 21.0%	21
DIY, hardware and homewares	4.7%	57 3.7%	5 3.7%	4 6.3%	8 4.7%	11 3.8%	7 2.7%	4 7.7%	13 5.0%	5
Domestic electrical appliances	8.8%	106 5.9%	8 6.5%	7 9.5%	12 5.1%	12 12.6%	23 6.8%	10 13.7%	23 11.0%	11
Electrical TV, Hi-Fi and computers	12.5%	150 11.9%	16 14.0%	15 11.9%	15 11.1%	26 15.3%	28 6.8%	10 14.9%	25 15.0%	15
Furniture, soft furnishings and floor coverings	2.8%	34 4.4%	6 0.0%	0 3.2%	4 1.7%	4 4.4%	8 3.4%	5 3.6%	6 1.0%	1
Groceries	10.6%	127 12.6%	17 15.0%	16 8.7%	11 11.5%	27 11.5%	21 10.2%	15 7.1%	12 8.0%	8
Health, beauty and chemist items	3.5%	42 5.2%	7 5.6%	6 1.6%	2 3.8%	9 2.2%	4 3.4%	5 3.6%	6 3.0%	3
Baby items	0.3%	3 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.5%	1 0.7%	1 0.0%	0 0.0%	0
Holidays / travel tickets	1.6%	19 3.0%	4 0.9%	1 1.6%	2 0.9%	2 1.6%	3 2.7%	4 1.8%	3 0.0%	0
Pet supplies	1.1%	13 0.7%	1 0.0%	0 1.6%	2 1.3%	3 1.6%	3 2.0%	3 0.0%	0 1.0%	1
Sports equipment	0.5%	6 0.0%	0 1.9%	2 0.0%	0 0.4%	1 0.0%	0 0.0%	0 1.2%	2 1.0%	1
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
Base:		1201	135	107	126	235	183	147	168	100

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q43 Do you or your family do any of the following leisure activities? [MR/PR]																		
Cinema	65.4%	785	67.4%	91	69.2%	74	62.7%	79	58.7%	138	79.2%	145	58.5%	86	59.5%	100	72.0%	72
Theatre	61.6%	740	66.7%	90	66.4%	71	55.6%	70	60.9%	143	71.0%	130	56.5%	83	54.8%	92	61.0%	61
Pub / bar	52.5%	631	57.8%	78	65.4%	70	40.5%	51	50.6%	119	66.7%	122	46.3%	68	44.6%	75	48.0%	48
Restaurant	78.4%	941	80.0%	108	86.9%	93	80.2%	101	75.7%	178	87.4%	160	69.4%	102	74.4%	125	74.0%	74
Nightclub	9.0%	108	9.6%	13	10.3%	11	7.1%	9	7.2%	17	9.8%	18	9.5%	14	10.1%	17	9.0%	9
Bingo	2.4%	29	2.2%	3	0.9%	1	2.4%	3	2.6%	6	2.2%	4	4.1%	6	1.8%	3	3.0%	3
Health & fitness club	35.0%	420	42.2%	57	32.7%	35	29.4%	37	30.6%	72	45.9%	84	33.3%	49	27.4%	46	40.0%	40
Tenpin bowling	9.7%	117	9.6%	13	9.3%	10	6.3%	8	7.7%	18	15.3%	28	8.8%	13	8.3%	14	13.0%	13
None of these	9.3%	112	8.1%	11	6.5%	7	11.1%	14	8.5%	20	3.3%	6	15.6%	23	13.1%	22	9.0%	9
(Don't know / can't remember)	1.8%	22	0.7%	1	0.9%	1	4.0%	5	1.7%	4	2.7%	5	1.4%	2	1.8%	3	1.0%	1
Base:	1201	135	107	126	235	183	147	168	100									

