

London Boroughs of Ealing, Hounslow and
Hammersmith and Fulham

JOINT RETAIL NEEDS STUDY UPDATE



JOE TYM & PARTNERS
Planners and Development Economists

Volume 3: NEMS Household Survey Results
May 2010

ROGER TYM & PARTNERS

Fairfax House
15 Fulwood Place
London
WC1V 6HU

t (020) 7831 2711
f (020) 7831 7653
e london@tymconsult.com
w www.tymconsult.com

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West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q01 Where do you usually undertake food and groceries shopping ?														
Aldi, High Street, Feltham, TW13 4DD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Alexander Road, Hounslow, TW3 1JT	1.7%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Asda, Forty Lane, Wembley Park, HA9 9EX	1.8%	56	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Lavender Hill, Clapham Junction, SW11 1JG	2.0%	61	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton, SW15 3DT	1.1%	34	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Tilley Road, Feltham, TW13 4BH	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Road, Ealing, NW10 7LW	2.0%	62	0.0%	0	0.0%	0	10.9%	11	11.0%	10	2.9%	4	1.0%	1
Budgens, Avenue Parade, Sunbury-On-Thames, TW16 5HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Earls Court Road, Kensington, W8 6EB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, Yeading Lane, Northolt, UB5 6LN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-operative , Greenford Avenue, Hanwell, W7 1JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.1%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Harlington, Hayes, UB3 5DS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, North End Road, Fulham, W14 9EX	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Pitshanger Lane, Ealing, W5 1RH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Horn Lane, Acton, W3 6PL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Co-operative, Kingshill Avenue, Hayes, UB4 8BY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Iceland Extra, Arndale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Centre, Wandsworth, SW18 4TQ																									
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.1%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, High Street, Harlesden, NW10 4NS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, King Street, Hammersmith, W6 9JG	0.1%	4	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, Uxbridge Road, Hayes End, UB4 8JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Bath Road, Hounslow West, TW4 7DN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Iceland, Central Square, Wembley, HA9 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Greenford Road, Sudbury Hill, UB6 0HY	0.0%	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	1.0%	1	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Hounslow, TW3 1EF	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Iceland, High Street, Whitton, TW2 7LT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%
Iceland, North End Road, Fulham, SW6 1NQ	0.1%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Northolt Road, South Harrow, HA2 8EB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Road, Southall, UB1 1SQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%
Iceland, Station Road, Hayes, UB3 4DX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, The Oaks Shopping Centre, Acton, W3 7DA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Uxbridge Road, Ealing Broadway, W5 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Falcon Road, Clapham Junction, SW11 2PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, High Street, Southall, UB1 3DB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Lidl, New Road, Feltham, TW14 9BG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Lidl, Ruislip Road, Greenford, UB6 8QY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Heath Road, Twickenham, TW1 4BZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Shepherds Bush Green, Shepherds Bush, W12 8PP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston Upon Thames, KT1 1NU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0
Marks & Spencer, George Street, Richmond Upon Thames, TW9 1JY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Hounslow, TW3 1QL	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.2%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.2%	5	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lower Mortlake Road, Kew Retail Park, TW9 4AD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Anns Road, Harrow, HA1 1NB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sunbury Cross Centre, Staines Road West, Sunbury-On-Thames, TW16 7BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford, TW8 0JG	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Morrisons, Honeypot Lane, Queensbury, NW9 9QX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Morrisons, Rectory Road, Acton, W3 9NR	1.9%	58	0.0%	0	0.0%	0	5.9%	6	45.0%	42	5.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	0.5%	16	0.0%	0	3.0%	4	9.9%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, The Oaks Shopping Centre, Acton, W3 6RE	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Northolt Road, Harrow, HA2 8JN	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.3%	10	3.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Chiswick High Road, Chiswick, W4 1PU	1.0%	30	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Road, Fulham Road, SW10 9PZ	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, North End Road, Fulham, SW6 1NB	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Ealing, W5 2NP	0.2%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.9%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Acton Lane, Essex Place, Chiswick, W4 5UT	1.1%	35	0.0%	0	4.0%	5	6.9%	7	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Barters Walk, Pinner, HA5 5LU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	2.4%	71	0.0%	0	0.0%	0	4.0%	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	0.0%	0
Sainsbury's, Clapham High Street, Former Clapham Bus Garage, SW4 7SL	0.3%	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	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	1.9%	58	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.9%	5	1.0%	1	18.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth, SW18 4AD	1.3%	39	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Willesden Green, NW10 2TD	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kenton Road, Kenton, HA3 0BU	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	0.5%	16	2.0%	2	8.0%	10	4.0%	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	0.0%	0
Sainsbury's, Lombardy Retail Park, Hayes, UB3 3EX	2.2%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	3	6.0%	4	3.0%	3	2.0%	2	0.0%	0
Sainsbury's, Long Drive, Ruislip, HA4 0HQ	1.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	12.9%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Road, Richmond Upon Thames, TW9 1YB	1.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melbourne Avenue, West Ealing, W13 9BT	1.3%	38	0.0%	0	0.0%	0	0.0%	0	2.0%	2	10.7%	14	17.6%	16	0.0%	0	0.0%	0	1.0%	1	4.0%	4	0.0%	0	0.0%	0
Sainsbury's, New Zealand Avenue, Walton-On-Thames, KT12 1QA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Northolt Road, South Harrow, HA2 8EQ	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, O2 Centre, Finchley Road, NW3 6LU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Richmond Road, Kingston Upon Thames, KT2 5EN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tangle Park Road, Hampton, TW12 3YH	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	1
Sainsbury's, The Causeway, Staines, TW18 3AP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	1.4%	41	22.0%	27	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Uxbridge Road, St Clares, Hampton, TW12 1AW	1.7%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	3.0%	1
Sainsbury's, Wandsworth Road, Nine Elms, SW8 2LF	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Werter Road,	0.8%	23	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Putney, SW15 2LJ														
Sainsbury's, West End Air Terminal, West End Air Terminal, SW7 4EJ	0.6%	19	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wilton Road, Pimlico, SW1V 1BZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, York Road, Uxbridge, UB8 1QW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cavendish Parade, Bath Road, Hounslow, TW4 7DJ	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Somerfield, Church Road, Church Parade, Ashford, TW15 2TX	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Earls Court Road, Earls Court, SW5 9QB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kings Road, Worlds End, SW10 0LU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, North End Road, Fulham, SW6 1NJ	0.1%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, The Broadway, Southall, UB1 1QD	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	6
Somerfield, Upper Richmond Road, Putney, SW15 2SU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alexandra Avenue, Harrow, HA2 9DL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Express, Bath Road, Hounslow, TW5 9SL	0.3%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Tesco Express, Battersea Rise, Clapham Junction, SW11 1HG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Castlenau, Barnes, SW13 9EW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	0.1%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Church Road, Ashford, TW15 2UT	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Church Road, Northolt, UB5 5AU	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Tesco Express, Earls Court Road, Earls Court, SW5 9QB	0.2%	7	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Express, Falcon Road, Battersea, SW11 2PJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Field End Lane, South Ruislip, HA4 0QP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Fulham Road, SW6 5SA	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gloucester Road, South Kensington, SW7 4SS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	0.2%	6	0.0%	0	2.0%	3	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hammersmith Road, Olympia, W14 8UZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Express, Holland Park Avenue, Notting Hill, W11 4UA	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Hammersmith, W6 9NH	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road, Chelsea, SW3 5EP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Isleworth, TW7 5AY	0.5%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Tesco Express, North End Road, Hammersmith, W14 9PP	0.1%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Road, Hayes, UB3 4NE	1.8%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Tesco Express, Northfield Avenue, Ealing, W13 9QR	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	3.9%	4
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Brompton Road, South Kensington, SW7 3DY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Putney High Street, Putney, SW15 1SU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rayners Lane, Alexandra Avenue, Harrow, HA2 9UE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Margarets Road, St Margarets,	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2

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Twickenham, TW1 1RG														
Tesco Express, Station Parade, Kew Gardens, TW9 3PZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Haven Green, Ealing, W13 9QR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.1%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Southall, UB2 5LN	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Extra, Glencoe Road, Yeadon, Hayes, UB4 9SQ	3.3%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	22
Tesco Extra, Mogden Lane, Isleworth (Twickenham), TW7 7JY	1.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Tesco Extra, Osterley Park, Syon Lane, Isleworth, TW7 5NZ	3.1%	94	0.0%	0	1.0%	1	0.0%	0	1.0%	1	9.7%	12	4.9%	4
Tesco Extra, Staines Road West, Sunbury-On- Thames, TW16 7BB	1.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Metro, Broadway Shopping Centre,, Ealing, W5 5JY	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	9	1.0%	1
Tesco Metro, George Street, Richmond Upon Thames, TW9 1HY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Greenford Road, Greenford, UB6 8QY	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.0%	1
Tesco Metro, High Street, Kensington, W8 6SU	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Whitton, Twickenham, TW2 7LN	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham,	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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TW14 0LT														
Tesco, Great Central Way, Brent Park, NW10 0TL	0.6%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Feltham, TW13 4EX	1.6%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hurst Road, West Molesey, Richmond, KT8 1SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shepherds Bush Road, Hammersmith, W6 7NL	2.2%	66	2.0%	2	26.0%	33	14.9%	14	0.0%	0	0.0%	0	0.0%	0
Tesco, Station Road, Harrow, HA1 2TU	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tilling Road, Cricklewood, NW2 1LZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Town Lane, Stanwell, Staines, TW19 7PZ	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, West Cromwell Road, Kensington, W14 8PB	1.4%	43	5.0%	6	9.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	2.4%	72	0.0%	0	0.0%	0	0.0%	0	3.0%	3	3.9%	5	15.7%	14
Waitrose, Alexandria Road, West Ealing, W13 0NL	2.3%	69	0.0%	0	0.0%	0	0.0%	0	8.0%	7	27.2%	35	25.5%	23
Waitrose, Chiswick High Street, Chiswick, W4 5TE	0.3%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF	0.4%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	1.2%	35	5.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Kensington, W8 6SA	0.8%	25	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kings Road, Chelsea, SW3 5XP	1.0%	30	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham, TW1 3RJ	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, North End Road, Fulham, SW6 1LX	1.4%	44	25.0%	31	4.0%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Northolt Road, South Harrow, HA2 0EG	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond Upon Thames, TW9 1AE	1.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waitrose, St. John's Road,	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Clapham Junction, SW11 1PP																										
Waitrose, Upper Richmond Road West, East Sheen, SW14 7JG	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Chiswick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	0
Teddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgravia	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	54	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	0
Internet / delivered	4.1%	124	4.0%	5	6.0%	8	4.0%	4	3.0%	3	6.8%	9	4.9%	4	3.0%	2	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.0%	1
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Harlesden (Zone 27, Brent)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Notting Hill (Zone 28, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Wembley (Zone 27, Brent)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road,	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Hatch End (Harrow)																									
Other - Zone 1 (Hammersmith & Fulham)	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 17 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 2 (Hammersmith & Fulham)	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 28 (Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 29 (Kensington & Chelsea)	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 30 (Wandsworth)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Ariel Way (Zone 3, Hammersmith & Fulham)	0.3%	9	0.0%	0	2.0%	3	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Kingsend, Ruislip (Hillingdon)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, The Colonnades, Porchester Road (Zone 28, Kensington & Chelsea)	0.4%	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	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	6.2%	187	7.0%	9	7.0%	9	8.9%	9	4.0%	4	1.9%	2	2.9%	3	8.0%	5	1.0%	1	8.0%	6	8.9%	9	8.9%	7	2.0%
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79	
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101	

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Weighted:

November 2009

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips ? And if so which ones ?																										
<i>Those who did not say internet at Q01</i>																										
Yes - other food shops	16.2%	467	15.6%	18	21.3%	25	14.4%	14	23.7%	21	15.6%	19	17.5%	15	10.3%	7	12.9%	10	16.2%	11	10.1%	10	21.0%	16	5.1%	2
Yes - other non food shops (clothing, footwear, electrical etc)	16.7%	481	15.6%	18	22.3%	27	14.4%	14	22.7%	20	19.8%	24	18.6%	16	4.1%	3	6.9%	6	18.2%	12	10.1%	10	11.0%	9	5.1%	2
Yes - pubs, restaurants or cafes	1.7%	48	0.0%	0	2.1%	3	2.1%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	4.0%	3	1.0%	0
Yes - financial service (ie bank, building society)	2.9%	84	4.2%	5	2.1%	3	6.2%	6	5.2%	5	2.1%	2	1.0%	1	1.0%	1	2.0%	2	3.0%	2	0.0%	0	4.0%	3	2.0%	1
Yes - other service (eg hairdresser, travel agent, estate agent)	1.4%	40	2.1%	2	2.1%	3	0.0%	0	1.0%	1	1.0%	1	4.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Yes - leisure activity	1.6%	47	2.1%	2	7.4%	9	1.0%	1	1.0%	1	2.1%	2	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	2.0%	2	1.0%	0
Yes - other	1.5%	43	1.0%	1	2.1%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	2.0%	2	3.0%	2	2.0%	1
No	68.6%	1983	71.9%	85	54.3%	64	75.3%	71	60.8%	55	65.6%	78	68.0%	58	84.5%	56	79.2%	64	68.7%	47	78.8%	80	66.0%	52	85.7%	41
Weighted base:		2890		118		119		94		90		119		86		67		81		68		101		78		47
Sample:		2905		96		94		97		97		96		97		97		101		99		99		100		98

Q03 How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01)?*Those who did not say internet at Q01*

Car / van driver	52.1%	1505	43.8%	52	39.4%	47	41.2%	39	45.4%	41	65.6%	78	57.7%	49	48.5%	32	56.4%	46	61.6%	42	43.4%	44	53.0%	41	52.0%	25
Car / van passenger	10.0%	290	6.3%	7	2.1%	3	3.1%	3	7.2%	6	6.3%	7	12.4%	11	19.6%	13	14.9%	12	8.1%	6	19.2%	19	17.0%	13	25.5%	12
Bus	12.8%	369	14.6%	17	6.4%	8	28.9%	27	16.5%	15	10.4%	12	13.4%	11	12.4%	8	17.8%	14	16.2%	11	21.2%	21	22.0%	17	12.2%	6
Train	0.7%	20	0.0%	0	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.4%	11	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.0%	1	0.0%	0	1.0%	1	0.0%	0
Walk	21.1%	609	32.3%	38	45.7%	54	21.7%	20	27.8%	25	12.5%	15	13.4%	11	17.5%	12	6.9%	6	11.1%	8	11.1%	11	7.0%	5	9.2%	4
Bicycle	1.5%	44	1.0%	1	3.2%	4	1.0%	1	2.1%	2	4.2%	5	3.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0
Motorcycle	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.3%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Online	0.1%	4	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter (Don't know)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.7%	21	2.1%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Weighted base:		2890		118		119		94		90		119		86		67		81		68		101		78		47
Sample:		2905		96		94		97		97		96		97		97		101		99		99		100		98

West London Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q04 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)? <i>Those who did not say internet at Q01</i>																										
Everyday	2.8%	80	1.0%	1	3.2%	4	2.1%	2	0.0%	0	4.2%	5	4.1%	4	0.0%	0	2.0%	2	2.0%	1	2.0%	2	5.0%	4	0.0%	0
5-6 times a week	0.9%	26	0.0%	0	1.1%	1	1.0%	1	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
3-4 times a week	7.5%	218	13.5%	16	6.4%	8	9.3%	9	10.3%	9	3.1%	4	6.2%	5	10.3%	7	6.9%	6	5.1%	3	5.1%	5	6.0%	5	7.1%	3
Twice a week	18.0%	520	26.0%	31	26.6%	32	15.5%	14	16.5%	15	21.9%	26	28.9%	25	21.7%	14	16.8%	14	18.2%	12	18.2%	18	24.0%	19	12.2%	6
Once a week	55.5%	1603	44.8%	53	45.7%	54	57.7%	54	57.7%	52	52.1%	62	46.4%	40	59.8%	40	59.4%	48	63.6%	43	54.5%	55	51.0%	40	65.3%	31
Once every two weeks	9.9%	286	12.5%	15	9.6%	11	10.3%	10	6.2%	6	9.4%	11	9.3%	8	5.2%	3	11.9%	10	6.1%	4	11.1%	11	5.0%	4	6.1%	3
Once a month	3.8%	109	1.0%	1	5.3%	6	3.1%	3	5.2%	5	5.2%	6	3.1%	3	2.1%	1	1.0%	1	4.0%	3	5.1%	5	8.0%	6	6.1%	3
Less often	0.3%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	39	1.0%	1	2.1%	3	0.0%	0	2.1%	2	1.0%	1	2.1%	2	1.0%	1	2.0%	2	0.0%	0	4.0%	4	1.0%	1	2.0%	1
Weighted base:	2890		118		119		94		90		119		86		67		81		68		101		78		47	
Sample:	2905		96		94		97		97		96		97		97		101		99		99		100		98	
Q05 Approximately how much money does your household spend per week on its main food and groceries shop ?																										
£0-£10	0.6%	17	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	2.0%	1	1.0%	1	1.0%	1	1.0%	0
£11-£20	3.6%	108	4.0%	5	3.0%	4	5.9%	6	7.0%	6	5.8%	7	2.0%	2	3.0%	2	2.0%	2	3.0%	2	4.0%	4	6.9%	5	5.0%	2
£21-£30	8.0%	241	12.0%	15	13.0%	16	8.9%	9	9.0%	8	5.8%	7	11.8%	11	6.0%	4	6.9%	6	5.0%	3	12.9%	13	8.9%	7	13.0%	6
£31-£40	9.6%	290	9.0%	11	9.0%	11	9.9%	10	12.0%	11	12.6%	16	7.8%	7	9.0%	6	11.9%	10	11.0%	8	7.9%	8	7.9%	6	5.0%	2
£41-£50	11.5%	345	14.0%	17	8.0%	10	12.9%	13	11.0%	10	15.5%	20	7.8%	7	13.0%	9	14.9%	12	16.0%	11	9.9%	10	8.9%	7	8.0%	4
£51-£60	8.0%	241	4.0%	5	7.0%	9	11.9%	12	9.0%	8	3.9%	5	4.9%	4	9.0%	6	9.9%	8	11.0%	8	7.9%	8	11.9%	9	11.0%	5
£61-£70	7.1%	213	6.0%	7	9.0%	11	3.0%	3	7.0%	6	6.8%	9	3.9%	4	6.0%	4	8.9%	7	5.0%	3	11.9%	12	10.9%	9	7.0%	3
£71-£80	7.5%	227	5.0%	6	3.0%	4	6.9%	7	4.0%	4	8.7%	11	9.8%	9	9.0%	6	6.9%	6	10.0%	7	8.9%	9	8.9%	7	10.0%	5
£81-£90	2.6%	78	3.0%	4	1.0%	1	2.0%	2	2.0%	2	1.0%	1	1.0%	1	3.0%	2	3.0%	2	2.0%	1	4.0%	4	0.0%	0	3.0%	1
£91-£100	13.2%	397	11.0%	14	12.0%	15	10.9%	11	12.0%	11	14.6%	19	17.6%	16	9.0%	6	13.9%	11	13.0%	9	12.9%	13	13.9%	11	13.0%	6
£101-£125	5.2%	157	5.0%	6	8.0%	10	7.9%	8	1.0%	1	1.9%	2	2.9%	3	3.0%	2	1.0%	1	6.0%	4	3.0%	3	3.0%	2	4.0%	2
£126-£150	7.2%	218	4.0%	5	7.0%	9	5.0%	5	5.0%	5	7.8%	10	5.9%	5	6.0%	4	5.0%	4	1.0%	1	4.0%	4	3.0%	2	7.0%	3
£151-£200	3.4%	103	6.0%	7	4.0%	5	1.0%	1	4.0%	4	4.9%	6	2.9%	3	2.0%	1	0.0%	0	3.0%	2	2.0%	2	2.0%	2	4.0%	2
£201+	1.4%	43	5.0%	6	1.0%	1	1.0%	1	1.0%	1	1.9%	2	2.9%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	0
(Don't know / varies)	9.7%	292	11.0%	14	14.0%	18	11.9%	12	13.0%	12	4.9%	6	15.7%	14	17.0%	12	14.9%	12	11.0%	8	7.9%	8	10.9%	9	8.0%	4
(Refused)	1.5%	44	1.0%	1	1.0%	1	1.0%	1	2.0%	2	3.9%	5	2.9%	3	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Mean:	79.6		87.8		79.5		71.3		70.8		81.9		82.4		70.0		69.5		72.6		71.8		69.3		77.5	
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100	
Q06 In addition to a main food and grocery shop, does your household undertake smaller shopping trips for bread, milk etc (these are known as ‘top-up’ purchases) ?																										
Yes	62.9%	1896	67.0%	82	72.0%	91	58.4%	57	74.0%	69	74.8%	96	52.9%	48	60.0%	41	42.6%	35	72.0%	50	44.6%	46	53.5%	42	60.0%	29
Sometimes	7.5%	227	8.0%	10	6.0%	8	5.0%	5	4.0%	4	2.9%	4	17.6%	16	7.0%	5	14.9%	12	3.0%	2	5.9%	6	7.9%	6	7.0%	3
No	29.6%	891	25.0%	31	22.0%	28	36.6%	36	22.0%	20	22.3%	29	29.4%	27	33.0%	23	42.6%	35	25.0%	17	49.5%	51	38.6%	31	33.0%	16
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100	

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q07 Approximately how much money does your household spend per week on top-up food and groceries shopping ?																										
Those who do top up food shopping at Q06																										
£0-£10	34.3%	729	29.3%	27	25.6%	25	34.4%	21	30.8%	22	36.3%	36	31.9%	20	44.8%	21	32.8%	15	37.3%	19	37.3%	19	37.1%	18	28.4%	9
£11-£20	26.1%	555	21.3%	20	30.8%	30	21.9%	14	29.5%	21	21.3%	21	27.8%	18	23.9%	11	39.7%	18	26.7%	14	25.5%	13	29.0%	14	26.9%	9
£21-£30	11.7%	248	14.7%	14	15.4%	15	14.1%	9	14.1%	10	10.0%	10	6.9%	4	11.9%	5	6.9%	3	12.0%	6	11.8%	6	11.3%	5	11.9%	4
£31-£40	4.0%	86	4.0%	4	5.1%	5	4.7%	3	1.3%	1	3.8%	4	2.8%	2	0.0%	0	3.4%	2	2.7%	1	5.9%	3	3.2%	2	4.5%	1
£41-£50	4.4%	94	4.0%	4	3.8%	4	4.7%	3	3.8%	3	7.5%	7	6.9%	4	1.5%	1	1.7%	1	4.0%	2	5.9%	3	6.5%	3	10.4%	3
£51-£60	1.3%	28	2.7%	2	2.6%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1
£61-£70	0.3%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71-£80	0.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81-£90	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91-£100	1.5%	32	1.3%	1	0.0%	0	1.6%	1	1.3%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
£101-£125	0.1%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£126-£150	0.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	13.8%	293	18.7%	17	12.8%	13	17.2%	11	16.7%	12	12.5%	12	11.1%	7	16.4%	8	13.8%	6	17.3%	9	13.7%	7	9.7%	5	13.4%	4
(Refused)	1.8%	39	1.3%	1	1.3%	1	1.6%	1	2.6%	2	6.3%	6	6.9%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Mean:	20.7		23.8		23.1		20.0		18.5		21.4		20.5		13.8		17.3		16.9		17.7		19.6		23.0	
Weighted base:	2123		92		99		62		72		99		64		46		47		52		52		49		32	
Sample:	2112		75		78		64		78		80		72		67		58		75		51		62		67	

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q08 In which shop does your household undertake most ‘top-up’ food and grocery purchases ?														
<i>Those who do top up food shopping at Q06</i>														
Aldi, High Street, Feltham, TW13 4DD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Alexander Road, Hounslow, TW3 1JT	0.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
Asda, Forty Lane, Wembley Park, HA9 9EX	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lavender Hill, Clapham Junction, SW11 1JG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton, SW15 3DT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tilley Road, Feltham, TW13 4BH	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Asda, Western Road, Ealing, NW10 7LW	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Budgens, Avenue Parade, Sunbury-On-Thames, TW16 5HS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Fauconberg Road, Chiswick, W4 3JY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Parsons Green Lane, Fulham, SW6 4JA	0.4%	8	6.7%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Staines Road, Bedfont, Fletham, TW14 8BN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, Yeadling Lane, Northolt, UB5 6LN	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Co-operative , Greenford Avenue, Hanwell, W7 1JH	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	8	0.0%	0
Co-operative , Uxbridge Road, Hayes, UB4 0AX	0.2%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.2%	4	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Harlington, Hayes, UB3 5DS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, North End Road, Fulham, W14 9EX	0.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Pitshanger Lane, Ealing, W5 1RH	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	4.2%	3

West London Retail Study
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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Co-operative Food, South Ealing Road, Ealing, W5 4QS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0.1%	2	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Church Road, Northolt, UB5 5AB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Horn Lane, Acton, W3 6PL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Kingshill Avenue, Hayes, UB4 8BY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Arndale Centre, Wandsworth, SW18 4TQ	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.3%	7	0.0%	0	0.0%	0	6.3%	4	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, High Street, Harlesden, NW10 4NS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, King Street, Hammersmith, W6 9JG	0.1%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Uxbridge Road, Hayes End, UB4 8JH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bath Road, Hounslow West, TW4 7DN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Iceland, Central Square, Wembley, HA9 7AJ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenford Road, Sudbury Hill, UB6 0HY	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	4	1.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Hounslow, TW3 1EF	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	0
Iceland, High Street, Whitton, TW2 7LT	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Iceland, North End Road, Fulham, SW6 1NQ	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Northolt Road, South Harrow, HA2 8EB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Southall, UB1 1SQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	1	0.0%	0	0.0%	0
Iceland, Station Road, Hayes, UB3 4DX	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Iceland, The Oaks Shopping Centre, Acton, W3 7DA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Uxbridge Road,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Ealing Broadway, W5 5AH																										
Lidl, New Road, Feltham, TW14 9BG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Lidl, Ruislip Road, Greenford, UB6 8QY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.0%	1	1.7%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Heath Road, Twickenham, TW1 4BZ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill, W11 3QG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Talgarth Road, Hammersmith, W14 9DA	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	0.5%	11	0.0%	0	0.0%	0	1.6%	1	1.3%	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
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.6%	12	0.0%	0	0.0%	0	1.6%	1	1.3%	1	5.0%	5	1.4%	1	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, George Street, Richmond Upon Thames, TW9 1JY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Hounslow, TW3 1QL	0.6%	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	0.0%	0	12.9%	6	0.0%	0
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.5%	10	0.0%	0	5.1%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lower Mortlake Road, Kew Retail Park, TW9 4AD	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Oxford Street, West End, W1N	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
0AP														
Marks & Spencer, Putney High Street, Putney, SW15 1SP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Anns Road, Harrow, HA1 1NB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. John's Road, Clapham, SW11 1QP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sunbury Cross Centre, Staines Road West, Sunbury-On-Thames, TW16 7BB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Brentford, TW8 0JG	0.6%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Morrisons, Rectory Road, Acton, W3 9NR	0.8%	16	0.0%	0	0.0%	0	1.6%	1	16.7%	12	1.3%	1	0.0%	0
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	0.4%	9	0.0%	0	3.8%	4	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Netto, Northolt Road, Harrow, HA2 8JN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.4%	9	4.0%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea, SW11 3BX	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Chiswick High Road, Chiswick, W4 1PU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Local, Earls Court Road, Earls Court, SW5 9QQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.5%	11	2.7%	2	9.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Road, Fulham Road, SW10 9PZ	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, North End	0.3%	6	5.3%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Road, Fulham, SW6 1NB																										
Sainsbury's Local, South Ealing Road, South Ealing, W5 4QT	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Ealing, W5 2NP	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	1.4%	1	0.0%	0	1.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Acton Lane, Essex Place, Chiswick, W4 5UT	0.2%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	0.8%	18	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Former Clapham Bus Garage, SW4 7SL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	0.5%	11	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth, SW18 4AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Willesden Green, NW10 2TD	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	0.4%	8	0.0%	0	7.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lombardy Retail Park, Hayes, UB3 3EX	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Long Drive, Ruislip, HA4 0HQ	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Road, Richmond Upon Thames, TW9 1YB	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melbourne Avenue, West Ealing, W13 9BT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	5.6%	4	0.0%	0	1.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sainsbury's, New Zealand Avenue, Walton-On-Thames, KT12 1QA	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Northolt Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
South Harrow, HA2 8EQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, O2 Centre, Finchley Road, NW3 6LU	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	1.5%	0
Sainsbury's, Tangle Park Road, Hampton, TW12 3YH	0.5%	10	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	0.5%	10	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Uxbridge Road, St Clares, Hampton, TW12 1AW	0.5%	10	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Werter Road, Putney, SW15 2LJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West End Air Terminal, West End Air Terminal, SW7 4EJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, York Road, Uxbridge, UB8 1QW	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Road, Church Parade, Ashford, TW15 2TX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Doddington Estate, Battersea Park Road, SW11 4NE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Earls Court Road, Earls Court, SW5 9QB	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kings Road, Worlds End, SW10 0LU	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, North End Road, Fulham, SW6 1NJ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.8%	4	0.0%	0	0.0%	0
Somerfield, The Broadway, Southall, UB1 1QD	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Upper Richmond Road, Putney, SW15 2SU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alexandra Avenue, Harrow, HA2 9DL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Tesco Express, Bath Road, Hounslow, TW5 9SL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction, SW11 1HG	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bear Road, Hanworth, TW13 6SA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Castlenau,																										

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Barnes, SW13 9EW														
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Road, Ashford, TW15 2UT	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Tesco Express, Church Road, Northolt, UB5 5AU	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	5	0.0%	0
Tesco Express, Earls Court Road, Earls Court, SW5 9QB	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falcon Road, Battersea, SW11 2PJ	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Field End Lane, South Ruislip, HA4 0QP	0.3%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco Express, Fulham Palace Road, Fulham, SW6 6TD	0.1%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9NA	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9PR	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9QL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Fulham Road, SW6 5SA	0.3%	6	5.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gloucester Road, South Kensington, SW7 4SS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	0.1%	2	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Hampton Hill, TW12 1NL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 3RB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 4UA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Hammersmith, W6 9NH	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road,	0.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Chelsea, SW3 5EP														
Tesco Express, London Road, Isleworth, TW7 5AY	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Road, Hayes, UB3 4NE	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3
Tesco Express, Northfield Avenue, Ealing, W13 9QR	0.5%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.5%	7	2.8%	2
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Brompton Road, South Kensington, SW7 3DY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Putney High Street, Putney, SW15 1SU	0.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rayners Lane, Alexandra Avenue, Harrow, HA2 9UE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Express, St Margarets Road, St Margarets, Twickenham, TW1 1RG	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Parade, Kew Gardens, TW9 3PZ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Haven Green, Ealing, W13 9QR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.3%	1	0.0%	0
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.6%	13	0.0%	0	0.0%	0	6.3%	4	12.8%	9	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.4%	1
Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Southall, UB2 5LN	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Glencoe Road, Yeading, Hayes, UB4 9SQ	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2
Tesco Extra, Mogden Lane, Isleworth (Twickenham), TW7 7JY	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth, TW7 5NZ	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Staines Road West, Sunbury-On-Thames, TW16 7BB	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Shopping Centre., Ealing, W5 5JY	0.4%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	2	5.0%	5	0.0%	0	1.5%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, George Street, Richmond Upon Thames, TW9 1HY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Greenford Road, Greenford, UB6 8QY	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.0%	1	0.0%	0	21.3%	11	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Kensington, W8 6SU	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Whitton, Twickenham, TW2 7LN	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham, TW14 0LT	0.6%	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	0.0%	0	6.5%	3	17.9%	6
Tesco, Great Central Way, Brent Park, NW10 0TL	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Feltham, TW13 4EX	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	7.5%	2
Tesco, Hurst Road, West Molesey, Richmond, KT8 1SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shepherds Bush Road, Hammersmith, W6 7NL	0.5%	10	0.0%	0	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tilling Road, Cricklewood, NW2 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco, Town Lane, Stanwell, Staines, TW19 7PZ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco, West Cromwell Road, Kensington, W14 8PB	0.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	0.8%	18	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.4%	1	20.9%	10	5.2%	2	5.3%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing, W13 0NL	0.6%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.8%	4	11.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High Street, Chiswick, W4 5TE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
4SF														
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Kensington, W8 6SA	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kings Road, Chelsea, SW3 5XP	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham, TW1 3RJ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Waitrose, North End Road, Fulham, SW6 1LX	0.3%	6	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Northolt Road, South Harrow, HA2 0EG	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond Upon Thames, TW9 1AE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John's Road, Clapham Junction, SW11 1PP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen, SW14 7JG	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Ealing	1.4%	29	0.0%	0	0.0%	0	0.0%	0	18.8%	19	9.7%	6	6.0%	3
West Ealing	0.3%	6	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.2%	3	0.0%	0
Shepherds Bush	0.6%	13	0.0%	0	0.0%	0	20.3%	13	0.0%	0	0.0%	0	0.0%	0
Southall	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Chiswick	1.0%	20	0.0%	0	1.3%	1	1.6%	1	1.3%	1	0.0%	0	0.0%	0
Hammersmith	0.8%	18	0.0%	0	12.8%	13	4.7%	3	0.0%	0	0.0%	0	0.0%	0
Fulham	0.7%	15	13.3%	12	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Greenford	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	2
Hanwell	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	8	0.0%	0
Acton	0.4%	9	0.0%	0	0.0%	0	1.6%	1	10.3%	7	0.0%	0	0.0%	0
Brentford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Northolt	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	5
Perivale	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	6
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
South Ealing	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Sudbury Hill	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Hounslow West	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Isleworth	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.1%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
White City Media Village	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayswater	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgravia	0.1%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensal Rise	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Greenhill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.4%	2
Ruislip	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other	3.1%	66	0.0%	0	3.8%	4	1.6%	1	1.3%	1	0.0%	0	1.5%	1
Internet / delivered	0.8%	18	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.4%	1
Aldi, Hospital Road (Zone 14, Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Ashford (Zone 22, Spelthorne)	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Battersea (Zone 30, Wandsworth)	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local Shops - East Sheen (Zone 18, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Hampton (Zone 21, Richmond Upon Thames)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Harlesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		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 27, Brent)														
Local Shops - Hayes (Zone 24, Hillingdon)	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Kew (Zone 19, Richmond Upon Thames)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Notting Hill (Zone 28, Kensington & Chelsea)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.6%	12	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	0.3%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Richmond (Zone 19, Richmond Upon Thames)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Shepperton (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Southfield (Zone 17, Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - St Margarets (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Wembley (Zone 27, Brent)	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Whitton (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 15 (Hounslow)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 2 (Hammersmith & Fulham)	0.1%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 24 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 28 (Kensington & Chelsea)	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 29 (Kensington & Chelsea)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3 (Brent)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3 (Kensington & Chelsea)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 30	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
(Wandsworth)																										
Other - Zone 4 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Clare Road, Stanwell (Zone 23, Spelthorne)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ariel Way (Zone 3, Hammersmith & Fulham)	0.3%	6	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip (Hillingdon)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	20.5%	435	34.7%	32	20.5%	20	18.8%	12	15.4%	11	13.8%	14	18.1%	11	13.4%	6	10.3%	5	17.3%	9	29.4%	15	16.1%	8	13.4%	4
(Nowhere else)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2123		92		99		62		72		99		64		46		47		52		52		49		32
Sample:		2112		75		78		64		78		80		72		67		58		75		51		62		67

Q09 How does your household normally travel to its top up shopping destination (STORE MENTIONED AT Q08)?

Those who do top up food shopping at Q06 and who don't use the internet at Q08

Car / van driver	24.3%	512	12.0%	11	9.0%	9	10.9%	7	23.7%	17	20.0%	20	28.2%	18	26.9%	12	32.8%	15	32.0%	17	23.5%	12	43.5%	21	39.4%	13
Car / van passenger	2.7%	56	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.5%	2	5.6%	4	11.9%	5	6.9%	3	0.0%	0	2.0%	1	4.8%	2	4.5%	1
Bus	9.2%	195	5.3%	5	1.3%	1	3.1%	2	15.8%	11	5.0%	5	8.5%	5	9.0%	4	15.5%	7	10.7%	6	21.6%	11	17.7%	9	13.6%	4
Train	0.9%	19	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Walk	58.2%	1225	72.0%	66	75.6%	75	79.7%	49	51.3%	36	67.5%	67	52.1%	33	50.7%	23	39.7%	18	54.7%	28	43.1%	23	30.6%	15	40.9%	13
Bicycle	2.4%	51	8.0%	7	7.7%	8	0.0%	0	2.6%	2	5.0%	5	5.6%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	0
Motorcycle	0.3%	7	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not applicable	0.3%	5	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Invalid scooter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.6%	1	0.0%	0
Wheelchair	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.4%	30	2.7%	2	1.3%	1	1.6%	1	5.3%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.3%	1	3.9%	2	0.0%	0	0.0%	0
Weighted base:		2105		92		99		62		70		99		63		46		47		52		52		49		32
Sample:		2097		75		78		64		76		80		71		67		58		75		51		62		66

Q10 Does your household also spend money on food and groceries in small shops?

Those who gave supermarket locations at both Q01 and Q08

Yes	42.2%	380	40.0%	15	38.9%	18	17.6%	3	43.5%	19	67.6%	29	48.1%	11	31.8%	5	28.2%	9	37.5%	6	35.7%	5	60.7%	13	23.1%	4
No	57.8%	521	60.0%	22	61.1%	28	82.4%	14	56.5%	24	32.4%	14	51.9%	12	68.2%	10	71.8%	23	62.5%	10	64.3%	9	39.3%	9	76.9%	14
Weighted base:		901		37		46		16		43		42		24		15		31		17		14		22		19
Sample:		951		30		36		17		46		34		27		22		39		24		14		28		39

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12										
Q11 Where are these small shops located?																								
Those who said Yes at Q10																								
Acton	4.0%	15	0.0%	0	0.0%	0	0.0%	0	70.0%	13	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	0
Brentford	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Chiswick	4.2%	16	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham	2.7%	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	0.0%	0	0.0%	0
Cranford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Ealing	5.3%	20	0.0%	0	0.0%	0	0.0%	0	15.0%	3	47.8%	14	15.4%	2	14.3%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0
East Acton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	55.6%	2	0.0%	0
Fulham	2.7%	10	58.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road	0.7%	3	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	4	0.0%	0	9.1%	1	66.7%	4	0.0%	0	0.0%	0
Hammersmith	3.3%	12	8.3%	1	57.1%	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
Hanwell	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Harrow	3.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	5.9%	1	0.0%	0
Hillingdon	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Hounslow	5.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	47.1%	6	11.1%	0
Hounslow West	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	2	11.1%	0
Isleworth	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensal Rise	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road	0.3%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	2	0.0%	0	0.0%	0	0.0%	0
Perivale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.1%	4	0.0%	0	7.1%	1	66.7%	2	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road	0.3%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	60.0%	3	0.0%	0	0.0%	0
Staines	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0
Sunbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North																								
Wembley Park	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Drayton	0.2%	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	0.0%	0	0.0%	0	0.0%	0
West Ealing	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	5	30.8%	4	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Ashford (Zone	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
22, Spelthorne)														
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Battersea (Zone 30, Wandsworth)	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - East Sheen (Zone 18, Richmond Upon Thames)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Hampton (Zone 21, Richmond Upon Thames)	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Local Shops - Kew (Zone 19, Richmond Upon Thames)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	3.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Richmond (Zone 19, Richmond Upon Thames)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - St Margarets (Zone 20, Richmond Upon Thames)	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Stanwell (Zone 23, Spelthorne)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Local Shops - Wembley (Zone 27, Brent)	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Whitton (Zone 20, Richmond Upon Thames)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 15 (Hounslow)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 27 (Brent)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 28 (Kensington & Chelsea)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 29 (Kensington & Chelsea)	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland Park (Kensington & Chelsea)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Kensington (Kensington & Chelsea)	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 24 (Hillingdon)	4.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0
Other, Zone 25 (Ealing / Hillingdon)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow (Zone 26, Harrow)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hammersmith & Fulham)	0.6%	2	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames))	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.2%	20	8.3%	1	21.4%	4	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	380		15		18		3		19		29		11	
Sample:	388		12		14		3		20		23		13	

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q12 Apart from Christmas shopping, where did you or your family last purchase clothes or shoes ?																										
Brent Cross	3.3%	99	0.0%	0	0.0%	0	1.0%	1	2.0%	2	6.8%	9	0.0%	0	7.0%	5	1.0%	1	4.0%	3	1.0%	1	0.0%	0	0.0%	0
Harlesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.4%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ealing	8.3%	251	0.0%	0	1.0%	1	3.0%	3	35.0%	32	42.7%	55	54.9%	49	28.0%	19	12.9%	10	38.0%	26	22.8%	24	0.0%	0	1.0%	0
Greenford	0.7%	21	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	4	1.0%	1	7.0%	5	4.0%	3	9.0%	6	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	4.0%	4	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.8%	55	0.0%	0	3.0%	4	13.9%	14	11.0%	10	0.0%	0	2.9%	3	1.0%	1	1.0%	1	1.0%	0	1.0%	0	1.0%	1	0.0%	0
Other - Fulham	0.2%	6	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	11	5.0%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.9%	27	5.0%	6	5.0%	6	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	2.6%	80	4.0%	5	21.0%	27	20.8%	20	4.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0
North End Road, Hammersmith & Fulham	0.3%	10	3.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	7	1.0%	1	2.0%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.3%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	4.8%	145	4.0%	5	20.0%	25	17.8%	17	9.0%	8	9.7%	12	6.9%	6	4.0%	3	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
White City Media Village	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	3.1%	93	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	6	19.8%	16	6.0%	4	1.0%	1	0.0%	0	0.0%	0
North Harrow	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Pinner	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.0%	3
Wealdstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	7.9%	8
Northwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ruislip	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.0%	2
Uxbridge	4.1%	123	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	5.9%	5
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.6%	17	0.0%	0	0.0%	0	2.0%	2	2.0%	2	0.0%	0	1.0%	1
Feltham	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	6.5%	196	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.9%	2	1.0%	1
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	3.7%	113	6.0%	7	11.0%	14	1.0%	1	1.0%	1	1.9%	2	1.0%	1
King's Road East, Kensington & Chelsea	2.3%	69	7.0%	9	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.7%	22	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingston-Upon-Thames	6.3%	190	3.0%	4	1.0%	1	0.0%	0	0.0%	0	1.9%	2	1.0%	1
Richmond	2.9%	89	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
East Sheen	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside, Thurrock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.3%	40	13.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	7.2%	216	16.0%	20	15.0%	19	5.9%	6	7.0%	6	6.8%	9	3.9%	4
Queensway / Wesbtourne Grove, Westminster	0.3%	9	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Hurlingham Retail Park (Currys, PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.3%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.0%	180	7.0%	9	5.0%	6	6.9%	7	5.0%	5	9.7%	12	7.8%	7
Abroad	1.8%	55	0.0%	0	2.0%	3	2.0%	2	1.0%	1	2.9%	4	0.0%	0
Other	3.7%	110	1.0%	1	0.0%	0	4.0%	4	3.0%	3	1.9%	2	3.9%	4
Ashford (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.4%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Other, Zone 13 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	2.8%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sunbury (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wimbledon (Merton)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Yeading (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	3.7%	111	2.0%	2	3.0%	4	4.0%	4	4.0%	4	1.0%	1	3.9%	4	7.0%	5	5.0%	4	2.0%	1	4.0%	4	3.0%	2	4.0%	2	
(Don't do this type of shopping)	4.2%	126	13.0%	16	2.0%	3	5.0%	5	3.0%	3	1.9%	2	2.9%	3	3.0%	2	5.9%	5	1.0%	1	5.9%	6	3.0%	2	5.0%	2	
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48		
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100		
Q13 Where did you usually shop for clothes and shoes before Westfield opened?																											
Those who said Westfield at Q12																											
Brent Cross	10.0%	15	0.0%	0	5.0%	1	11.1%	2	22.2%	2	40.0%	5	0.0%	0	50.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ealing	8.7%	13	0.0%	0	0.0%	0	0.0%	0	33.3%	3	40.0%	5	57.1%	4	25.0%	1	0.0%	0	99.9%	1	0.0%	0	0.0%	0	0.0%	0	
Park Royal	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Hammersmith	1.5%	2	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
King Street West, Hammersmith & Fulham	6.4%	9	0.0%	0	10.0%	3	27.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Harrow	0.7%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Uxbridge	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	
Brentford	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Chiswick	1.2%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hounslow	3.2%	5	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kensington High Street, Kensington & Chelsea	16.8%	24	0.0%	0	50.0%	13	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
King's Road East, Kensington & Chelsea	2.6%	4	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Knightsbridge	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kingston-Upon-Thames	4.4%	6	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Richmond	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Putney	3.4%	5	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Central London / West End	11.7%	17	0.0%	0	10.0%	3	22.2%	4	22.2%	2	10.0%	1	14.3%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Queensway / Westbourne Grove, Westminster	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.5%	2	0.0%	0	5.0%	1	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Watford (Watford)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Did not live here before	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	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	12.6%	18	0.0%	0	15.0%	4	5.6%	1	11.1%	1	0.0%	0	14.3%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weighted base:	145		5		25		17		8		12		6		3		2		1		0		1		0		
Sample:	122		4		20		18		9		10		7		4		2		1		0		1		0		