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q44 Where did you or your family last visit the cinema?																		
<i>Those who visit the cinema at Q43</i>																		
BFI Southban, Belveder Road, South Bank	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	2	0.0%	0	1.0%	1	0.0%	0
Cineworld, Fulham Road, Fulham	2.8%	22	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	2	5.8%	5	3.0%	3	15.3%	11
Cineworld, Kings Road, Chelsea	3.4%	27	1.1%	1	4.1%	3	3.8%	3	1.4%	2	0.0%	0	12.8%	11	0.0%	0	9.7%	7
Cineworld, Southside Shopping Centre, Wandsworth	24.6%	193	56.0%	51	21.6%	16	13.9%	11	21.7%	30	20.7%	30	45.3%	39	13.0%	13	4.2%	3
Clapham Picturehouse, Venn Street, Clapham High Street	16.8%	132	1.1%	1	0.0%	0	0.0%	0	13.0%	18	34.5%	50	16.3%	14	48.0%	48	1.4%	1
Odeon Cinema, Streatham High Road, Streatham	5.4%	42	0.0%	0	0.0%	0	0.0%	0	3.6%	5	22.8%	33	1.2%	1	3.0%	3	0.0%	0
Odeon, Putney High Street, Putney	8.5%	67	3.3%	3	47.3%	35	19.0%	15	0.0%	0	0.0%	0	2.3%	2	0.0%	0	16.7%	12
Premier Cinema, Rye Lane, London	0.5%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	2	0.0%	0
Richmond	0.6%	5	0.0%	0	4.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ritzy Cinema, Brixton Oval	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.0%	3	0.0%	0
Ritzy Cinema, Coldharbour Lane, Brixton	2.0%	16	2.2%	2	0.0%	0	0.0%	0	1.4%	2	2.1%	3	0.0%	0	9.0%	9	0.0%	0
Vue, Fulham Broadway Centre, Fulham	4.1%	32	2.2%	2	1.4%	1	0.0%	0	0.0%	0	1.4%	2	1.2%	1	1.0%	1	34.7%	25
Central London	3.9%	31	4.4%	4	2.7%	2	1.3%	1	6.5%	9	2.8%	4	2.3%	2	6.0%	6	4.2%	3
Wimbledon	17.2%	135	24.2%	22	2.7%	2	40.5%	32	48.6%	67	6.9%	10	0.0%	0	2.0%	2	0.0%	0
Abroad	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Ashford	0.1%	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
Bexleyheath	0.1%	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
Bournemouth	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
Cine Lumiere, Queensbury Palace, South Kingston	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Cineworld, Air Park Way, Feltham	0.1%	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
Cineworld, King Street, Hammersmith	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Curzon Cinemas, Kings Road, Chelsea	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.3%	2	0.0%	0	1.4%	1
Curzon Cinemas, Shaftsbury Avenue, Soho	0.1%	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
Isle of Wight	0.1%	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
Kingston	0.3%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mayfair	0.1%	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
National Film Theatre, Belvedere Road, Southbank	0.4%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nottingham	0.1%	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
Odeon, Edgware Road, Marble Arch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Odeon, Kensington High Street, Kensington	0.4%	3	1.1%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Shaftsbury Avenue, Covent Garden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Odeon, The Rotunda, Clarence Street, Kingston-upon-Thames	0.4%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Peckham Multiplex, Rye Lane, Peckham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Riverside Studios, Crisp Road, Hammersmith	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Shepherds Bush	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Soho	0.1%	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
Southwark	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Suffolk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Tamworth	0.1%	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
The Empire, St Nicolas Way, Sutton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.0%	1	0.0%	0
Vue, Festival Place, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Vue, Grafton Centre, East	0.1%	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

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08
Road, Cambridge Vue, Hasterman Way, Croydon	0.4% 3	0.0% 0	0.0% 0	0.0% 0	2.2% 3	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Vue, Shopping and Lesuire Centre, Sheperds Bush Green	0.1% 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
Vue, Stratford Place, Stratford	0.1% 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
Vue, Westfield Shopping Centre, White City	0.1% 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
Waterloo	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	0.0% 0
(Don't know / can't remember)	2.3% 18	3.3% 3	2.7% 2	5.1% 4	0.0% 0	1.4% 2	5.8% 5	1.0% 1	1.4% 1
Base:	785	91	74	79	138	145	86	100	72

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08
Q45 Where did you or your family last visit the Theatre?									
<i>Those who visit the Theatre at Q43</i>									
Battersea Arts Centre, Lavender Hill, Battersea	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London/West End	64.9%	480	75.6%	68	62.0%	44	48.6%	34	62.2%
Chelsea Theatre, Kings Rd, Chelsea	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
New Vic	0.3%	2	0.0%	0	0.0%	0	1.4%	1	0.0%
Old Vic	2.4%	18	1.1%	1	0.0%	0	2.9%	2	1.4%
Orange Tree Theatre, Clarence St, Richmond	0.9%	7	0.0%	0	1.4%	1	7.1%	5	0.7%
Oval House	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Polka Theatre, The Broadway, Wimbledon	1.1%	8	2.2%	2	1.4%	1	1.4%	1	2.1%
Putney Arts Theatre, Ravenna Road, Putney	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%
Richmond Theatre, The Green, Richmond	1.9%	14	1.1%	1	4.2%	3	4.3%	3	2.8%
South Bank Centre	4.6%	34	2.2%	2	2.8%	2	4.3%	3	2.1%
South London Theatre, Norwood High St, Norwood	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%
The New Wimbledon Theatre, The Broadway, Wimbledon	6.8%	50	8.9%	8	2.8%	2	15.7%	11	16.1%
Theatre 503 (formerly The Grace Theatre @ the Latchmere), Battersea Park Road	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Young Vic	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
ADC Theatre, Park Street, Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bush Theatre, Uxbridge Road, Shepherds Bush	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Cadogan Hall, Slone Terrence, Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Chichester Theatre, Oaklands Park, Chichester	0.4%	3	0.0%	0	1.4%	1	1.4%	1	0.7%
Chiswick	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%
Clapham Picture House, Venn Street, Clapham High Street	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%
Congress Theatre, Carlise Road, Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Earls Court	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fairfields Hall, Park Lane, Croydon	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%
Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Glyndebourne, Lewes, Sussex	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%
Hammersmith Apollo, Queen Caroline Street, Hammersmith	0.4%	3	0.0%	0	2.8%	2	0.0%	0	0.7%
Hammersmith Lyric, Lyric Square, Hammersmith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hampstead Theatre, Eton Avenue, Swiss Cottage	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%
Haymarket	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%
Highgate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Kensington Gardens	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Kingston	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Landor Theatre, Landor Road, Clapham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lower Marsh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marlowe Theatre, The Friars, Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
National Theatre, Southbank, Waterloo	3.1%	23	1.1%	1	5.6%	4	4.3%	3	3.5%
Odeon, High Street, New Beckenham, Beckenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Oxford Playhouse, Beaumont Street, Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Plymouth	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
Riverside Studios, Crisp Road, Hammersmith	0.4%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Rose Theatre, High Street, Kingston-upon-Thames	0.7%	5	0.0%	0	4.2%	3	0.0%	0	0.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Royal Court Theatre, Sloane Square, Chelsea	0.8%	6	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.8%	1	0.0%	0	2.2%	2	1.6%	1
Sadlers Wells, Rosebery Avenue, Clerkenwell	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
Sonning	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
Stratford	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
Tooting	0.3%	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
Vauxhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Westminster	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Wimbledon	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
(Don't know / can't remember)	3.8%	28	1.1%	1	4.2%	3	4.3%	3	1.4%	2	2.3%	3	3.6%	3	10.9%	10	4.9%	3
Base:		740		90		71		70		143		130		83		92		61