West London Retail Study
for Roger Tym and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q14 Why have you switched to Westfield?																										
<i>Those who said Westfield at Q12</i>																										
More parking provision (not enough parking in previous centre)	5.3%	8	0.0%	0	20.0%	5	0.0%	0	11.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking (parking too expensive in previous centre)	3.6%	5	25.0%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better links from car parks to shops	4.9%	7	25.0%	1	10.0%	3	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to reach by bus/tube	11.2%	16	0.0%	0	5.0%	1	5.6%	1	55.6%	5	0.0%	0	28.6%	2	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to access on foot	13.0%	19	25.0%	1	25.0%	6	22.2%	4	44.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer covered shopping centres/malls	4.5%	7	0.0%	0	5.0%	1	0.0%	0	22.2%	2	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops (general)	16.3%	24	25.0%	1	10.0%	3	22.2%	4	44.4%	4	10.0%	1	42.9%	3	25.0%	1	50.0%	1	99.9%	1	0.0%	0	0.0%	0	0.0%	0
More clothes/fashion shops	7.4%	11	50.0%	2	0.0%	0	11.1%	2	11.1%	1	0.0%	0	14.3%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
More quality/designer shops	7.3%	11	50.0%	2	0.0%	0	5.6%	1	11.1%	1	10.0%	1	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More dept stores/larger stores	4.1%	6	25.0%	1	0.0%	0	5.6%	1	11.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
More discount/cheaper goods	2.8%	4	0.0%	0	0.0%	0	11.1%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/improved supermarkets/food shops	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops/vacancies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific shop missing from Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for children	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better/more safety/security/CCTV/police presence	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating/benches	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	1.1%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved shelter from wind/rain	3.8%	6	0.0%	0	10.0%	3	5.6%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer shopping environment	7.1%	10	0.0%	0	10.0%	3	5.6%	1	11.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.5%	8	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer to home	14.9%	22	25.0%	1	15.0%	4	38.9%	7	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More convenient	2.3%	3	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know)	28.9%	42	0.0%	0	30.0%	8	5.6%	1	0.0%	0	60.0%	7	14.3%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		145		5		25		17		8		12		6		3		2		1		0		1		0

West London Retail Study
for Roger Tym and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Sample:	122	4		20		18		9		10		7		4		2		1		0		1		0		
Q15 How do you normally travel to your main clothes and shoes shopping destination (CENTRE OR STORE MENTIONED AT Q12)?																										
<i>Those who do clothes and shoes shopping at Q12</i>																										
Car/van driver	33.7%	937	21.2%	22	13.7%	16	23.9%	21	30.1%	26	30.0%	37	28.4%	24	34.4%	21	44.4%	32	51.5%	34	37.4%	35	34.7%	26	38.5%	17
Car/van passenger	6.0%	168	5.9%	6	1.1%	1	3.3%	3	3.2%	3	0.0%	0	8.4%	7	13.3%	8	11.1%	8	8.2%	6	9.9%	9	12.6%	9	11.0%	5
Bus	27.4%	761	34.1%	36	22.1%	27	26.1%	23	37.6%	32	16.0%	20	29.5%	25	26.7%	16	32.2%	23	27.8%	19	37.4%	35	36.8%	27	34.1%	15
Train	7.0%	196	4.7%	5	7.4%	9	5.4%	5	11.8%	10	13.0%	16	7.4%	6	11.1%	7	5.6%	4	1.0%	1	0.0%	0	2.1%	2	1.1%	0
Taxi	0.5%	15	0.0%	0	2.1%	3	0.0%	0	1.1%	1	2.0%	2	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0
Walk	12.4%	345	15.3%	16	35.8%	43	27.2%	24	6.5%	6	24.0%	30	9.5%	8	2.2%	1	2.2%	2	1.0%	1	2.2%	2	5.3%	4	8.8%	4
Bicycle	1.4%	39	2.4%	2	3.2%	4	2.2%	2	1.1%	1	4.0%	5	3.2%	3	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Motorcycle	0.3%	7	0.0%	0	1.1%	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	0.0%	0	0.0%	0
Don't visit (shop via internet or phone).	4.7%	131	8.2%	9	5.3%	6	3.3%	3	5.4%	5	4.0%	5	8.4%	7	6.7%	4	2.2%	2	3.1%	2	5.5%	5	3.2%	2	5.5%	2
Other	0.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.2%	60	2.4%	2	3.2%	4	1.1%	1	0.0%	0	4.0%	5	0.0%	0	0.0%	0	2.2%	2	3.1%	2	4.4%	4	1.1%	1	0.0%	0
Aeroplane	0.8%	22	0.0%	0	0.0%	0	1.1%	1	1.1%	1	2.0%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	0
Tube	2.6%	71	5.9%	6	4.2%	5	3.3%	3	2.2%	2	1.0%	1	4.2%	4	1.1%	1	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0
Delivered	0.8%	22	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.0%	1	0.0%	0	2.1%	2	0.0%	0
Varies	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2778	104		120		89		86		124		84		62		72		67		93		74		44		
Sample:	2791	85		95		92		93		100		95		90		90		97		91		95		91		
Q16 How often do you visit your main clothes and shoes shopping destination (CENTRE OR STORE STORE MENTIONED AT Q12)?																										
<i>Those who do clothes and shoes shopping at Q12</i>																										
Everyday	1.8%	50	2.4%	2	2.1%	3	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	4.2%	3	2.2%	1
5-6 times a week	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
3-4 times a week	1.3%	35	3.5%	4	0.0%	0	4.3%	4	0.0%	0	1.0%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1
Twice a week	3.4%	94	4.7%	5	1.1%	1	3.3%	3	3.2%	3	4.0%	5	3.2%	3	1.1%	1	3.3%	2	2.1%	1	4.4%	4	10.5%	8	2.2%	1
Once a week	11.0%	305	9.4%	10	9.5%	11	14.1%	13	12.9%	11	16.0%	20	11.6%	10	8.9%	5	8.9%	6	8.2%	6	8.8%	8	13.7%	10	9.9%	4
Once every two weeks	12.7%	352	8.2%	9	9.5%	11	13.0%	12	14.0%	12	9.0%	11	22.1%	19	11.1%	7	20.0%	14	11.3%	8	13.2%	12	11.6%	9	13.2%	6
Once a month	25.8%	718	29.4%	31	25.3%	30	21.7%	19	23.7%	20	21.0%	26	20.0%	17	30.0%	19	27.8%	20	25.8%	17	29.7%	28	23.2%	17	25.3%	11
Once every 2 - 3 months	23.9%	663	29.4%	31	27.4%	33	23.9%	21	22.6%	19	27.0%	34	24.2%	20	26.7%	16	21.1%	15	25.8%	17	24.2%	23	17.9%	13	19.8%	9
Twice a year	11.3%	315	9.4%	10	17.9%	21	8.7%	8	16.1%	14	13.0%	16	5.3%	4	11.1%	7	12.2%	9	14.4%	10	12.1%	11	10.5%	8	18.7%	8
Less often	8.6%	239	3.5%	4	7.4%	9	9.8%	9	7.5%	6	7.0%	9	10.5%	9	11.1%	7	6.7%	5	10.3%	7	6.6%	6	7.4%	5	6.6%	3
Weighted base:	2778	104		120		89		86		124		84		62		72		67		93		74		44		
Sample:	2791	85		95		92		93		100		95		90		90		97		91		95		91		

West London Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q17 Where did you or your family purchase clothes or shoes the time BEFORE last?																										
Those who do clothes and shoes shopping at Q12																										
Brent Cross	2.4%	67	0.0%	0	1.1%	1	1.1%	1	7.5%	6	4.0%	5	6.3%	5	8.9%	5	2.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Road, Brent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	4.4%	123	0.0%	0	0.0%	0	3.3%	3	20.4%	18	23.0%	29	15.8%	13	20.0%	12	13.3%	10	15.5%	10	11.0%	10	0.0%	0	0.0%	0
East Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.4%	12	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.0%	2	3.2%	3	3.3%	2	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	3	2.2%	2	2.1%	2	0.0%	0
Sudbury Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.9%	26	1.2%	1	0.0%	0	3.3%	3	0.0%	0	0.0%	0	2.1%	2	1.1%	1	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edward Woods Estate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	4.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.1%	4	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldhawk Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Hammersmith & Fulham																										
Other - Hammersmith	0.7%	21	4.7%	5	2.1%	3	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West,	1.1%	31	0.0%	0	10.5%	13	5.4%	5	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																										
Munster Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																										
North End Road,	0.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																										
Parsons Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road,	0.1%	2	0.0%	0	1.1%	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	0.0%	0	0.0%	0
Hammersmith & Fulham																										
Uxbridge Road East,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																										
Uxbridge Road West,	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																										
Wandsworth Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North, Hammersmith &																										
Fulham																										
Wandsworth Bridge Road	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South, Hammersmith &																										
Fulham																										
Westfield	3.6%	100	5.9%	6	8.4%	10	5.4%	5	2.2%	2	7.0%	9	1.1%	1	5.6%	3	2.2%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
White City Media Village	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	7.8%	5	5.6%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.1%	1	1.1%	1	1.1%	1	0.0%	0
Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	2.0%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1	2.2%	2	7.2%	5	2.2%	2	6.3%	5	1.1%	0
Yiewsley / West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.5%	15	0.0%	0	1.1%	1	1.1%	1	2.2%	2	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.4%	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	0.0%	0	0.0%	0	4.4%	2
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	3.4%	95	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	2.1%	2	0.0%	0	0.0%	0	4.1%	3	11.0%	10	23.2%	17	12.1%	5
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Kensington High Street, Kensington & Chelsea	3.0%	84	5.9%	6	22.1%	27	4.3%	4	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.2%	34	10.6%	11	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	5.6%	155	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	4	4.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	6.3%	5	7.7%	3
Richmond	2.1%	58	0.0%	0	1.1%	1	0.0%	0	1.1%	1	1.0%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0
East Sheen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside, Thurrock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.7%	19	4.7%	5	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Balham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.7%	159	4.7%	5	7.4%	9	15.2%	14	9.7%	8	12.0%	15	3.2%	3	1.1%	1	3.3%	2	3.1%	2	3.3%	3	4.2%	3	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.4%	12	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.5%	42	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olympic Retail Park (MFI, Harveys, Comet, Dreams, Halfords, Sleepmasters)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)																										
Staples Corner Retail Park (Brent Cross)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, Edmonton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 51 Townsmead Road, Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12
Tesco, Faggs Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	3.0%	84	3.5%	4	1.1%	1	1.1%	1	1.1%	1	4.0%	5	4.2%	4	3.3%	2	2.2%	2	1.0%	1	2.2%	2	3.2%	2	1.1%
Abroad	1.4%	40	1.2%	1	2.1%	3	1.1%	1	3.2%	3	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.1%
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	2.8%	79	0.0%	0	1.1%	1	1.1%	1	3.2%	3	4.0%	5	5.3%	4	2.2%	1	1.1%	1	2.1%	1	0.0%	0	3.2%	2	4.4%
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alperton (Zone 27, Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashford (Zone 22, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Battersea (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley (Surrey Heath)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelsea (Zone 29, Kensington & Chelsea)	0.5%	13	5.9%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Earls Court (Zone 29, Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Earlsfield (Zone 18, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus, West Street, Sittingbourne (Swale)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hampton (Zone 21, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hampton Hill (Zone 21, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlington (Zone 24, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heathrow (Zone 23, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe (Wycombe)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Homebase, The Causeway, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 13 (Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18/19 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 27 (Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 29 (Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3/4 (Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 30 (Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4 (Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	15.4%	7
Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.6%	17	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Westway Retail Park (Zone 7, Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.4%	12	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	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)	8.9%	246	12.9%	14	5.3%	6	8.7%	8	7.5%	6	3.0%	4	5.3%	4
(Don't do this type of shopping)	31.7%	881	23.5%	25	29.5%	35	41.3%	37	32.3%	28	25.0%	31	36.8%	31
Weighted base:	2778		104		120		89		86		124		84	
Sample:	2791		85		95		92		93		100		95	

West London Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q18 Apart from Christmas shopping, where did you or your family last purchase furniture, carpets, or soft household furnishings ?																										
Brent Cross	2.0%	61	0.0%	0	0.0%	0	2.0%	2	8.0%	7	5.8%	7	3.9%	4	4.0%	3	0.0%	0	2.0%	1	1.0%	1	0.0%	0	1.0%	0
Harlesden	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.4%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wembley	1.9%	57	2.0%	2	1.0%	1	2.0%	2	1.0%	1	1.0%	1	2.0%	2	6.0%	4	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.6%	19	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	11	0.0%	0	0.0%	0	2.0%	2	3.0%	3	1.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	2.2%	67	0.0%	0	0.0%	0	0.0%	0	9.0%	8	14.6%	19	16.7%	15	7.0%	5	5.0%	4	6.0%	4	6.9%	7	0.0%	0	0.0%	0
Greenford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	5.0%	5	2.0%	2	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shepherds Bush	0.5%	15	0.0%	0	1.0%	1	7.9%	8	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road, Hammersmith & Fulham	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldhawk Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.2%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	16	0.0%	0	7.0%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	5	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.5%	16	0.0%	0	3.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
South Harrow	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Wealdstone	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Hayes	2.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	2.0%	2	7.0%	5	8.9%	9	4.0%	3	0.0%	0
Ruislip	2.8%	85	0.0%	0	0.0%	0	2.0%	2	4.0%	4	1.9%	2	1.0%	1	6.0%	4	15.8%	13	2.0%	1	3.0%	3	2.0%	2	2.0%	1
Uxbridge	0.5%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Brentford	0.5%	15	0.0%	0	1.0%	1	1.0%	1	1.0%	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
Chiswick	0.7%	21	0.0%	0	3.0%	4	3.0%	3	5.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	15.0%	7
Hanworth	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.6%	48	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	12.9%	10	14.0%	7
Isleworth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	0.8%	23	4.0%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	2.6%	78	8.0%	10	8.0%	10	1.0%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	4.1%	124	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	2.0%	1
Richmond	0.9%	26	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.0%	0
Twickenham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lakeside, Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.6%	19	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.7%	112	7.0%	9	12.0%	15	6.9%	7	7.0%	6	5.8%	7	5.9%	5	1.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	0
Queensway / Westbourne Grove, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	2.0%	2	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Olympic Retail Park (MFI,	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Harveys, Comet, Dreams, Halfords, Sleepmasters)														
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
B&Q, Glencoe Road, Yeading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Currys, 971 Great West Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homebase, Manor Road, Richmond	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homebase, Twickenham Road, Feltham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Ikea, Croydon	0.9%	26	5.0%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, Edmonton	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Ikea, Wembley	4.5%	135	1.0%	1	7.0%	9	5.9%	6	6.0%	6	10.7%	14	5.9%	5
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Internet / delivered	5.7%	172	4.0%	5	8.0%	10	6.9%	7	7.0%	6	5.8%	7	5.9%	5
Abroad	0.4%	11	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Car boot sale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.2%	67	4.0%	5	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1
2 Rivers Retail Park, Staines (Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30,	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Wandsworth)																										
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.7%	20	4.0%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	7.0%	3
St Margarets (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	10.0%	5
Sunbury (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	12.9%	388	11.0%	14	11.0%	14	15.8%	15	16.0%	15	12.6%	16	14.7%	13	14.0%	10	12.9%	10	8.0%	6	17.8%	18	10.9%	9	7.0%	3
(Don't do this type of shopping)	28.8%	868	35.0%	43	21.0%	27	22.8%	22	20.0%	19	19.4%	25	24.5%	22	38.0%	26	39.6%	32	45.0%	31	40.6%	42	37.6%	30	23.0%	11
Weighted base:	3014		123	126	98	93	128	90	69	81	69	103	79	48												
Sample:	3014		100	100	101	100	103	102	100	101	100	101	101	100												

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q19 And the time before that, where did you or your family purchase furniture, carpets, or soft household furnishings ?																										
Those who shop for furniture, carpets or soft furnishings at Q18																										
Brent Cross	1.7%	31	0.0%	0	1.5%	1	1.6%	1	3.1%	2	8.6%	7	3.2%	2	6.2%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Harlesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.1%	19	0.0%	0	1.5%	1	1.6%	1	3.1%	2	0.0%	0	0.0%	0	4.2%	1	2.1%	1	2.1%	1	2.4%	1	0.0%	0	0.0%	0
Wembley Park	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.0%	18	0.0%	0	0.0%	0	0.0%	0	6.3%	4	5.7%	5	6.5%	4	4.2%	1	2.1%	1	2.1%	1	0.0%	0	1.9%	1	0.0%	0
Greenford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	7.1%	3	0.0%	0	0.0%	0
Shepherds Bush	0.5%	8	0.0%	0	1.5%	1	4.8%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	8	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.1%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	5	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.6%	10	0.0%	0	2.9%	3	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	2	1.9%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.6%	10	0.0%	0	1.5%	1	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	6.4%	2	4.8%	2	3.8%	2	2.9%	1
Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	2	0.0%	0	8.3%	3	2.1%	1	0.0%	0	1.9%	1	0.0%	0
Uxbridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Yiewsley / West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Brentford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.4%	8	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	11.4%	4
Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.6%	28	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.8%	2	11.4%	4
Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	0.7%	12	1.9%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
King's Road East, Kensington & Chelsea	1.5%	27	5.6%	4	2.9%	3	0.0%	0	1.6%	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
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.9%	1
Richmond	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.2%	3	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.6%	45	1.9%	1	7.4%	6	0.0%	0	1.6%	1	11.4%	10	6.5%	4	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.1%	1	2.4%	1	1.9%	1	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.1%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Homebase, Western Circus, Acton	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.7%	13	1.9%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, Edmonton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	3.1%	54	5.6%	4	5.9%	5	1.6%	1	6.3%	4	8.6%	7	0.0%	0	0.0%	0	2.1%	1	2.1%	1	4.8%	2	1.9%	1	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.0%	70	1.9%	1	2.9%	3	1.6%	1	4.7%	3	1.4%	1	11.3%	6	4.2%	1	0.0%	0	2.1%	1	2.4%	1	3.8%	2	4.3%	1
Abroad	0.4%	8	0.0%	0	1.5%	1	1.6%	1	1.6%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Other	1.5%	27	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.3%	6	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.2%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.9%	1	2.9%	1
St Margarets (Zone 20, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3
Walton-On-Thames (Elmbridge)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.1%	2	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	18.4%	323	16.7%	11	19.1%	16	17.7%	11	21.9%	13	15.7%	14	12.9%	7	27.1%	9	16.7%	6	23.4%	8	19.0%	8	30.8%	13	12.9%	4
(Don't do this type of shopping)	40.7%	716	50.0%	33	42.6%	37	38.7%	23	39.1%	23	28.6%	25	40.3%	22	41.7%	14	58.3%	23	40.4%	13	45.2%	19	42.3%	17	38.6%	13
Weighted base:	1758			66		86		60		59		87		55		33		39		32		43		41		34
Sample:	1789			54		68		62		64		70		62		48		48		47		42		52		70

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q20 Apart from Christmas shopping, where did you or your family last purchase DIY, decorating goods or gardening items ?														
Brent Cross	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	1.3%	39	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Acton	2.2%	65	0.0%	0	0.0%	0	8.9%	9	13.0%	12	9.7%	12	3.9%	4
Ealing	1.6%	49	0.0%	0	0.0%	0	0.0%	0	1.0%	1	12.6%	16	19.6%	18
East Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Greenford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hanwell	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.9%	5
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Northolt	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Park Royal	0.7%	21	0.0%	0	0.0%	0	2.0%	2	5.0%	5	1.9%	2	1.0%	1
Perivale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
South Ealing	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Southall	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shepherds Bush	0.5%	14	0.0%	0	1.0%	1	10.9%	11	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	12	3.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.3%	9	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.5%	15	2.0%	2	8.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.2%	5	0.0%	0	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.2%	6	2.0%	2	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.6%	18	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.5%	16	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.3%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1

West London Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	3.0%	91	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.9%	3	2.0%	1
Ruislip	2.7%	81	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Uxbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Brentford	0.9%	26	0.0%	0	1.0%	1	0.0%	0	1.9%	2	1.0%	1	0.0%	0
Chiswick	1.3%	40	0.0%	0	0.0%	0	3.0%	3	1.0%	1	4.9%	6	1.0%	1
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.1%	33	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Isleworth	0.9%	27	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.9%	5	2.0%	2
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.0%	61	3.0%	4	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.5%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.2%	7	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Richmond	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
East Sheen	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Putney	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.8%	24	3.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hurlingham Retail Park (Currys, PC World)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ivybridge Retail Park (Comet, Currys, Halfords,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Sports Direct)														
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	3.8%	116	1.0%	1	5.0%	6	2.0%	2	9.0%	8	13.6%	17	7.8%	7
B&Q, Glencoe Road, Yeading	4.7%	141	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	5.9%	5
Currys, 971 Great West Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	2.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	2.1%	64	0.0%	0	2.0%	3	0.0%	0	0.0%	0	4.9%	6	9.8%	9
Homebase, Twickenham Road, Feltham	2.6%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	2.4%	73	0.0%	0	4.0%	5	27.7%	27	16.0%	15	3.9%	5	0.0%	0
Ikea, Croydon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.2%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road	1.0%	31	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.9%	6	1.0%	1
Internet / delivered	0.5%	16	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1
Abroad	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	44	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ashford (Zone 22, Spelthorne)	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30,	1.4%	41	13.0%	16	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Wandsworth)																										
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	1.2%	35	0.0%	0	1.0%	1	2.0%	2	9.0%	8	1.9%	2	3.9%	4	7.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Hampton (Zone 21, Richmond Upon Thames)	0.3%	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	0.0%	0	0.0%	0	1.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	1.3%	38	9.0%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	2.0%	61	3.0%	4	18.0%	23	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.2%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.3%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Slough (Slough)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Staines (Spelthorne)	0.4%	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	0.0%	0	0.0%	0	4.0%	2
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

November 2009

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wandsworth (Zone 30, Wandsworth)	2.5%	75	8.0%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.2%	217	7.0%	9	6.0%	8	8.9%	9	10.0%	9	3.9%	5	2.0%	2	13.0%	9	6.9%	6	1.0%	1	16.8%	17	4.0%	3	4.0%	2
(Don't do this type of shopping)	22.8%	686	34.0%	42	28.0%	35	23.8%	23	24.0%	22	19.4%	25	27.5%	25	27.0%	19	25.7%	21	21.0%	14	27.7%	29	27.7%	22	24.0%	12
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100

West London Retail Study
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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q21 And the time before that, where did you or your family purchase DIY, decorating goods or gardening items?																										
Those who do DIY , decorating or gardening shopping at Q20																										
Brent Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wembley	0.3%	7	0.0%	0	1.5%	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	0.0%	0		
Willesden Green	0.5%	11	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Acton	1.3%	28	0.0%	0	0.0%	0	4.4%	3	10.6%	6	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ealing	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	10	5.6%	4	6.7%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0		
Greenford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	1.5%	1	2.6%	1	0.0%	0	0.0%	0		
Hanwell	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	9.7%	6	1.7%	1	0.0%	0	3.8%	2	0.0%	0	1.4%	1	0.0%	0
Northfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Park Royal	0.4%	8	0.0%	0	0.0%	0	1.5%	1	1.5%	1	1.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Perivale	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
South Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0		
Southall	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	1.8%	1	1.4%	1	1.4%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shepherds Bush	0.1%	3	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dawes Road, Hammersmith & Fulham	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0		
Fulham Palace Road, Hammersmith & Fulham	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fulham Road, Hammersmith & Fulham	0.1%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - Hammersmith	0.2%	4	1.7%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
King Street West, Hammersmith & Fulham	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
North End Road, Hammersmith & Fulham	0.1%	2	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Westfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other - Harrow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
North Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
South Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0		
Stanmore	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wealdstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0		
Eastcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hayes	1.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.8%	5	6.4%	3	7.1%	4	4.3%	2	1.4%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Ruislip	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	1.0%	20	0.0%	0	1.5%	1	1.5%	1	3.0%	2	6.3%	6	1.4%	1
Chiswick	1.0%	21	0.0%	0	0.0%	0	2.9%	2	1.5%	1	2.5%	2	0.0%	0
Feltham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hounslow	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Isleworth	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1	1.4%	1
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.0%	21	3.4%	2	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Richmond	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.2%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	9	0.0%	0	4.5%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.5%	1
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	2.6%	56	0.0%	0	6.1%	5	2.9%	2	3.0%	2	8.9%	9	4.2%	3
B&Q, Glencoe Road, Yeadon	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	6.7%	3
Currys, 971 Great West Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Homebase, Manor Road, Richmond	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Homebase, Syon Lane, Isleworth	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	4.2%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	4	4.3%	2	0.0%	0
Homebase, Twickenham Road, Feltham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Homebase, Western Circus, Acton	0.9%	19	0.0%	0	1.5%	1	4.4%	3	10.6%	6	5.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Wickes, South Ealing Road	1.0%	21	1.7%	1	0.0%	0	0.0%	0	1.5%	1	5.1%	5	5.6%	4	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.5%	12	1.7%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	23	1.7%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	0
Ashford (Zone 22, Spelthorne)	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.6%	12	5.1%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.5%	2	1.4%	1	1.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.3%	6	3.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.9%	19	3.4%	2	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Osterley (Zone 14/15, Hounslow)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Staines (Spelthorne)	0.5%	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	0.0%	0	0.0%	0	1.4%	0
Sunbury (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	1.1%	23	5.1%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	0.0%	0	1.4%	0
(Don't know / can't remember)	10.8%	228	10.2%	7	13.6%	11	11.8%	8	18.2%	11	5.1%	5	8.3%	5	6.7%	3	5.9%	3	12.8%	7	26.8%	15	20.3%	11	5.6%	2
(Don't do this type of shopping)	50.5%	1066	52.5%	38	50.0%	42	58.8%	39	43.9%	27	36.7%	36	45.8%	29	48.3%	20	66.2%	36	53.8%	29	44.6%	26	47.8%	26	48.6%	17
Weighted base:	2110			73		83		66		61		98		64		41		55		54		57		54		35
Sample:	2147			59		66		68		66		79		72		60		68		78		56		69		72

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q22 Apart from Christmas shopping, where did you or your family last purchase electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?																										
Brent Cross	2.2%	67	0.0%	0	1.0%	1	1.0%	1	8.0%	7	3.9%	5	3.9%	4	6.0%	4	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Ealing Road, Brent	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.4%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Neasden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.8%	54	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	8.0%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.5%	16	0.0%	0	1.0%	1	1.0%	1	4.0%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Ealing	3.1%	93	0.0%	0	0.0%	0	5.0%	5	21.0%	19	17.5%	22	24.5%	22	6.0%	4	3.0%	2	4.0%	3	6.9%	7	0.0%	0	0.0%	0
Greenford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	2	2.0%	1	1.0%	1	0.0%	0	0.0%	0
Hanwell	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Northolt	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Park Royal	0.7%	21	0.0%	0	0.0%	0	1.0%	1	5.0%	5	1.0%	1	0.0%	0	2.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.2%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Sudbury Hill	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Shepherds Bush	0.5%	15	0.0%	0	2.0%	3	6.9%	7	3.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	13	3.0%	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	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.3%	9	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	8	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	1.0%	32	2.0%	2	13.0%	16	8.9%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.2%	5	2.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	1.1%	32	4.0%	5	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.6%	17	0.0%	0	3.0%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.8%	25	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	3.7%	113	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	4	2.0%	2
Ruislip	1.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Uxbridge	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Yiewsley / West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brentford	0.9%	27	0.0%	0	0.0%	0	2.0%	2	2.9%	4	1.0%	1	0.0%	0
Chiswick	0.8%	26	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	4	0.0%	0
Feltham	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.7%	52	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Isleworth	0.8%	25	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.3%	69	4.0%	5	3.0%	4	2.0%	2	0.0%	0	1.0%	1	0.0%	0
King's Road East, Kensington & Chelsea	3.0%	91	9.0%	11	8.0%	10	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Knightsbridge	0.2%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	4.0%	119	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.9%	4
Richmond	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Whitton	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.8%	24	5.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.4%	131	10.0%	12	6.0%	8	7.9%	8	9.0%	8	10.7%	14	2.0%	2
Queensway / Wesbtourne Grove, Westminster	0.4%	11	0.0%	0	2.0%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Apex Retail Park (Currys, Wickes)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	5	2.0%	2
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Hurlingham Retail Park (Currys, PC World)	0.5%	15	5.0%	6	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.7%	22	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.4%	11	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Currys, 971 Great West Road	1.6%	47	0.0%	0	1.0%	1	2.0%	2	3.0%	3	8.7%	11	2.0%	2
Currys, Hospital Road, Hounslow	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Homebase, Manor Road, Richmond	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Homebase, Twickenham Road, Feltham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ikea, Wembley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Faggs Road, Feltham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Greenford																										
Wickes, South Ealing Road	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	13.4%	405	12.0%	15	21.0%	27	20.8%	20	11.0%	10	16.5%	21	16.7%	15	13.0%	9	10.9%	9	11.0%	8	8.9%	9	10.9%	9	10.0%	5
Abroad	0.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	39	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	0
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.4%	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	0.0%	0	0.0%	0	1.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.4%	13	3.0%	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	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.1%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Other, Zone 18/19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Staines (Spelthorne)	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3
Sunbury (Spelthorne)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Tesco Extra, Staines Road	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
West, Sunbury (Zone 22, Spelthorne)																										
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	1.0%	31	3.0%	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	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.6%	18	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Wimbledon (Merton)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	14.0%	10	0.0%	0	1.0%	1	0.0%	0
(Don't know / can't remember)	7.6%	229	6.0%	7	5.0%	6	9.9%	10	9.0%	8	2.9%	4	5.9%	5	10.0%	7	9.9%	8	4.0%	3	15.8%	16	4.0%	3	8.0%	4
(Don't do this type of shopping)	16.6%	500	19.0%	23	17.0%	21	10.9%	11	15.0%	14	10.7%	14	17.6%	16	23.0%	16	30.7%	25	27.0%	19	14.9%	15	24.8%	20	16.0%	8
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100	

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q23 And the time before that, where did you or your family purchase electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?																										
<i>Those who shop for electrical goods at Q22</i>																										
Brent Cross	1.1%	26	0.0%	0	0.0%	0	3.7%	3	1.3%	1	4.5%	5	0.0%	0	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Acton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.5%	35	0.0%	0	0.0%	0	0.0%	0	11.8%	8	14.6%	16	3.8%	3	3.0%	1	0.0%	0	5.8%	3	1.4%	1	0.0%	0	1.3%	0
Greenford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Northolt	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.3%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.2%	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	4.3%	2	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	11	0.0%	0	1.3%	1	5.0%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.1%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	7	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	11	0.0%	0	3.8%	4	6.3%	5	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.2%	5	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.7%	1	8.7%	4	2.9%	2	2.8%	2	1.3%	0
Ruislip	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	2.9%	1	1.4%	1	0.0%	0	0.0%	0
Uxbridge	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Brentford	0.4%	9	0.0%	0	0.0%	0	1.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.4%	9	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.4%	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	0.0%	0	0.0%	0	6.6%	2
Hanworth	0.5%	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	0.0%	0	0.0%	0	5.3%	2
Hounslow	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	12.5%	7	0.0%	0
Isleworth	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Kensington High Street, Kensington & Chelsea	1.2%	27	2.7%	2	5.1%	5	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.1%	26	2.7%	2	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.5%	56	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.3%	2
Richmond	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	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	0.0%	0	1.4%	1	0.0%	0
Putney	0.6%	14	4.0%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.8%	64	2.7%	2	9.0%	9	3.7%	3	1.3%	1	7.9%	9	3.8%	3	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.1%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.1%	3	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.2%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	3	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
Currys, 971 Great West Road	0.9%	20	0.0%	0	2.6%	3	1.3%	1	0.0%	0	4.5%	5	1.3%	1	3.0%	1	1.7%	1	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Currys, Hospital Road, Hounslow	0.4%	8	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	1	1.4%	1	0.0%	0
Homebase, Manor Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Richmond																										
Homebase, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.6%	1
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.6%	151	4.0%	4	9.0%	9	5.0%	4	5.3%	4	5.6%	6	3.8%	3	3.0%	1	5.0%	2	2.9%	1	1.4%	1	4.2%	2	5.3%	2
Abroad	0.1%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.0%	22	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	0
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Osterley (Zone 14/15, Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	0.5%	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	0.0%	0	0.0%	0	1.3%	0
Sunbury (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	6	4.0%	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	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	15.8%	361	10.7%	10	11.5%	11	10.0%	8	19.7%	14	16.9%	19	16.7%	11	19.4%	9	13.3%	6	5.8%	3	25.7%	18	19.4%	11	15.8%	6
(Don't do this type of shopping)	44.5%	1016	57.3%	53	46.2%	46	51.3%	40	40.8%	29	32.6%	36	57.7%	40	56.7%	26	55.0%	27	49.3%	23	51.4%	37	43.1%	24	46.1%	17
Weighted base:	2284		92		99		77		70		111		69		46		48		48		72		56		37	
Sample:	2317		75		78		80		76		89		78		67		60		69		70		72		76	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Q24 Apart from Christmas shopping, where did you or your family last purchase health, beauty or chemist items?																										
Brent Cross	1.0%	31	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	4	0.0%	0	4.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Ealing Road, Brent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	2.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	1.7%	52	0.0%	0	0.0%	0	10.9%	11	41.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	7.1%	214	0.0%	0	0.0%	0	3.0%	3	21.0%	19	68.9%	88	59.8%	54	13.0%	9	7.9%	6	8.0%	6	12.9%	13	0.0%	0	1.0%	0
East Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	2.6%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	6.9%	6	25.0%	17	17.8%	14	36.0%	25	3.0%	3	1.0%	1	0.0%	0
Hanwell	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	18.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Perivale	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	7	24.8%	26	0.0%	0	0.0%	0
Sudbury Hill	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.6%	48	0.0%	0	6.0%	8	28.7%	28	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Road, Hammersmith & Fulham	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	1.0%	32	14.0%	17	4.0%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.2%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.3%	9	3.0%	4	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.8%	25	18.0%	22	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.4%	11	0.0%	0	5.0%	6	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	2.9%	88	8.0%	10	41.0%	52	15.8%	15	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
North End Road, Hammersmith & Fulham	0.7%	22	15.0%	18	3.0%	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	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Wandsworth Bridge Road North, Hammersmith & Fulham	0.3%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.4%	11	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	1.3%	39	0.0%	0	2.0%	3	9.9%	10	4.0%	4	1.0%	1	0.0%	0
Other - Harrow	1.6%	49	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2
North Harrow	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Pinner	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
South Harrow	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	3.6%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	9
Ruislip	1.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Uxbridge	1.3%	40	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	3.0%	2
Bedfont	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Brentford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chiswick	2.9%	86	0.0%	0	0.0%	0	5.0%	5	5.0%	5	1.0%	1	0.0%	0
Cranford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	2.2%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Heston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hounslow	4.6%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow West	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Isleworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kensington High Street, Kensington & Chelsea	4.5%	135	2.0%	2	10.0%	13	1.0%	1	0.0%	0	1.0%	1	0.0%	0
King's Road East, Kensington & Chelsea	1.5%	45	3.0%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Knightsbridge	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upen-Thames	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	2.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
East Sheen	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Putney	2.1%	63	7.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	2.2%	67	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.6%	77	8.0%	10	5.0%	6	1.0%	1	3.0%	3	2.9%	4	1.0%	1
Queensway / Wesbourn Grove, Westminster	1.3%	40	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Edgware Road / Church Street, Westminster	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Westminster														
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Olympic Retail Park (MFI, Harveys, Comet, Dreams, Halfords, Sleepmasters)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.5%	16	0.0%	0	0.0%	0	0.0%	0	2.9%	4	1.0%	1	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.1%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.4%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	10.0%	7
Internet / delivered	1.7%	52	1.0%	1	1.0%	1	1.0%	1	2.0%	2	2.9%	4	5.9%	5
Abroad	0.3%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other	1.5%	44	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
2 Rivers Retail Park, Staines (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Barnes (Zone 18, Richmond Upon Thames)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.3%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlsfield (Zone 18, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Harlington (Zone 24, Hillingdon)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Zone 17 (Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 27 (Brent)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 29 (Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 30 (Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4 (Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Reading (Reading)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westway Retail Park (Zone 7, Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3	0.0%	0
(Don't know / can't remember)	3.8%	113	3.0%	4	2.0%	3	5.9%	6	7.0%	6	2.9%	4	2.0%	2
(Don't do this type of shopping)	9.6%	289	7.0%	9	8.0%	10	6.9%	7	8.0%	7	4.9%	6	4.9%	4
Weighted base:	3014		123	126	98	93	128	90	69	81	69	103	79	48
Sample:	3014		100	100	101	100	103	102	100	101	100	101	101	100

West London Retail Study
for Roger Tym and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Q25 And the time before that, where did you or your family purchase health, beauty or chemist items?																										
Those who buy health, beauty or chemist goods at Q24																										
Brent Cross	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.3%	1	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Harlesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	10	0.0%	0	0.0%	0	0.0%	0	5.9%	5	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	2.6%	68	0.0%	0	0.0%	0	0.0%	0	11.8%	9	21.1%	25	14.7%	12	6.3%	3	3.8%	2	5.0%	3	7.4%	6	0.0%	0	0.0%	0
East Acton	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	1.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.1%	2	5.0%	3	2.5%	2	16.3%	9	2.5%	2	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	7.5%	4	2.5%	2	1.1%	1	0.0%	0
Sudbury Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.3%	7	0.0%	0	2.2%	3	2.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Road, Hammersmith & Fulham	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.3%	7	5.6%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.2%	5	2.2%	2	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	6	4.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.2%	5	0.0%	0	2.2%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	1.0%	26	1.1%	1	8.9%	10	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.3%	9	4.4%	5	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Wandsworth Bridge Road South, Hammersmith &	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Fulham																										
Westfield	1.0%	25	0.0%	0	2.2%	3	6.8%	6	1.2%	1	2.1%	2	2.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
White City Media Village	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	3.8%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.2%	1	1.2%	1	2.2%	2	1.1%	0
Ruislip	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.1%	27	0.0%	0	0.0%	0	1.1%	1	1.2%	1	0.0%	0	3.2%	3	1.3%	1	1.3%	1	1.2%	1	0.0%	0	2.2%	2	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Brentford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.5%	38	0.0%	0	3.3%	4	6.8%	6	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Feltham	0.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	6.5%	3
Hanworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Hounslow	2.4%	64	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.5%	1	4.9%	4	14.4%	10	8.6%	4
Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.9%	50	2.2%	2	5.6%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
King's Road East, Kensington & Chelsea	0.9%	23	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.5%	40	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.2%	1
Richmond	1.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.4%	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	0.0%	0	1.1%	1	0.0%	0
Twickenham	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.6%	17	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Balham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.1%	55	1.1%	1	3.3%	4	1.1%	1	4.7%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	3	1.1%	1	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.6%	16	0.0%	0	2.2%	3	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.5%	13	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Tesco, 180 Shepherds Bush Road, Hammersmith	0.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	1	1.1%	3
Internet / delivered	0.8%	21	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.1%	2	1.1%	1
Abroad	0.4%	11	0.0%	0	1.1%	1	0.0%	0	1.2%	1	2.1%	2	0.0%	0
Other	0.9%	24	1.1%	1	1.1%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.2%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1
Kew (Zone 19, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
& Chelsea)																										
Slough (Slough)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.3%	2
Stanwell (Zone 23, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	11	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeadon (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.4%	142	1.1%	1	8.9%	10	4.5%	4	7.1%	6	7.4%	9	5.3%	4	5.0%	3	3.8%	2	1.2%	1	9.9%	8	4.4%	3	2.2%	1
(Don't do this type of shopping)	55.5%	1450	65.6%	73	44.4%	51	62.5%	53	52.9%	42	50.5%	60	58.9%	49	56.3%	31	72.5%	47	52.5%	29	63.0%	52	60.0%	42	66.7%	30
Weighted base:		2612		111		114		85		79		118		84		55		64		55		83		70		45
Sample:		2623		90		90		88		85		95		95		80		80		80		81		90		93

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q26 Apart from Christmas shopping, where did you or your family last purchase recreational goods such as sports equipment, bicycles, musical instruments or toys?																										
Brent Cross	1.0%	31	0.0%	0	0.0%	0	2.0%	2	3.0%	3	1.9%	2	1.0%	1	3.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.1%	32	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.3%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ealing	2.8%	85	0.0%	0	0.0%	0	0.0%	0	6.0%	6	27.2%	35	21.6%	19	9.0%	6	3.0%	2	5.0%	3	4.0%	4	0.0%	0	0.0%	0
Greenford	0.8%	25	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	1.0%	1	3.0%	2	1.0%	1	9.0%	6	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.2%	7	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	4.0%	4	2.0%	2	1.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.7%	20	1.0%	1	1.0%	1	9.9%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road, Hammersmith & Fulham	0.1%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	6	3.0%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	6	4.0%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.2%	5	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	16	0.0%	0	4.0%	5	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Munster Road, Hammersmith & Fulham	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.3%	9	5.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	7	0.0%	0	2.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Westfield	0.6%	20	1.0%	1	3.0%	4	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	2.6%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.9%	6	8.0%	6	11.9%	12	3.0%	2	5.0%	2