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q46 Where did you or your family last visit a pub / bar?																		
<i>Those who visit a pub / bar at Q43</i>																		
Balham	6.8%	43	1.3%	1	0.0%	0	0.0%	0	13.4%	16	20.5%	25	0.0%	0	0.0%	0	2.1%	1
Brixton	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.6%	2	0.0%	0	5.3%	4	0.0%	0
Camberwell Green	0.2%	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
Clapham High Street	4.0%	25	0.0%	0	1.4%	1	2.0%	1	1.7%	2	3.3%	4	1.5%	1	21.3%	16	0.0%	0
Clapham Junction	6.8%	43	1.3%	1	1.4%	1	2.0%	1	3.4%	4	9.8%	12	26.5%	18	6.7%	5	2.1%	1
Colliers Wood	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.2%	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
Fulham	4.3%	27	1.3%	1	5.7%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	43.8%	21
Kensington	0.8%	5	1.3%	1	1.4%	1	2.0%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0
Kings Road, Chelsea	1.9%	12	0.0%	0	1.4%	1	2.0%	1	0.8%	1	1.6%	2	5.9%	4	1.3%	1	4.2%	2
Kingston	0.5%	3	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
London - West End	9.0%	57	9.0%	7	12.9%	9	2.0%	1	7.6%	9	11.5%	14	4.4%	3	16.0%	12	4.2%	2
Mitcham	0.2%	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
Morden	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Putney	9.0%	57	5.1%	4	50.0%	35	31.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Raynes Park	0.2%	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
Richmond	0.6%	4	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0
Stockwell	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0
Streatham	2.5%	16	0.0%	0	0.0%	0	0.0%	0	0.8%	1	12.3%	15	0.0%	0	0.0%	0	0.0%	0
Sutton	0.2%	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
Tooting	6.2%	39	0.0%	0	0.0%	0	0.0%	0	29.4%	35	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Wandsworth Town	9.5%	60	46.2%	36	4.3%	3	3.9%	2	5.0%	6	7.4%	9	4.4%	3	1.3%	1	0.0%	0
Waterloo	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Westow Hill / Crystal Palace	0.2%	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
Wimbledon	8.6%	54	11.5%	9	0.0%	0	33.3%	17	21.8%	26	0.8%	1	0.0%	0	1.3%	1	0.0%	0
Abroad	0.2%	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
Ackton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Barnes	1.4%	9	0.0%	0	7.1%	5	5.9%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	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
Battersea	6.2%	39	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.6%	8	41.2%	28	2.7%	2	0.0%	0
Beckenham	0.2%	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
Belgravia	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
Bermondsey	0.2%	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
Bournemouth	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Catford	0.2%	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
Chelsea	0.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Chichester	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
Chiswick	0.2%	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
Clapham South	0.2%	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
Darby	0.2%	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
Dulwich	0.2%	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
Ealing	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	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
Epsom	0.2%	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
Esher	0.3%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.2%	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
Hammersmith	1.3%	8	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	12.5%	6
Holborn	0.2%	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
Hoxton	0.2%	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
Kennington	0.2%	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
Lambeth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.3%	1	0.0%	0
Lewisham	0.2%	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
Lower Marsh	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Maida Vale	0.2%	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
Marble Arch	0.2%	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
Merton	0.2%	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
Notting Hill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.1%	1
Old Town Clapham	0.2%	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
Paddock Wood	0.2%	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
Parsons Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Sheen	0.3%	2	0.0%	0	1.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.6%	4	0.0%	0	0.0%	0	2.0%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	2
Soho	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
South Bank	0.2%	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
Southfields	0.5%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Austell	0.2%	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
Temple	0.2%	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
Twickenham	0.2%	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
Vauxhall	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	8	0.0%	0
Victoria	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

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08
Westminster	0.2% 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
Winstable	0.2% 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
Worthing	0.2% 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
(Don't know / can't remember)	6.5% 41	6.4% 5	1.4% 1	5.9% 3	5.0% 6	4.1% 5	10.3% 7	10.7% 8	12.5% 6
Base:	631	78	70	51	119	122	68	75	48