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Ruislip	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Chiswick	0.8%	25	0.0%	0	2.0%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Feltham	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hounslow	1.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Isleworth	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.1%	34	1.0%	1	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.8%	23	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.9%	58	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.9%	2	2.0%	2
Richmond	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	9	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Whitton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Putney	1.4%	42	10.0%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.5%	74	3.0%	4	5.0%	6	3.0%	3	2.0%	2	1.0%	1	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Currys, Hospital Road, Hounslow	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Hospital Road, Hounslow	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Tesco, Faggs Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivered	7.7%	231	6.0%	7	13.0%	16	10.9%	11	8.0%	7	8.7%	11	4.9%	4
Abroad	0.4%	12	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	48	3.0%	4	1.0%	1	0.0%	0	3.0%	3	1.9%	2	0.0%	0
Alperton (Zone 27, Brent)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	13	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	171	3.0%	4	7.0%	9	7.9%	8	9.0%	8	1.0%	1	3.9%	4	6.0%	4	5.0%	4	7.0%	5	5.0%	5	3.0%	2	2.0%	1
(Don't do this type of shopping)	49.4%	1488	54.0%	66	45.0%	57	56.4%	55	54.0%	50	43.7%	56	56.9%	51	58.0%	40	62.4%	51	58.0%	40	52.5%	54	51.5%	41	55.0%	27
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q27 And the time before that, where did you or your family purchase recreational goods such as sports equipment, bicycles, musical instruments or toys?																										
Those who buy recreational goods at Q26																										
Brent Cross	1.9%	26	0.0%	0	0.0%	0	5.6%	2	5.4%	2	3.5%	2	0.0%	0	2.8%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	5	0.0%	0	0.0%	0	2.8%	1	2.7%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	2.6%	35	0.0%	0	0.0%	0	5.6%	2	8.1%	3	17.5%	12	15.0%	5	8.3%	2	3.0%	1	5.7%	1	9.3%	4	0.0%	0	0.0%	0
Greenford	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	14.3%	3	4.7%	2	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Park Royal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.6%	8	0.0%	0	2.1%	1	8.3%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	2	2.3%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	3	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.6%	8	0.0%	0	4.2%	3	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.5%	6	9.3%	5	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	3	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	3.0%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
White City Media Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	7.0%	3	4.3%	2	2.3%	0
Northwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.2%	16	0.0%	0	0.0%	0	8.3%	3	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.3%	1	2.2%	1	0.0%	0
Feltham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	14.0%	3
Hounslow	2.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	19.6%	7	9.3%	2
Isleworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.6%	21	0.0%	0	8.3%	5	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.8%	10	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.9%	26	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.3%	0
Richmond	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Whitton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Putney	1.0%	14	2.3%	1	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.6%	35	2.3%	1	4.2%	3	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Hospital Road, Hounslow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Internet / delivered	5.0%	68	0.0%	0	4.2%	3	5.6%	2	10.8%	4	3.5%	2	7.5%	3
Abroad	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Other	1.6%	21	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Ashford (Zone 22, Spelthorne)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Other, Zone 27 (Brent)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Sunbury (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.1%	163	7.0%	4	12.5%	8	8.3%	3	16.2%	6	3.5%	2	15.0%	5	8.3%	2	12.1%	3	8.6%	2	23.3%	10	6.5%	2	2.3%	0
(Don't do this type of shopping)	48.4%	655	65.1%	34	52.1%	32	50.0%	17	45.9%	16	50.9%	36	57.5%	20	50.0%	12	60.6%	16	48.6%	12	39.5%	17	52.2%	19	55.8%	12
Weighted base:	1354			53		61		35		34		71		35		25		27		24		44		36		21
Sample:	1343			43		48		36		37		57		40		36		33		35		43		46		43

West London Retail Study
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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q28 And finally, apart from Christmas shopping, where did you or your family last purchase other specialist non-food items such as books, CDs, jewellery or china and glass items?																										
Brent Cross	1.3%	40	1.0%	1	0.0%	0	1.0%	1	3.0%	3	2.9%	4	1.0%	1	3.0%	2	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ealing Road, Brent	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Wembley	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	11	0.0%	0	0.0%	0	2.0%	2	6.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Ealing	5.2%	157	0.0%	0	0.0%	0	2.0%	2	15.0%	14	43.7%	56	34.3%	31	18.0%	12	6.9%	6	16.0%	11	12.9%	13	1.0%	1	0.0%	0
Greenford	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2	12.0%	8	0.0%	0	0.0%	0	0.0%	0
Northolt	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.2%	6	0.0%	0	0.0%	0	1.0%	1	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	2	5.0%	5	1.0%	1	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	15	0.0%	0	1.0%	1	8.9%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	13	6.0%	7	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Fulham High Street, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.9%	28	14.0%	17	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	10	0.0%	0	2.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	1.3%	38	2.0%	2	13.0%	16	12.9%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.5%	15	9.0%	11	3.0%	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	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.9%	28	0.0%	0	1.0%	1	9.9%	10	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.9%	58	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	5.9%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Hayes	1.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.9%	59	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	2.1%	65	0.0%	0	3.0%	4	5.0%	5	9.0%	8	1.0%	1	0.0%	0
Feltham	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	3.6%	110	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.4%	73	1.0%	1	10.0%	13	0.0%	0	2.0%	2	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.2%	37	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Kingston-Upon-Thames	2.4%	73	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Richmond	2.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.9%	57	11.0%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.5%	106	6.0%	7	8.0%	10	3.0%	3	8.0%	7	2.9%	4	1.0%	1
Queensway / Wesbtourne Grove, Westminster	0.9%	26	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Faggs Road, Feltham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Internet / delivered	21.2%	640	20.0%	25	34.0%	43	21.8%	21	14.0%	13	27.2%	35	27.5%	25

West London Retail Study
for Roger Tym and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
Abroad	0.7%	22	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Other	1.4%	41	1.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Ashford (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Heathrow (Zone 23, Hillingdon)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
High Wycombe (Wycombe)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3/4 (Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Staines (Spelthorne)	1.7%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6
Sunbury (Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	4.1%	123	5.0%	6	3.0%	4	5.0%	5	5.0%	5	0.0%	0	3.9%	4	4.0%	3	7.9%	6	6.0%	4	10.9%	11	4.0%	3	8.0%	4
(Don't do this type of shopping)	22.7%	684	16.0%	20	11.0%	14	19.8%	19	27.0%	25	14.6%	19	20.6%	19	39.0%	27	42.6%	35	34.0%	23	35.6%	37	27.7%	22	25.0%	12
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100

Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
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West London Retail Study
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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q29 And the time before that, where did you or your family purchase other specialist non-food items such as books, CDs, jewellery or china and glass items?																										
<i>Those who buy other specialist non food goods at Q28</i>																										
Brent Cross	0.8%	18	0.0%	0	1.2%	1	1.3%	1	2.9%	2	3.4%	4	2.6%	2	1.8%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.6%	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	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.1%	3	0.0%	0	0.0%	0	1.3%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	2.8%	61	0.0%	0	0.0%	0	1.3%	1	10.3%	6	18.2%	20	23.4%	16	5.3%	2	2.0%	1	11.7%	5	1.9%	1	0.0%	0	1.5%	0
Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.0%	2	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.4%	1	0.0%	0
Sudbury Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.2%	4	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Other - Fulham	0.2%	5	3.8%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	8	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.4%	10	1.3%	1	3.5%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	12	0.0%	0	5.8%	6	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.3%	6	3.8%	4	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.7%	14	0.0%	0	2.3%	3	3.9%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Other - Harrow	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	8.0%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	1.7%	1	1.9%	1	0.0%	0	0.0%	0
Ruislip	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.9%	21	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.3%	1	0.0%	0	4.0%	2	6.7%	3	1.9%	1	2.9%	2	0.0%	0
Brentford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.4%	31	0.0%	0	1.2%	1	7.9%	6	4.4%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Feltham	0.5%	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	0.0%	0	1.4%	1	13.4%	4
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Hounslow	1.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	5.6%	3	7.2%	4	3.0%	1
Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street,	1.6%	35	1.3%	1	9.3%	10	3.9%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Kensington & Chelsea																										
King's Road East, Kensington & Chelsea	1.0%	21	6.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.2%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.9%	1	0.0%	0	7.5%	2
Richmond	2.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Putney	0.5%	10	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.3%	74	2.5%	2	8.1%	9	1.3%	1	4.4%	3	5.7%	6	1.3%	1	1.8%	1	6.0%	2	1.7%	1	3.7%	2	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.7%	16	0.0%	0	2.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.3%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.8%	173	10.1%	10	2.3%	3	5.3%	4	10.3%	6	15.9%	17	5.2%	4	3.5%	1	0.0%	0	8.3%	3	3.7%	2	0.0%	0	3.0%	1
Abroad	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	27	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2 Rivers Retail Park, Staines (Spelthorne)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Heathrow (Zone 23, Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	10.4%	3
Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.2%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.3%	160	5.1%	5	4.7%	5	7.9%	6	17.6%	11	6.8%	7	9.1%	6	14.0%	5	0.0%	0	5.0%	2	22.2%	12	10.1%	5	4.5%	1
(Don't do this type of shopping)	50.7%	1120	58.2%	57	45.3%	49	57.9%	42	42.6%	27	40.9%	45	53.2%	36	57.9%	23	68.0%	27	45.0%	19	50.0%	28	66.7%	36	49.3%	16
Weighted base:		2208		97		109		73		63		109		68		39		40		41		55		54		32
Sample:		2204		79		86		76		68		88		77		57		50		60		54		69		67

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12													
Q30 In which location does your household spend most money on Restaurants?																										
Brent Cross	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.5%	44	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	3.0%	2	0.0%	0	4.0%	3	0.0%	0	2.0%	2	0.0%	0
Wembley Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.5%	16	0.0%	0	0.0%	0	1.0%	1	16.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	4.2%	128	0.0%	0	1.0%	1	0.0%	0	7.0%	6	35.9%	46	37.3%	34	14.0%	10	5.0%	4	10.0%	7	7.9%	8	0.0%	0	0.0%	0
East Acton	0.1%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	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
Greenford	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.0%	6	2.0%	2	8.0%	6	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.3%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.9%	2	2.9%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Northfields	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	8.9%	7	3.0%	2	1.0%	1	0.0%	0	0.0%	0
Park Royal	0.3%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Southall	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	4.0%	3	9.9%	10	1.0%	1	0.0%	0
Sudbury Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.1%	32	0.0%	0	2.0%	3	16.8%	16	4.0%	4	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	1.0%	31	14.0%	17	3.0%	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	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	1.1%	33	19.0%	23	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.8%	23	0.0%	0	10.0%	13	3.0%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.7%	22	2.0%	2	9.0%	11	4.0%	4	1.0%	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
Munster Road, Hammersmith & Fulham	0.2%	5	3.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.2%	5	3.0%	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	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.4%	13	3.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.4%	11	0.0%	0	2.0%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.9%	28	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	5.0%	3	4.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Pinner	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.1%	33	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Brentford	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Chiswick	3.4%	104	0.0%	0	1.0%	1	11.9%	12	15.0%	14	8.7%	11	2.9%	0
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.7%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	3.3%	100	1.0%	1	10.0%	13	1.0%	1	2.0%	2	2.9%	4	0.0%	0
King's Road East, Kensington & Chelsea	1.1%	34	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingston-Upon-Thames	0.9%	28	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Richmond	2.9%	86	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0
East Sheen	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.6%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Lakeside, Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Putney	1.3%	38	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	6.1%	182	10.0%	12	12.0%	15	3.0%	3	8.0%	7	12.6%	16	4.9%	0
Queensway / Wesbtourne Grove, Westminster	1.6%	49	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royale Leisure Park, Western Avenue, Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other Locations	3.7%	111	3.0%	4	1.0%	1	1.0%	1	2.0%	2	0.0%	0	2.0%	2

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Ashford (Zone 22, Spelthorne)	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	4.0%	2
Barnes (Zone 18, Richmond Upon Thames)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley, Zone 15 (Hounslow)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1
Staines	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	9.0%	4
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1
(Don't know / varies)	11.1%	333	10.0%	12	16.0%	20	1.0%	1	9.0%	8	1.9%	2	7.8%	7	14.0%	10	8.9%	7	6.0%	4	5.0%	5	5.9%	5	11.0%	5
(Don't do this activity)	29.5%	888	23.0%	28	27.0%	34	43.6%	42	32.0%	30	26.2%	34	29.4%	27	32.0%	22	46.5%	38	44.0%	30	46.5%	48	41.6%	33	42.0%	20
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Q31 In which location does your household spend most money on Take-aways?													
Harlesden	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kilburn	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Neasden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wembley	2.4%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willesden Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Acton	1.2%	36	0.0%	0	0.0%	0	3.0%	3	31.0%	29	1.0%	1	0.0%
Ealing	3.8%	115	0.0%	0	0.0%	0	0.0%	0	8.0%	7	44.7%	57	31.4%
East Acton	0.1%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%
Greenford	1.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	15.0%
Hanwell	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	7	0.0%
Northfields	0.3%	8	0.0%	0	0.0%	0	0.0%	0	4.9%	6	2.0%	2	0.0%
Northolt	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%
Park Royal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Perivale	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%
Pitshanger	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%
South Ealing	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Southall	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Sudbury Hill	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Shepherds Bush	1.1%	32	0.0%	0	2.0%	3	23.8%	23	3.0%	3	0.0%	0	0.0%
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Other - Fulham	0.9%	26	12.0%	15	5.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham Palace Road, Hammersmith & Fulham	0.2%	6	2.0%	2	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham Road, Hammersmith & Fulham	0.3%	10	7.0%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Goldhawk Road, Hammersmith & Fulham	0.1%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%
Greyhound Road, Hammersmith & Fulham	0.1%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Hammersmith	0.4%	11	0.0%	0	8.0%	10	1.0%	1	0.0%	0	0.0%	0	0.0%
King Street West, Hammersmith & Fulham	0.5%	14	0.0%	0	7.0%	9	3.0%	3	0.0%	0	0.0%	0	1.0%
Munster Road, Hammersmith & Fulham	0.1%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
North End Road, Hammersmith & Fulham	0.4%	13	6.0%	7	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Parsons Green	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepherds Bush Road, Hammersmith & Fulham	0.2%	5	1.0%	1	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge Road East, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Wandsworth Bridge Road North, Hammersmith & Fulham	0.5%	15	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	2.8%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Ruislip	1.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6
Brentford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Chiswick	1.8%	55	0.0%	0	2.0%	3	1.0%	1	4.0%	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
Cranford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Feltham	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	28.0%	14
Hanworth	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	0
Heston	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	9.9%	8	0.0%	0
Hounslow	2.6%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	31.7%	25	4.0%	2
Hounslow West	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0
Isleworth	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.2%	37	0.0%	0	3.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.4%	12	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.6%	19	3.0%	4	3.0%	4	0.0%	0	1.0%	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
Queensway / Wesbtourne Grove, Westminster	1.1%	32	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations	1.2%	36	0.0%	0	0.0%	0	1.0%	1	1.0%	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
Ashford (Zone 22,	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
Spelthorne)																										
Barnes (Zone 18, Richmond Upon Thames)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley, Zone 15 (Hounslow)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Other, Zone 17 (Hounslow)	0.3%	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	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other, Zone 25 (Ealing / Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6 (Ealing)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheen (Zone 19, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.4%	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	0.0%	0	1.0%	1	1.0%	0
Stanwell (Zone 23, Spelthorne)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.8%	114	10.0%	12	3.0%	4	0.0%	0	2.0%	2	0.0%	0	2.9%	3	2.0%	1	2.0%	2	5.0%	3	4.0%	4	1.0%	1	3.0%	1
(Don't do this activity)	47.6%	1435	53.0%	65	54.0%	68	57.4%	56	49.0%	45	44.7%	57	45.1%	41	57.0%	39	56.4%	46	51.0%	35	47.5%	49	44.6%	35	47.0%	23
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12												
Q32 In which location does your household spend most money on Cafes / Pubs / Bars?																										
Brent Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0		
Harlesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wembley	0.9%	28	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wembley Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Willesden Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Acton	0.7%	22	0.0%	0	0.0%	0	4.0%	4	17.0%	16	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ealing	4.4%	131	0.0%	0	0.0%	0	0.0%	0	8.0%	7	46.6%	60	28.4%	26	12.0%	8	3.0%	2	10.0%	7	9.9%	10	0.0%	0	1.0%	0
East Acton	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	7.0%	5	1.0%	1	8.0%	6	2.0%	2	0.0%	0	0.0%	0
Hanwell	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Northfields	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.5%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	8.9%	9	1.0%	1	0.0%	0	0.0%	0
Sudbury Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.7%	22	0.0%	0	2.0%	3	16.8%	16	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.9%	27	17.0%	21	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.1%	4	3.0%	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	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	4	3.0%	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	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.8%	24	17.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	1.1%	33	1.0%	1	20.0%	25	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	15	0.0%	0	6.0%	8	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	4	3.0%	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	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	6	0.0%	0	3.0%	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	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.4%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
Westfield	0.2%	5	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	4
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pinner	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Northwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Ruislip	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.0%	2
Uxbridge	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Bedfont	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Brentford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chiswick	3.0%	92	0.0%	0	6.0%	8	6.9%	7	10.0%	9	1.9%	2	0.0%	0
Cranford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Heston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Hounslow West	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Isleworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.5%	46	0.0%	0	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.4%	42	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.7%	20	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Richmond	2.4%	73	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0
East Sheen	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.3%	10	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Putney	1.4%	42	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.7%	140	6.0%	7	7.0%	9	1.0%	1	6.0%	6	5.8%	7	4.9%	4
Queensway / Wesbtourne Grove, Westminster	1.2%	36	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Locations	1.2%	36	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	2.0%	2
Ashford (Zone 22, Spelthorne)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Barnes (Zone 18, Richmond Upon Thames)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12			
Hampton (Zone 21, Richmond Upon Thames)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kew (Zone 19, Richmond Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Osterley, Zone 15 (Hounslow)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Other, Zone 16 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, Zone 17 (Hounslow)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, Zone 20 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, Zone 25 (Ealing / Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, Zone 28 (Kensington & Chelsea)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, Zone 29 (Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other, Zone 3 (Brent)	0.4%	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	0.0%	0	0.0%	0	0.0%	0	
Other, Zone 6 (Ealing)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sheen (Zone 19, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shepperton (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Staines	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	
Stanwell (Zone 23, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sunbury (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wandsworth (Zone 30, Wandsworth)	0.4%	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	0.0%	0	0.0%	0	0.0%	0	
Windsor	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	7.4%	223	12.0%	15	9.0%	11	5.9%	6	3.0%	3	1.9%	2	6.9%	6	6.0%	4	7.9%	6	3.0%	2	5.9%	6	0.0%	0	4.0%	2	
(Don't do this activity)	43.3%	1304	30.0%	37	35.0%	44	49.5%	48	48.0%	45	33.0%	42	45.1%	41	61.0%	42	58.4%	47	63.0%	43	60.4%	62	61.4%	49	61.0%	29	
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100	
GEN Gender of respondent.																											
Male	33.0%	995	21.0%	26	34.0%	43	20.8%	20	38.0%	35	35.9%	46	32.4%	29	36.0%	25	33.7%	27	40.0%	28	42.6%	44	35.6%	28	27.0%	13	
Female	67.0%	2019	79.0%	97	66.0%	83	79.2%	77	62.0%	57	64.1%	82	67.6%	61	64.0%	44	66.3%	54	60.0%	41	57.4%	59	64.4%	51	73.0%	35	
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100	

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
AGE Could I ask, how old are you ?																										
18 to 24	2.0%	61	1.0%	1	3.0%	4	0.0%	0	3.0%	3	2.9%	4	1.0%	1	3.0%	2	4.0%	3	1.0%	1	5.9%	6	1.0%	1	1.0%	0
25 to 34	8.0%	243	12.0%	15	14.0%	18	7.9%	8	2.0%	2	5.8%	7	6.9%	6	7.0%	5	8.9%	7	6.0%	4	8.9%	9	16.8%	13	4.0%	2
35 to 44	20.1%	604	22.0%	27	22.0%	28	21.8%	21	8.0%	7	17.5%	22	21.6%	19	15.0%	10	14.9%	12	14.0%	10	15.8%	16	14.9%	12	13.0%	6
45 to 54	24.2%	728	22.0%	27	25.0%	32	20.8%	20	19.0%	18	26.2%	34	16.7%	15	13.0%	9	14.9%	12	20.0%	14	8.9%	9	8.9%	7	18.0%	9
55 to 64	15.9%	479	16.0%	20	21.0%	27	17.8%	17	25.0%	23	14.6%	19	24.5%	22	22.0%	15	15.8%	13	22.0%	15	18.8%	19	13.9%	11	15.0%	7
65 +	27.9%	841	27.0%	33	12.0%	15	29.7%	29	40.0%	37	29.1%	37	27.5%	25	39.0%	27	40.6%	33	36.0%	25	36.6%	38	43.6%	34	49.0%	24
(Refused)	1.9%	59	0.0%	0	3.0%	4	2.0%	2	3.0%	3	3.9%	5	2.0%	2	1.0%	1	1.0%	1	1.0%	1	5.0%	5	1.0%	1	0.0%	0
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100	
CAR How many cars does your household own or have the use of ?																										
None	24.3%	733	31.0%	38	31.0%	39	36.6%	36	36.0%	33	15.5%	20	20.6%	19	17.0%	12	28.7%	23	19.0%	13	23.8%	25	29.7%	23	27.0%	13
One	47.7%	1437	48.0%	59	57.0%	72	45.5%	44	36.0%	33	50.5%	65	58.8%	53	52.0%	36	47.5%	39	60.0%	41	44.6%	46	42.6%	34	44.0%	21
Two	22.0%	662	19.0%	23	8.0%	10	14.9%	14	21.0%	19	31.1%	40	16.7%	15	20.0%	14	18.8%	15	15.0%	10	22.8%	24	16.8%	13	23.0%	11
Three or more	4.7%	141	1.0%	1	1.0%	1	2.0%	2	3.0%	3	2.9%	4	2.0%	2	9.0%	6	3.0%	2	4.0%	3	5.9%	6	9.9%	8	6.0%	3
(Refused)	1.4%	42	1.0%	1	3.0%	4	1.0%	1	4.0%	4	0.0%	0	2.0%	2	2.0%	1	2.0%	2	2.0%	1	3.0%	3	1.0%	1	0.0%	0
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100	
WOR Which of the following best describes the chief wage earner of your household's current employment situation ?																										
Working full time	50.3%	1515	44.0%	54	55.0%	70	42.6%	42	34.0%	32	51.5%	66	52.0%	47	39.0%	27	35.6%	29	42.0%	29	41.6%	43	33.7%	27	43.0%	21
Working part time	8.4%	253	13.0%	16	12.0%	15	10.9%	11	8.0%	7	9.7%	12	3.9%	4	8.0%	5	8.9%	7	6.0%	4	6.9%	7	10.9%	9	4.0%	2
Unemployed	4.9%	149	5.0%	6	9.0%	11	7.9%	8	4.0%	4	3.9%	5	3.9%	4	5.0%	3	2.0%	2	5.0%	3	5.9%	6	7.9%	6	1.0%	0
Retired	32.7%	986	33.0%	41	18.0%	23	33.7%	33	48.0%	45	34.0%	44	36.3%	33	43.0%	29	47.5%	39	42.0%	29	40.6%	42	43.6%	34	50.0%	24
Home-maker	0.7%	20	0.0%	0	1.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	3.0%	2	2.0%	2	3.0%	2	0.0%	0	1.0%	1	1.0%	0
Student	0.6%	18	0.0%	0	2.0%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled	0.4%	11	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Carer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.0%	60	5.0%	6	3.0%	4	3.0%	3	3.0%	3	0.0%	0	3.9%	4	2.0%	1	1.0%	1	1.0%	1	4.0%	4	2.0%	2	1.0%	0
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100	

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
SEG Socio-economic group																										
A	6.1%	183	14.0%	17	6.0%	8	6.9%	7	3.0%	3	9.7%	12	2.0%	2	4.0%	3	1.0%	1	4.0%	3	2.0%	2	1.0%	1	1.0%	0
B	20.3%	611	31.0%	38	28.0%	35	12.9%	13	15.0%	14	25.2%	32	30.4%	27	13.0%	9	6.9%	6	12.0%	8	12.9%	13	5.9%	5	10.0%	5
C1	27.3%	824	14.0%	17	28.0%	35	26.7%	26	28.0%	26	32.0%	41	17.6%	16	25.0%	17	24.8%	20	23.0%	16	15.8%	16	27.7%	22	15.0%	7
C2	10.2%	308	4.0%	5	5.0%	6	7.9%	8	10.0%	9	4.9%	6	14.7%	13	18.0%	12	13.9%	11	11.0%	8	19.8%	20	14.9%	12	24.0%	12
D	9.2%	276	6.0%	7	6.0%	8	11.9%	12	5.0%	5	6.8%	9	3.9%	4	5.0%	3	8.9%	7	16.0%	11	18.8%	19	11.9%	9	18.0%	9
E	15.6%	469	18.0%	22	10.0%	13	25.7%	25	27.0%	25	11.7%	15	20.6%	19	18.0%	12	34.7%	28	23.0%	16	14.9%	15	25.7%	20	28.0%	14
(Refused)	11.4%	342	13.0%	16	17.0%	21	7.9%	8	12.0%	11	9.7%	12	10.8%	10	17.0%	12	9.9%	8	11.0%	8	15.8%	16	12.9%	10	4.0%	2
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
LAN Where English is not your first language, please specify your main language:																										
No other language / English is my first language	82.7%	2492	87.0%	107	77.0%	97	83.2%	81	85.0%	79	84.5%	108	83.3%	75	68.0%	47	78.2%	63	76.0%	52	60.4%	62	72.3%	57	93.0%	45
Other language	1.9%	56	3.0%	4	6.0%	8	4.0%	4	4.0%	4	1.0%	1	2.0%	2	2.0%	1	2.0%	2	2.0%	1	1.0%	1	2.0%	2	4.0%	2
Albanian	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Arabic	0.7%	22	0.0%	0	2.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	2	5.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Chinese	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danish	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dari	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dutch	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
French	1.3%	40	2.0%	2	3.0%	4	1.0%	1	1.0%	1	2.9%	4	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
German	0.8%	24	0.0%	0	3.0%	4	2.0%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	0
Ghanian	0.2%	5	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greek	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gujarati	1.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.0%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Hindi	0.6%	17	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	3.0%	2	1.0%	0
Hungarian	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Urdu	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	7.9%	6
Indian	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Irish	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Italian	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Konkani	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Punjabi	1.7%	50	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	2.0%	1	2.0%	2	6.0%	4	14.9%	15	8.9%	7	0.0%	0
Persian	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fillipino	0.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polish	0.4%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Portuguese	0.5%	16	2.0%	2	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Russian	0.3%	8	0.0%	0	1.0%	1	2.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somali	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Spanish	1.0%	31	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Swahili	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Swedish	0.1%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamil	0.5%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0	2.0%	1	2.0%	2	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0
(Refused)	2.3%	70	1.0%	1	3.0%	4	3.0%	3	3.0%	3	1.0%	1	2.0%	2	4.0%	3	2.0%	2	3.0%	2	7.9%	8	1.0%	1	1.0%	0
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
DIS Do you consider you have a disability? If so, what is the nature of your disability?																										
No disabilities	87.5%	2638	88.0%	108	83.0%	105	81.2%	79	79.0%	73	91.3%	117	86.3%	78	80.0%	55	85.1%	69	86.0%	59	73.3%	76	85.1%	67	87.0%	42
Disability	0.8%	24	1.0%	1	0.0%	0	4.0%	4	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	0
Arthritis	1.7%	50	2.0%	2	2.0%	3	3.0%	3	1.0%	1	1.9%	2	2.9%	3	2.0%	1	4.0%	3	0.0%	0	5.0%	5	1.0%	1	2.0%	1
Asthma	0.2%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Back problems	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Blind	0.3%	10	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Cancer	0.3%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Diabetes	0.6%	19	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Epilepsy	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	0
Hearing	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heart problems	0.6%	17	1.0%	1	2.0%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Hip problems	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knee problems	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Poor eyesight	0.4%	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	1.0%	1	1.0%	1	2.0%	1
Lung problems	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mental health problems	0.3%	10	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mobility problems	2.3%	69	3.0%	4	6.0%	8	3.0%	3	4.0%	4	1.9%	2	1.0%	1	7.0%	5	3.0%	2	6.0%	4	7.9%	8	1.0%	1	2.0%	1
MS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Osteoporosis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Parkinsons disease	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Physical impairment	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sensory	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1
(Don't know / varies)	0.4%	11	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Refused)	3.2%	98	4.0%	5	5.0%	6	4.0%	4	7.0%	6	1.9%	2	2.9%	3	3.0%	2	4.0%	3	3.0%	2	8.9%	9	2.0%	2	2.0%	1
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79		48
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101		100

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
ETH What would best describe your ethnic origin (according to the census)?																										
White – British	65.1%	1961	78.0%	96	61.0%	77	61.4%	60	67.0%	62	68.0%	87	67.6%	61	47.0%	32	58.4%	47	63.0%	43	35.6%	37	50.5%	40	86.0%	42
White - Irish	4.6%	137	3.0%	4	5.0%	6	8.9%	9	4.0%	4	1.9%	2	6.9%	6	5.0%	3	4.0%	3	6.0%	4	4.0%	4	2.0%	2	2.0%	1
Any other white background	1.4%	41	1.0%	1	5.0%	6	1.0%	1	2.0%	2	2.9%	4	1.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black - Caribbean	1.9%	59	1.0%	1	0.0%	0	5.0%	5	2.0%	2	3.9%	5	2.9%	3	0.0%	0	4.0%	3	2.0%	1	3.0%	3	0.0%	0	0.0%	0
Black - African	1.2%	35	0.0%	0	4.0%	5	4.0%	4	2.0%	2	0.0%	0	2.0%	2	4.0%	3	0.0%	0	0.0%	0	3.0%	3	2.0%	2	1.0%	0
Black - Any other black background	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Mixed - White and black	0.2%	7	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - Caribbean	0.5%	15	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0
White - White and black African	0.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
White - White and Asian	0.6%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0
White - Any other mixed background	0.4%	11	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	3.0%	2	0.0%	0
Asian - Chinese	0.4%	12	0.0%	0	1.0%	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	1.0%	1	0.0%	0
Asian - Indian	7.5%	227	2.0%	2	0.0%	0	1.0%	1	3.0%	3	4.9%	6	2.0%	2	23.0%	16	9.9%	8	13.0%	9	26.7%	28	20.8%	16	7.0%	3
Asian - Pakistani	1.1%	33	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	2	1.0%	1	5.9%	6	6.9%	5	0.0%	0
Asian - Bangladeshi	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asian - Any other Asian background	0.8%	23	1.0%	1	1.0%	1	1.0%	1	3.0%	3	0.0%	0	1.0%	1	1.0%	1	3.0%	2	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Gypsy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic background	0.6%	19	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	4.0%	3	0.0%	0	2.0%	2	1.0%	1	1.0%	0
European	2.5%	77	1.0%	1	6.0%	8	5.0%	5	3.0%	3	1.9%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	1	1.0%	1	1.0%	1	0.0%	0
American	0.7%	22	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Australian	0.4%	13	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
French	0.7%	21	2.0%	2	2.0%	3	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
German	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Italian	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
New Zealand	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polish	0.4%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	0
Portuguese	0.2%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Spanish	0.7%	20	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danish	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black British	0.6%	18	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jamaican	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arabic	0.1%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asian British	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	2.0%	1	1.0%	1	0.0%	0	2.0%	2	4.0%	3	0.0%	0
Sri Lankan	0.2%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Fillipino	0.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	19	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	1.0%	1	2.0%	1	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0
(Refused)	3.8%	115	3.0%	4	6.0%	8	5.0%	5	6.0%	6	3.9%	5	2.9%	3	5.0%	3	5.9%	5	4.0%	3	8.9%	9	0.0%	0	1.0%	0
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100	

West London Retail Study
for Roger Tym and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
QUOTA																									
Zone 1	4.1%	123	100.0%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	4.2%	126	0.0%	0	100.0%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3	3.2%	98	0.0%	0	0.0%	0	100.0%	98	0.0%	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 4	3.1%	93	0.0%	0	0.0%	0	0.0%	0	100.0%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5	4.3%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 6	3.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 7	2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 8	2.7%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 9	2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%
Zone 10	3.4%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	103	0.0%	0	0.0%
Zone 11	2.6%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	79	0.0%
Zone 12	1.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Zone 13	2.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	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 14	3.1%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	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 15	2.2%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	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 16	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	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 17	2.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	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 18	3.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	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 19	2.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	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 20	3.7%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	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 21	1.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	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 22	2.5%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	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 23	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 24	1.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	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 25	3.8%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	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 26	4.5%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	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 27	8.0%	240	0.0%	0	0.0%	0	0.0%	0	0.0%	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 28	6.2%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	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 29	5.0%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	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 30	8.4%	253	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:		3014		123		126		98		93		128		90		69		81		69		103		79	
Sample:		3014		100		100		101		100		103		102		100		101		100		101		101	

West London Retail Study
for Roger Tym and Partners

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
SECTOR Postcode														
HA0 1	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA0 2	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA0 4	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA1 3	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 0	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 8	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 9	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 0	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 6	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA9 6	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA9 7	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW100	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW102	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW103	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW104	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW105	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW106	0.1%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
NW107	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW108	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW109	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW100	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW109	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW111	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW112	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW113	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW114	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW115	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW116	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW130	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW139	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW147	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW148	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW151	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW152	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW155	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW156	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW181	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW182	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW183	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW184	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW185	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW3 5	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW3 6	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW5 0	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW5 9	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12	
SW6 1	0.2%	7	6.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW6 2	0.4%	11	9.0%	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	0.0%	0	0.0%
SW6 3	0.7%	22	18.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW6 4	0.6%	18	15.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW6 5	0.7%	22	18.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW6 6	0.7%	22	18.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW6 7	0.7%	20	16.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW7 3	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW7 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW7 5	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW1 1	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW1 2	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW1 3	0.3%	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	0.0%	0	0.0%	0	0.0%
TW1 4	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW106	0.4%	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	0.0%	0	0.0%	0	0.0%
TW121	0.4%	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	0.0%	0	0.0%	0	0.0%
TW122	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW123	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW134	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW135	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW136	0.4%	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	0.0%	0	0.0%	0	0.0%
TW137	0.4%	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	0.0%	0	0.0%	0	0.0%
TW140	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%
TW148	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.0%
TW149	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%
TW151	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW152	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW153	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW165	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW167	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW197	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW2 5	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW2 6	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW2 7	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW3 1	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW3 2	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW3 3	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW3 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW4 5	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	16	0.0%
TW4 6	0.4%	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	0.0%	0	15.8%	13	0.0%
TW4 7	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.7%	23	0.0%
TW5 0	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW5 9	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.7%	27	0.0%
TW7 4	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW7 5	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW7 6	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TW7 7	0.4%	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	0.0%	0	0.0%	0	0.0%

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12
TW8 0	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW8 8	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW8 9	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 1	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 2	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 3	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB1 1	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	19
UB1 2	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB1 3	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	20
UB2 4	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	29
UB2 5	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	35
UB3 1	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 2	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 3	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 4	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 5	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB4 0	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB4 8	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB4 9	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB5 4	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB5 5	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB5 6	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 0	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 7	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 8	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 9	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 5	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 6	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 1	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 2	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 3	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 4	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W12 0	1.0%	30	0.0%	0	0.0%	0	30.7%	30	0.0%	0	0.0%	0	0.0%	0
W12 7	0.7%	22	0.0%	0	0.0%	0	22.8%	22	0.0%	0	0.0%	0	0.0%	0
W12 8	0.4%	13	0.0%	0	0.0%	0	12.9%	13	0.0%	0	0.0%	0	0.0%	0
W12 9	1.0%	31	0.0%	0	0.0%	0	31.7%	31	0.0%	0	0.0%	0	0.0%	0
W13 0	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	11	0.0%	0
W13 8	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	16	0.0%	0
W13 9	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	31	0.0%	0
W14 0	1.1%	34	0.0%	0	27.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W14 8	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W14 9	0.7%	20	0.0%	0	16.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 5	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 0	0.5%	14	0.0%	0	0.0%	0	0.0%	0	15.0%	14	0.0%	0	0.0%	0

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		
W3 6	0.6%	18	0.0%	0	0.0%	0	0.0%	0	19.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 7	0.9%	28	0.0%	0	0.0%	0	0.0%	0	30.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 8	0.5%	14	0.0%	0	0.0%	0	0.0%	0	15.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 9	0.6%	19	0.0%	0	0.0%	0	0.0%	0	21.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W4 1	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W4 2	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W4 3	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W4 4	0.3%	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	0.0%	0	0.0%	0	0.0%	0
W4 5	0.3%	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	0.0%	0	0.0%	0	0.0%	0
W5 1	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W5 2	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W5 3	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W5 4	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W5 5	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W6 0	0.8%	25	0.0%	0	20.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W6 7	0.4%	11	0.0%	0	9.0%	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	0.0%	0
W6 8	0.4%	11	0.0%	0	9.0%	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	0.0%	0
W6 9	0.8%	24	0.0%	0	19.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W7 1	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W7 2	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W7 3	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W8 5	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W8 6	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3014		123		126		98		93		128		90		69		81		69		103		79		48	
Sample:	3014		100		100		101		100		103		102		100		101		100		101		101		100	

West London Retail Study
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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25			
Q01 Where do you usually undertake food and groceries shopping ?																													
Aldi, High Street, Feltham, TW13 4DD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Alexander Road, Hounslow, TW3 1JT	1.7%	50	2.0%	1	27.0%	25	11.0%	7	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Asda, Forty Lane, Wembley Park, HA9 9EX	1.8%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Asda, Lavender Hill, Clapham Junction, SW11 1JG	2.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Roehampton Vale, Roehampton, SW15 3DT	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Tilley Road, Feltham, TW13 4BH	0.5%	14	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	3.2%	1	0.0%	0	0.0%	0	0.0%
Asda, Western Road, Ealing, NW10 7LW	2.0%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Avenue Parade, Sunbury-On-Thames, TW16 5HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Budgens, Earls Court Road, Kensington, W8 6EB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op Market Town, Yeading Lane, Northolt, UB5 6LN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative , Greenford Avenue, Hanwell, W7 1JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, High Street, Harlington, Hayes, UB3 5DS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Co-operative Food, North End Road, Fulham, W14 9EX	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Pitshanger Lane, Ealing, W5 1RH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Horn Lane, Acton, W3 6PL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Kingshill Avenue, Hayes, UB4 8BY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Iceland Extra, Arndale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Centre, Wandsworth, SW18 4TQ															
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, High Street, Harlesden, NW10 4NS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, King Street, Hammersmith, W6 9JG	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Iceland Extra, Uxbridge Road, Hayes End, UB4 8JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Iceland, Bath Road, Hounslow West, TW4 7DN	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Central Square, Wembley, HA9 7AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Greenford Road, Sudbury Hill, UB6 0HY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Hounslow, TW3 1EF	0.1%	4	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Whitton, TW2 7LT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%
Iceland, North End Road, Fulham, SW6 1NQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Northolt Road, South Harrow, HA2 8EB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Road, Southall, UB1 1SQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Station Road, Hayes, UB3 4DX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Iceland, The Oaks Shopping Centre, Acton, W3 7DA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Uxbridge Road, Ealing Broadway, W5 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Falcon Road, Clapham Junction, SW11 2PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, High Street, Southall, UB1 3DB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, New Road, Feltham, TW14 9BG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%
Lidl, Ruislip Road, Greenford, UB6 8QY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Heath Road, Twickenham, TW1 4BZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer Simply Food, Shepherds Bush Green, Shepherds Bush, W12 8PP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Clarence Street, Kingston Upon Thames, KT1 1NU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, George Street, Richmond Upon Thames, TW9 1JY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, High Street, Hounslow, TW3 1QL	0.2%	6	0.0%	0	4.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Lower Mortlake Road, Kew Retail Park, TW9 4AD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, St. Anns Road, Harrow, HA1 1NB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Sunbury Cross Centre, Staines Road West, Sunbury-On-Thames, TW16 7BB	0.1%	2	1.0%	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Street, Brentford, TW8 0JG	0.6%	17	0.0%	0	1.0%	1	4.0%	3	32.0%	10	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%
Morrisons, Honeytot Lane, Queensbury, NW9 9QX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Morrisons, Rectory Road, Acton, W3 9NR	1.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, High Street, The Oaks Shopping Centre, Acton, W3 6RE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, Northolt Road, Harrow, HA2 8JN	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Chiswick High Road, Chiswick, W4 1PU	1.0%	30	0.0%	0	0.0%	0	0.0%	0	8.0%	3	25.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Fulham Road, Fulham Road, SW10 9PZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, North End Road, Fulham, SW6 1NB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, The Broadway, Ealing, W5 2NP	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Acton Lane, Essex Place, Chiswick, W4 5UT	1.1%	35	0.0%	0	0.0%	0	0.0%	0	2.0%	1	17.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Barters Walk, Pinner, HA5 5LU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	2.4%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Clapham High Street, Former Clapham Bus Garage, SW4 7SL	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	1.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth, SW18 4AD	1.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Willesden Green, NW10 2TD	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kenton Road, Kenton, HA3 0BU	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lombardy Retail Park, Hayes, UB3 3EX	2.2%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	10	38.0%	44
Sainsbury's, Long Drive, Ruislip, HA4 0HQ	1.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Road, Richmond Upon Thames, TW9 1YB	1.6%	48	0.0%	0	0.0%	0	2.0%	1	1.0%	0	9.0%	8	6.9%	7	36.6%	27	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Melbourne Avenue, West Ealing, W13 9BT	1.3%	38	0.0%	0	1.0%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, New Zealand Avenue, Walton-On-Thames, KT12 1QA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Northolt Road, South Harrow, HA2 8EQ	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, O2 Centre, Finchley Road, NW3 6LU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Richmond Road, Kingston Upon Thames, KT2 5EN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tangle Park Road, Hampton, TW12 3YH	0.9%	27	2.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	27.0%	15	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines, TW18 3AP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	3.2%	1	0.0%	0	0.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Uxbridge Road, St Clares, Hampton, TW12 1AW	1.7%	51	10.0%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	20	28.0%	16	1.9%	1	0.0%	0	0.0%	0	1.0%	1
Sainsbury's, Wandsworth Road, Nine Elms, SW8 2LF	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Werter Road,	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Putney, SW15 2LJ															
Sainsbury's, West End Air Terminal, West End Air Terminal, SW7 4EJ	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Wilton Road, Pimlico, SW1V 1BZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, York Road, Uxbridge, UB8 1QW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%
Somerfield, Cavendish Parade, Bath Road, Hounslow, TW4 7DJ	0.4%	13	0.0%	0	2.0%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Church Road, Church Parade, Ashford, TW15 2TX	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%
Somerfield, Earls Court Road, Earls Court, SW5 9QB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Kings Road, Worlds End, SW10 0LU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, North End Road, Fulham, SW6 1NJ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, The Broadway, Southall, UB1 1QD	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Upper Richmond Road, Putney, SW15 2SU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Alexandra Avenue, Harrow, HA2 9DL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Bath Road, Hounslow, TW5 9SL	0.3%	9	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Battersea Rise, Clapham Junction, SW11 1HG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Castlenau, Barnes, SW13 9EW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%
Tesco Express, Church Road, Ashford, TW15 2UT	0.8%	25	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	16.3%
Tesco Express, Church Road, Northolt, UB5 5AU	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Earls Court Road, Earls Court, SW5 9QB	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Tesco Express, Falcon Road, Battersea, SW11 2PJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Field End Lane, South Ruislip, HA4 0QP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Fulham Road, SW6 5SA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gloucester Road, South Kensington, SW7 4SS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hammersmith Road, Olympia, W14 8UZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 4UA	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Hammersmith, W6 9NH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road, Chelsea, SW3 5EP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Isleworth, TW7 5AY	0.5%	16	2.0%	1	4.0%	4	4.0%	3	1.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North End Road, Hammersmith, W14 9PP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Road, Hayes, UB3 4NE	1.8%	53	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	14	5.0%	6
Tesco Express, Northfield Avenue, Ealing, W13 9QR	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Brompton Road, South Kensington, SW7 3DY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Putney High Street, Putney, SW15 1SU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rayners Lane, Alexandra Avenue, Harrow, HA2 9UE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Margarets Road, St Margarets,	0.3%	9	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	2.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Twickenham, TW1 1RG															
Tesco Express, Station Parade, Kew Gardens, TW9 3PZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, The Parade, Haven Green, Ealing, W13 9QR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Southall, UB2 5LN	1.0%	31	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Glencoe Road, Yeading, Hayes, UB4 9SQ	3.3%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Mogden Lane, Isleworth (Twickenham), TW7 7JY	1.9%	58	0.0%	0	14.0%	13	22.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Osterley Park, Syon Lane, Isleworth, TW7 5NZ	3.1%	94	0.0%	0	23.0%	21	35.0%	23	32.0%	10	3.0%	3	0.0%	0	0.0%
Tesco Extra, Staines Road West, Sunbury-On-Thames, TW16 7BB	1.4%	42	10.0%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	13.0%
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Broadway Shopping Centre,, Ealing, W5 5JY	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, George Street, Richmond Upon Thames, TW9 1HY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Greenford Road, Greenford, UB6 8QY	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, High Street, Kensington, W8 6SU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, High Street, Whitton, Twickenham, TW2 7LN	0.4%	13	1.0%	1	3.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Faggs Road, Feltham,	1.4%	41	6.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
TW14 0LT																												
Tesco, Great Central Way, Brent Park, NW10 0TL	0.6%	19	0.0%	0	0.0%	0	1.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Feltham, TW13 4EX	1.6%	49	47.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Tesco, Hurst Road, West Molesey, Richmond, KT8 1SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shepherds Bush Road, Hammersmith, W6 7NL	2.2%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco, Station Road, Harrow, HA1 2TU	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tilling Road, Cricklewood, NW2 1LZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Town Lane, Stanwell, Staines, TW19 7PZ	0.8%	25	1.0%	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	16.3%	12	44.2%	9	0.0%	0	0.0%	0
Tesco, West Cromwell Road, Kensington, W14 8PB	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	2.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing, W13 0NL	2.3%	69	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High Street, Chiswick, W4 5TE	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Kensington, W8 6SA	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kings Road, Chelsea, SW3 5XP	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham, TW1 3RJ	0.8%	23	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	17.6%	20	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, North End Road, Fulham, SW6 1LX	1.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Northolt Road, South Harrow, HA2 0EG	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road, Richmond Upon Thames, TW9 1AE	1.1%	35	0.0%	0	1.0%	1	3.0%	2	0.0%	0	0.0%	0	2.0%	2	31.7%	23	2.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, St. John's Road,	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Clapham Junction, SW11 1PP																												
Waitrose, Upper Richmond Road West, East Sheen, SW14 7JG	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	23.5%	24	11.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.1%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	4.2%	1	0.0%	0	1.0%	1	0.0%	1
Teddington	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgravia	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Other	1.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	3.9%	4	4.0%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.1%	124	5.0%	3	3.0%	3	1.0%	1	1.0%	0	5.0%	4	8.8%	9	4.0%	3	1.0%	1	8.0%	5	2.9%	2	2.1%	0	3.0%	1	1.0%	1
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Harlesden (Zone 27, Brent)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Notting Hill (Zone 28, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Wembley (Zone 27, Brent)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road,	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Hatch End (Harrow)																													
Other - Zone 1 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 17 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 2 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 28 (Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 29 (Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Zone 30 (Wandsworth)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Ariel Way (Zone 3, Hammersmith & Fulham)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Kingsend, Ruislip (Hillingdon)	0.2%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Waitrose, The Colonnades, Porchester Road (Zone 28, Kensington & Chelsea)	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	6.2%	187	3.0%	2	5.0%	5	5.0%	3	5.0%	2	9.0%	8	2.0%	2	2.0%	1	3.9%	4	5.0%	3	3.8%	3	4.2%	1	8.0%	4	5.0%	6	0.0%
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116	
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100	

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) does it visit other shops, leisure or service outlets on the same shopping trips ? And if so which ones ?																												
<i>Those who did not say internet at Q01</i>																												
Yes - other food shops	16.2%	467	14.7%	9	19.6%	18	9.1%	6	17.2%	5	34.7%	29	19.4%	18	12.4%	9	23.8%	26	6.5%	3	9.9%	7	10.8%	2	10.3%	5	13.1%	15
Yes - other non food shops (clothing, footwear, electrical etc)	16.7%	481	16.8%	10	20.6%	19	10.1%	7	18.2%	6	20.0%	16	34.4%	33	24.7%	17	15.8%	17	13.0%	7	10.9%	8	12.9%	3	13.4%	6	23.2%	27
Yes - pubs, restaurants or cafes	1.7%	48	1.1%	1	0.0%	0	2.0%	1	1.0%	0	5.3%	4	1.1%	1	1.0%	1	5.0%	5	1.1%	1	5.0%	4	0.0%	0	0.0%	0	2.0%	2
Yes - financial service (ie bank, building society)	2.9%	84	2.1%	1	2.1%	2	1.0%	1	3.0%	1	7.4%	6	9.7%	9	8.2%	6	5.0%	5	2.2%	1	0.0%	0	3.2%	1	5.2%	2	0.0%	0
Yes - other service (eg hairdresser, travel agent, estate agent)	1.4%	40	1.1%	1	1.0%	1	2.0%	1	1.0%	0	2.1%	2	2.2%	2	6.2%	4	5.9%	7	2.2%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Yes - leisure activity	1.6%	47	0.0%	0	1.0%	1	2.0%	1	1.0%	0	1.1%	1	1.1%	1	1.0%	1	4.0%	4	2.2%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	2
Yes - other	1.5%	43	3.2%	2	0.0%	0	1.0%	1	0.0%	0	1.1%	1	2.2%	2	1.0%	1	2.0%	2	1.1%	1	0.0%	0	1.1%	0	4.1%	2	0.0%	0
No	68.6%	1983	72.6%	45	64.9%	59	79.8%	52	67.7%	21	53.7%	44	49.5%	47	62.9%	44	60.4%	66	79.3%	41	78.2%	57	78.5%	16	74.2%	33	67.7%	78
Weighted base:		2890		62		90		65		31		82		95		70		110		52		72		21		44		115
Sample:		2905		95		97		99		99		95		93		97		101		92		101		93		97		99

Q03 How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01)?