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q47 Where did you or your family last visit a restaurant?																		
<i>Those who visit a restaurant at Q43</i>																		
Balham	6.1%	57	0.9%	1	0.0%	0	0.0%	0	12.4%	22	19.4%	31	1.0%	1	1.6%	2	0.0%	0
Brixton	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.5%	4	0.0%	0	3.2%	4	0.0%	0
Camberwell Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Clapham High Street	5.2%	49	0.0%	0	0.0%	0	0.0%	0	1.7%	3	7.5%	12	3.9%	4	24.0%	30	0.0%	0
Clapham Junction	5.5%	52	3.7%	4	0.0%	0	2.0%	2	2.2%	4	7.5%	12	21.6%	22	6.4%	8	0.0%	0
Colliers Wood	1.2%	11	0.9%	1	0.0%	0	0.0%	0	5.1%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Croydon	1.0%	9	0.0%	0	0.0%	0	0.0%	0	2.2%	4	1.9%	3	0.0%	0	1.6%	2	0.0%	0
Fulham	5.3%	50	1.9%	2	3.2%	3	3.0%	3	0.6%	1	1.9%	3	1.0%	1	0.8%	1	48.6%	36
Kensington	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kings Road, Chelsea	1.9%	18	1.9%	2	0.0%	0	3.0%	3	0.0%	0	1.3%	2	6.9%	7	0.0%	0	5.4%	4
Kingston	1.2%	11	1.9%	2	2.2%	2	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.4%	1
Lavender Hill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.0%	1	1.6%	2	0.0%	0
London - West End	13.7%	129	14.8%	16	8.6%	8	10.9%	11	10.7%	19	13.1%	21	7.8%	8	24.0%	30	21.6%	16
Mitcham	1.0%	9	0.9%	1	0.0%	0	0.0%	0	2.8%	5	1.3%	2	1.0%	1	0.0%	0	0.0%	0
Morden	0.2%	2	0.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Putney	9.9%	93	9.3%	10	53.8%	50	26.7%	27	0.6%	1	0.0%	0	1.0%	1	0.0%	0	5.4%	4
Raynes Park	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
Richmond	0.6%	6	0.9%	1	1.1%	1	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.4%	1
Stockwell	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Streatham	2.1%	20	0.0%	0	0.0%	0	0.0%	0	2.8%	5	8.8%	14	0.0%	0	0.8%	1	0.0%	0
Sutton	0.4%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	2	1.0%	1	0.0%	0	0.0%	0
Tooting	5.3%	50	3.7%	4	0.0%	0	1.0%	1	19.7%	35	4.4%	7	2.0%	2	0.8%	1	0.0%	0
Wandsworth Town	6.9%	65	29.6%	32	1.1%	1	1.0%	1	2.8%	5	6.3%	10	7.8%	8	5.6%	7	1.4%	1
Waterloo	0.9%	8	0.0%	0	1.1%	1	1.0%	1	1.7%	3	0.6%	1	1.0%	1	0.8%	1	0.0%	0
West Norwood / Tulse Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Westow Hill / Crystal Palace	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wimbledon	8.6%	81	7.4%	8	3.2%	3	24.8%	25	21.9%	39	1.9%	3	2.0%	2	0.8%	1	0.0%	0
Abroad	0.3%	3	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Barnes	1.3%	12	0.0%	0	8.6%	8	3.0%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	4.4%	41	0.9%	1	0.0%	0	0.0%	0	0.6%	1	5.0%	8	28.4%	29	1.6%	2	0.0%	0
Belgravia	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bethnal Green	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
Blackheath	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
Bournemouth	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
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Cambridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Castlemere	0.1%	1	0.0%	0	1.1%	1	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	1.0%	1	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	0.0%	0	0.0%	0	1.4%	1
Chessington	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
Clapham South	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.3%	2	0.0%	0	0.8%	1	0.0%	0
Claygate	0.1%	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
Cornwall	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crystal Palace	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
Dartford	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
Dawlish Warren	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
Dorking	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
Dulwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.6%	2	0.0%	0
Ealing	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
Earlsfield	0.3%	3	2.8%	3	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	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.3%	3	0.9%	1	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Esher	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
Exeter	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
Finley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Great Malvern	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
Hammersmith	0.4%	4	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Islington	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
Jersey	0.1%	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
Kennington	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Kings Lynn	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
Lambeth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
London - East End	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
Mayfair	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
North Cheam	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
Notting Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1
Old Town Clapham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Oxford	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	
Park Lane	0.1%	1	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%	1
Pimlico	0.3%	3	0.9%	1	0.0%	0	0.6%	1	0.0%	0
Plumstead	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Roehampton	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sevenoaks	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Sheen	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Shepherds Bush	0.4%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	3
Soho	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
South Bank	0.5%	5	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Southfields	1.0%	9	6.5%	7	0.0%	0	2.0%	2	0.0%	0
Southwark	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1
St Austell	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Surbiton	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Tooting Bec	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Vauxhall	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wallington	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
West Clandon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Westminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Worcester	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	3.4%	32	2.8%	3	2.2%	2	1.0%	1	2.2%	4
Base:		941	108	93	101	178	160	102	125	74

Q48 Where did you or your family last visit a nightclub/ live music venue?*Those who visit a nightclub/ live music venue at Q43*

Balham	1.9%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Brixton	9.3%	10	15.4%	2	0.0%	0	11.1%	1	5.9%	1	16.7%	3	7.1%	1	11.8%	2	0.0%	0
Clapham High Street	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	6.5%	7	0.0%	0	0.0%	0	0.0%	0	5.9%	1	5.6%	1	21.4%	3	5.9%	1	11.1%	1
Croydon	1.9%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Fulham	0.9%	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
Kensington	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	11.1%	1
Kings Road, Chelsea	4.6%	5	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	22.2%	2
Kingston	5.6%	6	0.0%	0	18.2%	2	33.3%	3	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London - West End	23.1%	25	0.0%	0	18.2%	2	22.2%	2	41.2%	7	27.8%	5	28.6%	4	11.8%	2	33.3%	3
Putney	5.6%	6	0.0%	0	27.3%	3	11.1%	1	0.0%	0	5.6%	1	0.0%	0	5.9%	1	0.0%	0
Streatham	0.9%	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
Tooting	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo	0.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	0.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cambridge	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Camden	1.9%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0
Dorstone	0.9%	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
Elephant and Castle	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Islington	1.9%	2	0.0%	0	9.1%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lambeth	0.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreditch	1.9%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0
South Bank	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Tower Hamlets	0.9%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vauxhall	3.7%	4	7.7%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	11.8%	2	0.0%	0
Wembley	0.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	15.7%	17	23.1%	3	27.3%	3	11.1%	1	5.9%	1	11.1%	2	14.3%	2	29.4%	5	0.0%	0
Base:		108	13	11	9	17	18	14	17	9								

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q49 Where did you or your family last go to play bingo?																		
<i>Those who go to play bingo at Q43</i>																		
Gala Bingo, Mitcham Road, Tooting	27.6%	8	0.0%	0	0.0%	0	33.3%	1	66.7%	4	50.0%	2	0.0%	0	33.3%	1	0.0%	0
Mecca Bingo, Brendon Valley, Wandsworth	27.6%	8	33.3%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	66.7%	4	0.0%	0	66.7%	2
Streatham	10.3%	3	0.0%	0	0.0%	0	0.0%	0	16.7%	1	25.0%	1	0.0%	0	33.3%	1	0.0%	0
Banbury	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
East Acton	3.4%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elephant and Castle	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	33.3%	1	0.0%	0
Feltham	3.4%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	13.8%	4	66.7%	2	0.0%	0	0.0%	0	16.7%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0
Base:		29		3		1		3		6		4		6		3		3

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q50 Where did you or your family last go to a healthclub / gym?																		
<i>Those who go to a healthclub / gym at Q43</i>																		
Balham Leisure Centre, Elmfield Road	4.3%	18	1.8%	1	0.0%	0	0.0%	0	8.3%	6	13.1%	11	0.0%	0	0.0%	0	0.0%	0
Battersea Fitness & Wellbeing Centre, Sheepcote Lane, Battersea	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0	0.0%	0
Brixton Recreation Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	8.7%	4	0.0%	0
Clapham Leisure Centre	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	13.0%	6	0.0%	0
David Lloyd Leisure, Beckenham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Fitness First Clubs, Blue Star House	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.2%	1	0.0%	0
Fitness First, Balham High Road, Balham	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Fitness First, Lavender Hill, Clapham Junction	1.0%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	4.1%	2	0.0%	0	0.0%	0
Fitness First, Streatham High Rd.	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Fulham Fitness & Wellbeing Centre, Stevenage Road, Fulham	0.7%	3	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Horizons Health & Fitness Club, Hackford Rd	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Latchmere Leisure Centre, Burns Road, Battersea	2.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	16.3%	8	0.0%	0	0.0%	0
Putney Leisure Centre, Dryburgh Road	3.6%	15	5.3%	3	11.4%	4	16.2%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	1
Roehampton Sport & Fitness Centre, Laverstock Gardens	1.4%	6	0.0%	0	8.6%	3	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting Leisure Centre, Greaves Place	4.3%	18	1.8%	1	2.9%	1	0.0%	0	20.8%	15	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Virgin Active Health Club, Ockley Rd	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Smugglers Way, Wandsworth	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.1%	2	2.2%	1	2.5%	1
Virgin Active, Southside Shopping Centre, Wandsworth	2.6%	11	10.5%	6	2.9%	1	2.7%	1	0.0%	0	1.2%	1	4.1%	2	0.0%	0	0.0%	0
Virgin Active, Upper Richmond Road, Putney	2.6%	11	3.5%	2	11.4%	4	10.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Wandle Recreation Centre, Mapleton Road, Wandsworth	0.2%	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
Wandsworth Fitness & Wellbeing Centre, King George Park, Wandsworth	1.4%	6	1.8%	1	0.0%	0	0.0%	0	1.4%	1	3.6%	3	0.0%	0	2.2%	1	0.0%	0
Balham	1.7%	7	1.8%	1	0.0%	0	0.0%	0	1.4%	1	4.8%	4	0.0%	0	2.2%	1	0.0%	0
Clapham Junction	3.6%	15	1.8%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	6	6.1%	3	10.9%	5	0.0%	0
Putney	2.6%	11	1.8%	1	20.0%	7	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Tooting	2.4%	10	1.8%	1	0.0%	0	0.0%	0	11.1%	8	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Wandsworth Town	4.8%	20	19.3%	11	5.7%	2	5.4%	2	2.8%	2	1.2%	1	2.0%	1	2.2%	1	0.0%	0
Clapham High Street	3.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	2.0%	1	15.2%	7	0.0%	0
Colliers Wood	1.2%	5	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Fulham	8.3%	35	10.5%	6	5.7%	2	0.0%	0	0.0%	0	1.2%	1	2.0%	1	0.0%	0	62.5%	25
Kings Road, Chelsea	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1	2.2%	1	0.0%	0
London - West End	3.8%	16	0.0%	0	2.9%	1	5.4%	2	2.8%	2	7.1%	6	2.0%	1	6.5%	3	2.5%	1
Raynes Park	0.7%	3	0.0%	0	0.0%	0	5.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Streatham	1.9%	8	0.0%	0	0.0%	0	0.0%	0	2.8%	2	7.1%	6	0.0%	0	0.0%	0	0.0%	0
Wimbledon	7.4%	31	12.3%	7	2.9%	1	8.1%	3	27.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barn Elms Sports Centre, Queen Elizabeth Walk, Wandsworth	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	12.2%	6	0.0%	0	0.0%	0
Brixton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.2%	1	0.0%	0
Broadgate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Chelsea	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.0%	1	0.0%	0	0.0%	0
Chiswick	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh Golf and Country Club, Barhatch Lane,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Cranleigh																		
Crouch End	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd Lesuire, Fulham Road, Fulham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Dawlish Warren	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Euston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Furnivall Sculling Club, Lower Marsh, 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	2.5%	1
Guildford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Hammersmith	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2
Hampton	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
In2 Crossfit, Voltaire Road, Clapham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Kennington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Merton	0.5%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Malden	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Centre, Burr Road, Wandsworth	0.7%	3	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Centre, Sheepcote Lane, Battersea	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	4.1%	2	0.0%	0	0.0%	0
Oxford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Physical Culture Gyms, Winthorpe Road, Wandsworth	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Pilates Recentre Health, Balham High Road, Balham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Powertone Powerplate Studios, Cotswold Mews, Battersea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Queen Mary's, Roehampton Lane, Roehampton	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roehampton	1.2%	5	0.0%	0	5.7%	2	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbank Club, Wandsworth Road, Vauxhall	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.2%	1	0.0%	0
Southfields	1.7%	7	8.8%	5	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Katherines Dock	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
St Pauls	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Stamford Bridge, Fulham Road, Chelsea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Stockwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Stoke Park Club, Stoke Park, Buckingham	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym, Lett Road, Stockwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
The Gym, St George Wharf, Vauxhall	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.2%	1	0.0%	0
Vauxhall	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	6.5%	3	0.0%	0
Victoria	0.2%	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
Virgin Active, Fulham Road, Chelsea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Virgin Active, Merantum Way, Colliers Wood	0.2%	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
Virgin Active, Mill Way, Colliers Wood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, North Street, Clapham	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.0%	1	6.5%	3	0.0%	0
Virgin Active, Ockley Road, Streatham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Ware	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Westminster	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Whitehall	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.9%	12	1.8%	1	2.9%	1	2.7%	1	1.4%	1	4.8%	4	2.0%	1	0.0%	0	7.5%	3
Base:		420		57		35		37		72		84		49		46		40