Those who did not say internet at Q01																												
Car / van driver	52.1%	1505	66.3%	41	60.8%	55	58.6%	38	53.5%	17	56.8%	47	51.6%	49	43.3%	30	62.4%	68	67.4%	35	65.3%	47	74.2%	15	61.9%	27	59.6%	68
Car / van passenger	10.0%	290	9.5%	6	14.4%	13	13.1%	9	12.1%	4	3.2%	3	6.5%	6	7.2%	5	6.9%	8	14.1%	7	16.8%	12	15.1%	3	20.6%	9	19.2%	22
Bus	12.8%	369	10.5%	7	8.2%	7	17.2%	11	20.2%	6	10.5%	9	18.3%	17	10.3%	7	9.9%	11	4.3%	2	3.0%	2	6.5%	1	12.4%	5	5.1%	6
Train	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	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
Taxi	0.4%	11	0.0%	0	1.0%	1	0.0%	0	1.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Walk	21.1%	609	11.6%	7	13.4%	12	9.1%	6	12.1%	4	25.3%	21	20.4%	19	35.1%	24	17.8%	20	13.0%	7	8.9%	6	3.2%	1	2.1%	1	14.1%	16
Bicycle	1.5%	44	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.1%	1	2.2%	2	2.1%	1	2.0%	2	1.1%	1	3.0%	2	0.0%	0	0.0%	0	1.0%	1
Motorcycle	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.3%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Online	0.1%	4	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.0%	1	1.1%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	3.0%	2	1.1%	0	0.0%	0	0.0%	0
Weighted base:		2890		62		90		65		31		82		95		70		110		52		72		21		44		115
Sample:		2905		95		97		99		99		95		93		97		101		92		101		93		97		99

West London Retail Study
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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Q04 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)?																												
<i>Those who did not say internet at Q01</i>																												
Everyday	2.8%	80	1.1%	1	1.0%	1	0.0%	0	0.0%	0	2.1%	2	1.1%	1	6.2%	4	2.0%	2	1.1%	1	1.0%	1	4.3%	1	1.0%	0	2.0%	2
5-6 times a week	0.9%	26	3.2%	2	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	4.1%	3	1.0%	1	1.1%	1	0.0%	0	1.1%	0	0.0%	0	1.0%	1
3-4 times a week	7.5%	218	6.3%	4	3.1%	3	4.0%	3	9.1%	3	12.6%	10	8.6%	8	14.4%	10	5.0%	5	5.4%	3	5.0%	4	6.5%	1	4.1%	2	7.1%	8
Twice a week	18.0%	520	16.8%	10	20.6%	19	24.2%	16	23.2%	7	17.9%	15	17.2%	16	18.6%	13	21.8%	24	8.7%	5	11.9%	9	14.0%	3	12.4%	5	9.1%	10
Once a week	55.5%	1603	62.1%	39	60.8%	55	52.5%	34	52.5%	16	51.6%	42	52.7%	50	46.4%	32	58.4%	64	71.7%	37	66.3%	48	64.5%	13	69.1%	30	67.7%	78
Once every two weeks	9.9%	286	9.5%	6	12.4%	11	13.1%	9	10.1%	3	11.6%	10	16.1%	15	9.3%	6	9.9%	11	10.9%	6	10.9%	8	7.5%	2	11.3%	5	8.1%	9
Once a month	3.8%	109	1.1%	1	1.0%	1	4.0%	3	4.0%	1	2.1%	2	3.2%	3	0.0%	0	2.0%	2	1.1%	1	3.0%	2	1.1%	0	2.1%	1	5.1%	6
Less often	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	39	0.0%	0	1.0%	1	1.0%	1	1.0%	0	1.1%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0
Weighted base:	2890		62		90		65		31		82		95		70		110		52		72		21		44		115	
Sample:	2905		95		97		99		99		95		93		97		101		92		101		93		97		99	

Q05 Approximately how much money does your household spend per week on its main food and groceries shop ?

£0-£10	0.6%	17	1.0%	1	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£11-£20	3.6%	108	4.0%	3	4.0%	4	3.0%	2	9.0%	3	5.0%	4	3.9%	4	3.0%	2	5.9%	7	4.0%	2	4.8%	4	4.2%	1	2.0%	1	4.0%	5
£21-£30	8.0%	241	8.0%	5	6.0%	6	6.0%	4	10.0%	3	7.0%	6	3.9%	4	6.9%	5	4.9%	5	4.0%	2	5.8%	4	8.4%	2	5.0%	2	2.0%	2
£31-£40	9.6%	290	14.0%	9	13.0%	12	7.0%	5	6.0%	2	9.0%	8	10.8%	11	6.9%	5	7.8%	9	12.0%	7	3.8%	3	6.3%	1	10.0%	5	11.0%	13
£41-£50	11.5%	345	13.0%	8	12.0%	11	11.0%	7	7.0%	2	10.0%	9	9.8%	10	12.9%	9	6.9%	8	11.0%	6	9.6%	7	11.6%	2	11.0%	5	17.0%	20
£51-£60	8.0%	241	7.0%	5	9.0%	8	15.0%	10	10.0%	3	4.0%	3	3.9%	4	6.9%	5	7.8%	9	6.0%	3	8.7%	6	12.6%	3	15.0%	7	16.0%	19
£61-£70	7.1%	213	8.0%	5	10.0%	9	6.0%	4	9.0%	3	6.0%	5	10.8%	11	5.9%	4	8.8%	10	8.0%	5	7.7%	6	2.1%	0	9.0%	4	12.0%	14
£71-£80	7.5%	227	9.0%	6	14.0%	13	11.0%	7	12.0%	4	6.0%	5	5.9%	6	5.9%	4	4.9%	5	6.0%	3	6.7%	5	11.6%	2	4.0%	2	7.0%	8
£81-£90	2.6%	78	4.0%	3	3.0%	3	2.0%	1	2.0%	1	2.0%	2	6.9%	7	2.0%	1	2.9%	3	7.0%	4	4.8%	4	4.2%	1	4.0%	2	4.0%	5
£91-£100	13.2%	397	10.0%	7	10.0%	9	11.0%	7	10.0%	3	22.0%	19	13.7%	14	14.9%	11	16.7%	18	16.0%	9	19.2%	14	14.7%	3	10.0%	5	10.0%	12
£101-£125	5.2%	157	6.0%	4	1.0%	1	3.0%	2	7.0%	2	4.0%	3	4.9%	5	3.0%	2	8.8%	10	9.0%	5	6.7%	5	3.2%	1	8.0%	4	1.0%	1
£126-£150	7.2%	218	7.0%	5	4.0%	4	11.0%	7	8.0%	3	7.0%	6	8.8%	9	5.0%	4	11.8%	13	3.0%	2	7.7%	6	3.2%	1	8.0%	4	7.0%	8
£151-£200	3.4%	103	1.0%	1	2.0%	2	5.0%	3	1.0%	0	5.0%	4	2.0%	2	10.9%	8	2.0%	2	2.0%	1	2.9%	2	5.3%	1	1.0%	0	2.0%	2
£201+	1.4%	43	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	1.0%	1	2.9%	3	1.0%	1	1.0%	1	2.1%	0	0.0%	0	1.0%	1
(Don't know / varies)	9.7%	292	3.0%	2	11.0%	10	6.0%	4	7.0%	2	8.0%	7	12.7%	13	10.9%	8	4.9%	5	9.0%	5	8.7%	6	9.5%	2	12.0%	5	6.0%	7
(Refused)	1.5%	44	3.0%	2	0.0%	0	2.0%	1	2.0%	1	2.0%	2	0.0%	0	4.0%	3	2.0%	2	2.0%	1	1.0%	1	1.1%	0	1.0%	0	0.0%	0
Mean:		79.6		75.4		67.4		81.6		72.3		82.5		85.8		88.8		87.3		79.7		83.5		80.0		76.0		72.7
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

Q06 In addition to a main food and grocery shop, does your household undertake smaller shopping trips for bread, milk etc (these are known as 'top-up' purchases) ?

Yes	62.9%	1896	65.0%	42	59.0%	55	71.0%	47	69.0%	22	72.0%	62	72.5%	75	55.4%	40	72.5%	80	72.0%	41	58.7%	44	57.9%	12	55.0%	25	58.0%	67
Sometimes	7.5%	227	4.0%	3	9.0%	8	5.0%	3	9.0%	3	4.0%	3	7.8%	8	11.9%	9	5.9%	7	7.0%	4	8.7%	6	10.5%	2	16.0%	7	7.0%	8
No	29.6%	891	31.0%	20	32.0%	30	24.0%	16	22.0%	7	24.0%	21	19.6%	20	32.7%	24	21.6%	24	21.0%	12	32.7%	24	31.6%	7	29.0%	13	35.0%	41
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Q07 Approximately how much money does your household spend per week on top-up food and groceries shopping ?																												
<i>Those who do top up food shopping at Q06</i>																												
£0-£10	34.3%	729	42.0%	19	32.4%	21	30.3%	15	37.2%	9	34.2%	23	30.5%	25	36.8%	18	27.5%	24	35.4%	16	37.1%	19	32.3%	5	39.4%	13	38.5%	29
£11-£20	26.1%	555	18.8%	8	30.9%	20	40.8%	20	23.1%	6	25.0%	16	19.5%	16	26.5%	13	22.5%	20	27.8%	12	30.0%	15	32.3%	5	29.6%	10	26.2%	20
£21-£30	11.7%	248	7.2%	3	8.8%	6	11.8%	6	18.0%	4	14.5%	10	11.0%	9	13.2%	6	16.3%	14	8.9%	4	12.9%	6	12.3%	2	12.7%	4	16.9%	13
£31-£40	4.0%	86	4.3%	2	4.4%	3	2.6%	1	5.1%	1	6.6%	4	2.4%	2	1.5%	1	3.8%	3	3.8%	2	2.9%	1	9.2%	1	4.2%	1	4.6%	3
£41-£50	4.4%	94	1.5%	1	4.4%	3	1.3%	1	2.6%	1	2.6%	2	7.3%	6	5.9%	3	5.0%	4	5.1%	2	5.7%	3	4.6%	1	4.2%	1	4.6%	3
£51-£60	1.3%	28	1.5%	1	2.9%	2	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.8%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61-£70	0.3%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	1.5%	1
£71-£80	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
£81-£90	0.2%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91-£100	1.5%	32	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	2.5%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
£101-£125	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£126-£150	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	13.8%	293	18.8%	8	11.8%	7	10.5%	5	14.1%	3	13.2%	9	20.7%	17	11.8%	6	15.0%	13	12.7%	6	11.4%	6	4.6%	1	8.4%	3	6.2%	5
(Refused)	1.8%	39	2.9%	1	1.5%	1	1.3%	1	0.0%	0	2.6%	2	0.0%	0	4.4%	2	3.8%	3	1.3%	1	0.0%	0	1.5%	0	1.4%	0	0.0%	0
Mean:	20.7		19.3		21.6		17.5		17.9		19.9		26.9		18.5		24.0		20.7		17.9		21.5		17.6		20.5	
Weighted base:	2123		45		63		50		25		66		83		49		87		45		50		15		32		75	
Sample:	2112		69		68		76		78		76		82		68		80		79		70		65		71		65	

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Q08 In which shop does your household undertake most ‘top-up’ food and grocery purchases ?														
<i>Those who do top up food shopping at Q06</i>														
Aldi, High Street, Feltham, TW13 4DD	0.1%	3	1.5%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Alexander Road, Hounslow, TW3 1JT	0.9%	20	0.0%	0	19.1%	12	3.9%	2	1.3%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley Park, HA9 9EX	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Lavender Hill, Clapham Junction, SW11 1JG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton, SW15 3DT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Tilley Road, Feltham, TW13 4BH	0.6%	12	10.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, Western Road, Ealing, NW10 7LW	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Avenue Parade, Sunbury-On-Thames, TW16 5HS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Budgens, Fauconberg Road, Chiswick, W4 3JY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Parsons Green Lane, Fulham, SW6 4JA	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Budgens, Staines Road, Bedfont, Fletham, TW14 8BN	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Market Town, Yeadling Lane, Northolt, UB5 6LN	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative , Greenford Avenue, Hanwell, W7 1JH	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative , Uxbridge Road, Hayes, UB4 0AX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Harlington, Hayes, UB3 5DS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, North End Road, Fulham, W14 9EX	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Pitshanger Lane, Ealing, W5 1RH	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Co-operative Food, South Ealing Road, Ealing, W5 4QS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Church Road, Northolt, UB5 5AB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Horn Lane, Acton, W3 6PL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative, Kingshill Avenue, Hayes, UB4 8BY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%
Iceland Extra, Arndale Centre, Wandsworth, SW18 4TQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, High Street, Harlesden, NW10 4NS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, King Street, Hammersmith, W6 9JG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland Extra, Uxbridge Road, Hayes End, UB4 8JH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	4.6%
Iceland, Bath Road, Hounslow West, TW4 7DN	0.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Central Square, Wembley, HA9 7AJ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Greenford Road, Sudbury Hill, UB6 0HY	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Hounslow, TW3 1EF	0.4%	8	0.0%	0	8.8%	6	2.6%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, High Street, Whitton, TW2 7LT	0.3%	5	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, North End Road, Fulham, SW6 1NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Northolt Road, South Harrow, HA2 8EB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, South Road, Southall, UB1 1SQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Station Road, Hayes, UB3 4DX	0.5%	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	0.0%	0	0.0%	0	0.0%	0	15.5%	5	6.2%
Iceland, The Oaks Shopping Centre, Acton, W3 7DA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Uxbridge Road,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%

West London Retail Study
for Roger Tym and Partners

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Ealing Broadway, W5 5AH																												
Lidl, New Road, Feltham, TW14 9BG	0.1%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ruislip Road, Greenford, UB6 8QY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Heath Road, Twickenham, TW1 4BZ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill, W11 3QG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Talgarth Road, Hammersmith, W14 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	0	10.5%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.6%	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	0.0%	0	0.0%	0	1.4%	0	3.1%	2
Marks & Spencer, George Street, Richmond Upon Thames, TW9 1JY	0.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Hounslow, TW3 1QL	0.6%	13	0.0%	0	8.8%	6	1.3%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.2%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lower Mortlake Road, Kew Retail Park, TW9 4AD	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	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
Marks & Spencer, Oxford Street, West End, W1N	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
0AP															
Marks & Spencer, Putney High Street, Putney, SW15 1SP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, St. Anns Road, Harrow, HA1 1NB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Marks & Spencer, St. John's Road, Clapham, SW11 1QP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Sunbury Cross Centre, Staines Road West, Sunbury-On-Thames, TW16 7BB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.7%
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, High Street, Brentford, TW8 0JG	0.6%	12	0.0%	0	0.0%	0	3.9%	2	37.2%	9	0.0%	0	0.0%	0	0.0%
Morrisons, Rectory Road, Acton, W3 9NR	0.8%	16	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netto, Northolt Road, Harrow, HA2 8JN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Battersea Park Road, Battersea, SW11 3BX	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Chiswick High Road, Chiswick, W4 1PU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%
Sainsbury's Local, Earls Court Road, Earls Court, SW5 9QQ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Fulham Road, Fulham Road, SW10 9PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%
Sainsbury's Local, North End	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Road, Fulham, SW6 1NB																												
Sainsbury's Local, South Ealing Road, South Ealing, W5 4QT	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Ealing, W5 2NP	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Acton Lane, Essex Place, Chiswick, W4 5UT	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Former Clapham Bus Garage, SW4 7SL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth, SW18 4AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Willesden Green, NW10 2TD	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lombardy Retail Park, Hayes, UB3 3EX	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	16.9%	13
Sainsbury's, Long Drive, Ruislip, HA4 0HQ	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Road, Richmond Upon Thames, TW9 1YB	0.5%	11	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.3%	1	2.4%	2	14.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melbourne Avenue, West Ealing, W13 9BT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, New Zealand Avenue, Walton-On-Thames, KT12 1QA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Northolt Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
South Harrow, HA2 8EQ																												
Sainsbury's, O2 Centre, Finchley Road, NW3 6LU	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tangle Park Road, Hampton, TW12 3YH	0.8%	17	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Uxbridge Road, St Clares, Hampton, TW12 1AW	0.5%	10	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	5.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Werter Road, Putney, SW15 2LJ	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West End Air Terminal, West End Air Terminal, SW7 4EJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, York Road, Uxbridge, UB8 1QW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Somerfield, Church Road, Church Parade, Ashford, TW15 2TX	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	9	0.0%	0	0.0%	0	0.0%	0
Somerfield, Doddington Estate, Battersea Park Road, SW11 4NE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Earls Court Road, Earls Court, SW5 9QB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kings Road, Worlds End, SW10 0LU	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, North End Road, Fulham, SW6 1NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, The Broadway, Southall, UB1 1QD	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Upper Richmond Road, Putney, SW15 2SU	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Alexandra Avenue, Harrow, HA2 9DL	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow, TW5 9SL	0.2%	4	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction, SW11 1HG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bear Road, Hanworth, TW13 6SA	0.2%	4	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Castlenau,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Barnes, SW13 9EW																												
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Road, Ashford, TW15 2UT	0.5%	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	12.9%	6	15.4%	2	0.0%	0	0.0%	0
Tesco Express, Church Road, Northolt, UB5 5AU	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Earls Court Road, Earls Court, SW5 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falcon Road, Battersea, SW11 2PJ	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Field End Lane, South Ruislip, HA4 0QP	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Palace Road, Fulham, SW6 6TD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9QL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Fulham Road, SW6 5SA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gloucester Road, South Kensington, SW7 4SS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Hampton Hill, TW12 1NL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 3RB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 4UA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, King Street, Hammersmith, W6 9NH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Chelsea, SW3 5EP																												
Tesco Express, London Road, Isleworth, TW7 5AY	0.4%	9	0.0%	0	1.5%	1	11.8%	6	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Road, Hayes, UB3 4NE	0.6%	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	0.0%	0	0.0%	0	21.1%	7	1.5%	1
Tesco Express, Northfield Avenue, Ealing, W13 9QR	0.5%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Brompton Road, South Kensington, SW7 3DY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Putney High Street, Putney, SW15 1SU	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rayners Lane, Alexandra Avenue, Harrow, HA2 9UE	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, St Margarets Road, St Margarets, Twickenham, TW1 1RG	0.3%	7	0.0%	0	0.0%	0	5.3%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Parade, Kew Gardens, TW9 3PZ	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Haven Green, Ealing, W13 9QR	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Southall, UB2 5LN	0.4%	9	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.5%	1
Tesco Extra, Glencoe Road, Yeading, Hayes, UB4 9SQ	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	13.8%	10
Tesco Extra, Mogden Lane, Isleworth (Twickenham), TW7 7JY	0.4%	9	0.0%	0	5.9%	4	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth, TW7 5NZ	0.6%	12	0.0%	0	2.9%	2	9.2%	5	9.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury-On-Thames, TW16 7BB	0.3%	7	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	3.8%	2	4.3%	2	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Shopping Centre., Ealing, W5 5JY	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, George Street, Richmond Upon Thames, TW9 1HY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Greenford Road, Greenford, UB6 8QY	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Kensington, W8 6SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Whitton, Twickenham, TW2 7LN	0.5%	11	0.0%	0	1.5%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham, TW14 0LT	0.6%	12	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Tesco, Great Central Way, Brent Park, NW10 0TL	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Feltham, TW13 4EX	1.0%	20	34.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Hurst Road, West Molesey, Richmond, KT8 1SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shepherds Bush Road, Hammersmith, W6 7NL	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tilling Road, Cricklewood, NW2 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Town Lane, Stanwell, Staines, TW19 7PZ	0.2%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	15.4%	2	0.0%	0	0.0%	0
Tesco, West Cromwell Road, Kensington, W14 8PB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing, W13 0NL	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High Street, Chiswick, W4 5TE	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
4SF															
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, High Street, Kensington, W8 6SA	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Kings Road, Chelsea, SW3 5XP	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, London Road, Twickenham, TW1 3RJ	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, North End Road, Fulham, SW6 1LX	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Northolt Road, South Harrow, HA2 0EG	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Sheen Road, Richmond Upon Thames, TW9 1AE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, St. John's Road, Clapham Junction, SW11 1PP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Upper Richmond Road West, East Sheen, SW14 7JG	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hounslow	0.7%	15	0.0%	0	5.9%	4	3.9%	2	0.0%	0	1.3%	1	0.0%	0	0.0%
Ealing	1.4%	29	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%
West Ealing	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepherds Bush	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southall	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chiswick	1.0%	20	0.0%	0	0.0%	0	0.0%	0	2.6%	1	25.0%	16	0.0%	0	0.0%
Hammersmith	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenford	1.1%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanwell	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Acton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Brentford	0.2%	4	0.0%	0	0.0%	0	1.3%	1	14.1%	3	0.0%	0	0.0%	0	0.0%
Feltham	0.3%	7	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northfields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northolt	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Perivale	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ealing	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%
Sudbury Hill	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Hounslow West	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.1%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.3%	5	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.1%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.6%	12	0.0%	0	0.0%	0	22.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White City Media Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.5%	0
Sunbury	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.4%	1
Teddington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.3%	1
Pimlico	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bayswater	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belgravia	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensal Rise	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cricklewood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenhill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.5%
Other	3.1%	66	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.2%	1	1.5%	1	2.9%	1
Internet / delivered	0.8%	18	0.0%	0	1.5%	1	0.0%	0	1.3%	0	0.0%	0	1.3%	1	2.5%	1
Aldi, Hospital Road (Zone 14, Hounslow)	0.2%	5	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Local Shops - Ashford (Zone 22, Spelthorne)	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.1%	14	4.6%	1
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	14.6%	12	0.0%	0
Local Shops - Battersea (Zone 30, Wandsworth)	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - East Sheen (Zone 18, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.5%	1	0.0%	0
Local Shops - Hampton (Zone 21, Richmond Upon Thames)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	8	0.0%	0
Local Shops - Harlesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
(Zone 27, Brent)																												
Local Shops - Hayes (Zone 24, Hillingdon)	0.6%	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	0.0%	0	0.0%	0	12.7%	4	10.8%	8
Local Shops - Kew (Zone 19, Richmond Upon Thames)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Notting Hill (Zone 28, Kensington & Chelsea)	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Richmond (Zone 19, Richmond Upon Thames)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Shepperton (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Southfield (Zone 17, Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - St Margarets (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	0.6%	13	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	12.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Wembley (Zone 27, Brent)	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Whitton (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 15 (Hounslow)	0.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 2 (Hammersmith & Fulham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 24 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Other - Zone 28 (Kensington & Chelsea)	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 29 (Kensington & Chelsea)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3 (Brent)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3 (Kensington & Chelsea)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 30	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
(Wandsworth)																												
Other - Zone 4 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Clare Road, Stanwell (Zone 23, Spelthorne)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	40.0%	6	0.0%	0	0.0%	0
Waitrose, Ariel Way (Zone 3, Hammersmith & Fulham)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip (Hillingdon)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	20.5%	435	15.9%	7	16.2%	10	14.5%	7	12.8%	3	25.0%	16	17.1%	14	19.1%	9	21.3%	18	16.5%	7	18.6%	9	13.8%	2	16.9%	5	16.9%	13
(Nowhere else)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2123		45		63		50		25		66		83		49		87		45		50		15		32		75
Sample:		2112		69		68		76		78		76		82		68		80		79		70		65		71		65

Q09 How does your household normally travel to its top up shopping destination (STORE MENTIONED AT Q08)?

Those who do top up food shopping at Q06 and who don't use the internet at Q08

Car / van driver	24.3%	512	44.9%	20	35.8%	22	28.9%	14	24.7%	6	17.1%	11	21.0%	17	14.7%	7	30.4%	26	31.2%	14	42.9%	21	53.9%	8	32.4%	10	44.6%	34
Car / van passenger	2.7%	56	8.7%	4	3.0%	2	5.3%	3	2.6%	1	0.0%	0	3.7%	3	1.5%	1	1.3%	1	2.6%	1	4.3%	2	3.1%	0	4.2%	1	3.1%	2
Bus	9.2%	195	10.1%	5	9.0%	6	13.2%	7	14.3%	3	9.2%	6	14.8%	12	1.5%	1	13.9%	12	2.6%	1	1.4%	1	6.2%	1	26.8%	9	10.8%	8
Train	0.9%	19	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	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
Taxi	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	58.2%	1225	34.8%	16	49.3%	31	52.6%	26	51.9%	13	69.7%	46	53.1%	44	79.4%	39	45.6%	39	58.4%	25	45.7%	23	36.9%	5	33.8%	11	38.5%	29
Bicycle	2.4%	51	1.5%	1	1.5%	1	0.0%	0	2.6%	1	1.3%	1	6.2%	5	1.5%	1	2.5%	2	3.9%	2	4.3%	2	0.0%	0	0.0%	0	1.5%	1
Motorcycle	0.3%	7	0.0%	0	1.5%	1	0.0%	0	1.3%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not applicable	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Invalid scooter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheelchair	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
(Don't know)	1.4%	30	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	1	0.0%	0	1.5%	1	5.1%	4	1.3%	1	1.4%	1	0.0%	0	0.0%	0	1.5%	1
Weighted base:		2105		45		63		50		24		66		82		49		86		43		50		15		32		75
Sample:		2097		69		67		76		77		76		81		68		79		77		70		65		71		65

Q10 Does your household also spend money on food and groceries in small shops?

Those who gave supermarket locations at both Q01 and Q08

Yes	42.2%	380	26.5%	8	58.8%	19	43.8%	9	46.5%	6	53.1%	15	64.1%	25	41.7%	11	40.5%	18	40.5%	8	40.7%	8	42.1%	2	18.2%	4	35.7%	17
No	57.8%	521	73.5%	24	41.2%	13	56.3%	12	53.5%	7	46.9%	13	35.9%	14	58.3%	15	59.5%	27	59.5%	12	59.3%	11	57.9%	2	81.8%	16	64.3%	31
Weighted base:		901		32		32		21		14		28		40		26		46		21		19		4		20		49
Sample:		951		49		34		32		43		32		39		36		42		37		27		19		44		42

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Q11 Where are these small shops located?																												
<i>Those who said Yes at Q10</i>																												
Acton	4.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	1.0%	4	0.0%	0	0.0%	0	0.0%	0	60.0%	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	0.0%	0
Chiswick	4.2%	16	0.0%	0	0.0%	0	0.0%	0	5.0%	0	94.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham	2.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0	0.0%	0
Ealing	5.3%	20	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Acton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	1.9%	7	46.2%	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	12.5%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	2.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith	3.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.8%	3	15.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	3.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	1.2%	5	0.0%	0	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillingdon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	5.7%	22	0.0%	0	60.0%	11	21.4%	2	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow West	1.5%	6	0.0%	0	15.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	1.6%	6	0.0%	0	0.0%	0	64.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensal Rise	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	1.1%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.7%	3	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	1.2%	4	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0	0.0%	0
Southall	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Wandsworth Bridge Road	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North																												
Wembley Park	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Drayton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Ealing	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Ashford (Zone	2.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	8	37.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
22, Spelthorne)																												
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Battersea (Zone 30, Wandsworth)	2.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - East Sheen (Zone 18, Richmond Upon Thames)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Hampton (Zone 21, Richmond Upon Thames)	1.6%	6	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Kew (Zone 19, Richmond Upon Thames)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	3.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Richmond (Zone 19, Richmond Upon Thames)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	33.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - St Margarets (Zone 20, Richmond Upon Thames)	1.6%	6	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Stanwell (Zone 23, Spelthorne)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	35.3%	7	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Wembley (Zone 27, Brent)	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Whitton (Zone 20, Richmond Upon Thames)	0.5%	2	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 15 (Hounslow)	0.2%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 27 (Brent)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 28 (Kensington & Chelsea)	1.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 29 (Kensington & Chelsea)	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	1	0.0%	0	12.5%	0	0.0%	0	0.0%	0
Holland Park (Kensington & Chelsea)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Kensington (Kensington & Chelsea)	1.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Other, Zone 24 (Hillingdon)	4.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 25 (Ealing / Hillingdon)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow (Zone 26, Harrow)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hammersmith & Fulham)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames))	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
(Don't know / varies)	5.2%	20	23.1%	2	5.0%	1	0.0%	0	5.0%	0	0.0%	0	0.0%	0
Weighted base:	380		8		19		9		6		15		25	
Sample:	388		13		20		14		20		17		25	

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Q12 Apart from Christmas shopping, where did you or your family last purchase clothes or shoes ?																
Brent Cross	3.3%	99	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Harlesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	8.3%	251	0.0%	0	2.0%	2	2.0%	1	20.0%	6	2.0%	2	0.0%	0	5.0%	6
Greenford	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
West Way Cross	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.8%	55	0.0%	0	1.0%	1	0.0%	0	1.0%	0	6.0%	5	1.0%	1	1.0%	1
Other - Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith King Street West, Hammersmith & Fulham	0.9%	27	0.0%	0	0.0%	0	0.0%	0	5.0%	4	2.0%	2	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	2.6%	80	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	3	4.9%	5	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Wandsworth Bridge Road North, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White City Media Village	4.8%	145	0.0%	0	1.0%	1	2.0%	1	3.0%	1	9.0%	8	1.0%	1	3.0%	3
Other - Harrow	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	3.1%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Pinner	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	7
Northwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	4.1%	123	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	44.0%	20
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.6%	17	0.0%	0	0.0%	0	0.0%	0	3.0%	1	13.0%	11	0.0%	0	0.0%	0
Feltham	1.4%	43	31.0%	20	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.0%	2
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	6.5%	196	18.0%	12	51.0%	48	43.0%	28	30.0%	9	3.0%	3	1.0%	1	2.0%	1
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Isleworth	0.1%	4	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	3.7%	113	0.0%	0	0.0%	0	0.0%	0	6.0%	5	2.0%	2	0.0%	0	0.0%	1
King's Road East, Kensington & Chelsea	2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.9%	4	0.0%	0
Knightsbridge	0.7%	22	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingston-Upon-Thames	6.3%	190	15.0%	10	12.0%	11	10.0%	7	5.0%	2	5.0%	4	13.7%	14	16.8%	12
Richmond	2.9%	89	0.0%	0	2.0%	2	15.0%	10	5.0%	2	4.0%	3	10.8%	11	31.7%	23
East Sheen	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.0%	4	0.0%	0
Teddington	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Twickenham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Lakeside, Thurrock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	13	1.0%	1	0.0%	0
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	7.2%	216	1.0%	1	5.0%	5	3.0%	2	6.0%	2	5.0%	4	11.8%	12	6.9%	5
Queensway / Wesbtourne Grove, Westminster	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.3%	38	0.0%	0	2.0%	2	7.0%	5	4.0%	1	13.0%	11	4.9%	5	7.9%	6

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.3%	8	0.0%	0	1.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered Abroad	6.0%	180	5.0%	3	2.0%	2	0.0%	0	6.0%	2	3.0%	3	6.9%	7	13.9%	10	3.9%	4	4.0%	2	4.8%	4	8.4%	2	6.0%	3	8.0%	9
Other	1.8%	55	1.0%	1	1.0%	1	2.0%	1	2.0%	1	3.0%	3	2.9%	3	1.0%	1	0.0%	0	2.0%	1	1.9%	1	2.1%	0	2.0%	1	0.0%	0
Ashford (Zone 22, Spelthorne)	3.7%	110	1.0%	1	1.0%	1	3.0%	2	2.0%	1	3.0%	3	3.9%	4	4.0%	3	2.0%	2	3.0%	2	5.8%	4	3.2%	1	3.0%	1	3.0%	3
Battersea (Zone 22, Wandsworth)	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	4	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1
Kew (Zone 19, Richmond Upon Thames)	0.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.0%	3	4.9%	5	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 13 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.1%	0	0.0%	0	1.0%	1
Slough (Slough)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	1.0%	0	2.0%	2
Sunbury (Spelthorne)	2.8%	84	13.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	52.9%	39	65.3%	14	1.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	3	1.0%	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	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Yeading (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.7%	111	3.0%	2	1.0%	1	2.0%	1	2.0%	1	4.0%	3	2.9%	3	2.0%	1	1.0%	1	0.0%	0	1.0%	1	2.1%	0	2.0%	1	5.0%	6
(Don't do this type of shopping)	4.2%	126	6.0%	4	9.0%	8	6.0%	4	3.0%	1	5.0%	4	4.9%	5	1.0%	1	6.9%	8	1.0%	1	5.8%	4	2.1%	0	1.0%	0	2.0%	2
Weighted base:	3014		65		93		66		32		87		104		72		111		56		74		21		45		116	
Sample:	3014		100		100		100		100		100		102		101		102		100		104		95		100		100	

Q13 Where did you usually shop for clothes and shoes before Westfield opened?