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
Q51 Where did you or your family last go for tenpin bowling?																		
<i>Those who go tenpin bowling at Q43</i>																		
Elephant & Castle	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	28.6%	4	0.0%	0
Kingston	8.5%	10	0.0%	0	40.0%	4	25.0%	2	0.0%	0	7.1%	2	0.0%	0	7.1%	1	7.7%	1
London - West End	10.3%	12	0.0%	0	10.0%	1	0.0%	0	5.6%	1	10.7%	3	30.8%	4	0.0%	0	23.1%	3
Raynes Park	19.7%	23	69.2%	9	10.0%	1	62.5%	5	22.2%	4	3.6%	1	0.0%	0	0.0%	0	23.1%	3
Abroad	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Acton	1.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Battersea	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Baywater	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Beckenham	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Beckley Heath	0.9%	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
Brighton	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Canada Waters	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	8.5%	10	0.0%	0	0.0%	0	0.0%	0	11.1%	2	21.4%	6	15.4%	2	0.0%	0	0.0%	0
Guildford	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holborn	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	14.3%	2	0.0%	0
Kensington	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	15.4%	2
Maidstone	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
New Malden	0.9%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Putney	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Queensway	0.9%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbank	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Streatham	7.7%	9	0.0%	0	0.0%	0	0.0%	0	11.1%	2	14.3%	4	15.4%	2	7.1%	1	0.0%	0
Sutton	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Tolworth	5.1%	6	7.7%	1	20.0%	2	0.0%	0	5.6%	1	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Whitechapel	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Wimbledon	1.7%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.0%	14	15.4%	2	10.0%	1	0.0%	0	16.7%	3	10.7%	3	15.4%	2	7.1%	1	15.4%	2
Base:		117		13		10		8		18		28		13		14		13
GEN Gender of respondent:																		
Male	33.8%	406	29.6%	40	39.3%	42	35.7%	45	34.0%	80	30.6%	56	36.7%	54	39.3%	66	23.0%	23
Female	66.2%	795	70.4%	95	60.7%	65	64.3%	81	66.0%	155	69.4%	127	63.3%	93	60.7%	102	77.0%	77
Base:		1201		135		107		126		235		183		147		168		100
AGE How old are you?																		
18-24	1.7%	21	1.5%	2	2.8%	3	0.8%	1	1.7%	4	1.6%	3	0.7%	1	2.4%	4	3.0%	3
25-34	4.5%	54	4.4%	6	0.9%	1	4.8%	6	3.8%	9	4.9%	9	8.8%	13	3.0%	5	5.0%	5
35-44	13.6%	163	11.1%	15	12.2%	13	11.9%	15	15.7%	37	19.1%	35	13.6%	20	10.1%	17	11.0%	11
45-54	27.1%	326	31.1%	42	20.6%	22	24.6%	31	28.9%	68	41.0%	75	18.4%	27	24.4%	41	20.0%	20
55-64	20.8%	250	21.5%	29	26.2%	28	19.0%	24	20.4%	48	14.2%	26	23.8%	35	23.2%	39	21.0%	21
65+	28.9%	347	27.4%	37	34.6%	37	36.5%	46	25.5%	60	14.2%	26	32.7%	48	32.1%	54	39.0%	39
(Refused)	3.3%	40	3.0%	4	2.8%	3	2.4%	3	3.8%	9	4.9%	9	2.0%	3	4.8%	8	1.0%	1
Base:		1201		135		107		126		235		183		147		168		100
CAR How many cars are there normally available for use in the household?																		
None	28.4%	341	20.7%	28	24.3%	26	32.5%	41	25.1%	59	21.9%	40	38.1%	56	41.7%	70	21.0%	21
One	52.7%	633	56.3%	76	48.6%	52	42.9%	54	59.1%	139	53.6%	98	51.7%	76	42.9%	72	66.0%	66
Two	13.3%	160	17.0%	23	19.6%	21	18.3%	23	11.1%	26	18.6%	34	6.1%	9	10.1%	17	7.0%	7
Three or more	3.3%	40	3.7%	5	7.5%	8	4.8%	6	1.3%	3	3.3%	6	2.7%	4	2.4%	4	4.0%	4
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.2%	27	2.2%	3	0.0%	0	1.6%	2	3.4%	8	2.7%	5	1.4%	2	3.0%	5	2.0%	2
Base:		1201		135		107		126		235		183		147		168		100