Those who said Westfield at Q12

Brent Cross	10.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	8.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	33.3%	1	1	
Brentford	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Chiswick	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	3.2%	5	0.0%	0	0.0%	0	50.0%	1	33.3%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	16.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Kingston-Upon-Thames	4.4%	6	0.0%	0	100.0%	1	0.0%	0	66.6%	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	0.0%	0
Richmond	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	100.0%	1	66.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	11.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Did not live here before	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	12.6%	18	0.0%	0	0.0%	0	50.0%	1	0.0%	0	22.2%	2	0.0%	0	33.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		145		0		1		1		1		8		1		2		1		0		0		0		0		3
Sample:		122		0		1		2		3		9		1		3		1		0		0		0		1		3

West London Retail Study
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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Q14 Why have you switched to Westfield?																												
<i>Those who said Westfield at Q12</i>																												
More parking provision (not enough parking in previous centre)	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking (parking too expensive in previous centre)	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better links from car parks to shops	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to reach by bus/tube	11.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	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
Better signage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to access on foot	13.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prefer covered shopping centres/malls	4.5%	7	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More choice of shops (general)	16.3%	24	0.0%	0	0.0%	0	50.0%	1	66.6%	1	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More clothes/fashion shops	7.4%	11	0.0%	0	0.0%	0	0.0%	0	33.3%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More quality/designer shops	7.3%	11	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More dept stores/larger stores	4.1%	6	0.0%	0	0.0%	0	0.0%	0	33.3%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More discount/cheaper goods	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
More/improved supermarkets/food shops	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Fewer empty shops/vacancies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific shop missing from Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for children	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Better/more safety/security/CCTV/police presence	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating/benches	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved shelter from wind/rain	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Nicer shopping environment	7.1%	10	0.0%	0	100.0%	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	0.0%	0	0.0%	0	0.0%	0
Other	5.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Closer to home	14.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More convenient	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know)	28.9%	42	0.0%	0	0.0%	0	50.0%	1	33.3%	0	33.3%	3	100.0%	1	66.7%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	0	33.3%	1
Weighted base:		145		0		1		1		1		8		1		2		1		0		0		0		0		3

West London Retail Study
for Roger Tym and Partners

	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Sample:	122	0		1		2		3		9		1		3		1		0		0		0		1		3		
Q15 How do you normally travel to your main clothes and shoes shopping destination (CENTRE OR STORE MENTIONED AT Q12)?																												
<i>Those who do clothes and shoes shopping at Q12</i>																												
Car/van driver	33.7%	937	50.5%	30	51.1%	43	37.0%	22	33.7%	10	35.2%	28	27.7%	26	20.4%	14	44.7%	46	49.5%	28	56.7%	39	60.4%	12	42.3%	19	45.2%	49
Car/van passenger	6.0%	168	8.8%	5	4.4%	4	7.6%	5	8.4%	3	3.3%	3	4.3%	4	9.2%	6	1.1%	1	5.1%	3	13.4%	9	7.7%	2	9.3%	4	10.8%	12
Bus	27.4%	761	24.2%	14	17.8%	15	34.8%	21	32.6%	10	29.7%	23	30.9%	30	18.4%	13	28.7%	29	29.3%	16	17.5%	12	18.7%	4	34.0%	15	26.9%	29
Train	7.0%	196	1.1%	1	1.1%	1	5.4%	3	7.4%	2	4.4%	3	5.3%	5	14.3%	10	11.7%	12	5.1%	3	3.1%	2	0.0%	0	4.1%	2	3.2%	3
Taxi	0.5%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.0%	0	0.0%	0
Walk	12.4%	345	7.7%	5	17.8%	15	9.8%	6	6.3%	2	9.9%	8	12.8%	12	21.4%	15	8.5%	9	1.0%	1	2.1%	1	0.0%	0	1.0%	0	2.2%	2
Bicycle	1.4%	39	1.1%	1	0.0%	0	0.0%	0	1.1%	0	3.3%	3	2.1%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Motorcycle	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't visit (shop via internet or phone).	4.7%	131	2.2%	1	2.2%	2	0.0%	0	6.3%	2	2.2%	2	7.4%	7	8.2%	6	3.2%	3	4.0%	2	4.1%	3	8.8%	2	5.2%	2	6.5%	7
Other	0.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.2%	60	1.1%	1	3.3%	3	2.2%	1	0.0%	0	2.2%	2	3.2%	3	5.1%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	0	3.2%	3
Aeroplane	0.8%	22	1.1%	1	0.0%	0	1.1%	1	2.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	2.2%	0	2.1%	1	0.0%	0
Tube	2.6%	71	0.0%	0	2.2%	2	1.1%	1	1.1%	0	7.7%	6	5.3%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Delivered	0.8%	22	2.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.0%	1	1.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Varies	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2778	59		84		60		30		79		96		70		102		56		69		20		44		108		
Sample:	2791	91		90		92		95		91		94		98		94		99		97		91		97		93		
Q16 How often do you visit your main clothes and shoes shopping destination (CENTRE OR STORE STORE MENTIONED AT Q12)?																												
<i>Those who do clothes and shoes shopping at Q12</i>																												
Everyday	1.8%	50	2.2%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	1	1.1%	1
5-6 times a week	0.3%	7	0.0%	0	1.1%	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	1.1%	0	2.1%	1	0.0%	0
3-4 times a week	1.3%	35	0.0%	0	1.1%	1	3.3%	2	1.1%	0	0.0%	0	2.1%	2	3.1%	2	0.0%	0	2.0%	1	0.0%	0	3.3%	1	0.0%	0	1.1%	1
Twice a week	3.4%	94	6.6%	4	4.4%	4	6.5%	4	3.2%	1	2.2%	2	0.0%	0	6.1%	4	2.1%	2	1.0%	1	4.1%	3	4.4%	1	0.0%	0	2.2%	2
Once a week	11.0%	305	5.5%	3	13.3%	11	13.0%	8	11.6%	3	5.5%	4	12.8%	12	7.1%	5	9.6%	10	19.2%	11	18.6%	13	20.9%	4	13.4%	6	10.8%	12
Once every two weeks	12.7%	352	9.9%	6	8.9%	7	3.3%	2	16.8%	5	12.1%	10	8.5%	8	11.2%	8	14.9%	15	18.2%	10	15.5%	11	19.8%	4	12.4%	5	16.1%	17
Once a month	25.8%	718	23.1%	14	26.7%	22	29.3%	18	27.4%	8	39.6%	31	19.1%	18	22.4%	16	34.0%	35	23.2%	13	29.9%	21	22.0%	4	26.8%	12	24.7%	27
Once every 2 - 3 months	23.9%	663	26.4%	16	18.9%	16	19.6%	12	17.9%	5	22.0%	17	26.6%	25	24.5%	17	18.1%	18	24.2%	14	14.4%	10	16.5%	3	15.5%	7	25.8%	28
Twice a year	11.3%	315	18.7%	11	13.3%	11	17.4%	10	10.5%	3	5.5%	4	12.8%	12	8.2%	6	16.0%	16	6.1%	3	8.2%	6	5.5%	1	14.4%	6	10.8%	12
Less often	8.6%	239	7.7%	5	8.9%	7	7.6%	5	11.6%	3	13.2%	10	17.0%	16	13.3%	9	5.3%	5	5.1%	3	8.2%	6	6.6%	1	13.4%	6	7.5%	8
Weighted base:	2778	59		84		60		30		79		96		70		102		56		69		20		44		108		
Sample:	2791	91		90		92		95		91		94		98		94		99		97		91		97		93		

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Q17 Where did you or your family purchase clothes or shoes the time BEFORE last?																
<i>Those who do clothes and shoes shopping at Q12</i>																
Brent Cross	2.4%	67	1.1%	1	0.0%	0	2.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	2
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Road, Brent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	4.4%	123	0.0%	0	1.1%	1	0.0%	0	9.5%	3	0.0%	0	0.0%	0	4.1%	2
East Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.3%	9	0.0%	0	0.0%	0	2.2%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.9%	26	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.3%	3	1.1%	1	1.0%	0
Askew Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edward Woods Estate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldhawk Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Hammersmith & Fulham																												
Other - Hammersmith	0.7%	21	0.0%	0	0.0%	0	1.1%	1	0.0%	0	5.5%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West,	1.1%	31	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																												
Munster Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																												
North End Road,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																												
Parsons Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																												
Uxbridge Road East,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																												
Uxbridge Road West,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham																												
Wandsworth Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North, Hammersmith & Fulham																												
Wandsworth Bridge Road	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South, Hammersmith & Fulham																												
Westfield	3.6%	100	0.0%	0	1.1%	1	0.0%	0	6.3%	2	6.6%	5	1.1%	1	3.1%	2	1.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	5.4%	6
White City Media Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.8%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	3.2%	3
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	4	5.4%	6
Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	2.0%	55	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	5	22.6%	24
Yiewsley / West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.5%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	0	9.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Cranford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.4%	11	8.8%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.1%	2	3.3%	1	0.0%	0	0.0%	0
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	3.4%	95	16.5%	10	23.3%	20	6.5%	4	14.7%	4	3.3%	3	0.0%	0	2.0%	1	2.1%	2	1.0%	1	3.1%	2	8.8%	2	4.1%	2	3.2%	3
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Kensington High Street, Kensington & Chelsea	3.0%	84	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	2	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.2%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Kingston-Upon-Thames	5.6%	155	11.0%	7	14.4%	12	8.7%	5	8.4%	3	6.6%	5	14.9%	14	12.2%	9	26.6%	27	24.2%	14	19.6%	14	4.4%	1	3.1%	1	2.2%	2
Richmond	2.1%	58	0.0%	0	1.1%	1	7.6%	5	3.2%	1	4.4%	3	6.4%	6	15.3%	11	19.1%	20	7.1%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside, Thurrock	0.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Putney	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.7%	159	1.1%	1	0.0%	0	1.1%	1	1.1%	0	5.5%	4	5.3%	5	9.2%	6	3.2%	3	4.0%	2	1.0%	1	1.1%	0	2.1%	1	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	1.1%	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	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park (Halfords, Harveys, Courts)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.5%	42	0.0%	0	4.4%	4	4.3%	3	3.2%	1	11.0%	9	7.4%	7	6.1%	4	5.3%	5	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olympic Retail Park (MFI, Harveys, Comet, Dreams, Halfords, Sleepmasters)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)																												
Staples Corner Retail Park (Brent Cross)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, Edmonton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 51 Townsmead Road, Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Tesco, Faggs Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.0%	84	1.1%	1	5.6%	5	4.3%	3	2.1%	1	3.3%	3	2.1%	2	8.2%	6	3.2%	3	4.0%	2	1.0%	1	4.4%	1	5.2%	2	2.2%	2
Abroad	1.4%	40	2.2%	1	1.1%	1	1.1%	1	1.1%	0	2.2%	2	2.1%	2	3.1%	2	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.8%	79	6.6%	4	3.3%	3	3.3%	2	2.1%	1	2.2%	2	3.2%	3	1.0%	1	2.1%	2	3.0%	2	2.1%	1	2.2%	0	1.0%	0	4.3%	5
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.5%	13	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlsfield (Zone 18, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Homebase, The Causeway, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew (Zone 19, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Maldon (Kingston Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Osterley (Zone 14/15, Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 13 (Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 17 (Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 18 (Wandsworth)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 18/19 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 19 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 20 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 21 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 23 (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 26 (Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 27 (Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 29 (Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 3 (Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 3/4 (Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 30 (Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 4 (Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading (Reading)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%
Shepperton (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	2.2%	0	1.0%	0	2.2%
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines (Spelthorne)	1.9%	52	17.6%	10	2.2%	2	1.1%	1	1.1%	0	0.0%	0	1.1%	1	0.0%	0	1.1%	1	5.1%	3	24.7%	17	19.8%	4	2.1%	1	1.1%
Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sunbury (Spelthorne)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	1.1%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
Westway Retail Park (Zone 7, Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.1%	4	1.1%	1	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.1%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.9%	246	6.6%	4	13.3%	11	9.8%	6	10.5%	3	6.6%	5	4.3%	4	8.2%	6	6.4%	7	9.1%	5	11.3%	8	11.0%	2	8.2%	4	4.3%	5
(Don't do this type of shopping)	31.7%	881	23.1%	14	25.6%	21	34.8%	21	28.4%	9	24.2%	19	30.9%	30	24.5%	17	22.3%	23	31.3%	17	25.8%	18	39.6%	8	44.3%	19	32.3%	35
Weighted base:	2778			59		84		60		30		79		96		70		102		56		69		20		44		108
Sample:	2791			91		90		92		95		91		94		98		94		99		97		91		97		93

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Q18 Apart from Christmas shopping, where did you or your family last purchase furniture, carpets, or soft household furnishings ?																												
Brent Cross	2.0%	61	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Harlesden	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wembley	1.9%	57	1.0%	1	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	2.1%	0	0.0%	0	2.0%	2
Wembley Park	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	1	0.0%	0	0.0%	0	1.0%	1
Willesden Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ealing	2.2%	67	1.0%	1	2.0%	2	0.0%	0	4.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldhawk Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	16	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Harrow	0.4%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Hayes	2.1%	62	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	30
Ruislip	2.8%	85	2.0%	1	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	3
Uxbridge	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Yiewsley / West Drayton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Bedfont	0.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.5%	15	0.0%	0	2.0%	2	2.0%	1	13.0%	4	2.0%	2	0.0%	0	1.0%	0
Chiswick	0.7%	21	0.0%	0	0.0%	0	2.0%	1	5.0%	2	5.0%	4	1.0%	1	0.0%	0
Feltham	1.0%	29	18.0%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Hanworth	0.2%	5	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Hounslow	1.6%	48	2.0%	1	8.0%	7	12.0%	8	6.0%	2	1.0%	1	0.0%	0	2.0%	1
Isleworth	0.2%	5	1.0%	1	0.0%	0	3.0%	2	1.0%	0	0.0%	0	0.0%	0	1.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	2.6%	78	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.0%	5	2.9%	3	1.0%	1
Knightsbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	4.1%	124	4.0%	3	7.0%	7	8.0%	5	4.0%	1	5.0%	4	12.7%	13	8.9%	1
Richmond	0.9%	26	0.0%	0	1.0%	1	2.0%	1	0.0%	0	3.0%	3	1.0%	1	11.9%	0
East Sheen	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	5.9%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	0
Whitton	0.4%	11	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	3.9%	0
Twickenham	0.5%	15	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lakeside, Thurrock	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9	2.0%	1	0.0%	0
Clapham Junction	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Balham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.7%	112	0.0%	0	1.0%	1	0.0%	0	2.0%	1	7.0%	6	5.9%	6	2.0%	0
Queensway / Wesbtourne Grove, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	1.0%	1	0.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2	0.0%	0	1.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Olympic Retail Park (MFI,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Harveys, Comet, Dreams, Halfords, Sleepmasters)															
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.2%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
B&Q, Glencoe Road, Yeading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Currys, 971 Great West Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Manor Road, Richmond	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Homebase, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Twickenham Road, Feltham	0.2%	5	3.0%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Homebase, Western Circus, Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Ikea, Croydon	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.9%	4	1.0%
Ikea, Glover Drive, Edmonton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ikea, Wembley	4.5%	135	5.0%	3	4.0%	4	4.0%	3	4.0%	1	6.0%	5	2.9%	3	3.0%
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	5.7%	172	4.0%	3	6.0%	6	9.0%	6	9.0%	3	7.0%	6	5.9%	6	9.9%
Abroad	0.4%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%
Car boot sale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	2.2%	67	4.0%	3	0.0%	0	4.0%	3	3.0%	1	1.0%	1	2.9%	3	2.0%
2 Rivers Retail Park, Staines (Spelthorne)	0.1%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.9%
Ashford (Zone 22, Spelthorne)	0.5%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	17.3%
B&Q, Smuggler's Way, Wandsworth (Zone 30,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Wandsworth)															
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Battersea (Zone 30, Wandsworth)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Camberley (Surrey Heath)	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelsea (Zone 29, Kensington & Chelsea)	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Focus, West Street, Sittingbourne (Swale)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hampton (Zone 21, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe (Wycombe)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew (Zone 19, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
New Maldon (Kingston Upon Thames)	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading (Reading)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Slough (Slough)	0.5%	16	3.0%	2	3.0%	3	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
St Margarets (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%
Staines (Spelthorne)	1.3%	40	4.0%	3	4.0%	4	0.0%	0	1.0%	0	0.0%	0	1.0%	1	2.0%
Sunbury (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton-On-Thames (Elmbridge)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%
Wandsworth (Zone 30, Wandsworth)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Watford (Watford)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon (Merton)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
(Don't know / can't remember)	12.9%	388	7.0%	5	13.0%	12	18.0%	12	12.0%	4	12.0%	10	9.8%	10	7.9%
(Don't do this type of shopping)	28.8%	868	32.0%	21	40.0%	37	24.0%	16	18.0%	6	31.0%	27	28.4%	30	31.7%
Weighted base:	3014		65		93		66		32		87		104		72
Sample:	3014		100		100		100		100		100		102		101

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Q19 And the time before that, where did you or your family purchase furniture, carpets, or soft household furnishings ?																												
<i>Those who shop for furniture, carpets or soft furnishings at Q18</i>																												
Brent Cross	1.7%	31	0.0%	0	2.1%	1	1.7%	1	1.4%	0	1.8%	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
Harlesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.2%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.1%	19	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.0%	18	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	7	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Shepherds Bush	0.5%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.6%	10	0.0%	0	2.1%	1	0.0%	0	1.4%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	21.0%	15
Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.1%	18	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	1.6%	1
Uxbridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	3.2%	2
Yiewsley / West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.4%	7	1.6%	1	0.0%	0	0.0%	0	1.4%	0	1.8%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.4%	8	0.0%	0	0.0%	0	5.2%	2	2.9%	1	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	9	6.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Hounslow	1.6%	28	8.2%	3	12.8%	6	12.1%	5	11.4%	3	1.8%	1	1.6%	1	1.6%	1	1.5%	1	2.8%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	0.7%	12	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
King's Road East, Kensington & Chelsea	1.5%	27	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.9%	50	3.3%	1	6.4%	3	8.6%	3	0.0%	0	3.5%	2	7.9%	5	8.2%	4	15.2%	11	12.5%	5	9.3%	5	1.4%	0	3.3%	1	0.0%	0
Richmond	0.7%	13	0.0%	0	0.0%	0	3.4%	1	1.4%	0	3.5%	2	4.8%	3	3.3%	1	4.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.2%	3	1.6%	1	2.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.2%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.6%	45	0.0%	0	0.0%	0	1.7%	1	0.0%	0	3.5%	2	4.8%	3	3.3%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	5	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.1%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.1%	2	0.0%	0	0.0%	0	1.7%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.2%	4	1.6%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Homebase, Western Circus, Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Ikea, Glover Drive, Edmonton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	3.1%	54	1.6%	1	4.3%	2	1.7%	1	1.4%	0	7.0%	3	4.8%	3
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	4.0%	70	3.3%	1	8.5%	4	1.7%	1	5.7%	1	5.3%	3	1.6%	1
Abroad	0.4%	8	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	27	6.6%	3	0.0%	0	3.4%	1	0.0%	0	1.8%	1	0.0%	0
Ashford (Zone 22, Spelthorne)	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Battersea (Zone 30, Wandsworth)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.1%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
New Maldon (Kingston Upon Thames)	0.2%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.3%	1
Slough (Slough)	0.5%	9	9.8%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Staines (Spelthorne)	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Walton-On-Thames (Elmbridge)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.4%	1
Wandsworth (Zone 30, Wandsworth)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Watford (Watford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	1
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	18.4%	323	11.5%	5	21.3%	9	20.7%	8	21.4%	5	24.6%	12	12.7%	8
(Don't do this type of shopping)	40.7%	716	32.8%	13	23.4%	10	31.0%	12	38.6%	9	24.6%	12	39.7%	25
Weighted base:	1758		40		44		38		22		49		64	
Sample:	1789		61		47		58		70		57		63	

West London Retail Study
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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Q20 Apart from Christmas shopping, where did you or your family last purchase DIY, decorating goods or gardening items ?																
Brent Cross	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Willesden Green	1.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	2.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Ealing	1.6%	49	0.0%	0	0.0%	0	1.0%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0
East Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.4%	13	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.5%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1
King Street West, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	6	0.0%	0	0.0%	0
Westfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Wealdstone	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Eastcote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	3.0%	91	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Ruislip	2.7%	81	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Uxbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Brentford	0.9%	26	0.0%	0	6.0%	6	4.0%	3	16.0%	5	7.0%	6	0.0%	0	0.0%	0
Chiswick	1.3%	40	0.0%	0	1.0%	1	4.0%	3	7.0%	2	21.0%	18	0.0%	0	0.0%	0
Cranford	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Feltham	0.5%	14	6.0%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	1.9%	1
Hanworth	1.4%	43	16.0%	10	4.0%	4	0.0%	0	0.0%	0	0.0%	0	6.9%	8	10.0%	6
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.1%	33	0.0%	0	11.0%	10	6.0%	4	1.0%	0	0.0%	0	0.0%	0	1.0%	0
Isleworth	0.9%	27	1.0%	1	2.0%	2	13.0%	9	3.0%	1	1.0%	1	0.0%	0	2.9%	3
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.2%	7	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Richmond	0.9%	27	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	4.9%	5	21.8%	16
East Sheen	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	11	0.0%	0	0.0%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.9%	3
Whitton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Twickenham	1.5%	46	0.0%	0	3.0%	3	2.0%	1	0.0%	0	0.0%	0	2.0%	2	4.0%	3
Putney	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0
Clapham Junction	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.5%	15	6.0%	4	5.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	1.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords,	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Sports Direct)															
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staples Corner Retail Park (Brent Cross)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	3.8%	116	1.0%	1	3.0%	3	13.0%	9	22.0%	7	34.0%	29	4.9%	5	3.0%
B&Q, Glencoe Road, Yeading	4.7%	141	1.0%	1	7.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys, 971 Great West Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Manor Road, Richmond	2.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	14.7%	15	44.6%
Homebase, Syon Lane, Isleworth	2.1%	64	0.0%	0	12.0%	11	24.0%	16	14.0%	4	3.0%	3	1.0%	1	1.0%
Homebase, Twickenham Road, Feltham	2.6%	78	29.0%	19	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%
Homebase, Western Circus, Acton	2.4%	73	1.0%	1	0.0%	0	0.0%	0	1.0%	0	2.0%	2	0.0%	0	0.0%
Ikea, Croydon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ikea, Wembley	0.2%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Wickes, South Ealing Road	1.0%	31	0.0%	0	2.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
Internet / delivered	0.5%	16	1.0%	1	1.0%	1	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%
Abroad	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	1.5%	44	2.0%	1	0.0%	0	0.0%	0	1.0%	0	1.0%	1	3.0%	2	0.0%
Ashford (Zone 22, Spelthorne)	1.0%	31	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%
B&Q, Smuggler's Way, Wandsworth (Zone 30,	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Wandsworth)															
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Battersea (Zone 30, Wandsworth)	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus, West Street, Sittingbourne (Swale)	0.6%	18	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	11	21.1%
Hampton (Zone 21, Richmond Upon Thames)	0.3%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%
Homebase, The Causeway, Staines (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	2.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Maldon (Kingston Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%
Osterley (Zone 14/15, Hounslow)	0.3%	8	0.0%	0	1.0%	1	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.0%	1	0.0%
Other, Zone 28 (Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepperton (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.1%
Slough (Slough)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.2%
Staines (Spelthorne)	0.4%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	9.6%
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%
Walton-On-Thames (Elmbridge)	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Wandsworth (Zone 30, Wandsworth)	2.5%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
(Don't know / can't remember)	7.2%	217	7.0%	5	4.0%	4	4.0%	3	5.0%	2	3.0%	3	1.0%	1	4.0%	3	9.8%	11	5.0%	3	4.8%	4	4.2%	1	12.0%	5	11.0%	13
(Don't do this type of shopping)	22.8%	686	22.0%	14	30.0%	28	13.0%	9	19.0%	6	20.0%	17	23.5%	24	13.9%	10	11.8%	13	15.0%	8	18.3%	14	12.6%	3	17.0%	8	18.0%	21
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25
Q21 And the time before that, where did you or your family purchase DIY, decorating goods or gardening items?																											
<i>Those who do DIY , decorating or gardening shopping at Q20</i>																											
Brent Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Neasden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wembley	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willesden Green	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Acton	1.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ealing	1.0%	21	1.4%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenford	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanwell	0.7%	14	0.0%	0	3.0%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park Royal	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southall	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	2.8%	1	0.0%
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepherds Bush	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dawes Road, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Fulham	0.2%	5	0.0%	0	1.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham Palace Road, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Hammersmith	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
King Street West, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North End Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Other - Harrow	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
North Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
South Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stanmore	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Wealdstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eastcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hayes	1.7%	35	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	3	18.3%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Ruislip	0.6%	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	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Uxbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Yiewsley / West Drayton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	2.8%	2
Bedfont	0.0%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	1.0%	20	0.0%	0	3.0%	2	1.2%	1	6.6%	2	1.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.0%	21	0.0%	0	1.5%	1	2.4%	1	1.3%	0	10.4%	7	1.3%	1	1.2%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Feltham	0.3%	6	1.4%	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	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Hanworth	1.0%	22	11.3%	5	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	5.0%	2	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.5%	12	0.0%	0	4.5%	3	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Isleworth	0.4%	8	0.0%	0	1.5%	1	4.8%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.6%	2	4.8%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.2%	25	1.4%	1	3.0%	2	1.2%	1	0.0%	0	0.0%	0	5.2%	4	2.4%	1	12.5%	11	7.5%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Putney	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Westbourne Grove, Westminster	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.3%	5	1.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	1.5%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.8%	2
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	2.6%	56	0.0%	0	3.0%	2	10.8%	6	9.2%	2	27.3%	18	1.3%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	1.3%	28	2.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	7.0%	2	9.9%	8
Currys, 971 Great West Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	3.9%	3	15.7%	9	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Homebase, Syon Lane, Isleworth	1.4%	30	0.0%	0	9.1%	6	13.3%	7	6.6%	2	2.6%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.8%	18	7.0%	3	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	13.7%	6	1.3%	1	2.5%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Wickes, South Ealing Road	1.0%	21	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.5%	12	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Abroad	0.2%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other	1.1%	23	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	2.5%	1	6.3%	1	2.8%	1	0.0%	0
Ashford (Zone 22, Spelthorne)	0.8%	17	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	16.3%	9	12.7%	2	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.2%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	1	3.8%	2	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.1%	1	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.2%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Osterley (Zone 14/15, Hounslow)	0.3%	6	0.0%	0	3.0%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 19 (Richmond Upon Thames)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 28 (Kensington & Chelsea)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepperton (Spelthorne)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	5.1%	1	0.0%	0	0.0%
Staines (Spelthorne)	0.5%	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	13.8%	8	11.4%	2	0.0%	0	0.0%
Sunbury (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Walton-On-Thames (Elmbridge)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	0	0.0%	0	0.0%
Wandsworth (Zone 30, Wandsworth)	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Watford (Watford)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimbledon (Merton)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Yeading (Zone 25, Hillingdon / Ealing)	0.3%	6	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.4%
(Don't know / can't remember)	10.8%	228	9.9%	5	13.6%	8	19.3%	10	7.9%	2	7.8%	5	6.5%	5	6.0%	4	10.0%	9	8.8%	4	12.5%	7	8.9%	2	12.7%	4	15.5%
(Don't do this type of shopping)	50.5%	1066	53.5%	25	30.3%	19	43.4%	24	52.6%	13	41.6%	28	62.3%	49	54.2%	32	50.0%	43	40.0%	18	32.5%	19	35.4%	6	54.9%	18	40.8%
Weighted base:	2110			46		62		54		24		67		78		60		87		45		57		18		32	
Sample:	2147			71		66		83		76		77		77		83		80		80		80		79		71	

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25											
Q22 Apart from Christmas shopping, where did you or your family last purchase electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?																										
Brent Cross	2.2%	67	0.0%	0	1.0%	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	1.0%	0	1.0%	1
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Neasden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.5%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1
Ealing	3.1%	93	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Greenford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.7%	21	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1
Sudbury Hill	0.2%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.1%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	1.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Harrow	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Eastcote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	3.7%	113	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ruislip	1.8%	54	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Uxbridge	0.4%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Yiewsley / West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.9%	27	1.0%	1	1.0%	1	3.0%	2	16.0%	5	5.0%	4	0.0%	0	1.0%	0
Chiswick	0.8%	26	0.0%	0	1.0%	1	0.0%	0	3.0%	1	14.0%	12	0.0%	0	0.0%	0
Feltham	0.6%	19	13.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1
Hanworth	0.9%	28	16.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	8.0%	5
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.7%	52	5.0%	3	13.0%	12	10.0%	7	6.0%	2	1.0%	1	1.0%	1	0.0%	0
Isleworth	0.8%	25	2.0%	1	5.0%	5	8.0%	5	3.0%	1	2.0%	2	0.0%	0	4.9%	5
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	3.0%	91	0.0%	0	0.0%	0	0.0%	0	1.0%	0	6.0%	5	2.9%	3	1.0%	1
Knightsbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	4.0%	119	5.0%	3	6.0%	6	6.0%	4	3.0%	1	7.0%	6	14.7%	15	8.9%	6
Richmond	1.4%	41	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	9.8%	10	30.7%	22
East Sheen	0.5%	15	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	7.8%	8	7.9%	6
Teddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.4%	13	0.0%	0	2.0%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	6.9%	8
Twickenham	0.5%	16	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Putney	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	12	0.0%	0
Clapham Junction	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Central London / West End	4.4%	131	0.0%	0	2.0%	2	0.0%	0	1.0%	0	9.0%	8	2.9%	3	4.0%	3
Queensway / Wesbtourne Grove, Westminster	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.6%	18	6.0%	4	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.5%	14	0.0%	0	2.0%	2	0.0%	0	7.0%	2	1.0%	1	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.5%	15	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.7%	22	3.0%	2	2.0%	2	11.0%	7	3.0%	1	0.0%	0	0.0%	0	1.0%	1
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Currys, 971 Great West Road	1.6%	47	1.0%	1	3.0%	3	8.0%	5	8.0%	3	6.0%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.1%	0	0.0%	0	1.0%	1
Currys, Hospital Road, Hounslow	0.5%	16	2.0%	1	6.0%	6	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.1%	2	1.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.1%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.2%	6	0.0%	0	1.0%	1	2.0%	1	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.1%	4	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Greenford																												
Wickes, South Ealing Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	13.4%	405	11.0%	7	16.0%	15	17.0%	11	13.0%	4	15.0%	13	12.7%	13	15.8%	11	18.6%	21	16.0%	9	11.5%	9	16.8%	4	10.0%	5	7.0%	8
Abroad	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	39	2.0%	1	0.0%	0	2.0%	0	1.0%	0	2.0%	2	0.0%	0	2.0%	1	0.0%	0	4.0%	2	1.9%	1	2.1%	0	1.0%	0	2.0%	2
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.4%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	10	9.5%	2	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	12.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.4%	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	0.0%	0	0.0%	0	1.0%	0	3.0%	3
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, The Causeway, Staines (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.3%	8	0.0%	0	1.0%	1	3.0%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18/19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	5.3%	1	0.0%	0	0.0%	0
Staines (Spelthorne)	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	18.3%	14	27.4%	6	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.2%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	4.2%	1	0.0%	0	0.0%	0
Tesco Extra, Staines Road	0.1%	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	1.0%	1	2.9%	2	1.1%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
West, Sunbury (Zone 22, Spelthorne)														
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeadon (Zone 25, Hillingdon / Ealing)	0.7%	22	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	3
(Don't know / can't remember)	7.6%	229	5.0%	3	4.0%	4	7.0%	5	7.0%	2	6.0%	5	5.9%	6
(Don't do this type of shopping)	16.6%	500	16.0%	10	22.0%	21	12.0%	8	11.0%	3	9.0%	8	9.8%	10
Weighted base:	3014	65	93	66	32	87	104	72	111	56	74	21	45	116
Sample:	3014	100	100	100	100	100	102	101	102	100	104	95	100	100

West London Retail Study
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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25											
Q23 And the time before that, where did you or your family purchase electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?																										
<i>Those who shop for electrical goods at Q22</i>																										
Brent Cross	1.1%	26	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	1
Harlesden	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.5%	35	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.2%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.5%	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	0.0%	0	0.0%	0	1.3%	1
North Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	12.7%	5	28.2%	25
Ruislip	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	1
Uxbridge	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.3%	1
Brentford	0.4%	9	0.0%	0	2.7%	2	0.0%	0	3.7%	1	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.4%	9	0.0%	0	0.0%	0	1.2%	1	2.4%	1	7.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.4%	10	12.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.5%	13	11.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.4%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.3%	30	5.1%	3	14.9%	10	6.2%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.4%	1	1.2%	0	0.0%	0
Isleworth	0.5%	11	0.0%	0	4.1%	3	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Kensington High Street, Kensington & Chelsea	1.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.5%	56	1.3%	1	1.4%	1	2.5%	1	4.9%	1	0.0%	0	8.1%	7	12.2%	7	15.7%	14	20.5%	10	1.2%	1	0.0%	0	1.3%	0	1.3%	1
Richmond	0.7%	16	0.0%	0	0.0%	0	3.7%	2	2.4%	1	0.0%	0	2.3%	2	14.6%	9	1.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	4.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	8.4%	8	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.2%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	1	0.0%	0	1.3%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	4.1%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park (Halfords, Harveys, Courts)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	5.1%	5
Hurlingham Retail Park (Currys, PC World)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.2%	4	0.0%	0	1.4%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Currys, 971 Great West Road	0.9%	20	0.0%	0	0.0%	0	1.2%	1	1.2%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Currys, Hospital Road, Hounslow	0.4%	8	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road,	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Richmond															
Homebase, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Western Circus, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ikea, Wembley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
PC World, West Cross Way, Great West Road, Brentford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.2%	5	0.0%	0	2.7%	2	1.2%	1	2.4%	1	1.2%	1	0.0%	0	0.0%
Tesco, Faggs Road, Feltham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	6.6%	151	5.1%	3	10.8%	7	8.6%	5	9.8%	3	11.8%	9	3.5%	3	7.3%
Abroad	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	1.0%	22	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	2.3%	2	0.0%
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alperton (Zone 27, Brent)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%
Ashford (Zone 22, Spelthorne)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelsea (Zone 29, Kensington & Chelsea)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Earls Court (Zone 29, Kensington & Chelsea)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hampton (Zone 21, Richmond Upon Thames)	0.1%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
High Wycombe (Wycombe)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Osterley (Zone 14/15, Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.4%	0	1.3%	0	0.0%	0
Staines (Spelthorne)	0.5%	11	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	12.0%	7	10.8%	2	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.2%	5	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.3%	0	0.0%	0
(Don't know / can't remember)	15.8%	361	13.9%	7	20.3%	14	13.6%	7	8.5%	2	22.4%	16	16.3%	14	11.0%	6	15.7%	14	10.8%	5	8.4%	5	18.1%	3	13.9%	5	17.9%	16
(Don't do this type of shopping)	44.5%	1016	44.3%	23	31.1%	21	50.6%	27	58.5%	15	29.4%	22	50.0%	44	43.9%	26	39.8%	36	45.8%	21	33.7%	20	41.0%	8	51.9%	19	32.1%	29
Weighted base:		2284		52		69		53		26		74		88		59		90		47		59		19		36		90
Sample:		2317		79		74		81		82		85		86		82		83		83		83		83		79		78

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Q24 Apart from Christmas shopping, where did you or your family last purchase health, beauty or chemist items?																
Brent Cross	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Road, Brent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	2.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bluewater	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Acton	1.7%	52	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	0
Ealing	7.1%	214	0.0%	0	0.0%	0	0.0%	0	14.0%	4	0.0%	0	1.0%	0	2.0%	2
East Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	2.6%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.3%	10	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sudbury Hill	0.3%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	0
West Way Cross	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.6%	48	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	2.9%	88	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	3.9%	4	0.0%	0
North End Road, Hammersmith & Fulham	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25											
Wandsworth Bridge Road North, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.4%	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	0.0%	0	0.0%	0	0.0%	0
Westfield	1.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other - Harrow	1.6%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Eastcote	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	3.6%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.0%	19	53.0%	61
Ruislip	1.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Uxbridge	1.3%	40	0.0%	0	1.0%	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	1.1%	0	15.0%	7
Bedfont	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.3%	9	0.0%	0	0.0%	0	1.0%	1	25.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	2.9%	86	0.0%	0	0.0%	0	1.0%	1	15.0%	5	80.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	2.2%	67	53.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	2.1%	0	0.0%	0	0.0%	0
Hanworth	0.2%	7	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.1%	4	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	4.6%	138	9.0%	6	58.0%	54	25.0%	16	10.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.0%	1	0.0%	0
Hounslow West	0.2%	5	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.4%	13	0.0%	0	1.0%	1	15.0%	10	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	4.5%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.3%	38	2.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.9%	5	3.0%	2	7.8%	9	20.0%	11	3.8%	3	2.1%	0	0.0%	0
Richmond	2.1%	62	0.0%	0	0.0%	0	6.0%	4	2.0%	1	1.0%	1	2.9%	3	52.5%	38	12.7%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	1
East Sheen	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.6%	20	13.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	8.0%	5	0.0%	0	0.0%	0	0.0%	0
Whitton	0.8%	24	2.0%	1	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	18	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.7%	52	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	41.2%	46	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Putney	2.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	35	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	2.2%	67	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.6%	77	0.0%	0	3.0%	3	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1
Queensway / Westbourne Grove, Westminster	1.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Westminster																												
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hurlingham Retail Park (Currys, PC World)	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.5%	15	0.0%	0	1.0%	1	3.0%	2	1.0%	0	3.0%	3	2.0%	2	8.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olympic Retail Park (MFI, Harveys, Comet, Dreams, Halfords, Sleepmasters)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.2%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.4%	11	0.0%	0	3.0%	3	7.0%	5	1.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.5%	16	0.0%	0	5.0%	5	6.0%	4	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.3%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.7%	52	2.0%	1	2.0%	2	2.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	2.0%	1	1.0%	1	0.0%	0	4.0%	2	3.0%	3
Abroad	0.3%	10	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	44	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1	2.1%	0	0.0%	0	0.0%	0
2 Rivers Retail Park, Staines (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.2%	33	14.7%	3	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlsfield (Zone 18, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.6%	18	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	3	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Harlington (Zone 24, Hillingdon)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Heathrow (Zone 23, Hillingdon)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew (Zone 19, Richmond Upon Thames)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Osterley (Zone 14/15, Hounslow)	0.3%	9	0.0%	0	2.0%	2	2.0%	1	7.0%	2	0.0%	0	0.0%	0	0.0%
Other, Zone 17 (Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 18 (Wandsworth)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	1.0%	1	0.0%
Other, Zone 20 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Other, Zone 23 (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 26 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 27 (Brent)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 28 (Kensington & Chelsea)	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 29 (Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 3 (Brent)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 30 (Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 4 (Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading (Reading)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines (Spelthorne)	1.1%	34	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%
Stanwell (Zone 23, Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%
Sunbury (Spelthorne)	0.3%	10	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	6.7%
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.9%
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
Wandsworth (Zone 30, Wandsworth)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%
Watford (Watford)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westway Retail Park (Zone 7, Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't know / can't remember)	3.8%	113	2.0%	1	2.0%	2	2.0%	1	4.0%	1	4.0%	3	2.9%	3	0.0%	0	2.9%	3	3.0%	2	2.9%	2	1.1%	0	5.0%	2	4.0%	5
(Don't do this type of shopping)	9.6%	289	13.0%	8	11.0%	10	22.0%	14	8.0%	3	5.0%	4	3.9%	4	5.0%	4	6.9%	8	10.0%	6	8.7%	6	4.2%	1	11.0%	5	11.0%	13
Weighted base:	3014		65		93		66		32		87		104		72		111		56		74		21		45		110	
Sample:	3014		100		100		100		100		100		102		101		102		100		104		95		100		100	

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Q25 And the time before that, where did you or your family purchase health, beauty or chemist items?															
<i>Those who buy health, beauty or chemist goods at Q24</i>															
Brent Cross	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wembley	0.8%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Acton	0.4%	10	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.2%
Ealing	2.6%	68	0.0%	0	0.0%	0	1.3%	1	5.7%	2	0.0%	0	0.0%	0	4.7%
East Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenford	1.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Northolt	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Park Royal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Perivale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southall	0.4%	10	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%
Sudbury Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
West Way Cross	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepherds Bush	0.3%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bloemfontein Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blythe Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Fulham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham Palace Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Hammersmith	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
King Street West, Hammersmith & Fulham	1.0%	26	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%
North End Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wandsworth Bridge Road North, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wandworth Bridge Road South, Hammersmith &	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25													
Fulham																												
Westfield	1.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White City Media Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	25.9%	25		
Ruislip	0.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	2	10.6%	10
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.5%	38	0.0%	0	0.0%	0	0.0%	0	2.3%	1	31.9%	25	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.6%	15	12.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	1	1.1%	0	0.0%	0	1.2%	1		
Hanworth	0.1%	3	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	2.4%	64	8.2%	5	29.9%	24	17.1%	9	8.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	0	3.6%	1	0.0%	0
Isleworth	0.1%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.9%	50	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
King's Road East, Kensington & Chelsea	0.9%	23	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.2%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.5%	40	4.7%	3	0.0%	0	3.9%	2	1.1%	0	3.3%	3	5.3%	5	2.1%	1	4.3%	4	14.9%	7	4.3%	3	2.2%	0	0.0%	0	0.0%	0
Richmond	1.2%	32	0.0%	0	0.0%	0	7.9%	4	1.1%	0	1.1%	1	4.2%	4	17.7%	12	7.6%	8	4.6%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.4%	10	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.7%	19	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	17.4%	17	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Balham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.1%	55	0.0%	0	0.0%	0	0.0%	0	3.4%	1	3.3%	3	1.1%	1	1.0%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	0	0.0%	0	1.2%	1
Queensway / Wesbtourne Grove, Westminster	0.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.5%	13	0.0%	0	0.0%	0	3.9%	2	3.4%	1	1.1%	1	0.0%	0	9.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.2%	5	0.0%	0	1.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.5%	12	0.0%	0	3.4%	3	6.6%	3	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.8%	21	3.5%	2	0.0%	0	1.3%	1	1.1%	0	1.1%	1	1.1%	1	1.0%	1	1.1%	1	0.0%	0	1.1%	1	1.1%	0	0.0%	0	4.7%	5
Abroad	0.4%	11	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.1%	1	2.2%	1	1.1%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.5%	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	15.2%	10	10.0%	2	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.2%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Kew (Zone 19, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
& Chelsea)														
Slough (Slough)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.0%	25	3.5%	2	0.0%	0	1.3%	1	1.1%	0	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.3%	9	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeadon (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.4%	142	3.5%	2	6.9%	6	7.9%	4	4.5%	1	4.4%	3	5.3%	5
(Don't do this type of shopping)	55.5%	1450	54.1%	30	49.4%	40	36.8%	18	55.7%	15	46.2%	36	64.2%	62
Weighted base:	2612		56		81		50		28		79		97	
Sample:	2623		85		87		76		88		91		95	

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Q26 Apart from Christmas shopping, where did you or your family last purchase recreational goods such as sports equipment, bicycles, musical instruments or toys?																
Brent Cross	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.3%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0
Ealing	2.8%	85	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	2
Greenford	0.8%	25	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	13	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	1
Sudbury Hill	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
West Way Cross	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dawes Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.2%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	16	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Munster Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	1
Other - Harrow	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	2.6%	78	1.0%	1	2.0%	2	0.0%	0	3.0%	1	1.0%	1	0.0%	0	1.0%	31

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25											
Ruislip	0.5%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.7%	22	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	3.0%	1	6.0%	7
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	5	0.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.8%	25	0.0%	0	0.0%	0	1.0%	1	2.0%	1	17.0%	15	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Feltham	0.8%	23	19.0%	12	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.0%	1	2.1%	0	0.0%	0	0.0%	0
Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.8%	54	7.0%	5	14.0%	13	8.0%	5	2.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Isleworth	0.5%	15	2.0%	1	0.0%	0	6.0%	4	5.0%	2	2.0%	2	0.0%	0	0.0%	0	2.9%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.9%	58	3.0%	2	1.0%	1	5.0%	3	0.0%	0	2.0%	2	2.0%	2	10.9%	8	7.8%	9	25.0%	14	0.0%	0	1.1%	0	0.0%	0
Richmond	0.5%	16	0.0%	0	0.0%	0	3.0%	2	2.0%	1	0.0%	0	1.0%	1	8.9%	6	3.9%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1
East Sheen	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.3%	8	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Whitton	0.2%	5	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.7%	21	1.0%	1	0.0%	0	2.0%	1	1.0%	0	0.0%	0	1.0%	1	2.0%	1	11.8%	13	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Putney	1.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	2.5%	74	0.0%	0	1.0%	1	1.0%	1	3.0%	1	9.0%	8	2.9%	3	5.0%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.1%	4	1.0%	1	0.0%	0	2.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.2%	7	0.0%	0	2.0%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Currys, Hospital Road, Hounslow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Hospital Road, Hounslow	0.1%	4	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.1%	4	0.0%	0	0.0%	0	2.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.7%	231	7.0%	5	8.0%	7	9.0%	6	4.0%	1	6.0%	5	9.8%	10	11.9%	9	4.9%	5	7.0%	4	3.8%	3	2.1%	0	8.0%	4	3.0%	3
Abroad	0.4%	12	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	5.9%	6	2.0%	1	1.0%	1	2.0%	1	2.9%	2	3.2%	1	2.0%	1	1.0%	1
Alperton (Zone 27, Brent)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	5.3%	1	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kew (Zone 19, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Staines (Spelthorne)	1.3%	38	1.0%	1	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	32.7%	24	30.5%	6	0.0%	0	1.0%	1
Sunbury (Spelthorne)	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	171	10.0%	7	7.0%	7	5.0%	3	6.0%	2	3.0%	3	2.0%	2	4.0%	3	2.0%	2	2.0%	1	4.8%	4	7.4%	2	6.0%	3	4.0%	5
(Don't do this type of shopping)	49.4%	1488	41.0%	27	51.0%	48	52.0%	34	58.0%	18	46.0%	40	46.1%	48	45.5%	33	51.0%	56	40.0%	23	48.1%	36	43.2%	9	51.0%	23	48.0%	56
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Q27 And the time before that, where did you or your family purchase recreational goods such as sports equipment, bicycles, musical instruments or toys?															
<i>Those who buy recreational goods at Q26</i>															
Brent Cross	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harlesden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Acton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Ealing	2.6%	35	2.0%	1	0.0%	0	0.0%	0	13.9%	2	0.0%	0	0.0%	0	2.1%
Greenford	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Southall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Sudbury Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%
West Way Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepherds Bush	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fulham Road, Hammersmith & Fulham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Hammersmith	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.9%	1	0.0%
King Street West, Hammersmith & Fulham	0.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.0%
North End Road, Hammersmith & Fulham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepherds Bush Road, Hammersmith & Fulham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%
White City Media Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other - Harrow	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
South Harrow	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Eastcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hayes	1.5%	20	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Northwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruislip	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uxbridge	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Brentford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%
Chiswick	1.2%	16	0.0%	0	0.0%	0	0.0%	0	2.8%	0	17.6%	8	0.0%	0	0.0%
Feltham	0.6%	9	4.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Hounslow	2.4%	32	8.2%	3	19.0%	7	11.6%	3	11.1%	1	3.9%	2	0.0%	0	6.3%
Isleworth	0.2%	3	0.0%	0	0.0%	0	2.3%	1	11.1%	1	0.0%	0	0.0%	0	2.1%
Kensington High Street, Kensington & Chelsea	1.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
King's Road East, Kensington & Chelsea	0.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%
Kingston-Upon-Thames	1.9%	26	2.0%	1	4.8%	2	9.3%	3	0.0%	0	3.9%	2	3.8%	2	7.8%
Richmond	1.1%	15	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	5.7%	3	17.6%
East Sheen	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	2.0%	1	0.0%
Teddington	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25
Whitton	0.2%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Twickenham	0.9%	12	2.0%	1	2.4%	1	2.3%	1	2.8%	0	2.0%	1	1.9%	1	3.9%	1	8.3%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Putney	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	2.6%	35	0.0%	0	0.0%	0	0.0%	0	2.8%	0	5.9%	3	3.8%	2	2.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Queensway / Wesbtourne Grove, Westminster	0.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.2%	3	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	1	0.0%	0	2.4%	1	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halfords, Hospital Road, Hounslow	0.1%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Internet / delivered	5.0%	68	4.1%	1	7.1%	3	2.3%	1	5.6%	1	5.9%	3	3.8%	2	7.8%	3	2.1%	1	1.7%	1	10.2%	4	2.1%	0	4.7%	1	6.2%
Abroad	0.5%	7	0.0%	0	2.4%	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	0.0%	0	0.0%	0	4.2%
Other	1.6%	21	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	4.2%	2	1.7%	1	2.0%	1	0.0%	0	0.0%	0	0.0%
Ashford (Zone 22, Spelthorne)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.1%	0	0.0%	0	0.0%
Battersea (Zone 30, Wandsworth)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hampton (Zone 21, Richmond Upon Thames)	0.2%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Kew (Zone 19, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 17 (Hounslow)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 26 (Hillingdon)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Zone 27 (Brent)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Staines (Spelthorne)	1.3%	17	4.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	30.6%	11	17.0%	2	0.0%	0	0.0%

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	Total	Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25		
Sunbury (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wimbledon (Merton)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.1%	163	12.2%	4	14.3%	6	20.9%	6	2.8%	0	17.6%	8	15.1%	8	3.9%	1	8.3%	4	8.6%	3	10.2%	4	2.1%	0	11.6%	2	14.6%	8
(Don't do this type of shopping)	48.4%	655	57.1%	18	31.0%	12	44.2%	12	36.1%	4	31.4%	14	39.6%	21	43.1%	16	43.7%	23	48.3%	16	26.5%	9	57.5%	6	65.1%	13	41.7%	23
Weighted base:	1354		32		39		28		11		44		54		37		52		33		35		10		19		56	
Sample:	1343		49		42		43		36		51		53		51		48		58		49		47		43		48	

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Q28 And finally, apart from Christmas shopping, where did you or your family last purchase other specialist non-food items such as books, CDs, jewellery or china and glass items?														
Brent Cross	1.3%	40	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	1
Ealing	5.2%	157	0.0%	0	0.0%	0	1.0%	1	10.0%	3	0.0%	0	0.0%	3
Greenford	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Northolt	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	12	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0
West Way Cross	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
King Street West, Hammersmith & Fulham	1.3%	38	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2	0.0%	0
North End Road, Hammersmith & Fulham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Westfield	0.9%	28	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	1	0.0%	1
Other - Harrow	1.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
North Harrow	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Hayes	1.5%	47	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	14	19.0%	22
Ruislip	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.9%	59	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	20.0%	9	23.0%	27
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	2.1%	65	0.0%	0	0.0%	0	2.0%	1	5.0%	2	47.0%	41	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.8%	23	21.0%	14	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	3.6%	110	12.0%	8	29.0%	27	14.0%	9	15.0%	5	2.0%	2	0.0%	0	0.0%	0	2.0%	2	2.0%	1	0.0%	0	1.1%	0	6.0%	3	1.0%	1
Isleworth	0.1%	2	0.0%	0	0.0%	0	2.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.4%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.4%	73	7.0%	5	5.0%	5	4.0%	3	2.0%	1	1.0%	1	3.9%	4	5.0%	4	16.7%	18	37.0%	21	2.9%	2	2.1%	0	0.0%	0	0.0%	0
Richmond	2.2%	65	1.0%	1	2.0%	2	12.0%	8	2.0%	1	3.0%	3	6.9%	7	24.8%	18	18.6%	21	3.0%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	11	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	14	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.5%	106	1.0%	1	1.0%	1	2.0%	1	3.0%	1	1.0%	1	4.9%	5	6.9%	5	3.9%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.2%	6	0.0%	0	3.0%	3	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	21.2%	640	17.0%	11	16.0%	15	27.0%	18	22.0%	7	21.0%	18	19.6%	20	26.7%	19	18.6%	21	25.0%	14	19.2%	14	12.6%	3	16.0%	7	18.0%	21

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Abroad	0.7%	22	1.0%	1	1.0%	1	1.0%	1	1.0%	0	1.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Other	1.4%	41	3.0%	2	2.0%	2	1.0%	1	0.0%	0	1.0%	1	2.9%	3	2.0%	1	1.0%	1	0.0%	0	1.0%	1	2.1%	0	1.0%	0	1.0%	1
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.2%	1	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.1%	3	1.0%	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	1.0%	1	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Kew (Zone 19, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.1%	2	0.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3/4 (Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Slough (Slough)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Staines (Spelthorne)	1.7%	51	6.0%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	36.5%	27	50.5%	11	1.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	4	2.0%	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	2.9%	2	2.1%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.1%	123	6.0%	4	6.0%	6	4.0%	3	5.0%	2	4.0%	3	1.0%	1	5.0%	4	0.0%	0	2.0%	1	2.9%	2	2.1%	0	1.0%	0	6.0%	7
(Don't do this type of shopping)	22.7%	684	19.0%	12	32.0%	30	23.0%	15	20.0%	6	17.0%	15	10.8%	11	16.8%	12	20.6%	23	15.0%	8	26.0%	19	14.7%	3	18.0%	8	21.0%	24
Weighted base:	3014			65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:	3014			100		100		100		100		100		102		101		102		100		104		95		100		100

West London Retail Study
for Roger Tym and Partners

Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
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West London Retail Study
for Roger Tym and Partners

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Q29 And the time before that, where did you or your family purchase other specialist non-food items such as books, CDs, jewellery or china and glass items?																												
<i>Those who buy other specialist non food goods at Q28</i>																												
Brent Cross	0.8%	18	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	2.8%	61	0.0%	0	0.0%	0	1.4%	1	9.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Sudbury Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
North Harrow	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.7%	15	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	2	9.6%	8
Ruislip	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	5	8.2%	7
Brentford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.4%	31	0.0%	0	0.0%	0	2.7%	1	9.3%	2	22.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	11	10.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Hanworth	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.9%	41	6.7%	3	22.6%	13	6.8%	3	8.0%	2	1.3%	1	0.0%	0	0.0%	0	2.5%	2	1.2%	1	1.4%	1	2.5%	0	0.0%	0	5.5%	5
Isleworth	0.0%	1	0.0%	0	0.0%	0	1.4%	1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street,	1.6%	35	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Kensington & Chelsea																												
King's Road East, Kensington & Chelsea	1.0%	21	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knightsbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.4%	52	5.3%	3	3.2%	2	1.4%	1	1.3%	0	0.0%	0	2.2%	2	8.9%	5	9.9%	9	27.7%	13	14.9%	8	3.8%	1	1.2%	0	0.0%	0
Richmond	2.1%	46	0.0%	0	3.2%	2	9.6%	5	1.3%	0	5.1%	3	7.8%	7	16.5%	9	17.3%	15	3.6%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.4%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	6.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	3.3%	74	1.3%	1	0.0%	0	0.0%	0	1.3%	0	1.3%	1	5.6%	5	5.1%	3	3.7%	3	1.2%	1	0.0%	0	1.3%	0	1.2%	0	1.4%	1
Queensway / Wesbtourne Grove, Westminster	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.3%	6	0.0%	0	1.6%	1	0.0%	0	1.3%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.8%	173	8.0%	4	11.3%	7	5.5%	3	4.0%	1	13.9%	10	5.6%	5	8.9%	5	13.6%	12	4.8%	2	8.1%	4	5.1%	1	0.0%	0	5.5%	5
Abroad	0.3%	8	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	27	2.7%	1	0.0%	0	5.5%	3	0.0%	0	2.5%	2	2.2%	2	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0
2 Rivers Retail Park, Staines (Spelthorne)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	5.1%	1	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	7.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Heathrow (Zone 23, Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	1.4%	1
Staines (Spelthorne)	1.3%	30	5.3%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1	0.0%	0	27.0%	14	17.7%	3	1.2%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford (Watford)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
(Don't know / can't remember)	7.3%	160	9.3%	5	8.1%	5	5.5%	3	2.7%	1	3.8%	3	6.7%	6	3.8%	2	1.2%	1	6.0%	3	1.4%	1	10.1%	2	8.6%	3	9.6%	8
(Don't do this type of shopping)	50.7%	1120	50.7%	25	46.8%	27	49.3%	24	54.7%	13	40.5%	28	42.2%	39	48.1%	27	39.5%	35	43.4%	20	33.8%	18	49.4%	9	64.2%	24	53.4%	45
Weighted base:		2208		49		58		48		24		69		92		57		88		47		53		18		37		85
Sample:		2204		75		62		73		75		79		90		79		81		83		74		79		81		73

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Q30 In which location does your household spend most money on Restaurants?														
Brent Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	1.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Wembley Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	4.2%	128	0.0%	0	1.0%	1	2.0%	1	7.0%	2	0.0%	0	0.0%	1
East Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.3%	10	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0
Northfields	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Northolt	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	5
Park Royal	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.7%	22	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	2.0%	1
Sudbury Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
West Way Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	1
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.8%	23	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Munster Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Pinner	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.5%	16	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.1%	33	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	5
Ruislip	1.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Uxbridge	1.1%	33	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Yiewsley / West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.3%	11	0.0%	0	0.0%	0	2.0%	1	17.0%	5	0.0%	0	0.0%	0	1.0%	0
Chiswick	3.4%	104	1.0%	1	1.0%	1	8.0%	5	9.0%	3	54.0%	47	0.0%	0	1.0%	1
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.7%	20	10.0%	7	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	0
Hanworth	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.1%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.7%	51	3.0%	2	16.0%	15	7.0%	5	2.0%	1	1.0%	1	0.0%	0	2.0%	1
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.4%	12	1.0%	1	3.0%	3	11.0%	7	1.0%	0	1.0%	1	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	3.3%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1
King's Road East, Kensington & Chelsea	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Knightsbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kingston-Upon-Thames	0.9%	28	2.0%	1	3.0%	3	1.0%	1	1.0%	0	1.0%	1	0.0%	0	2.0%	1
Richmond	2.9%	86	3.0%	2	7.0%	7	16.0%	10	2.0%	1	4.0%	3	2.0%	2	1.0%	0
East Sheen	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	10	8.9%	6	0.0%	0
Teddington	0.6%	18	6.0%	4	0.0%	0	1.0%	1	2.0%	1	0.0%	0	4.9%	5	12.0%	7
Whitton	0.3%	8	0.0%	0	3.0%	3	1.0%	1	1.0%	0	0.0%	0	1.0%	1	2.9%	3
Twickenham	1.6%	49	5.0%	3	3.0%	3	3.0%	2	1.0%	0	0.0%	0	2.0%	2	0.0%	0
Lakeside, Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	25	1.0%	1	0.0%	0
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	6.1%	182	1.0%	1	5.0%	5	3.0%	2	4.0%	1	7.0%	6	5.9%	6	11.9%	9
Queensway / Westbourne Grove, Westminster	1.6%	49	0.0%	0	1.0%	1	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, Feltham	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Royale Leisure Park, Western Avenue, Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations	3.7%	111	6.0%	4	1.0%	1	2.0%	1	3.0%	1	1.0%	1	3.9%	4	2.0%	2

West London Retail Study
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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Ashford (Zone 22, Spelthorne)	0.7%	20	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	13	7.4%	2	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.5%	16	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	21.0%	12	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley, Zone 15 (Hounslow)	0.1%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Hillingdon)	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.2%	7	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	3.2%	1	0.0%	0	0.0%	0
Staines	1.0%	31	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	16	28.4%	6	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Walton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.3%	1	1.0%	0	0.0%	0
(Don't know / varies)	11.1%	333	8.0%	5	5.0%	5	5.0%	3	9.0%	3	4.0%	3	11.8%	12	11.9%	9	5.9%	7	16.0%	9	21.2%	16	6.3%	1	16.0%	7	14.0%	16
(Don't do this activity)	29.5%	888	43.0%	28	37.0%	35	28.0%	18	38.0%	12	23.0%	20	20.6%	21	16.8%	12	20.6%	23	19.0%	11	17.3%	13	31.6%	7	38.0%	17	36.0%	42
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Q31 In which location does your household spend most money on Take-aways?														
Harlesden	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Kilburn	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	2.4%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	1.2%	36	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ealing	3.8%	115	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	0.0%	0
East Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	1.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.3%	8	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Northfields	0.3%	8	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Northolt	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Park Royal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.2%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
Southall	1.2%	35	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Sudbury Hill	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldhawk Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Munster Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Wandsworth Bridge Road North, Hammersmith & Fulham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
North Harrow	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Eastcote	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	2.8%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	14	54.0%	63
Ruislip	1.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bedfont	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Brentford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	20.0%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.8%	55	0.0%	0	0.0%	0	0.0%	0	2.0%	1	54.0%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	1.1%	34	27.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.9%	1	0.0%	0	1.0%	0	0.0%	0
Hanworth	0.5%	14	15.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.7%	20	0.0%	0	8.0%	7	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	2.6%	77	5.0%	3	39.0%	36	5.0%	3	5.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Hounslow West	0.3%	8	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.8%	25	0.0%	0	1.0%	1	34.0%	22	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.7%	23	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	24.8%	18	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	10	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.6%	19	1.0%	1	4.0%	4	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Twickenham	1.3%	38	0.0%	0	0.0%	0	1.0%	1	1.0%	0	1.0%	1	2.0%	2	0.0%	0	29.4%	33	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	1.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations	1.2%	36	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.9%	3	2.0%	1	0.0%	0	3.0%	2	0.0%	0	1.1%	0	3.0%	1	0.0%	0
Ashford (Zone 22,	1.1%	33	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	28	9.5%	2	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Spelthorne)																												
Barnes (Zone 18, Richmond Upon Thames)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	7.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.7%	21	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley, Zone 15 (Hounslow)	0.1%	3	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.3%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 25 (Ealing / Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Zone 26 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6 (Ealing)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheen (Zone 19, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Staines	0.4%	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	8.7%	6	13.7%	3	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	5	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.8%	114	1.0%	1	1.0%	1	1.0%	1	4.0%	1	1.0%	1	2.9%	3	0.0%	0	0.0%	0	3.0%	2	4.8%	4	2.1%	0	6.0%	3	3.0%	3
(Don't do this activity)	47.6%	1435	47.0%	31	40.0%	37	47.0%	31	46.0%	14	40.0%	35	47.1%	49	55.4%	40	50.0%	55	44.0%	25	44.2%	33	45.3%	10	50.0%	23	40.0%	46
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

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	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
Q32 In which location does your household spend most money on Cafes / Pubs / Bars?														
Brent Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	4.4%	131	0.0%	0	0.0%	0	3.0%	2	5.0%	2	0.0%	0	0.0%	2
East Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Northolt	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.5%	15	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.7%	22	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Fulham High Street, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	
Westfield	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	7
Northwood	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Uxbridge	0.7%	21	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Bedfont	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	18.0%	6	1.0%	1	0.0%	0	0.0%	0
Chiswick	3.0%	92	0.0%	0	2.0%	2	4.0%	3	9.0%	3	65.0%	56	0.0%	0	0.0%	0
Cranford	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Feltham	0.5%	16	12.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hanworth	0.1%	4	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.1%	3	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hounslow	1.6%	48	1.0%	1	17.0%	16	7.0%	5	3.0%	1	0.0%	0	1.0%	1	1.0%	0
Hounslow West	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.4%	13	0.0%	0	2.0%	2	16.0%	10	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.5%	46	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	1.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.7%	20	1.0%	1	2.0%	2	0.0%	0	1.0%	0	0.0%	0	3.9%	4	11.0%	6
Richmond	2.4%	73	1.0%	1	3.0%	3	15.0%	10	3.0%	1	0.0%	0	2.0%	2	44.6%	32
East Sheen	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	11	11.9%	9	0.0%	0
Teddington	0.4%	11	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	9.0%	5
Whitton	0.3%	10	0.0%	0	3.0%	3	0.0%	0	1.0%	0	0.0%	0	4.9%	5	0.0%	0
Twickenham	1.4%	41	4.0%	3	1.0%	1	1.0%	1	0.0%	0	2.0%	2	0.0%	0	27.5%	30
Putney	1.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	26	0.0%	0	0.0%	0
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	4.7%	140	0.0%	0	4.0%	4	2.0%	1	3.0%	1	3.0%	3	5.0%	4	2.9%	3
Queensway / Wesbtourne Grove, Westminster	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations	1.2%	36	1.0%	1	2.0%	2	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ashford (Zone 22, Spelthorne)	0.5%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	12
Barnes (Zone 18, Richmond Upon Thames)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	13	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
Hampton (Zone 21, Richmond Upon Thames)	0.5%	15	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley, Zone 15 (Hounslow)	0.2%	6	0.0%	0	2.0%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 16 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 25 (Ealing / Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Zone 28 (Kensington & Chelsea)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 29 (Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6 (Ealing)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheen (Zone 19, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	0	0.0%	0	0.0%	0
Staines	1.0%	29	3.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	22.1%	16	30.5%	6	1.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windsor	0.2%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	0	1.0%	1
(Don't know / varies)	7.4%	223	5.0%	3	7.0%	7	6.0%	4	4.0%	1	4.0%	3	4.9%	5	5.0%	4	6.9%	8	6.0%	3	5.8%	4	6.3%	1	4.0%	2	4.0%	5
(Don't do this activity)	43.3%	1304	60.0%	39	50.0%	47	36.0%	24	48.0%	15	24.0%	21	30.4%	32	20.8%	15	33.3%	37	34.0%	19	46.2%	34	40.0%	8	64.0%	29	54.0%	63
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100
GEN Gender of respondent.																												
Male	33.0%	995	28.0%	18	38.0%	35	39.0%	26	35.0%	11	38.0%	33	32.4%	34	26.7%	19	37.3%	41	32.0%	18	24.0%	18	30.5%	6	30.0%	14	28.0%	32
Female	67.0%	2019	72.0%	47	62.0%	58	61.0%	40	65.0%	20	62.0%	54	67.6%	70	73.3%	53	62.7%	69	68.0%	38	76.0%	57	69.5%	15	70.0%	32	72.0%	83
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
AGE Could I ask, how old are you ?																												
18 to 24	2.0%	61	1.0%	1	6.0%	6	3.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.9%	1	1.1%	0	2.0%	1	3.0%	3
25 to 34	8.0%	243	11.0%	7	10.0%	9	9.0%	6	6.0%	2	4.0%	3	8.8%	9	5.9%	4	5.9%	7	4.0%	2	9.6%	7	8.4%	2	4.0%	2	3.0%	3
35 to 44	20.1%	604	20.0%	13	17.0%	16	18.0%	12	9.0%	3	17.0%	15	10.8%	11	22.8%	17	14.7%	16	17.0%	10	14.4%	11	23.2%	5	10.0%	5	24.0%	28
45 to 54	24.2%	728	27.0%	18	17.0%	16	21.0%	14	16.0%	5	24.0%	21	23.5%	24	25.7%	19	26.5%	29	35.0%	20	25.0%	19	25.3%	5	16.0%	7	25.0%	29
55 to 64	15.9%	479	6.0%	4	15.0%	14	16.0%	10	27.0%	9	17.0%	15	15.7%	16	11.9%	9	19.6%	22	18.0%	10	21.2%	16	11.6%	2	23.0%	10	12.0%	14
65 +	27.9%	841	35.0%	23	35.0%	33	32.0%	21	41.0%	13	34.0%	29	38.2%	40	32.7%	24	32.4%	36	26.0%	15	26.9%	20	30.5%	6	43.0%	19	32.0%	37
(Refused)	1.9%	59	0.0%	0	0.0%	0	1.0%	1	1.0%	0	2.0%	2	2.9%	3	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	1	1.0%	1
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100
CAR How many cars does your household own or have the use of ?																												
None	24.3%	733	15.0%	10	21.0%	20	22.0%	14	30.0%	9	22.0%	19	20.6%	21	31.7%	23	16.7%	18	11.0%	6	11.5%	9	16.8%	4	24.0%	11	18.0%	21
One	47.7%	1437	49.0%	32	42.0%	39	44.0%	29	52.0%	16	41.0%	36	47.1%	49	40.6%	29	44.1%	49	41.0%	23	41.3%	31	42.1%	9	41.0%	19	50.0%	58
Two	22.0%	662	27.0%	18	27.0%	25	22.0%	14	12.0%	4	32.0%	28	29.4%	31	23.8%	17	32.4%	36	36.0%	20	32.7%	24	34.7%	7	27.0%	12	22.0%	25
Three or more	4.7%	141	9.0%	6	10.0%	9	10.0%	7	4.0%	1	5.0%	4	1.0%	1	3.0%	2	6.9%	8	11.0%	6	14.4%	11	6.3%	1	7.0%	3	8.0%	9
(Refused)	1.4%	42	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	0	2.0%	2
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100
WOR Which of the following best describes the chief wage earner of your household's current employment situation ?																												
Working full time	50.3%	1515	47.0%	31	49.0%	46	44.0%	29	37.0%	12	49.0%	42	40.2%	42	47.5%	34	47.1%	52	61.0%	34	54.8%	41	56.8%	12	38.0%	17	41.0%	47
Working part time	8.4%	253	12.0%	8	6.0%	6	5.0%	3	10.0%	3	8.0%	7	9.8%	10	5.9%	4	5.9%	7	9.0%	5	7.7%	6	7.4%	2	5.0%	2	15.0%	17
Unemployed	4.9%	149	6.0%	4	6.0%	6	9.0%	6	5.0%	2	4.0%	3	2.0%	2	4.0%	3	3.9%	4	2.0%	1	1.9%	1	4.2%	1	5.0%	2	6.0%	7
Retired	32.7%	986	33.0%	22	38.0%	35	39.0%	26	43.0%	14	38.0%	33	44.1%	46	39.6%	29	41.2%	46	26.0%	15	35.6%	26	30.5%	6	50.0%	23	35.0%	41
Home-maker	0.7%	20	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Student	0.6%	18	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled	0.4%	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Carer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.0%	60	0.0%	0	1.0%	1	1.0%	1	4.0%	1	1.0%	1	2.9%	3	3.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0	2.0%	2
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
SEG Socio-economic group																												
A	6.1%	183	2.0%	1	2.0%	2	7.0%	5	1.0%	0	4.0%	3	10.8%	11	9.9%	7	6.9%	8	7.0%	4	4.8%	4	0.0%	0	2.0%	1	2.0%	2
B	20.3%	611	12.0%	8	22.0%	21	18.0%	12	15.0%	5	28.0%	24	25.5%	26	26.7%	19	30.4%	34	17.0%	10	13.5%	10	9.5%	2	10.0%	5	8.0%	9
C1	27.3%	824	24.0%	16	25.0%	23	34.0%	22	25.0%	8	32.0%	28	28.4%	30	36.6%	27	28.4%	31	38.0%	21	26.9%	20	28.4%	6	29.0%	13	24.0%	28
C2	10.2%	308	18.0%	12	11.0%	10	10.0%	7	13.0%	4	5.0%	4	4.9%	5	4.0%	3	6.9%	8	11.0%	6	17.3%	13	17.9%	4	11.0%	5	14.0%	16
D	9.2%	276	19.0%	12	14.0%	13	9.0%	6	19.0%	6	3.0%	3	2.0%	2	4.0%	3	2.0%	2	7.0%	4	15.4%	11	24.2%	5	12.0%	5	16.0%	19
E	15.6%	469	20.0%	13	20.0%	19	11.0%	7	18.0%	6	21.0%	18	15.7%	16	9.9%	7	13.7%	15	8.0%	5	16.3%	12	15.8%	3	19.0%	9	21.0%	24
(Refused)	11.4%	342	5.0%	3	6.0%	6	11.0%	7	9.0%	3	7.0%	6	12.7%	13	8.9%	6	11.8%	13	12.0%	7	5.8%	4	4.2%	1	17.0%	8	15.0%	17
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

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	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
LAN Where English is not your first language, please specify your main language:																												
No other language / English is my first language	82.7%	2492	90.0%	59	73.0%	68	87.0%	57	90.0%	28	89.0%	77	87.3%	91	94.1%	68	93.1%	103	97.0%	55	97.1%	72	93.7%	20	87.0%	39	85.0%	98
Other language	1.9%	56	2.0%	1	1.0%	1	1.0%	1	2.0%	1	2.0%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.1%	0	0.0%	0	2.0%	2
Albanian	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arabic	0.7%	22	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Chinese	0.2%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danish	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dari	0.1%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dutch	0.2%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
French	1.3%	40	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	2.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	1
German	0.8%	24	0.0%	0	2.0%	2	1.0%	1	1.0%	0	0.0%	0	2.0%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ghanian	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greek	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gujarati	1.3%	39	0.0%	0	2.0%	2	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hindi	0.6%	17	0.0%	0	2.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	2.0%	1	0.0%	0
Hungarian	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Urdu	0.6%	18	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2
Indian	0.4%	12	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Irish	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Italian	0.7%	22	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Konkani	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Punjabi	1.7%	50	1.0%	1	8.0%	7	2.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	4.0%	2	3.0%	3
Persian	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Fillipino	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polish	0.4%	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	0.0%	0	1.1%	0	0.0%	0	1.0%	1
Portuguese	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Russian	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Somali	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Spanish	1.0%	31	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	2.0%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swahili	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swedish	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamil	0.5%	14	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.3%	70	0.0%	0	4.0%	4	2.0%	1	3.0%	1	0.0%	0	2.9%	3	1.0%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	3.0%	1	3.0%	3
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
DIS Do you consider you have a disability? If so, what is the nature of your disability?																												
No disabilities	87.5%	2638	85.0%	56	88.0%	82	88.0%	58	84.0%	26	89.0%	77	87.3%	91	89.1%	65	90.2%	100	93.0%	52	93.3%	69	92.6%	20	80.0%	36	83.0%	96
Disability	0.8%	24	2.0%	1	1.0%	1	1.0%	1	1.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.0%	0	1.0%	1
Arthritis	1.7%	50	4.0%	3	2.0%	2	4.0%	3	3.0%	1	3.0%	3	0.0%	0	4.0%	3	1.0%	1	3.0%	2	1.0%	1	1.1%	0	2.0%	1	3.0%	3
Asthma	0.2%	5	1.0%	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	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Back problems	0.2%	7	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Blind	0.3%	10	1.0%	1	0.0%	0	1.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1
Cancer	0.3%	8	1.0%	1	0.0%	0	1.0%	1	1.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Diabetes	0.6%	19	4.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Epilepsy	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Hearing	0.2%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heart problems	0.6%	17	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	2
Hip problems	0.1%	4	1.0%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Knee problems	0.2%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1
Poor eyesight	0.4%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	0	0.0%	0	0.0%	0
Lung problems	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Mental health problems	0.3%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility problems	2.3%	69	0.0%	0	2.0%	2	2.0%	1	3.0%	1	2.0%	2	2.0%	2	1.0%	1	2.0%	2	0.0%	0	3.8%	3	0.0%	0	2.0%	1	3.0%	3
MS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osteoporosis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Parkinsons disease	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1
Physical impairment	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Sensory	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	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	0.0%	0	0.0%	0	1.0%	0	0.0%	0
(Refused)	3.2%	98	1.0%	1	5.0%	5	2.0%	1	4.0%	1	2.0%	2	3.9%	4	1.0%	1	2.0%	2	3.0%	2	0.0%	0	0.0%	0	5.0%	2	3.0%	3
Weighted base:	3014		65		93		66		32		87		104		72		111		56		74		21		45		116	
Sample:	3014		100		100		100		100		100		102		101		102		100		104		95		100		100	

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
ETH What would best describe your ethnic origin (according to the census)?																												
White – British	65.1%	1961	79.0%	52	47.0%	44	74.0%	49	77.0%	24	79.0%	69	80.4%	83	83.2%	60	86.3%	95	88.0%	50	91.3%	68	88.4%	19	70.0%	32	70.0%	81
White - Irish	4.6%	137	2.0%	1	2.0%	2	3.0%	2	4.0%	1	3.0%	3	2.9%	3	1.0%	1	2.9%	3	5.0%	3	2.9%	2	4.2%	1	4.0%	2	2.0%	2
Any other white background	1.4%	41	2.0%	1	3.0%	3	1.0%	1	0.0%	0	0.0%	0	2.9%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Black - Caribbean	1.9%	59	1.0%	1	1.0%	1	0.0%	0	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.0%	1
Black - African	1.2%	35	2.0%	1	1.0%	1	0.0%	0	3.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	2.0%	2
Black - Any other black background	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Mixed - White and black	0.2%	7	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - Caribbean	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
White - White and black African	0.1%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White - White and Asian	0.6%	18	0.0%	0	0.0%	0	1.0%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.0%	0	1.0%	1
White - Any other mixed background	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian - Chinese	0.4%	12	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asian - Indian	7.5%	227	4.0%	3	24.0%	22	8.0%	5	3.0%	1	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	12.0%	5	10.0%	12
Asian - Pakistani	1.1%	33	3.0%	2	5.0%	5	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.0%	5
Asian - Bangladeshi	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian - Any other Asian background	0.8%	23	3.0%	2	2.0%	2	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Gypsy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic background	0.6%	19	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
European	2.5%	77	1.0%	1	2.0%	2	2.0%	1	1.0%	0	2.0%	2	1.0%	1	2.0%	1	2.0%	2	1.0%	1	1.0%	1	2.1%	0	0.0%	0	0.0%	0
American	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Australian	0.4%	13	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
French	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
German	0.3%	10	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	1.0%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Italian	0.4%	13	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Zealand	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polish	0.4%	13	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1
Portuguese	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spanish	0.7%	20	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.0%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Danish	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black British	0.6%	18	0.0%	0	0.0%	0	2.0%	1	1.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jamaican	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arabic	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian British	0.7%	21	1.0%	1	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.0%	0
Sri Lankan	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	1
Fillipino	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.8%	115	1.0%	1	5.0%	5	3.0%	2	3.0%	1	3.0%	3	2.9%	3	2.0%	1	3.9%	4	3.0%	2	1.0%	1	1.1%	0	4.0%	2	4.0%	5
Weighted base:		3014		65		93		66		32		87		104		72		111		56		74		21		45		116
Sample:		3014		100		100		100		100		100		102		101		102		100		104		95		100		100

West London Retail Study
for Roger Tym and Partners

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
QUOTA	Zone													
Zone 1	4.1%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	4.2%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	3.2%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	3.1%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	4.3%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6	3.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7	2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 8	2.7%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 9	2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 10	3.4%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 11	2.6%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 12	1.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 13	2.2%	65	100.0%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 14	3.1%	93	0.0%	0	100.0%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 15	2.2%	66	0.0%	0	0.0%	0	100.0%	66	0.0%	0	0.0%	0	0.0%	0
Zone 16	1.0%	32	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0	0.0%	0
Zone 17	2.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	87	0.0%	0
Zone 18	3.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	104	0.0%	0
Zone 19	2.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	72
Zone 20	3.7%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 21	1.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	56
Zone 22	2.5%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	74
Zone 23	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Zone 24	1.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 25	3.8%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 26	4.5%	134	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 27	8.0%	240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 28	6.2%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 29	5.0%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Zone 30	8.4%	253	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Weighted base:	3014		65		93		66		32		87		104	
Sample:	3014		100		100		100		100		100		102	

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
SECTOR Postcode															
HA0 1	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA0 2	0.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA0 4	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA1 3	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA2 0	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA2 8	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA2 9	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA4 0	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA4 6	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA9 6	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
HA9 7	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW100	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW102	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW103	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW104	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW105	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW106	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW107	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW108	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
NW109	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW100	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW109	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW111	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW112	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW113	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW114	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW115	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW116	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW130	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW139	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW147	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW148	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW151	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW152	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW155	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW156	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW181	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW182	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW183	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW184	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW185	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW3 5	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW3 6	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW5 0	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
SW5 9	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13		Zone 14		Zone 15		Zone 16		Zone 17		Zone 18		Zone 19		Zone 20		Zone 21		Zone 22		Zone 23		Zone 24		Zone 25	
SW6 1	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 2	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 3	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 4	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 5	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 6	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 7	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW7 3	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW7 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW7 5	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW1 1	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW1 2	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW1 3	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW1 4	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW106	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW121	0.4%	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	22.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW122	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW123	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW134	0.8%	23	35.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW135	0.6%	19	29.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW136	0.4%	12	19.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW137	0.4%	11	17.0%	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	0.0%	0	0.0%	0	0.0%	0
TW140	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW148	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW149	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW151	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	24	0.0%	0	0.0%	0	0.0%	0
TW152	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	19	0.0%	0	0.0%	0	0.0%	0
TW153	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.8%	22	0.0%	0	0.0%	0	0.0%	0
TW165	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW167	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	9	0.0%	0	0.0%	0	0.0%	0
TW197	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	21	0.0%	0	0.0%	0
TW2 5	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW2 6	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW2 7	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 1	0.2%	7	0.0%	0	8.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 2	0.7%	21	0.0%	0	23.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 3	0.7%	21	0.0%	0	22.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 4	0.5%	15	0.0%	0	16.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW4 5	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW4 6	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW4 7	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW5 0	1.0%	29	0.0%	0	31.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW5 9	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 4	0.5%	16	0.0%	0	0.0%	0	24.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 5	0.5%	15	0.0%	0	0.0%	0	23.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 6	0.8%	23	0.0%	0	0.0%	0	35.0%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 7	0.4%	12	0.0%	0	0.0%	0	18.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25											
TW8 0	0.4%	11	0.0%	0	0.0%	0	0.0%	0	35.0%	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
TW8 8	0.3%	8	0.0%	0	0.0%	0	0.0%	0	26.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW8 9	0.4%	12	0.0%	0	0.0%	0	0.0%	0	39.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 1	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 2	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 3	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB1 1	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB1 2	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB1 3	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB2 4	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB2 5	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 1	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.0%	19	0.0%	0
UB3 2	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	17
UB3 3	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	14
UB3 4	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	16	0.0%	0
UB3 5	0.3%	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	0.0%	0	23.0%	10	0.0%	0
UB4 0	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	23
UB4 8	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	31
UB4 9	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	30
UB5 4	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB5 5	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB5 6	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 0	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 7	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 8	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 9	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 5	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 6	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 1	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 2	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 3	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W11 4	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W12 0	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W12 7	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W12 8	0.4%	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	0.0%	0	0.0%	0	0.0%	0
W12 9	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W13 0	0.4%	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	0.0%	0	0.0%	0	0.0%	0
W13 8	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W13 9	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W14 0	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W14 8	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W14 9	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 5	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 0	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25
W3 6	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 7	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 8	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W3 9	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W4 1	0.7%	21	0.0%	0	0.0%	0	0.0%	0	24.0%	21	0.0%	0	0.0%	0
W4 2	0.5%	15	0.0%	0	0.0%	0	0.0%	0	17.0%	15	0.0%	0	0.0%	0
W4 3	1.0%	30	0.0%	0	0.0%	0	0.0%	0	35.0%	30	0.0%	0	0.0%	0
W4 4	0.3%	10	0.0%	0	0.0%	0	0.0%	0	12.0%	10	0.0%	0	0.0%	0
W4 5	0.3%	10	0.0%	0	0.0%	0	0.0%	0	12.0%	10	0.0%	0	0.0%	0
W5 1	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W5 2	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W5 3	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W5 4	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W5 5	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W6 0	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W6 7	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W6 8	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W6 9	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W7 1	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W7 2	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W7 3	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W8 5	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W8 6	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3014	65	93	66	32	87	104	72	111	56	74	21	45	116
Sample:	3014	100	100	100	100	100	102	101	102	100	104	95	100	100

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q01 Where do you usually undertake food and groceries shopping ?												
Aldi, High Street, Feltham, TW13 4DD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Alexander Road, Hounslow, TW3 1JT	1.7%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley Park, HA9 9EX	1.8%	56	2.0%	3	20.8%	50	0.0%	0	0.0%	0	0.0%	0
Asda, Lavender Hill, Clapham Junction, SW11 1JG	2.0%	61	0.0%	0	0.0%	0	0.0%	0	3.0%	5	22.0%	56
Asda, Roehampton Vale, Roehampton, SW15 3DT	1.1%	34	0.0%	0	0.0%	0	0.0%	0	2.0%	3	4.0%	10
Asda, Tilley Road, Feltham, TW13 4BH	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Western Road, Ealing, NW10 7LW	2.0%	62	0.0%	0	10.9%	26	3.0%	6	0.0%	0	0.0%	0
Budgens, Avenue Parade, Sunbury-On-Thames, TW16 5HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Earls Court Road, Kensington, W8 6EB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Co-op Market Town, Yeading Lane, Northolt, UB5 6LN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative , Greenford Avenue, Hanwell, W7 1JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Street, Harlington, Hayes, UB3 5DS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, North End Road, Fulham, W14 9EX	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Co-operative Food, Pitshanger Lane, Ealing, W5 1RH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Co-operative, Horn Lane, Acton, W3 6PL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Kingshill Avenue, Hayes, UB4 8BY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Arndale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Centre, Wandsworth, SW18 4TQ												
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, High Street, Harlesden, NW10 4NS	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, King Street, Hammersmith, W6 9JG	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Uxbridge Road, Hayes End, UB4 8JH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bath Road, Hounslow West, TW4 7DN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Central Square, Wembley, HA9 7AJ	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenford Road, Sudbury Hill, UB6 0HY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Hounslow, TW3 1EF	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Whitton, TW2 7LT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North End Road, Fulham, SW6 1NQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Northolt Road, South Harrow, HA2 8EB	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Southall, UB1 1SQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Station Road, Hayes, UB3 4DX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Oaks Shopping Centre, Acton, W3 7DA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Uxbridge Road, Ealing Broadway, W5 5AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Falcon Road, Clapham Junction, SW11 2PE	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, High Street, Southall, UB1 3DB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, New Road, Feltham, TW14 9BG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ruislip Road, Greenford, UB6 8QY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Marks & Spencer Simply Food, Heath Road, Twickenham, TW1 4BZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Shepherds Bush Green, Shepherds Bush, W12 8PP	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Clarence Street, Kingston Upon Thames, KT1 1NU	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, George Street, Richmond Upon Thames, TW9 1JY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Hounslow, TW3 1QL	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.2%	7	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Lower Mortlake Road, Kew Retail Park, TW9 4AD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. Anns Road, Harrow, HA1 1NB	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Sunbury Cross Centre, Staines Road West, Sunbury-On-Thames, TW16 7BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.1%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Morrisons, High Street, Brentford, TW8 0JG	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Honeypot Lane,	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0

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Queensbury, NW9 9QX						
Morrisons, Rectory Road, Acton, W3 9NR	1.9%	58	0.0%	0	0.0%	0
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	0.5%	16	0.0%	0	0.0%	0
Netto, High Street, The Oaks Shopping Centre, Acton, W3 6RE	0.1%	3	0.0%	0	0.0%	0
Netto, Northolt Road, Harrow, HA2 8JN	0.2%	6	0.0%	0	1.0%	2
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.3%	10	0.0%	0	0.0%	0
Sainsbury's Local, Chiswick High Road, Chiswick, W4 1PU	1.0%	30	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Road, Fulham Road, SW10 9PZ	0.1%	3	0.0%	0	0.0%	0
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, North End Road, Fulham, SW6 1NB	0.1%	2	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Ealing, W5 2NP	0.2%	6	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	0.2%	5	0.0%	0	0.0%	0
Sainsbury's, Acton Lane, Essex Place, Chiswick, W4 5UT	1.1%	35	0.0%	0	0.0%	0
Sainsbury's, Barters Walk, Pinner, HA5 5LU	0.0%	1	1.0%	1	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	2.4%	71	0.0%	0	6.9%	17
Sainsbury's, Clapham High Street, Former Clapham	0.3%	10	0.0%	0	0.0%	0

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	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Bus Garage, SW4 7SL												
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	1.9%	58	2.0%	3	14.9%	36	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth, SW18 4AD	1.3%	39	0.0%	0	0.0%	0	0.0%	0	1.0%	2	14.0%	35
Sainsbury's, High Road, Willesden Green, NW10 2TD	0.6%	19	0.0%	0	7.9%	19	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kenton Road, Kenton, HA3 0BU	0.2%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lombardy Retail Park, Hayes, UB3 3EX	2.2%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Long Drive, Ruislip, HA4 0HQ	1.9%	57	33.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Road, Richmond Upon Thames, TW9 1YB	1.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melbourne Avenue, West Ealing, W13 9BT	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, New Zealand Avenue, Walton-On-Thames, KT12 1QA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Northolt Road, South Harrow, HA2 8EQ	0.8%	24	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, O2 Centre, Finchley Road, NW3 6LU	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Richmond Road, Kingston Upon Thames, KT2 5EN	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sainsbury's, Tangle Park Road, Hampton, TW12 3YH	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Causeway, Staines, TW18 3AP	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	1.4%	41	0.0%	0	0.0%	0	0.0%	0	2.0%	3	2.0%	5
Sainsbury's, Uxbridge Road, St Clares, Hampton, TW12 1AW	1.7%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wandsworth Road, Nine Elms, SW8	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8

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2LF												
Sainsbury's, Werter Road, Putney, SW15 2LJ	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Sainsbury's, West End Air Terminal, West End Air Terminal, SW7 4EJ	0.6%	19	0.0%	0	0.0%	0	1.0%	2	10.0%	15	0.0%	0
Sainsbury's, Wilton Road, Pimlico, SW1V 1BZ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Sainsbury's, York Road, Uxbridge, UB8 1QW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cavendish Parade, Bath Road, Hounslow, TW4 7DJ	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Road, Church Parade, Ashford, TW15 2TX	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Earls Court Road, Earls Court, SW5 9QB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Somerfield, Kings Road, Worlds End, SW10 0LU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Somerfield, North End Road, Fulham, SW6 1NJ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, The Broadway, Southall, UB1 1QD	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Upper Richmond Road, Putney, SW15 2SU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Tesco Express, Alexandra Avenue, Harrow, HA2 9DL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow, TW5 9SL	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction, SW11 1HG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Tesco Express, Castlenau, Barnes, SW13 9EW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Road, Ashford, TW15 2UT	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Road, Northolt, UB5 5AU	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Earls Court	0.2%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0

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Road, Earls Court, SW5 9QB												
Tesco Express, Falcon Road, Battersea, SW11 2PJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Tesco Express, Field End Lane, South Ruislip, HA4 0QP	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Fulham Road, SW6 5SA	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Tesco Express, Gloucester Road, South Kensington, SW7 4SS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hammersmith Road, Olympia, W14 8UZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 4UA	0.1%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Tesco Express, King Street, Hammersmith, W6 9NH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kings Road, Chelsea, SW3 5EP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Tesco Express, London Road, Isleworth, TW7 5AY	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North End Road, Hammersmith, W14 9PP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, North Hyde Road, Hayes, UB3 4NE	1.8%	53	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Northfield Avenue, Ealing, W13 9QR	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Tesco Express, Old Brompton Road, South Kensington, SW7 3DY	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Tesco Express, Putney High Street, Putney, SW15 1SU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Tesco Express, Rayners Lane, Alexandra Avenue, Harrow, HA2 9UE	0.1%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Express, St Margarets Road, St Margarets, Twickenham, TW1 1RG	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Station Parade, Kew Gardens, TW9 3PZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, The Parade, Haven Green, Ealing, W13 9QR	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Southall, UB2 5LN	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Glencoe Road, Yeadon, Hayes, UB4 9SQ	3.3%	99	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham), TW7 7JY	1.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth, TW7 5NZ	3.1%	94	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury-On-Thames, TW16 7BB	1.4%	42	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.1%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Tesco Metro, Broadway Shopping Centre,, Ealing, W5 5JY	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, George Street, Richmond Upon Thames, TW9 1HY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Greenford Road, Greenford, UB6 8QY	1.0%	29	2.0%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Kensington, W8 6SU	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Tesco Metro, High Street, Whitton, Twickenham, TW2 7LN	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Portobello	0.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0

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	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Road, Notting Hill, W11 1LJ												
Tesco, Faggs Road, Feltham, TW14 0LT	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Central Way, Brent Park, NW10 0TL	0.6%	19	0.0%	0	6.9%	17	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Feltham, TW13 4EX	1.6%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hurst Road, West Molesey, Richmond, KT8 1SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shepherds Bush Road, Hammersmith, W6 7NL	2.2%	66	0.0%	0	0.0%	0	7.0%	13	0.0%	0	0.0%	0
Tesco, Station Road, Harrow, HA1 2TU	0.4%	12	6.0%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Tilling Road, Cricklewood, NW2 1LZ	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Town Lane, Stanwell, Staines, TW19 7PZ	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, West Cromwell Road, Kensington, W14 8PB	1.4%	43	0.0%	0	0.0%	0	3.0%	6	13.0%	20	0.0%	0
Tesco, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	2.4%	72	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing, W13 0NL	2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High Street, Chiswick, W4 5TE	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF	0.4%	12	0.0%	0	0.0%	0	1.0%	2	6.0%	9	0.0%	0
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Waitrose, High Street, Kensington, W8 6SA	0.8%	25	0.0%	0	0.0%	0	3.0%	6	11.0%	17	0.0%	0
Waitrose, Kings Road, Chelsea, SW3 5XP	1.0%	30	0.0%	0	0.0%	0	0.0%	0	15.0%	23	2.0%	5
Waitrose, London Road, Twickenham, TW1 3RJ	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, North End Road, Fulham, SW6 1LX	1.4%	44	0.0%	0	0.0%	0	1.0%	2	2.0%	3	0.0%	0
Waitrose, Northolt Road, South Harrow, HA2 0EG	0.5%	16	6.0%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Sheen Road,	1.1%	35	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0

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Richmond Upon Thames, TW9 1AE												
Waitrose, St. John's Road, Clapham Junction, SW11 1PP	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Waitrose, Upper Richmond Road West, East Sheen, SW14 7JG	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	18
Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tooting	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Belgravia	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Kilburn	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	54	5.0%	7	4.0%	10	4.0%	7	2.0%	3	5.0%	13
Internet / delivered	4.1%	124	1.0%	1	3.0%	7	6.0%	11	6.0%	9	9.0%	23
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Local Shops - Harlesden (Zone 27, Brent)	0.5%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0	0.0%	0
Local Shops - Notting Hill (Zone 28, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Local Shops - Wembley (Zone 27, Brent)	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Uxbridge Road, Hatch End (Harrow)	0.2%	5	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 1 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 17 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 2 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 28 (Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Other - Zone 29 (Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 30 (Wandsworth)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Waitrose, Ariel Way (Zone 3, Hammersmith & Fulham)	0.3%	9	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip (Hillingdon)	0.2%	7	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Colonnades, Porchester Road (Zone 28, Kensington & Chelsea)	0.4%	11	0.0%	0	0.0%	0	6.0%	11	0.0%	0	0.0%	0
(Don't know / varies)	6.2%	187	11.0%	15	5.9%	14	12.0%	22	7.0%	11	7.0%	18
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q02 When your household undertakes its main food and grocery spend (STORE MENTIONED AT Q01) ones ?												
<i>Those who did not say internet at Q01</i>												
Yes - other food shops	16.2%	467	12.1%	16	23.5%	55	19.1%	34	12.8%	18	9.9%	23
Yes - other non food shops (clothing, footwear, electrical etc)	16.7%	481	6.1%	8	16.3%	38	13.8%	24	16.0%	23	23.1%	53
Yes - pubs, restaurants or cafes	1.7%	48	0.0%	0	0.0%	0	2.1%	4	2.1%	3	3.3%	8
Yes - financial service (ie bank, building society)	2.9%	84	1.0%	1	1.0%	2	3.2%	6	5.3%	8	1.1%	3
Yes - other service (eg hairdresser, travel agent, estate agent)	1.4%	40	0.0%	0	1.0%	2	2.1%	4	0.0%	0	1.1%	3
Yes - leisure activity	1.6%	47	0.0%	0	1.0%	2	1.1%	2	4.3%	6	1.1%	3
Yes - other	1.5%	43	5.1%	7	1.0%	2	3.2%	6	1.1%	2	1.1%	3
No	68.6%	1983	79.8%	106	63.3%	148	71.3%	125	72.3%	102	64.8%	149
Weighted base:		2890		133		233		176		141		230
Sample:		2905		99		98		94		94		91

Q03 How does your household normally travel to its main food and grocery shopping destination (STORE MENTIONED AT Q01)?*Those who did not say internet at Q01*

Car / van driver	52.1%	1505	62.6%	83	50.0%	117	34.0%	60	26.6%	38	58.2%	134
Car / van passenger	10.0%	290	10.1%	13	16.3%	38	6.4%	11	2.1%	3	2.2%	5
Bus	12.8%	369	7.1%	9	14.3%	33	16.0%	28	13.8%	20	7.7%	18
Train	0.7%	20	2.0%	3	4.1%	10	1.1%	2	0.0%	0	0.0%	0
Taxi	0.4%	11	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0
Walk	21.1%	609	17.2%	23	14.3%	33	38.3%	67	50.0%	71	26.4%	61
Bicycle	1.5%	44	0.0%	0	1.0%	2	2.1%	4	5.3%	8	1.1%	3
Motorcycle	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.3%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Online	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	21	0.0%	0	0.0%	0	2.1%	4	0.0%	0	1.1%	3
Weighted base:		2890		133		233		176		141		230
Sample:		2905		99		98		94		94		91

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	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q04 How often does your household normally visit its main food and grocery shopping destination (STORE MENTIONED AT Q01)? <i>Those who did not say internet at Q01</i>												
Everyday	2.8%	80	6.1%	8	3.1%	7	5.3%	9	7.4%	11	2.2%	5
5-6 times a week	0.9%	26	1.0%	1	0.0%	0	3.2%	6	1.1%	2	1.1%	3
3-4 times a week	7.5%	218	7.1%	9	8.2%	19	6.4%	11	19.1%	27	3.3%	8
Twice a week	18.0%	520	16.2%	21	16.3%	38	14.9%	26	22.3%	32	11.0%	25
Once a week	55.5%	1603	53.5%	71	57.1%	133	52.1%	92	38.3%	54	61.5%	141
Once every two weeks	9.9%	286	12.1%	16	10.2%	24	9.6%	17	7.4%	11	9.9%	23
Once a month	3.8%	109	1.0%	1	5.1%	12	6.4%	11	3.2%	5	6.6%	15
Less often	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
(Don't know / varies)	1.4%	39	3.0%	4	0.0%	0	2.1%	4	1.1%	2	3.3%	8
Weighted base:		2890		133		233		176		141		230
Sample:		2905		99		98		94		94		91

Q05 Approximately how much money does your household spend per week on its main food and groceries shop ?