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
ETH 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?																		
British	76.7%	921	83.0%	112	87.9%	94	81.7%	103	68.5%	161	76.0%	139	72.8%	107	71.4%	120	85.0%	85
Irish	3.0%	36	2.2%	3	3.7%	4	3.2%	4	5.5%	13	1.1%	2	2.7%	4	1.2%	2	4.0%	4
Other	7.8%	94	7.4%	10	5.6%	6	11.1%	14	5.5%	13	8.2%	15	9.5%	14	8.3%	14	8.0%	8
White & Black Caribbean	1.4%	17	0.0%	0	0.0%	0	0.8%	1	2.1%	5	2.2%	4	2.0%	3	2.4%	4	0.0%	0
White & Black African	1.0%	12	1.5%	2	0.0%	0	0.0%	0	2.1%	5	0.0%	0	2.0%	3	0.6%	1	1.0%	1
White & Asian	0.7%	9	0.0%	0	0.0%	0	0.8%	1	1.7%	4	0.5%	1	1.4%	2	0.6%	1	0.0%	0
Any other mixed background	0.9%	11	0.7%	1	0.0%	0	0.0%	0	1.3%	3	1.6%	3	2.7%	4	0.0%	0	0.0%	0
Indian	1.1%	13	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.5%	1	0.0%	0	1.8%	3	0.0%	0
Pakistani	0.3%	4	0.7%	1	0.0%	0	0.0%	0	0.9%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Asian or Asian British	0.8%	10	0.0%	0	0.9%	1	0.8%	1	2.1%	5	0.5%	1	0.0%	0	1.2%	2	0.0%	0
Caribbean	0.9%	11	0.7%	1	0.0%	0	0.0%	0	0.4%	1	1.6%	3	0.0%	0	3.6%	6	0.0%	0
African	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.4%	2	0.6%	1	0.0%	0
Any other Black background	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.9%	2	1.1%	2	1.4%	2	1.8%	3	1.0%	1
Chinese	0.2%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	2	0.0%	0
(Refused)	3.5%	42	3.0%	4	1.9%	2	1.6%	2	4.7%	11	4.4%	8	3.4%	5	5.4%	9	1.0%	1
Base:		1201		135		107		126		235		183		147		168		100