£0-£10	0.6%	17	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.0%	0
£11-£20	3.6%	108	1.0%	1	3.0%	7	3.0%	6	2.0%	3	1.0%	3
£21-£30	8.0%	241	9.0%	12	6.9%	17	9.0%	17	7.0%	11	11.0%	28
£31-£40	9.6%	290	8.0%	11	9.9%	24	17.0%	32	7.0%	11	7.0%	18
£41-£50	11.5%	345	12.0%	16	12.9%	31	9.0%	17	7.0%	11	14.0%	35
£51-£60	8.0%	241	6.0%	8	8.9%	21	8.0%	15	11.0%	17	3.0%	8
£61-£70	7.1%	213	1.0%	1	5.9%	14	7.0%	13	6.0%	9	6.0%	15
£71-£80	7.5%	227	11.0%	15	11.9%	29	8.0%	15	6.0%	9	3.0%	8
£81-£90	2.6%	78	2.0%	3	5.0%	12	0.0%	0	0.0%	0	2.0%	5
£91-£100	13.2%	397	20.0%	27	7.9%	19	15.0%	28	8.0%	12	15.0%	38
£101-£125	5.2%	157	4.0%	5	5.0%	12	8.0%	15	5.0%	8	11.0%	28
£126-£150	7.2%	218	10.0%	13	9.9%	24	7.0%	13	14.0%	21	8.0%	20
£151-£200	3.4%	103	5.0%	7	2.0%	5	2.0%	4	7.0%	11	5.0%	13
£201+	1.4%	43	1.0%	1	0.0%	0	1.0%	2	2.0%	3	3.0%	8
(Don't know / varies)	9.7%	292	9.0%	12	8.9%	21	5.0%	9	14.0%	21	9.0%	23
(Refused)	1.5%	44	1.0%	1	1.0%	2	0.0%	0	4.0%	6	2.0%	5
Mean:		79.6		87.1		74.2		76.2		93.9		89.7
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

Q06 In addition to a main food and grocery shop, does your household undertake smaller shopping trips for bread, milk etc (these are known as 'top-up' purchases) ?

Yes	62.9%	1896	39.0%	52	69.3%	167	68.0%	127	52.0%	78	69.0%	174
Sometimes	7.5%	227	14.0%	19	9.9%	24	5.0%	9	5.0%	8	6.0%	15
No	29.6%	891	47.0%	63	20.8%	50	27.0%	50	43.0%	65	25.0%	63
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Q07 Approximately how much money does your household spend per week on top-up food and groceries shopping ?												
<i>Those who do top up food shopping at Q06</i>												
£0-£10	34.3%	729	43.4%	31	37.5%	71	37.0%	50	35.1%	30	30.7%	58
£11-£20	26.1%	555	28.3%	20	28.8%	55	21.9%	30	15.8%	14	28.0%	53
£21-£30	11.7%	248	9.4%	7	10.0%	19	6.9%	9	8.8%	8	13.3%	25
£31-£40	4.0%	86	5.7%	4	3.8%	7	6.9%	9	7.0%	6	2.7%	5
£41-£50	4.4%	94	1.9%	1	2.5%	5	6.9%	9	8.8%	8	1.3%	3
£51-£60	1.3%	28	0.0%	0	2.5%	5	1.4%	2	0.0%	0	1.3%	3
£61-£70	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
£71-£80	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£81-£90	0.2%	5	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.3%	3
£91-£100	1.5%	32	0.0%	0	2.5%	5	1.4%	2	1.8%	2	4.0%	8
£101-£125	0.1%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
£126-£150	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151-£200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.8%	293	11.3%	8	11.3%	21	15.1%	21	17.5%	15	14.7%	28
(Refused)	1.8%	39	0.0%	0	1.3%	2	0.0%	0	3.5%	3	2.7%	5
Mean:		20.7		16.0		19.6		23.1		22.7		22.8
Weighted base:		2123		71		190		136		86		189
Sample:		2112		53		80		73		57		75

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Q08 In which shop does your household undertake most 'top-up' food and grocery purchases ?						
<i>Those who do top up food shopping at Q06</i>						
Aldi, High Street, Feltham, TW13 4DD	0.1%	3	0.0%	0	0.0%	0
Asda, Alexander Road, Hounslow, TW3 1JT	0.9%	20	0.0%	0	0.0%	0
Asda, Forty Lane, Wembley Park, HA9 9EX	0.7%	14	0.0%	0	7.5%	14
Asda, Lavender Hill, Clapham Junction, SW11 1JG	0.2%	5	0.0%	0	0.0%	0
Asda, Roehampton Vale, Roehampton, SW15 3DT	0.1%	2	0.0%	0	0.0%	0
Asda, Tilley Road, Feltham, TW13 4BH	0.6%	12	0.0%	0	0.0%	0
Asda, Western Road, Ealing, NW10 7LW	0.3%	6	0.0%	0	2.5%	5
Budgens, Avenue Parade, Sunbury-On-Thames, TW16 5HS	0.1%	1	0.0%	0	0.0%	0
Budgens, Fauconberg Road, Chiswick, W4 3JY	0.1%	3	0.0%	0	0.0%	0
Budgens, Parsons Green Lane, Fulham, SW6 4JA	0.4%	8	0.0%	0	0.0%	0
Budgens, Staines Road, Bedfont, Fletham, TW14 8BN	0.2%	4	0.0%	0	0.0%	0
Co-op Market Town, Yeading Lane, Northolt, UB5 6LN	0.4%	8	0.0%	0	0.0%	0
Co-operative , Greenford Avenue, Hanwell, W7 1JH	0.4%	8	0.0%	0	0.0%	0
Co-operative , Uxbridge Road, Hayes, UB4 0AX	0.2%	4	0.0%	0	0.0%	0
Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0.2%	4	0.0%	0	0.0%	0
Co-operative Food, High Street, Harlington, Hayes, UB3 5DS	0.2%	5	0.0%	0	0.0%	0
Co-operative Food, North End Road, Fulham, W14 9EX	0.2%	4	0.0%	0	0.0%	0
Co-operative Food, Pitshanger Lane, Ealing, W5 1RH	0.4%	9	0.0%	0	0.0%	0

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	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
Co-operative Food, South Ealing Road, Ealing, W5 4QS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Church Road, Northolt, UB5 5AB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Co-operative, Horn Lane, Acton, W3 6PL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Kingshill Avenue, Hayes, UB4 8BY	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Arndale Centre, Wandsworth, SW18 4TQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Common Lane, Old Oak, East Acton, W3 7DA	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, High Street, Harlesden, NW10 4NS	0.2%	5	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, King Street, Hammersmith, W6 9JG	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Extra, Uxbridge Road, Hayes End, UB4 8JH	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bath Road, Hounslow West, TW4 7DN	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Central Square, Wembley, HA9 7AJ	0.2%	5	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, Greenford Road, Sudbury Hill, UB6 0HY	0.6%	12	1.9%	1	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Hounslow, TW3 1EF	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Whitton, TW2 7LT	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, North End Road, Fulham, SW6 1NQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Northolt Road, South Harrow, HA2 8EB	0.3%	6	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Southall, UB1 1SQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Station Road, Hayes, UB3 4DX	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Oaks Shopping Centre, Acton, W3 7DA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Uxbridge Road,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Ealing Broadway, W5 5AH												
Lidl, New Road, Feltham, TW14 9BG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ruislip Road, Greenford, UB6 8QY	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, West Ealing Retail Park, Uxbridge Road, Hanwell, W7 3PY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, 289-291 Fulham Road, Chelsea, SW10 9PZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Marks & Spencer Simply Food, Earls Court Road, Earls Court, SW5 9AS	0.4%	8	0.0%	0	0.0%	0	0.0%	0	8.8%	8	0.0%	0
Marks & Spencer Simply Food, Heath Road, Twickenham, TW1 4BZ	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Notting Hill Gate, Notting Hill, W11 3QG	0.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Marks & Spencer Simply Food, Talgarth Road, Hammersmith, W14 9DA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Chiswick High Road, Chiswick, W4 1PJ	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Ealing Broadway Centre, The Broadway, W5 5JW	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, George Street, Richmond Upon Thames, TW9 1JY	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Hounslow, TW3 1QL	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Kensington High Street, Kensington, W8 5SQ	0.2%	4	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Marks & Spencer, King Street, Hammersmith, W6 0QF	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.3%	3
Marks & Spencer, Lower Mortlake Road, Kew Retail Park, TW9 4AD	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Marks & Spencer, Oxford Street, West End, W1N	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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0AP												
Marks & Spencer, Putney High Street, Putney, SW15 1SP	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Marks & Spencer, St. Anns Road, Harrow, HA1 1NB	0.3%	6	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St. John's Road, Clapham, SW11 1QP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Marks & Spencer, Sunbury Cross Centre, Staines Road West, Sunbury-On-Thames, TW16 7BB	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Whiteleys Centre, Queensway, W2 4YT	0.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Morrisons, High Street, Brentford, TW8 0JG	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Rectory Road, Acton, W3 9NR	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Shepherds Bush Centre, Shepherds Bush, W12 8PH	0.4%	9	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Netto, Northolt Road, Harrow, HA2 8JN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Central, Fulham Road, Fulham Road, SW6 1DN	0.4%	9	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0
Sainsbury's Local, Battersea Park Road, Battersea, SW11 3BX	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	13
Sainsbury's Local, Chiswick High Road, Chiswick, W4 1PU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Earls Court Road, Earls Court, SW5 9QQ	0.2%	5	0.0%	0	0.0%	0	1.4%	2	3.5%	3	0.0%	0
Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Fulham Road, Fulham Road, SW10 9PZ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Lower Richmond Road, Putney, SW15 1EU	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3

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Sainsbury's Local, North End Road, Fulham, SW6 1NB	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, South Ealing Road, South Ealing, W5 4QT	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, The Broadway, Ealing, W5 2NP	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Uxbridge Road, Shepherds Bush, W12 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Westbourne Grove, Westbourne Park, W2 5RT	0.3%	7	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0
Sainsbury's, Acton Lane, Essex Place, Chiswick, W4 5UT	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Canal Way, Kensal Gas Works Site, Ladbroke Grove, W10 5AJ	0.8%	18	0.0%	0	5.0%	10	5.5%	7	0.0%	0	0.0%	0
Sainsbury's, Clapham High Street, Former Clapham Bus Garage, SW4 7SL	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Sainsbury's, Ealing Road, Alperton, Wembley, HA0 1PF	0.5%	11	0.0%	0	3.8%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Garratt Lane, Wandsworth, SW18 4AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Road, Willesden Green, NW10 2TD	0.3%	7	0.0%	0	3.8%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kings Mall, Hammersmith, W6 0YR	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lombardy Retail Park, Hayes, UB3 3EX	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Long Drive, Ruislip, HA4 0HQ	0.4%	8	9.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Manor Road, Richmond Upon Thames, TW9 1YB	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Melbourne Avenue, West Ealing, W13 9BT	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, New Zealand Avenue, Walton-On-Thames, KT12	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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1QA												
Sainsbury's, Northolt Road, South Harrow, HA2 8EQ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, O2 Centre, Finchley Road, NW3 6LU	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Tangle Park Road, Hampton, TW12 3YH	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Townsmead Road, Fulham, SW6 2SY	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Sainsbury's, Uxbridge Road, St Clares, Hampton, TW12 1AW	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Werter Road, Putney, SW15 2LJ	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West End Air Terminal, West End Air Terminal, SW7 4EJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Sainsbury's, York Road, Uxbridge, UB8 1QW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Road, Church Parade, Ashford, TW15 2TX	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Doddington Estate, Battersea Park Road, SW11 4NE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Somerfield, Earls Court Road, Earls Court, SW5 9QB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.3%	3
Somerfield, Kings Road, Worlds End, SW10 0LU	0.4%	9	0.0%	0	0.0%	0	0.0%	0	10.5%	9	0.0%	0
Somerfield, North End Road, Fulham, SW6 1NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, The Broadway, Southall, UB1 1QD	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Upper Richmond Road, Putney, SW15 2SU	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Tesco Express, Alexandra Avenue, Harrow, HA2 9DL	0.3%	7	9.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bath Road, Hounslow, TW5 9SL	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Battersea Rise, Clapham Junction, SW11 1HG	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Tesco Express, Bear Road,	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Hanworth, TW13 6SA												
Tesco Express, Castlenau, Barnes, SW13 9EW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chiswick High Road, Chiswick, W4 1PD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Road, Ashford, TW15 2UT	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Church Road, Northolt, UB5 5AU	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Earls Court Road, Earls Court, SW5 9QB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Falcon Road, Battersea, SW11 2PJ	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	8
Tesco Express, Field End Lane, South Ruislip, HA4 0QP	0.3%	7	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Palace Road, Fulham, SW6 6TD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9NA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9PR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fulham Road, Chelsea, SW10 9QL	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco Express, Fulham Road, Fulham Road, SW6 5SA	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco Express, Gloucester Road, South Kensington, SW7 4SS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco Express, Goldhawk Road, Shepherds Bush, W12 8QP	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Hampton Hill, TW12 1NL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 3RB	0.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Tesco Express, Holland Park Avenue, Notting Hill, W11 4UA	0.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Tesco Express, King Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Hammersmith, W6 9NH						
Tesco Express, Kings Road, Chelsea, SW3 5EP	0.1%	3	0.0%	0	0.0%	0
Tesco Express, London Road, Isleworth, TW7 5AY	0.4%	9	0.0%	0	0.0%	0
Tesco Express, North Hyde Road, Hayes, UB3 4NE	0.6%	12	0.0%	0	0.0%	0
Tesco Express, Northfield Avenue, Ealing, W13 9QR	0.5%	11	0.0%	0	0.0%	0
Tesco Express, Notting Hill Gate, Notting Hill, W11 3QE	0.1%	2	0.0%	0	1.4%	2
Tesco Express, Old Brompton Road, South Kensington, SW7 3DY	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Putney High Street, Putney, SW15 1SU	0.2%	4	0.0%	0	0.0%	0
Tesco Express, Rayners Lane, Alexandra Avenue, Harrow, HA2 9UE	0.2%	3	3.8%	3	0.0%	0
Tesco Express, St Margarets Road, St Margarets, Twickenham, TW1 1RG	0.3%	7	0.0%	0	0.0%	0
Tesco Express, Station Parade, Kew Gardens, TW9 3PZ	0.2%	4	0.0%	0	0.0%	0
Tesco Express, The Parade, Haven Green, Ealing, W13 9QR	0.2%	4	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, Acton, W3 9SL	0.6%	13	0.0%	0	0.0%	0
Tesco Express, Uxbridge Road, West Ealing, W13 8SB	0.2%	3	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Hayes Road, Southall, UB2 5LN	0.4%	9	0.0%	0	0.0%	0
Tesco Extra, Glencoe Road, Yeading, Hayes, UB4 9SQ	0.9%	18	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham), TW7 7JY	0.4%	9	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth, TW7 5NZ	0.6%	12	0.0%	0	0.0%	0
Tesco Extra, Staines Road	0.3%	7	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
West, Sunbury-On-Thames, TW16 7BB												
Tesco Metro, Broadway Centre, Hammersmith Broadway, W6 9YD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Broadway Shopping Centre,, Ealing, W5 5JY	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, George Street, Richmond Upon Thames, TW9 1HY	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Greenford Road, Greenford, UB6 8QY	0.7%	15	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Kensington, W8 6SU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, High Street, Whitton, Twickenham, TW2 7LN	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Portobello Road, Notting Hill, W11 1LJ	0.7%	15	0.0%	0	0.0%	0	11.0%	15	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham, TW14 0LT	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Great Central Way, Brent Park, NW10 0TL	0.4%	10	0.0%	0	5.0%	10	0.0%	0	0.0%	0	0.0%	0
Tesco, High Street, Feltham, TW13 4EX	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hurst Road, West Molesey, Richmond, KT8 1SE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Shepherds Bush Road, Hammersmith, W6 7NL	0.5%	10	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Tesco, Tilling Road, Cricklewood, NW2 1LZ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Town Lane, Stanwell, Staines, TW19 7PZ	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, West Cromwell Road, Kensington, W14 8PB	0.2%	4	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0
Tesco, Weston Avenue, Old Hoover Building, Greenford, UB6 8DW	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Alexandria Road, West Ealing, W13 0NL	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chiswick High	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Street, Chiswick, W4 5TE						
Waitrose, Gloucester Arcade, Gloucester Road, SW7 4SF	0.1%	3	0.0%	0	0.0%	0
Waitrose, High Street, Exchange Shopping Centre, Putney, SW15 1TW	0.4%	8	0.0%	0	0.0%	0
Waitrose, High Street, Kensington, W8 6SA	0.5%	11	0.0%	0	0.0%	0
Waitrose, Kings Road, Chelsea, SW3 5XP	0.4%	8	0.0%	0	0.0%	0
Waitrose, London Road, Twickenham, TW1 3RJ	0.6%	13	0.0%	0	0.0%	0
Waitrose, North End Road, Fulham, SW6 1LX	0.3%	6	0.0%	0	0.0%	0
Waitrose, Northolt Road, South Harrow, HA2 0EG	0.4%	8	7.5%	5	0.0%	0
Waitrose, Sheen Road, Richmond Upon Thames, TW9 1AE	0.1%	3	0.0%	0	0.0%	0
Waitrose, St. John's Road, Clapham Junction, SW11 1PP	0.2%	5	0.0%	0	0.0%	0
Waitrose, Upper Richmond Road West, East Sheen, SW14 7JG	0.8%	16	0.0%	0	0.0%	0
Waitrose, Wandsworth Shopping Centre, Wandsworth High Street, SW18 4TG	0.2%	5	0.0%	0	0.0%	0
Hounslow	0.7%	15	0.0%	0	0.0%	0
Ealing	1.4%	29	0.0%	0	0.0%	0
West Ealing	0.3%	6	0.0%	0	0.0%	0
Shepherds Bush	0.6%	13	0.0%	0	0.0%	0
Southall	1.0%	22	0.0%	0	0.0%	0
Chiswick	1.0%	20	0.0%	0	0.0%	0
Hammersmith	0.8%	18	0.0%	0	1.3%	2
Fulham	0.7%	15	0.0%	0	0.0%	0
Greenford	1.1%	24	0.0%	0	0.0%	0
Hanwell	0.4%	8	0.0%	0	0.0%	0
Acton	0.4%	9	0.0%	0	0.0%	0
Brentford	0.2%	4	0.0%	0	0.0%	0
Feltham	0.3%	7	0.0%	0	0.0%	0
Northfields	0.1%	2	0.0%	0	0.0%	0
Northolt	0.2%	5	0.0%	0	0.0%	0
Perivale	0.3%	6	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.2%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Hounslow West	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Fulham Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White City Media Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury	0.2%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pimlico	0.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Bayswater	0.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Belgravia	0.1%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Kensal Rise	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.2%	4	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0
Cricklewood	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.5%	11	0.0%	0	5.0%	10	0.0%	0	0.0%	0	0.0%	0
Greenhill	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Harrow	0.4%	8	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.1%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	66	9.4%	7	10.0%	19	5.5%	7	5.3%	5	5.3%	10
Internet / delivered	0.8%	18	0.0%	0	2.5%	5	0.0%	0	3.5%	3	1.3%	3
Aldi, Hospital Road (Zone 14, Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Ashford (Zone 22, Spelthorne)	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Battersea (Zone 30, Wandsworth)	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	10
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Local Shops - East Sheen (Zone 18, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Hampton	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
(Zone 21, Richmond Upon Thames)												
Local Shops - Harlesden (Zone 27, Brent)	0.2%	5	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Local Shops - Hayes (Zone 24, Hillingdon)	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Kew (Zone 19, Richmond Upon Thames)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Notting Hill (Zone 28, Kensington & Chelsea)	0.5%	11	0.0%	0	0.0%	0	8.2%	11	0.0%	0	0.0%	0
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.6%	12	0.0%	0	0.0%	0	6.9%	9	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Richmond (Zone 19, Richmond Upon Thames)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Shepperton (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3
Local Shops - Southfield (Zone 17, Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Local Shops - St Margarets (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Wembley (Zone 27, Brent)	0.9%	19	0.0%	0	10.0%	19	0.0%	0	0.0%	0	0.0%	0
Local Shops - Whitton (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 15 (Hounslow)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 2 (Hammersmith & Fulham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 24 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 28 (Kensington & Chelsea)	0.4%	9	0.0%	0	0.0%	0	6.9%	9	0.0%	0	0.0%	0
Other - Zone 29 (Kensington & Chelsea)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0
Other - Zone 3 (Brent)	0.3%	7	0.0%	0	3.8%	7	0.0%	0	0.0%	0	0.0%	0
Other - Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Other - Zone 3 (Kensington & Chelsea)	0.2%	4	0.0%	0	1.3%	2	1.4%	2	0.0%	0	0.0%	0
Other - Zone 30 (Wandsworth)	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	10
Other - Zone 4 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Clare Road, Stanwell (Zone 23, Spelthorne)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ariel Way (Zone 3, Hammersmith & Fulham)	0.3%	6	0.0%	0	1.3%	2	1.4%	2	0.0%	0	0.0%	0
Waitrose, Kingsend, Ruislip (Hillingdon)	0.1%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	20.5%	435	26.4%	19	17.5%	33	23.3%	32	17.5%	15	34.7%	66
(Nowhere else)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		2123		71		190		136		86		189
Sample:		2112		53		80		73		57		75

Q09 How does your household normally travel to its top up shopping destination (STORE MENTIONED AT Q08)?*Those who do top up food shopping at Q06 and who don't use the internet at Q08*

Car / van driver	24.3%	512	45.3%	32	26.9%	50	12.3%	17	9.1%	8	12.2%	23
Car / van passenger	2.7%	56	3.8%	3	6.4%	12	0.0%	0	0.0%	0	0.0%	0
Bus	9.2%	195	5.7%	4	11.5%	21	11.0%	15	3.6%	3	5.4%	10
Train	0.9%	19	1.9%	1	1.3%	2	1.4%	2	0.0%	0	4.1%	8
Taxi	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	58.2%	1225	43.4%	31	51.3%	95	74.0%	101	83.6%	69	73.0%	136
Bicycle	2.4%	51	0.0%	0	0.0%	0	0.0%	0	3.6%	3	2.7%	5
Motorcycle	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not applicable	0.3%	5	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Invalid scooter	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheelchair	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.4%	30	0.0%	0	1.3%	2	1.4%	2	0.0%	0	2.7%	5
Weighted base:		2105		71		186		136		83		187
Sample:		2097		53		78		73		55		74

Q10 Does your household also spend money on food and groceries in small shops?*Those who gave supermarket locations at both Q01 and Q08*

Yes	42.2%	380	30.4%	9	52.2%	29	29.4%	9	39.4%	20	43.5%	25
No	57.8%	521	69.6%	21	47.8%	26	70.6%	22	60.6%	30	56.5%	33
Weighted base:		901		31		55		32		50		58
Sample:		951		23		23		17		33		23

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Q11 Where are these small shops located?						
<i>Those who said Yes at Q10</i>						
Acton	4.0%	15	0.0%	0	0.0%	0
Bedfont	0.1%	0	0.0%	0	0.0%	0
Brentford	1.0%	4	0.0%	0	0.0%	0
Chiswick	4.2%	16	0.0%	0	0.0%	0
Clapham	2.7%	10	0.0%	0	0.0%	0
Cranford	0.3%	1	0.0%	0	0.0%	0
Ealing	5.3%	20	0.0%	0	0.0%	0
East Acton	0.2%	1	0.0%	0	0.0%	0
Feltham	1.9%	7	0.0%	0	0.0%	0
Fulham	2.7%	10	0.0%	0	0.0%	0
Fulham Road	0.7%	3	0.0%	0	0.0%	0
Greenford	2.2%	8	0.0%	0	0.0%	0
Hammersmith	3.3%	12	0.0%	0	0.0%	0
Hanwell	0.2%	1	0.0%	0	0.0%	0
Hanworth	0.8%	3	0.0%	0	0.0%	0
Harrow	3.0%	11	57.1%	5	16.7%	5
Heston	1.2%	5	0.0%	0	0.0%	0
Hillingdon	0.2%	1	0.0%	0	0.0%	0
Hounslow	5.7%	22	0.0%	0	0.0%	0
Hounslow West	1.5%	6	0.0%	0	0.0%	0
Isleworth	1.6%	6	0.0%	0	0.0%	0
Kensal Rise	0.6%	2	0.0%	0	8.3%	2
North End Road	0.3%	1	0.0%	0	0.0%	0
Northfields	1.1%	4	0.0%	0	0.0%	0
Northolt	0.7%	3	0.0%	0	0.0%	0
Perivale	0.2%	1	0.0%	0	0.0%	0
Ruislip	0.2%	1	0.0%	0	0.0%	0
Shepherds Bush	1.1%	4	0.0%	0	0.0%	0
Shepherds Bush Road	0.3%	1	0.0%	0	0.0%	0
South Ealing	1.2%	4	0.0%	0	0.0%	0
Southall	1.4%	5	0.0%	0	0.0%	0
Staines	0.1%	0	0.0%	0	0.0%	0
Sudbury Hill	2.2%	8	14.3%	1	16.7%	5
Sunbury	0.2%	1	0.0%	0	0.0%	0
Teddington	0.4%	2	0.0%	0	0.0%	0
Tooting	0.3%	1	0.0%	0	0.0%	0
Uxbridge	0.5%	2	0.0%	0	0.0%	0
Wandsworth Bridge Road	0.7%	3	0.0%	0	0.0%	0
North						
Wembley Park	0.8%	3	0.0%	0	8.3%	2
West Drayton	0.2%	1	0.0%	0	0.0%	0
West Ealing	2.4%	9	0.0%	0	0.0%	0
Other	1.7%	7	0.0%	0	16.7%	5
Local Shops - Ashford (Zone	2.4%	9	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
22, Spelthorne)												
Local Shops - Barnes (Zone 18, Richmond Upon Thames)	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Battersea (Zone 30, Wandsworth)	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	10
Local Shops - Chelsea (Zone 29, Kensington & Chelsea)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Local Shops - East Sheen (Zone 18, Richmond Upon Thames)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Hampton (Zone 21, Richmond Upon Thames)	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Kew (Zone 19, Richmond Upon Thames)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	3
Local Shops - Portobello (Zone 28, Kensington & Chelsea)	0.6%	2	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops - Putney (Zone 18, Wandsworth)	3.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Richmond (Zone 19, Richmond Upon Thames)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - St Margarets (Zone 20, Richmond Upon Thames)	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Stanwell (Zone 23, Spelthorne)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Twickenham (Zone 20, Richmond Upon Thames)	2.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Wembley (Zone 27, Brent)	1.3%	5	0.0%	0	16.7%	5	0.0%	0	0.0%	0	0.0%	0
Local Shops - Whitton (Zone 20, Richmond Upon Thames)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 15 (Hounslow)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 27 (Brent)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Zone 28 (Kensington & Chelsea)	1.0%	4	0.0%	0	0.0%	0	40.0%	4	0.0%	0	0.0%	0
Other - Zone 29 (Kensington & Chelsea)	2.0%	8	0.0%	0	0.0%	0	0.0%	0	38.5%	8	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holland Park (Kensington & Chelsea)	0.5%	2	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Kensington (Kensington & Chelsea)	1.7%	6	0.0%	0	0.0%	0	20.0%	2	23.1%	5	0.0%	0
Other, Zone 18 (Wandsworth)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 24 (Hillingdon)	4.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 25 (Ealing / Hillingdon)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow (Zone 26, Harrow)	0.7%	3	28.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hammersmith & Fulham)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames))	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.2%	20	0.0%	0	8.3%	2	0.0%	0	15.4%	3	0.0%	0
Weighted base:		380		9		29		9		20		25
Sample:		388		7		12		5		13		10

West London Retail Study for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q12 Apart from Christmas shopping, where did you or your family last purchase clothes or shoes ?												
Brent Cross	3.3%	99	3.0%	4	28.7%	69	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.4%	13	1.0%	1	3.0%	7	2.0%	4	0.0%	0	0.0%	0
Wembley	1.1%	34	1.0%	1	12.9%	31	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	8.3%	251	1.0%	1	3.0%	7	1.0%	2	0.0%	0	1.0%	3
Greenford	0.7%	21	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Southall	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.2%	6	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Shepherds Bush	1.8%	55	0.0%	0	0.0%	0	5.0%	9	1.0%	2	0.0%	0
Other - Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Other - Hammersmith	0.9%	27	0.0%	0	0.0%	0	2.0%	4	1.0%	2	0.0%	0
King Street West, Hammersmith & Fulham	2.6%	80	0.0%	0	1.0%	2	3.0%	6	1.0%	2	1.0%	3
North End Road, Hammersmith & Fulham	0.3%	10	0.0%	0	0.0%	0	2.0%	4	1.0%	2	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Wandsworth Bridge Road South, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Westfield	4.8%	145	2.0%	3	5.0%	12	9.0%	17	1.0%	2	5.0%	13
White City Media Village	0.1%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	3.1%	93	25.0%	34	11.9%	29	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.2%	7	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Pinner	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.6%	19	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.4%	13	7.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	4.1%	123	9.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	6.5%	196	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	3.7%	113	0.0%	0	0.0%	0	15.0%	28	31.0%	47	1.0%	3
King's Road East, Kensington & Chelsea	2.3%	69	0.0%	0	0.0%	0	1.0%	2	18.0%	27	9.0%	23
Knightsbridge	0.7%	22	0.0%	0	1.0%	2	5.0%	9	3.0%	5	0.0%	0
Kingston-Upon-Thames	6.3%	190	0.0%	0	0.0%	0	0.0%	0	2.0%	3	6.0%	15
Richmond	2.9%	89	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside, Thurrock	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Putney	1.3%	40	0.0%	0	0.0%	0	0.0%	0	1.0%	2	3.0%	8
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	28
Central London / West End	7.2%	216	2.0%	3	12.9%	31	16.0%	30	6.0%	9	14.0%	35
Queensway / Wesbtourne Grove, Westminster	0.3%	9	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Praed Street / Paddington, Westminster	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.3%	8	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.0%	180	10.0%	13	2.0%	5	7.0%	13	8.0%	12	6.0%	15
Abroad	1.8%	55	2.0%	3	0.0%	0	6.0%	11	5.0%	8	1.0%	3
Other	3.7%	110	3.0%	4	3.0%	7	6.0%	11	7.0%	11	11.0%	28
Ashford (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Camberley (Surrey Heath)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 13 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Other, Zone 19 (Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	2.8%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Watford (Watford)	0.7%	22	7.0%	9	5.0%	12	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	18
Windsor (Windsor)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Yeading (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.7%	111	7.0%	9	1.0%	2	9.0%	17	7.0%	11	5.0%	13
(Don't do this type of shopping)	4.2%	126	1.0%	1	3.0%	7	5.0%	9	5.0%	8	3.0%	8
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

Q13 Where did you usually shop for clothes and shoes before Westfield opened?

Those who said Westfield at Q12

Brent Cross	10.0%	15	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Ealing	8.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	1.6%	2	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	6.4%	9	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Other - Harrow	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	2.6%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	3.2%	5	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	16.8%	24	0.0%	0	0.0%	0	33.3%	6	100.0%	2	0.0%	0
King's Road East, Kensington & Chelsea	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3
Knightsbridge	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3
Richmond	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3
Central London / West End	11.7%	17	0.0%	0	20.0%	2	0.0%	0	0.0%	0	20.0%	3
Queensway / Wesbtourne Grove, Westminster	1.3%	2	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	5	0.0%	0	20.0%	2	0.0%	0	0.0%	0	20.0%	3
Watford (Watford)	0.9%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Did not live here before	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know	12.6%	18	0.0%	0	20.0%	2	33.3%	6	0.0%	0	0.0%	0
Weighted base:		145		3		12		17		2		13
Sample:		122		2		5		9		1		5

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Q14 Why have you switched to Westfield?												
<i>Those who said Westfield at Q12</i>												
More parking provision (not enough parking in previous centre)	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking (parking too expensive in previous centre)	3.6%	5	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Better links from car parks to shops	4.9%	7	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Easier to reach by bus/tube	11.2%	16	0.0%	0	40.0%	5	0.0%	0	0.0%	0	0.0%	0
Better signage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to access on foot	13.0%	19	0.0%	0	0.0%	0	22.2%	4	0.0%	0	0.0%	0
Prefer covered shopping centres/malls	4.5%	7	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
More choice of shops (general)	16.3%	24	50.0%	1	0.0%	0	11.1%	2	0.0%	0	0.0%	0
More clothes/fashion shops	7.4%	11	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
More quality/designer shops	7.3%	11	0.0%	0	0.0%	0	22.2%	4	0.0%	0	0.0%	0
More dept stores/larger stores	4.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More discount/cheaper goods	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/improved supermarkets/food shops	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer empty shops/vacancies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific shop missing from Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for children	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better/more safety/security/CCTV/police presence	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More facilities for disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating/benches	1.3%	2	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
More/better cafes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More/better restaurants	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved shelter from wind/rain	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nicer shopping environment	7.1%	10	50.0%	1	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Other	5.5%	8	50.0%	1	20.0%	2	0.0%	0	0.0%	0	20.0%	3
Closer to home	14.9%	22	0.0%	0	40.0%	5	11.1%	2	0.0%	0	20.0%	3
More convenient	2.3%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0
(Don't Know)	28.9%	42	0.0%	0	20.0%	2	33.3%	6	0.0%	0	60.0%	8
Weighted base:		145		3		12		17		2		13

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Sample:	122	2	5	9	1	5

Q15 How do you normally travel to your main clothes and shoes shopping destination (CENTRE OR STORE MENTIONED AT Q12)?
Those who do clothes and shoes shopping at Q12

Car/van driver	33.7%	937	50.0%	62	37.1%	86	8.1%	13	17.0%	23	32.6%	76
Car/van passenger	6.0%	168	3.3%	4	9.3%	21	3.5%	6	1.1%	2	4.3%	10
Bus	27.4%	761	18.5%	23	26.8%	62	36.0%	58	27.3%	36	22.8%	53
Train	7.0%	196	9.8%	12	7.2%	17	9.3%	15	6.8%	9	13.0%	30
Taxi	0.5%	15	1.1%	1	1.0%	2	0.0%	0	1.1%	2	0.0%	0
Walk	12.4%	345	3.3%	4	10.3%	24	23.3%	37	27.3%	36	12.0%	28
Bicycle	1.4%	39	0.0%	0	1.0%	2	1.2%	2	3.4%	5	1.1%	3
Motorcycle	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Don't visit (shop via internet or phone).	4.7%	131	8.7%	11	1.0%	2	7.0%	11	5.7%	8	3.3%	8
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.2%	60	1.1%	1	1.0%	2	2.3%	4	4.5%	6	3.3%	8
Aeroplane	0.8%	22	1.1%	1	0.0%	0	3.5%	6	2.3%	3	0.0%	0
Tube	2.6%	71	0.0%	0	4.1%	10	4.7%	7	3.4%	5	4.3%	10
Delivered	0.8%	22	2.2%	3	1.0%	2	1.2%	2	0.0%	0	1.1%	3
Varies	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	2778		124		231		161		132		232	
Sample:	2791		92		97		86		88		92	

Q16 How often do you visit your main clothes and shoes shopping destination (CENTRE OR STORE STORE MENTIONED AT Q12)?
Those who do clothes and shoes shopping at Q12

Everyday	1.8%	50	2.2%	3	3.1%	7	2.3%	4	8.0%	11	1.1%	3
5-6 times a week	0.3%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
3-4 times a week	1.3%	35	0.0%	0	2.1%	5	2.3%	4	2.3%	3	0.0%	0
Twice a week	3.4%	94	6.5%	8	3.1%	7	1.2%	2	2.3%	3	4.3%	10
Once a week	11.0%	305	9.8%	12	12.4%	29	5.8%	9	11.4%	15	9.8%	23
Once every two weeks	12.7%	352	13.0%	16	16.5%	38	10.5%	17	11.4%	15	12.0%	28
Once a month	25.8%	718	31.5%	39	21.6%	50	22.1%	35	21.6%	29	30.4%	71
Once every 2 - 3 months	23.9%	663	17.4%	21	24.7%	57	33.7%	54	23.9%	32	25.0%	58
Twice a year	11.3%	315	10.9%	13	11.3%	26	8.1%	13	8.0%	11	9.8%	23
Less often	8.6%	239	8.7%	11	4.1%	10	14.0%	22	11.4%	15	7.6%	18
Weighted base:	2778		124		231		161		132		232	
Sample:	2791		92		97		86		88		92	

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Q17 Where did you or your family purchase clothes or shoes the time BEFORE last?												
<i>Those who do clothes and shoes shopping at Q12</i>												
Brent Cross	2.4%	67	1.1%	1	13.4%	31	1.2%	2	0.0%	0	0.0%	0
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Neasden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston Road, Brent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.8%	22	1.1%	1	7.2%	17	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	5	2.2%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	4.4%	123	2.2%	3	2.1%	5	0.0%	0	0.0%	0	0.0%	0
East Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.4%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.9%	26	1.1%	1	1.0%	2	4.7%	7	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edward Woods Estate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldhawk Road, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Hammersmith & Fulham												
Other - Hammersmith	0.7%	21	0.0%	0	0.0%	0	2.3%	4	1.1%	2	0.0%	0
King Street West,	1.1%	31	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0
Hammersmith & Fulham												
Munster Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham												
North End Road,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Hammersmith & Fulham												
Parsons Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham												
Uxbridge Road East,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham												
Uxbridge Road West,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hammersmith & Fulham												
Wandsworth Bridge Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North, Hammersmith & Fulham												
Wandsworth Bridge Road	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
South, Hammersmith & Fulham												
Westfield	3.6%	100	4.3%	5	5.2%	12	10.5%	17	3.4%	5	1.1%	3
White City Media Village	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	1.8%	50	14.1%	17	7.2%	17	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	11	5.4%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	2.0%	55	6.5%	8	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Yiewsley / West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	3.4%	95	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Kensington High Street, Kensington & Chelsea	3.0%	84	0.0%	0	0.0%	0	11.6%	19	13.6%	18	1.1%	3
King's Road East, Kensington & Chelsea	1.2%	34	0.0%	0	0.0%	0	1.2%	2	8.0%	11	3.3%	8
Knightsbridge	0.2%	5	0.0%	0	0.0%	0	1.2%	2	1.1%	2	0.0%	0
Kingston-Upon-Thames	5.6%	155	0.0%	0	0.0%	0	0.0%	0	3.4%	5	8.7%	20
Richmond	2.1%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside, Thurrock	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	13
Balham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	5.7%	159	1.1%	1	5.2%	12	12.8%	21	8.0%	11	10.9%	25
Queensway / Wesbourn Grove, Westminster	0.4%	12	0.0%	0	0.0%	0	4.7%	7	0.0%	0	1.1%	3
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.1%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
St Johns Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	1.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	3
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olympic Retail Park (MFI, Harveys, Comet, Dreams, Halfords, Sleepmasters)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)												
Staples Corner Retail Park (Brent Cross)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Hospital Road, Hounslow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Glover Drive, Edmonton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 51 Townsmead Road, Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Tesco, Faggs Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	3.0%	84	6.5%	8	4.1%	10	2.3%	4	3.4%	5	1.1%	3
Abroad	1.4%	40	0.0%	0	1.0%	2	3.5%	6	5.7%	8	1.1%	3
Car boot sale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.8%	79	3.3%	4	2.1%	5	1.2%	2	5.7%	8	5.4%	13
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	5
Earls Court (Zone 29, Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earlsfield (Zone 18, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Homebase, The Causeway, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 13 (Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18/19 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 27 (Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Other, Zone 29 (Kensington & Chelsea)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3/4 (Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 30 (Wandsworth)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 4 (Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	2	3.3%	8
Watford (Watford)	0.6%	17	7.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westway Retail Park (Zone 7, Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	10
Windsor (Windsor)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.9%	246	3.3%	4	9.3%	21	14.0%	22	11.4%	15	16.3%	38
(Don't do this type of shopping)	31.7%	881	35.9%	44	38.1%	88	22.1%	35	30.7%	41	29.3%	68
Weighted base:		2778		124		231		161		132		232
Sample:		2791		92		97		86		88		92

West London Retail Study
for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q18 Apart from Christmas shopping, where did you or your family last purchase furniture, carpets, or soft household furnishings?												
Brent Cross	2.0%	61	3.0%	4	7.9%	19	3.0%	6	0.0%	0	0.0%	0
Harlesden	0.2%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.4%	11	0.0%	0	2.0%	5	1.0%	2	0.0%	0	0.0%	0
Wembley	1.9%	57	0.0%	0	12.9%	31	1.0%	2	1.0%	2	0.0%	0
Wembley Park	0.6%	19	2.0%	3	5.0%	12	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	11	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Ealing	2.2%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	15	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	0.0%	0	0.0%	0	1.0%	2	1.0%	2	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Goldhawk Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.2%	6	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
North End Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Westfield	0.5%	16	0.0%	0	1.0%	2	0.0%	0	1.0%	2	1.0%	3
Other - Harrow	0.4%	13	3.0%	4	2.0%	5	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.3%	8	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Eastcote	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Hayes	2.1%	62	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Ruislip	2.8%	85	27.0%	36	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.5%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Yiewsley / West Drayton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.5%	15	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.6%	48	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Isleworth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	0.8%	23	0.0%	0	0.0%	0	2.0%	4	6.0%	9	0.0%	0
King's Road East, Kensington & Chelsea	2.6%	78	0.0%	0	0.0%	0	4.0%	7	16.0%	24	5.0%	13
Knightsbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	4.1%	124	0.0%	0	0.0%	0	0.0%	0	1.0%	2	7.0%	18
Richmond	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
East Sheen	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside, Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Clapham Junction	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	13
Balham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Central London / West End	3.7%	112	0.0%	0	1.0%	2	15.0%	28	3.0%	5	2.0%	5
Queensway / Wesbtourne Grove, Westminster	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olympic Retail Park (MFI,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Harveys, Comet, Dreams, Halfords, Sleepmasters)												
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.2%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.4%	13	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.2%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Croydon	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Ikea, Glover Drive, Edmonton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	4.5%	135	4.0%	5	9.9%	24	9.0%	17	2.0%	3	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	5.7%	172	6.0%	8	3.0%	7	9.0%	17	6.0%	9	7.0%	18
Abroad	0.4%	11	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	3
Car boot sale	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.2%	67	0.0%	0	4.0%	10	2.0%	4	3.0%	5	7.0%	18
2 Rivers Retail Park, Staines (Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Wandsworth)						
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.1%	2	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	9	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.1%	2	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.7%	20	0.0%	0	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.3%	8	1.0%	1	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	1.0%	2
Reading (Reading)	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.5%	16	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0
Staines (Spelthorne)	1.3%	40	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	2	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	10	0.0%	0	0.0%	0
Watford (Watford)	0.4%	11	4.0%	5	1.0%	2
Wimbledon (Merton)	0.0%	1	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	3	0.0%	0	0.0%	0
(Don't know / can't remember)	12.9%	388	20.0%	27	12.9%	31
(Don't do this type of shopping)	28.8%	868	19.0%	26	26.7%	64
Weighted base:	3014		134	240	187	150
Sample:	3014		100	101	100	100

West London Retail Study for Roger Tym and Partners

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
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Q19 And the time before that, where did you or your family purchase furniture, carpets, or soft household furnishings ?