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

September 2012

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	
PS Postcode Sector										
SE1 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE1 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE1 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE1 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE1 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE5 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE5 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE11 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE11 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE11 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE17 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE19 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE19 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE21 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE21 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE24 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE24 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE27 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SE27 9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW2 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW2 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW2 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW2 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW2 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW4 0	2.0%	24	0.0%	0	0.0%	0	0.0%	0	14.3%	24
SW4 6	1.7%	21	0.0%	0	0.0%	0	0.0%	0	12.5%	21
SW4 7	1.2%	15	0.0%	0	0.0%	0	0.0%	0	8.9%	15
SW4 8	0.6%	7	0.0%	0	0.0%	0	3.8%	7	0.0%	0
SW4 9	1.2%	15	0.0%	0	0.0%	0	8.2%	15	0.0%	0
SW6 3	2.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	30
SW6 4	1.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	21
SW6 5	0.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	11
SW6 6	3.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	38
SW8 1	2.8%	34	0.0%	0	0.0%	0	0.0%	0	20.2%	34
SW8 2	1.9%	23	0.0%	0	0.0%	0	0.0%	0	13.7%	23
SW8 3	1.4%	17	0.0%	0	0.0%	0	0.0%	0	10.1%	17
SW8 4	1.2%	14	0.0%	0	0.0%	0	0.0%	0	8.3%	14
SW8 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
SW9 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW9 6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW9 7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW9 8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW9 9	1.6%	19	0.0%	0	0.0%	0	0.0%	0	11.3%	19
SW11 1	1.2%	14	0.0%	0	0.0%	0	0.0%	0	9.5%	14
SW11 2	2.7%	32	0.0%	0	0.0%	0	0.0%	0	21.8%	32
SW11 3	3.6%	43	0.0%	0	0.0%	0	0.0%	0	29.3%	43
SW11 4	1.2%	14	0.0%	0	0.0%	0	0.0%	0	9.5%	14
SW11 5	3.7%	44	0.0%	0	0.0%	0	0.0%	0	29.9%	44
SW11 6	2.8%	34	0.0%	0	0.0%	0	18.6%	34	0.0%	0
SW12 0	1.7%	21	0.0%	0	0.0%	0	11.5%	21	0.0%	0
SW12 8	2.3%	28	0.0%	0	0.0%	0	15.3%	28	0.0%	0
SW12 9	1.8%	22	0.0%	0	0.0%	0	12.0%	22	0.0%	0
SW13 0	0.4%	5	0.0%	0	4.7%	5	0.0%	0	0.0%	0
SW13 8	0.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0
SW13 9	0.6%	7	0.0%	0	6.5%	7	0.0%	0	0.0%	0
SW15 1	2.7%	32	0.0%	0	29.9%	32	0.0%	0	0.0%	0
SW15 2	1.8%	22	0.0%	0	20.6%	22	0.0%	0	0.0%	0
SW15 3	2.7%	32	0.0%	0	0.0%	0	25.4%	32	0.0%	0
SW15 4	0.9%	11	0.0%	0	0.0%	0	8.7%	11	0.0%	0
SW15 5	2.2%	26	0.0%	0	0.0%	0	20.6%	26	0.0%	0
SW15 6	3.2%	39	0.0%	0	36.4%	39	0.0%	0	0.0%	0
SW16 1	1.9%	23	0.0%	0	0.0%	0	0.0%	0	12.6%	23
SW16 2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW16 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW16 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW16 5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW16 6	2.7%	33	0.0%	0	0.0%	0	18.0%	33	0.0%	0
SW17 0	1.2%	14	0.0%	0	0.0%	0	6.0%	14	0.0%	0
SW17 6	0.2%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0
SW17 7	2.8%	34	0.0%	0	0.0%	0	14.5%	34	0.0%	0
SW17 8	5.1%	61	0.0%	0	0.0%	0	26.0%	61	0.0%	0
SW17 9	3.7%	44	0.0%	0	0.0%	0	18.7%	44	0.0%	0

Column %ges.

Wandsworth and Lambeth Telephone Household Survey for Nathaniel Lichfield and Partners

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08									
SW18 1	1.7%	20	14.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 2	1.4%	17	12.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 3	3.2%	38	28.1%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 4	1.6%	19	14.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW18 5	3.4%	41	30.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 1	1.4%	17	0.0%	0	0.0%	0	0.0%	0	7.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 2	1.6%	19	0.0%	0	0.0%	0	0.0%	0	8.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 5	0.7%	9	0.0%	0	0.0%	0	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 6	2.3%	28	0.0%	0	0.0%	0	22.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 7	1.7%	20	0.0%	0	0.0%	0	15.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW19 8	3.7%	44	0.0%	0	0.0%	0	0.0%	0	18.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1201		135		107		126		235		183		147		168		100

ZON Survey Zone

Zone 01	11.2%	135	100.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 02	8.9%	107	0.0%	0	100.0%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 03	10.5%	126	0.0%	0	0.0%	0	100.0%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 04	19.6%	235	0.0%	0	0.0%	0	0.0%	0	100.0%	235	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 05	15.2%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	183	0.0%	0	0.0%	0	0.0%	0
Zone 06	12.2%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	147	0.0%	0	0.0%	0
Zone 07	14.0%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	168	0.0%	0
Zone 08	8.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Zone 09	0.0%	0	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 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
Zone 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
Zone 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	0.0%	0
Zone 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	0.0%	0
Base:		1201		135		107		126		235		183		147		168		100

AUTH Local Authority

Wandsworth	100.0%	1201	100.0%	135	100.0%	107	100.0%	126	100.0%	235	100.0%	183	100.0%	147	100.0%	168	100.0%	100
Lambeth	29.2%	351	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	183	0.0%	0	100.0%	168	0.0%	0
Base:		1201		135		107		126		235		183		147		168		100



**Nathaniel Lichfield
& Partners**

Planning. Design. Economics.

-  Applications & Appeals
-  Climate Change & Sustainability
-  Community Engagement
-  Daylight & Sunlight
-  Economics & Regeneration
-  Environmental Assessment
-  Expert Evidence
-  GIS & Graphics
-  Heritage
-  Property Economics
-  Site Finding & Land Assembly
-  Strategy & Appraisal
-  Urban Design

Cardiff
029 2043 5880

Leeds
0113 397 1397

London
020 7837 4477

Manchester
0161 837 6130

Newcastle
0191 261 5685

nlpplanning.com