Those who shop for furniture, carpets or soft furnishings at Q18

Brent Cross	1.7%	31	4.9%	4	1.6%	2	1.9%	2	2.0%	2	0.0%	0
Harlesden	0.1%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neasden	0.2%	4	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Wembley	1.1%	19	1.6%	1	6.6%	10	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.3%	5	1.6%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.3%	5	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0
Acton	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	1.0%	18	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.3%	5	1.6%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	8	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Other - Fulham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Fulham Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	5	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Westfield	0.6%	10	3.3%	3	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Other - Harrow	0.2%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.1%	18	9.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.6%	28	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	0.0%	0
Kensington High Street, Kensington & Chelsea	0.7%	12	0.0%	0	0.0%	0	5.8%	6	4.1%	3	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
King's Road East, Kensington & Chelsea	1.5%	27	0.0%	0	0.0%	0	3.8%	4	14.3%	11	1.8%	3
Knightsbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.9%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	5
Richmond	0.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.4%	7	0.0%	0	0.0%	0	0.0%	0	2.0%	2	3.5%	5
Central London / West End	2.6%	45	0.0%	0	3.3%	5	5.8%	6	4.1%	3	0.0%	0
Apex Retail Park (Currys, Wickes)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.3%	5	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Homebase, Western Circus, Acton	0.1%	2	0.0%	0	0.0%	0
Ikea, Croydon	0.7%	13	0.0%	0	0.0%	0
Ikea, Glover Drive, Edmonton	0.0%	1	0.0%	0	0.0%	0
Ikea, Wembley	3.1%	54	1.6%	1	3.3%	5
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.0%	0
Internet / delivered	4.0%	70	6.6%	5	1.6%	2
Abroad	0.4%	8	0.0%	0	0.0%	0
Other	1.5%	27	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.5%	9	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.4%	8	0.0%	0	0.0%	0
Camberley (Surrey Heath)	0.0%	1	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.3%	6	0.0%	0	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.1%	1	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.4%	8	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.2%	4	0.0%	0	0.0%	0
Slough (Slough)	0.5%	9	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0
Staines (Spelthorne)	1.1%	19	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	1	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.2%	4	0.0%	0	0.0%	0
Watford (Watford)	0.1%	2	1.6%	1	0.0%	0
Wimbledon (Merton)	0.1%	2	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	18.4%	323	14.8%	12	21.3%	31
(Don't do this type of shopping)	40.7%	716	41.0%	34	52.5%	76
Weighted base:	1758		82		145	
Sample:	1789		61		61	

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q20 Apart from Christmas shopping, where did you or your family last purchase DIY, decorating goods or gardening items ?												
Brent Cross	0.4%	11	0.0%	0	3.0%	7	1.0%	2	0.0%	0	0.0%	0
Harlesden	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Wembley	0.7%	21	0.0%	0	8.9%	21	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Willesden Green	1.3%	39	0.0%	0	15.8%	38	0.0%	0	0.0%	0	0.0%	0
Acton	2.2%	65	0.0%	0	4.0%	10	6.0%	11	0.0%	0	0.0%	0
Ealing	1.6%	49	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.0%	0
East Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.3%	9	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.7%	21	0.0%	0	1.0%	2	1.0%	2	0.0%	0	1.0%	3
Perivale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.5%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.4%	12	0.0%	0	0.0%	0	1.0%	2	0.0%	0	2.0%	5
Fulham Palace Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Hammersmith	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.6%	18	0.0%	0	0.0%	0	0.0%	0	1.0%	2	5.0%	13
Wandsworth Bridge Road South, Hammersmith & Fulham	0.5%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	2	3.0%	8
Westfield	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Harrow	0.3%	10	2.0%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
North Harrow	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.2%	7	1.0%	1	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	3.0%	91	2.0%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Ruislip	2.7%	81	42.0%	56	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.3%	40	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.1%	33	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Isleworth	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.0%	61	0.0%	0	0.0%	0	13.0%	24	17.0%	26	0.0%	0
King's Road East, Kensington & Chelsea	0.5%	16	0.0%	0	0.0%	0	2.0%	4	7.0%	11	0.0%	0
Kingston-Upon-Thames	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.5%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clapham Junction	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Central London / West End	0.8%	24	0.0%	0	1.0%	2	6.0%	11	1.0%	2	1.0%	3
Queensway / Wesbtourne Grove, Westminster	0.7%	21	0.0%	0	0.0%	0	11.0%	21	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Sports Direct)												
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.7%	21	14.0%	19	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.4%	11	1.0%	1	4.0%	10	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	3.8%	116	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	3
B&Q, Glencoe Road, Yeading	4.7%	141	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	2.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Homebase, Syon Lane, Isleworth	2.1%	64	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	2.6%	78	0.0%	0	0.0%	0	0.0%	0	2.0%	3	1.0%	3
Homebase, Western Circus, Acton	2.4%	73	0.0%	0	0.0%	0	8.0%	15	0.0%	0	1.0%	3
Ikea, Croydon	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Ikea, Wembley	0.2%	6	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, South Ealing Road	1.0%	31	1.0%	1	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.5%	16	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	44	1.0%	1	9.9%	24	1.0%	2	0.0%	0	1.0%	3
Ashford (Zone 22, Spelthorne)	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
B&Q, Smuggler's Way, Wandsworth (Zone 30,	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	15

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Wandsworth)												
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	1.2%	35	0.0%	0	5.0%	12	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.4%	12	0.0%	0	0.0%	0	0.0%	0	1.0%	2	4.0%	10
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	8	0.0%	0	0.0%	0	1.0%	2	3.0%	5	0.0%	0
Focus, West Street, Sittingbourne (Swale)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	23
Homebase, The Causeway, Staines (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	2.0%	61	0.0%	0	0.0%	0	4.0%	7	17.0%	26	0.0%	0
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
New Maldon (Kingston Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Wandsworth (Zone 30, Wandsworth)	2.5%	75	0.0%	0	0.0%	0	0.0%	0	2.0%	3	22.0%	56
Watford (Watford)	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	13
Yeading (Zone 25, Hillingdon / Ealing)	0.3%	9	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.2%	217	11.0%	15	8.9%	21	8.0%	15	8.0%	12	8.0%	20
(Don't do this type of shopping)	22.8%	686	16.0%	21	19.8%	48	27.0%	50	32.0%	48	22.0%	56
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
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Q21 And the time before that, where did you or your family purchase DIY, decorating goods or gardening items?*Those who do DIY, decorating or gardening shopping at Q20*

Brent Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Neasden	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley	0.3%	7	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.5%	11	0.0%	0	5.6%	10	0.0%	0	0.0%	0	0.0%	0
Acton	1.3%	28	0.0%	0	2.8%	5	9.2%	11	0.0%	0	0.0%	0
Ealing	1.0%	21	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Greenford	0.3%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.4%	8	1.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dawes Road, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Other - Hammersmith	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.2%	4	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.2%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Ruislip	0.6%	13	11.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	1.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	0.5%	12	1.4%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Isleworth	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.0%	21	0.0%	0	0.0%	0	6.2%	7	8.3%	8	0.0%	0
King's Road East, Kensington & Chelsea	0.3%	6	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.4%	3
Kingston-Upon-Thames	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Clapham Junction	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Central London / West End	0.4%	9	1.4%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Queensway / Wesbtourne Grove, Westminster	0.3%	6	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.5%	11	8.2%	8	0.0%	0	1.5%	2	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	2.6%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	1.3%	28	1.4%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
Homebase, Syon Lane, Isleworth	1.4%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.9%	19	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Ikea, Wembley	0.3%	6	0.0%	0	0.0%	0	1.5%	2	1.7%	2	0.0%	0
Wickes, South Ealing Road	1.0%	21	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.4%	3
Internet / delivered	0.5%	12	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	5	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Other	1.1%	23	0.0%	0	6.9%	12	1.5%	2	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Shannon Commercial Centre, New Malden (Kingston Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.4%	8	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	7	0.0%	0	0.0%	0	0.0%	0	1.7%	2	2.9%	5
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	6	0.0%	0	0.0%	0	1.5%	2	5.0%	5	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Homebase, The Causeway, Staines (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.9%	19	0.0%	0	0.0%	0	3.1%	4	8.3%	8	0.0%	0
Homebase, York Road, Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Kew (Zone 19, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Osterley (Zone 14/15, Hounslow)	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.2%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	1.1%	23	0.0%	0	0.0%	0	0.0%	0	1.7%	2	8.6%	15
Watford (Watford)	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	8
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.3%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	10.8%	228	11.0%	11	9.7%	17	10.8%	13	15.0%	14	4.3%	8
(Don't do this type of shopping)	50.5%	1066	53.4%	52	61.1%	105	47.7%	58	50.0%	45	65.7%	116
Weighted base:		2110		98		171		121		90		177
Sample:		2147		73		72		65		60		70

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30			
Q22 Apart from Christmas shopping, where did you or your family last purchase electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?													
Brent Cross	2.2%	67	9.0%	12	10.9%	26	0.0%	0	0.0%	0	0.0%	0	
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Harlesden	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	
Kilburn	0.4%	12	0.0%	0	3.0%	7	2.0%	4	0.0%	0	0.0%	0	
Neasden	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	
Wembley	1.8%	54	0.0%	0	17.8%	43	0.0%	0	0.0%	0	1.0%	3	
Wembley Park	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0	
Willesden Green	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	
Acton	0.5%	16	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.0%	0	
Ealing	3.1%	93	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0	
Greenford	0.3%	9	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hanwell	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northolt	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park Royal	0.7%	21	0.0%	0	3.0%	7	1.0%	2	0.0%	0	0.0%	0	
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	
Southall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sudbury Hill	0.2%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	
Shepherds Bush	0.5%	15	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	
Askew Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other - Fulham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	3.0%	5	2.0%	5	
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fulham Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.0%	5	
Other - Hammersmith	0.3%	8	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	
King Street West, Hammersmith & Fulham	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
North End Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wandsworth Bridge Road North, Hammersmith & Fulham	1.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	18	
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Westfield	0.6%	17	0.0%	0	0.0%	0	1.0%	2	1.0%	2	1.0%	3	
Other - Harrow	0.8%	25	5.0%	7	5.0%	12	0.0%	0	0.0%	0	0.0%	0	
North Harrow	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.2%	7	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	3.7%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.8%	54	27.0%	36	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.4%	12	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.8%	26	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Feltham	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.7%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.3%	69	0.0%	0	1.0%	2	15.0%	28	18.0%	27	0.0%	0
King's Road East, Kensington & Chelsea	3.0%	91	0.0%	0	0.0%	0	4.0%	7	27.0%	41	4.0%	10
Knightsbridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Kingston-Upon-Thames	4.0%	119	0.0%	0	0.0%	0	0.0%	0	1.0%	2	8.0%	20
Richmond	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
East Sheen	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.8%	24	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	3
Clapham Junction	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	15
Central London / West End	4.4%	131	2.0%	3	1.0%	2	14.0%	26	7.0%	11	4.0%	10
Queensway / Wesbtourne Grove, Westminster	0.4%	11	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.5%	15	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	3
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stadium Retail Park, (Wembley Wickes, Halfords, Comet, Land of Leather, Allied Carpets, Harveys, MFI)	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.4%	11	0.0%	0	4.0%	10	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.6%	17	8.0%	11	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeadon	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	1.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Currys, Hospital Road, Hounslow	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road, Richmond	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Syon Lane, Isleworth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Twickenham Road, Feltham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

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	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Greenford						
Wickes, South Ealing Road	0.0%	1	0.0%	0	0.0%	0
Internet / delivered	13.4%	405	14.0%	19	7.9%	19
Abroad	0.1%	4	0.0%	0	0.0%	0
Other	1.3%	39	3.0%	4	2.0%	5
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	1	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.2%	7	0.0%	0	1.0%	2
Ashford (Zone 22, Spelthorne)	0.4%	13	0.0%	0	0.0%	0
B&Q, Smuggler's Way, Wandsworth (Zone 30, Wandsworth)	0.0%	1	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.0%	1	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0
Chelsea (Zone 29, Kensington & Chelsea)	0.4%	13	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.2%	7	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.1%	2	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.4%	12	3.0%	4	0.0%	0
Homebase, Swandon Way, Wandsworth (Zone 30, Wandsworth)	0.1%	2	0.0%	0	0.0%	0
Homebase, The Causeway, Staines (Spelthorne)	0.0%	1	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.0%	1	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.3%	8	0.0%	0	0.0%	0
Other, Zone 18/19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0
Reading (Reading)	0.1%	2	0.0%	0	0.0%	0
Slough (Slough)	0.1%	3	0.0%	0	0.0%	0
Staines (Spelthorne)	0.9%	27	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.2%	6	0.0%	0	0.0%	0
Tesco Extra, Staines Road	0.1%	4	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
West, Sunbury (Zone 22, Spelthorne)												
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	1.0%	31	0.0%	0	0.0%	0	1.0%	2	3.0%	5	7.0%	18
Watford (Watford)	0.6%	18	3.0%	4	4.0%	10	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.6%	229	11.0%	15	7.9%	19	7.0%	13	7.0%	11	14.0%	35
(Don't do this type of shopping)	16.6%	500	8.0%	11	16.8%	40	29.0%	54	11.0%	17	20.0%	51
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

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Weighted:

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	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Q23 And the time before that, where did you or your family purchase electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?						
<i>Those who shop for electrical goods at Q22</i>						
Brent Cross	1.1%	26	1.2%	1	5.3%	10
Harlesden	0.0%	1	0.0%	0	0.0%	0
Wembley	0.7%	16	0.0%	0	7.9%	14
Wembley Park	0.2%	5	1.2%	1	1.3%	2
Willesden Green	0.1%	3	0.0%	0	1.3%	2
Bluewater	0.0%	1	0.0%	0	0.0%	0
Acton	0.2%	4	0.0%	0	1.3%	2
Ealing	1.5%	35	0.0%	0	0.0%	0
Greenford	0.3%	8	1.2%	1	1.3%	2
Northolt	0.1%	3	0.0%	0	0.0%	0
Park Royal	0.2%	3	0.0%	0	0.0%	0
Southall	0.2%	4	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0
Shepherds Bush	0.5%	11	0.0%	0	0.0%	4
Other - Fulham	0.1%	2	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	8	0.0%	0	0.0%	0
Other - Hammersmith	0.3%	7	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	11	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.2%	4	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	1	0.0%	0	0.0%	0
Westfield	0.2%	5	0.0%	0	0.0%	0
Other - Harrow	0.5%	10	4.9%	5	1.3%	2
North Harrow	0.1%	1	1.2%	1	0.0%	0
Pinner	0.1%	2	0.0%	0	1.3%	2
South Harrow	0.1%	2	1.2%	1	0.0%	0
Hayes	1.8%	42	0.0%	0	0.0%	0
Ruislip	0.8%	17	9.9%	11	0.0%	0
Uxbridge	0.2%	5	0.0%	0	0.0%	0
Brentford	0.4%	9	0.0%	0	0.0%	0
Chiswick	0.4%	9	0.0%	0	0.0%	0
Feltham	0.4%	10	0.0%	0	0.0%	0
Hanworth	0.5%	13	0.0%	0	0.0%	0
Hounslow	1.3%	30	0.0%	0	0.0%	0
Isleworth	0.5%	11	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Kensington High Street, Kensington & Chelsea	1.2%	27	0.0%	0	1.3%	2	4.7%	6	2.4%	3	1.5%	3
King's Road East, Kensington & Chelsea	1.1%	26	0.0%	0	0.0%	0	0.0%	0	8.5%	11	4.5%	8
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Kingston-Upon-Thames	2.5%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Richmond	0.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	5
Clapham Junction	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	10
Central London / West End	2.8%	64	0.0%	0	3.9%	7	7.8%	9	4.9%	6	4.5%	8
Queensway / Wesbourn Grove, Westminster	0.1%	3	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Apex Retail Park (Currys, Wickes)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manor Retail Park (CarpetRight, Pets at Home, Tile and Bath Warehouse)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.2%	4	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.5%	11	8.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wembley Park, Stadium Retail Park (McDonald's, Currys, JD Sports)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Glencoe Road, Yeading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, 971 Great West Road	0.9%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
Currys, Hospital Road, Hounslow	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Manor Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
Richmond												
Homebase, Syon Lane, Isleworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Western Circus, Acton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.1%	3	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
PC World, West Cross Way, Great West Road, Brentford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	6.6%	151	8.6%	9	6.6%	12	4.7%	6	7.3%	9	13.6%	23
Abroad	0.1%	3	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Other	1.0%	22	1.2%	1	0.0%	0	1.6%	2	0.0%	0	3.0%	5
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Western Avenue, Acton (Zone 4/27, Ealing)	0.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Chelsea (Zone 29, Kensington & Chelsea)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	2.4%	3	3.0%	5
Earls Court (Zone 29, Kensington & Chelsea)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.2%	5	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3

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Weighted:

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	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Osterley (Zone 14/15, Hounslow)	0.0%	1	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0
Slough (Slough)	0.1%	2	0.0%	0	0.0%	0
Staines (Spelthorne)	0.5%	11	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.0%	1	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	6	0.0%	0	0.0%	0
Watford (Watford)	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0
Windsor (Windsor)	0.0%	1	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.2%	5	0.0%	0	0.0%	0
(Don't know / can't remember)	15.8%	361	13.6%	15	15.8%	29
(Don't do this type of shopping)	44.5%	1016	44.4%	48	48.7%	88
Weighted base:	2284	109	181	120	123	167
Sample:	2317	81	76	64	82	66

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
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Q24 Apart from Christmas shopping, where did you or your family last purchase health, beauty or chemist items?

Brent Cross	1.0%	31	0.0%	0	8.9%	21	0.0%	0	0.0%	0	0.0%	0
Ealing Road, Brent	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.5%	16	0.0%	0	5.0%	12	2.0%	4	0.0%	0	0.0%	0
Neasden	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Wembley	2.3%	70	0.0%	0	28.7%	69	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.3%	8	1.0%	1	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Bluewater	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	1.7%	52	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Ealing	7.1%	214	1.0%	1	2.0%	5	0.0%	0	0.0%	0	0.0%	0
East Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	2.6%	79	4.0%	5	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Perivale	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.3%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.2%	6	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.6%	48	0.0%	0	1.0%	2	3.0%	6	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blythe Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	1.0%	32	0.0%	0	0.0%	0	1.0%	2	1.0%	2	2.0%	5
Fulham High Street, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.8%	25	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Other - Hammersmith	0.4%	11	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	2.9%	88	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Wandsworth Bridge Road North, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Wandsworth Bridge Road South, Hammersmith & Fulham	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Westfield	1.3%	39	1.0%	1	4.0%	10	4.0%	7	0.0%	0	0.0%	0
Other - Harrow	1.6%	49	21.0%	28	5.9%	14	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.2%	7	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	4	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.9%	28	16.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wealdstone	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	4	2.0%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Hayes	3.6%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.2%	37	25.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.3%	40	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	2.9%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	2.2%	67	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.0%	0
Hanworth	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	4.6%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow West	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	4.5%	135	0.0%	0	1.0%	2	24.0%	45	44.0%	66	1.0%	3
King's Road East, Kensington & Chelsea	1.5%	45	0.0%	0	0.0%	0	0.0%	0	23.0%	35	1.0%	3
Knightsbridge	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.3%	38	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	3
Richmond	2.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.7%	52	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Putney	2.1%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	18
Clapham Junction	2.2%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	66
Central London / West End	2.6%	77	1.0%	1	3.0%	7	8.0%	15	4.0%	6	5.0%	13
Queensway / Wesbourn Grove, Westminster	1.3%	40	0.0%	0	0.0%	0	20.0%	37	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Praed Street / Paddington,	0.1%	4	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Westminster												
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hurlingham Retail Park (Currys, PC World)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Olympic Retail Park (MFI, Harveys, Comet, Dreams, Halfords, Sleepmasters)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.7%	52	3.0%	4	1.0%	2	0.0%	0	0.0%	0	3.0%	8
Abroad	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Other	1.5%	44	1.0%	1	2.0%	5	3.0%	6	1.0%	2	9.0%	23
2 Rivers Retail Park, Staines (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alperton (Zone 27, Brent)	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Chelsea (Zone 29, Kensington & Chelsea)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.0%	3
Earls Court (Zone 29, Kensington & Chelsea)	0.5%	15	0.0%	0	0.0%	0	1.0%	2	9.0%	14	0.0%	0
Earlsfield (Zone 18, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Hampton (Zone 21, Richmond Upon Thames)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
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	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
Harlington (Zone 24, Hillingdon)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Osterley (Zone 14/15, Hounslow)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Other, Zone 18 (Wandsworth)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Other, Zone 19 (Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 27 (Brent)	0.2%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.4%	12	0.0%	0	1.0%	2	5.0%	9	0.0%	0	0.0%	0
Other, Zone 29 (Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other, Zone 3 (Brent)	0.2%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Other, Zone 30 (Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Other, Zone 4 (Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	1.0%	2	6.0%	15
Watford (Watford)	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westway Retail Park (Zone 7, Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Yeading (Zone 25, Hillingdon / Ealing)	0.2%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.8%	113	6.0%	8	5.0%	12	5.0%	9	2.0%	3	5.0%	13
(Don't do this type of shopping)	9.6%	289	7.0%	9	8.9%	21	15.0%	28	6.0%	9	13.0%	33
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

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Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Q25 And the time before that, where did you or your family purchase health, beauty or chemist items?												
<i>Those who buy health, beauty or chemist goods at Q24</i>												
Brent Cross	0.4%	11	0.0%	0	3.4%	7	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Wembley	0.8%	20	0.0%	0	9.2%	19	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	2.6%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	1.0%	26	3.4%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloemfontein Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Blythe Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0
Other - Hammersmith	0.2%	5	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	1.0%	26	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.2%	3
North End Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Fulham						
Westfield	1.0%	25	1.2%	1	1.1%	2
White City Media Village	0.0%	1	0.0%	0	0.0%	0
Other - Harrow	1.2%	32	17.2%	20	3.4%	7
North Harrow	0.1%	1	1.2%	1	0.0%	0
Rayners Lane, Harrow	0.1%	2	1.2%	1	0.0%	0
South Harrow	0.4%	12	9.2%	11	0.0%	0
Hayes	1.3%	34	1.2%	1	0.0%	0
Ruislip	0.5%	12	10.3%	12	0.0%	0
Uxbridge	1.1%	27	4.6%	5	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	5	0.0%	0	1.1%	2
Chiswick	1.5%	38	0.0%	0	0.0%	0
Cranford	0.0%	1	0.0%	0	0.0%	0
Feltham	0.6%	15	0.0%	0	0.0%	0
Hanworth	0.1%	3	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0
Hounslow	2.4%	64	0.0%	0	0.0%	0
Isleworth	0.1%	2	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.9%	50	0.0%	0	0.0%	0
King's Road East, Kensington & Chelsea	0.9%	23	0.0%	0	0.0%	0
Knightsbridge	0.1%	2	0.0%	0	0.0%	0
Kingston-Upon-Thames	1.5%	40	0.0%	0	0.0%	0
Richmond	1.2%	32	0.0%	0	0.0%	0
East Sheen	0.2%	4	0.0%	0	0.0%	0
Teddington	0.2%	4	0.0%	0	0.0%	0
Whitton	0.4%	10	0.0%	0	0.0%	0
Twickenham	0.7%	19	0.0%	0	0.0%	0
Putney	0.6%	17	0.0%	0	0.0%	0
Clapham Junction	0.4%	10	0.0%	0	0.0%	0
Balham	0.1%	3	0.0%	0	0.0%	0
Central London / West End	2.1%	55	1.2%	1	3.4%	7
Queensway / Wesbtourne Grove, Westminster	0.6%	16	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	3	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	3	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.5%	13	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	2	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, 180 Shepherds Bush Road, Hammersmith	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	11	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	24	1.2%	1	2.3%	5	0.0%	0	0.0%	0	3.7%	8
Ashford (Zone 22, Spelthorne)	0.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Chelsea (Zone 29, Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.2%	3
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Maldon (Kingston Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Osterley (Zone 14/15, Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	5
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington)	0.1%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
& Chelsea)												
Slough (Slough)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Margarets (Zone 20, Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	10
Watford (Watford)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	3
Windsor (Windsor)	0.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.4%	142	2.3%	3	5.7%	12	6.3%	9	8.7%	12	8.5%	18
(Don't do this type of shopping)	55.5%	1450	43.7%	51	65.5%	136	63.8%	95	56.5%	78	54.9%	114
Weighted base:		2612		117		207		149		138		207
Sample:		2623		87		87		80		92		82

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q26 Apart from Christmas shopping, where did you or your family last purchase recreational goods such as sports equipment, bicycles, musical instruments or toys?												
Brent Cross	1.0%	31	4.0%	5	5.9%	14	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	6	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Wembley	1.1%	32	0.0%	0	10.9%	26	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	4	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Acton	0.3%	8	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Ealing	2.8%	85	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Greenford	0.8%	25	4.0%	5	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Northfields	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.2%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Southall	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.2%	6	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Shepherds Bush	0.7%	20	0.0%	0	0.0%	0	2.0%	4	0.0%	0	1.0%	3
Dawes Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	16	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Munster Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.3%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	7	0.0%	0	0.0%	0	1.0%	2	1.0%	2	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Westfield	0.6%	20	2.0%	3	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Other - Harrow	0.6%	18	5.0%	7	3.0%	7	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	12	8.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	2.6%	78	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Ruislip	0.5%	16	9.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.7%	22	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Chiswick	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.8%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.1%	34	0.0%	0	0.0%	0	7.0%	13	9.0%	14	1.0%	3
King's Road East, Kensington & Chelsea	0.8%	23	0.0%	0	0.0%	0	0.0%	0	7.0%	11	3.0%	8
Knightsbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Kingston-Upon-Thames	1.9%	58	0.0%	0	0.0%	0	0.0%	0	1.0%	2	3.0%	8
Richmond	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	13
Clapham Junction	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	15
Central London / West End	2.5%	74	3.0%	4	2.0%	5	7.0%	13	6.0%	9	2.0%	5
Queensway / Wesbtourne Grove, Westminster	0.3%	10	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Western Retail Park (Carpets, Currys, Topps Tiles, Matalan)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staples Corner Retail Park (Brent Cross)	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Currys, Hospital Road, Hounslow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Hospital Road, Hounslow	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.2%	6	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	7.7%	231	8.0%	11	8.9%	21	11.0%	21	6.0%	9	11.0%	28
Abroad	0.4%	12	0.0%	0	1.0%	2	0.0%	0	2.0%	3	0.0%	0
Other	1.6%	48	1.0%	1	3.0%	7	1.0%	2	0.0%	0	4.0%	10
Alperton (Zone 27, Brent)	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 19 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Reading (Reading)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	2	3.0%	8
Watford (Watford)	0.1%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	3
Yeadon (Zone 25, Hillingdon / Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	171	10.0%	13	5.0%	12	4.0%	7	8.0%	12	12.0%	30
(Don't do this type of shopping)	49.4%	1488	37.0%	50	46.5%	112	54.0%	101	53.0%	80	43.0%	109
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
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Q27 And the time before that, where did you or your family purchase recreational goods such as sports equipment, bicycles, musical instruments or toys?*Those who buy recreational goods at Q26*

Brent Cross	1.9%	26	1.9%	1	14.3%	17	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	2.6%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	1.1%	15	5.7%	4	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.6%	8	1.9%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Other - Fulham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Other - Hammersmith	0.3%	5	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.6%	8	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Westfield	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White City Media Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Harrow	0.4%	5	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.3%	4	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.5%	7	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.4%	6	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	2.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.6%	21	0.0%	0	0.0%	0	4.8%	4	17.9%	11	0.0%	0
King's Road East, Kensington & Chelsea	0.8%	10	0.0%	0	0.0%	0	0.0%	0	5.1%	3	4.4%	5
Kingston-Upon-Thames	1.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	1.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26	Zone 27	Zone 28	Zone 29	Zone 30					
Whitton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Central London / West End	2.6%	35	1.9%	1	6.1%	7	4.8%	4	5.1%	3	4.4%	5
Queensway / Wesbtourne Grove, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes Bridge Retail Park Halfords, Harveys, Courts	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ivybridge Retail Park (Comet, Currys, Halfords, Sports Direct)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Retail Park (Argos Extra, Wickes, Focus, Magnet, Homebase)	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Hospital Road, Hounslow	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	5.0%	68	5.7%	4	2.0%	2	4.8%	4	5.1%	3	11.1%	13
Abroad	0.5%	7	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Other	1.6%	21	1.9%	1	2.0%	2	2.4%	2	0.0%	0	4.4%	5
Ashford (Zone 22, Spelthorne)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Chelsea (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton (Zone 21, Richmond Upon Thames)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3
Other, Zone 26 (Hillingdon)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 27 (Brent)	0.2%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Sunbury (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.2%	3
Watford (Watford)	0.3%	4	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeadon (Zone 25, Hillingdon / Ealing)	0.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	12.1%	163	15.1%	11	10.2%	12	16.7%	13	12.8%	8	15.6%	18
(Don't do this type of shopping)	48.4%	655	39.6%	28	57.1%	67	59.5%	47	41.0%	24	51.1%	58
Weighted base:		1354		71		117		78		59		114
Sample:		1343		53		49		42		39		45

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q28 And finally, apart from Christmas shopping, where did you or your family last purchase other speciality goods?												
Brent Cross	1.3%	40	1.0%	1	9.9%	24	0.0%	0	0.0%	0	0.0%	0
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.4%	13	1.0%	1	4.0%	10	1.0%	2	0.0%	0	0.0%	0
Wembley	0.8%	24	0.0%	0	8.9%	21	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.2%	6	1.0%	1	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Acton	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	5.2%	157	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Greenford	0.5%	14	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.2%	5	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Shepherds Bush	0.5%	15	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Other - Fulham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.9%	28	0.0%	0	0.0%	0	0.0%	0	5.0%	8	1.0%	3
Other - Hammersmith	0.3%	10	1.0%	1	0.0%	0	1.0%	2	1.0%	2	0.0%	0
King Street West, Hammersmith & Fulham	1.3%	38	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Wandsworth Bridge Road South, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Westfield	0.9%	28	0.0%	0	2.0%	5	2.0%	4	0.0%	0	0.0%	0
Other - Harrow	1.9%	58	18.0%	24	8.9%	21	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	4	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.4%	13	7.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Hayes	1.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.2%	6	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.9%	59	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	2.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	3.6%	110	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Isleworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	2.4%	73	0.0%	0	0.0%	0	13.0%	24	22.0%	33	0.0%	0
King's Road East, Kensington & Chelsea	1.2%	37	0.0%	0	0.0%	0	1.0%	2	16.0%	24	1.0%	3
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	2.4%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Richmond	2.2%	65	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
East Sheen	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.9%	57	0.0%	0	0.0%	0	0.0%	0	2.0%	3	5.0%	13
Clapham Junction	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	25
Central London / West End	3.5%	106	1.0%	1	3.0%	7	7.0%	13	4.0%	6	8.0%	20
Queensway / Wesbtourne Grove, Westminster	0.9%	26	0.0%	0	0.0%	0	12.0%	22	1.0%	2	0.0%	0
Edgware Road / Church Street, Westminster	0.2%	5	0.0%	0	0.0%	0	2.0%	4	1.0%	2	0.0%	0
Praed Street / Paddington, Westminster	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Kew Retail Park (Marks & Spencer, TK Maxx, Next)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Chiswick Roundabout, 2 Larch Drive, Gunnersbury Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wembley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Faggs Road, Feltham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building, Weston Avenue, Greenford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	21.2%	640	21.0%	28	21.8%	52	24.0%	45	22.0%	33	32.0%	81

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Abroad	0.7%	22	1.0%	1	0.0%	0	3.0%	6	2.0%	3	0.0%	0
Other	1.4%	41	3.0%	4	5.0%	12	0.0%	0	0.0%	0	2.0%	5
2 Rivers Retail Park, Staines (Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Chelsea (Zone 29, Kensington & Chelsea)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathrow (Zone 23, Hillingdon)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3/4 (Ealing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.7%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Watford (Watford)	0.2%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Windsor (Windsor)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.1%	123	8.0%	11	1.0%	2	4.0%	7	3.0%	5	4.0%	10
(Don't do this type of shopping)	22.7%	684	17.0%	23	28.7%	69	23.0%	43	18.0%	27	25.0%	63
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
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West London Retail Study for Roger Tym and Partners

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Q29 And the time before that, where did you or your family purchase other specialist non-food items such as books, CDs, jewellery or china and glass items?												
<i>Those who buy other specialist non food goods at Q28</i>												
Brent Cross	0.8%	18	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0
Ealing Road, Brent	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Wembley	0.6%	13	0.0%	0	7.0%	12	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	2.8%	61	1.3%	1	2.8%	5	0.0%	0	0.0%	0	0.0%	0
Greenford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Southall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	5	0.0%	0
Other - Hammersmith	0.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Westfield	0.7%	14	0.0%	0	0.0%	0	4.1%	6	0.0%	0	0.0%	0
Other - Harrow	1.3%	30	12.0%	12	7.0%	12	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.3%	8	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.1%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.2%	5	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street,	1.6%	35	0.0%	0	0.0%	0	6.9%	9	5.1%	6	1.4%	3

West London Retail Study for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Kensington & Chelsea												
King's Road East,	1.0%	21	0.0%	0	0.0%	0	0.0%	0	8.9%	11	1.4%	3
Kensington & Chelsea												
Knightsbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0
Kingston-Upon-Thames	2.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Richmond	2.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Clapham Junction	0.4%	9	0.0%	0	0.0%	0	0.0%	0	1.3%	2	4.2%	8
Central London / West End	3.3%	74	5.3%	5	1.4%	2	6.9%	9	2.5%	3	5.6%	10
Queensway / Wesbtourne	0.7%	16	0.0%	0	0.0%	0	8.2%	11	0.0%	0	0.0%	0
Grove, Westminster												
Edgware Road / Church	0.2%	3	0.0%	0	0.0%	0	1.4%	2	1.3%	2	0.0%	0
Street, Westminster												
Homebase, Syon Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth												
Ikea, Wembley	0.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Mogden Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth (Twickenham)												
Tesco Extra, Osterley Park,	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Syon Lane, Isleworth												
Tesco, 180 Shepherds Bush	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Road, Hammersmith												
Tesco, Faggs Road, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Hoover Building,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Avenue,												
Greenford												
Internet / delivered	7.8%	173	9.3%	9	5.6%	10	6.9%	9	12.7%	15	11.3%	20
Abroad	0.3%	8	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Other	1.2%	27	1.3%	1	0.0%	0	2.7%	4	1.3%	2	4.2%	8
2 Rivers Retail Park, Staines	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Spelthorne)												
Alpertown (Zone 27, Brent)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashford (Zone 22,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spelthorne)												
Barnes (Zone 18,	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond Upon Thames)												
Battersea (Zone 30,	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Wandsworth)												
Camberley (Surrey Heath)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea (Zone 29,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington & Chelsea)												
Earls Court (Zone 29,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington & Chelsea)												

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Heathrow (Zone 23, Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe (Wycombe)	0.1%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Warwick Road, Kensington (Zone 28, Kensington & Chelsea)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley (Zone 14/15, Hounslow)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 18 (Wandsworth)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 21 (Richmond Upon Thames)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough (Slough)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines (Spelthorne)	1.3%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Staines Road West, Sunbury (Zone 22, Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton-On-Thames (Elmbridge)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	3
Watford (Watford)	0.2%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimbledon (Merton)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeading (Zone 25, Hillingdon / Ealing)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	7.3%	160	6.7%	7	4.2%	7	8.2%	11	7.6%	9	9.9%	18
(Don't do this type of shopping)	50.7%	1120	48.0%	48	60.6%	102	54.8%	75	54.4%	65	52.1%	93
Weighted base:		2208		101		169		136		119		179
Sample:		2204		75		71		73		79		71

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q30 In which location does your household spend most money on Restaurants?												
Brent Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Wembley	1.5%	44	1.0%	1	13.9%	33	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Acton	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	4.2%	128	1.0%	1	2.0%	5	0.0%	0	0.0%	0	0.0%	0
East Acton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.3%	10	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.3%	10	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Perivale	0.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Shepherds Bush	1.1%	32	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	1.0%	31	0.0%	0	1.0%	2	0.0%	0	3.0%	5	1.0%	3
Fulham Palace Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	1.1%	33	0.0%	0	0.0%	0	0.0%	0	4.0%	6	1.0%	3
Other - Hammersmith	0.8%	23	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	3
King Street West, Hammersmith & Fulham	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Munster Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Parsons Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Westfield	0.4%	11	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Other - Harrow	0.9%	28	7.0%	9	3.0%	7	0.0%	0	1.0%	2	0.0%	0
North Harrow	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Pinner	0.2%	7	3.0%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.1%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.5%	16	9.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.6%	47	17.0%	23	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Uxbridge	1.1%	33	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yiewsley / West Drayton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	3.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.7%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow West	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	3.3%	100	0.0%	0	1.0%	2	12.0%	22	35.0%	53	0.0%	0
King's Road East, Kensington & Chelsea	1.1%	34	0.0%	0	1.0%	2	1.0%	2	13.0%	20	2.0%	5
Knightsbridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Kingston-Upon-Thames	0.9%	28	0.0%	0	1.0%	2	0.0%	0	1.0%	2	1.0%	3
Richmond	2.9%	86	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.6%	49	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Lakeside, Thurrock	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	5
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	28
Central London / West End	6.1%	182	4.0%	5	12.9%	31	8.0%	15	6.0%	9	5.0%	13
Queensway / Wesbtourne Grove, Westminster	1.6%	49	0.0%	0	0.0%	0	23.0%	43	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow Road, Westminster	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Leisure West, Air Park Way, Feltham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royale Leisure Park, Western Avenue, Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Locations	3.7%	111	7.0%	9	4.0%	10	0.0%	0	2.0%	3	14.0%	35

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Ashford (Zone 22, Spelthorne)	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	25
Earls Court (Zone 29, Kensington & Chelsea)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley, Zone 15 (Hounslow)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Hillingdon)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.2%	7	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.3%	10	0.0%	0	4.0%	10	0.0%	0	0.0%	0	0.0%	0
Other, Zone 3 (Hammersmith & Fulham)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Windsor	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.1%	333	12.0%	16	13.9%	33	20.0%	37	8.0%	12	20.0%	51
(Don't do this activity)	29.5%	888	30.0%	40	29.7%	71	27.0%	50	19.0%	29	21.0%	53
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Q31 In which location does your household spend most money on Take-aways?												
Harlesden	0.4%	12	0.0%	0	5.0%	12	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.2%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Neasden	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Wembley	2.4%	73	1.0%	1	28.7%	69	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.2%	5	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Acton	1.2%	36	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Ealing	3.8%	115	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
East Acton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	1.3%	39	1.0%	1	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park Royal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Perivale	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sudbury Hill	0.3%	9	2.0%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	1.1%	32	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.9%	26	0.0%	0	0.0%	0	1.0%	2	2.0%	3	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldhawk Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyhound Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Hammersmith	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Munster Road, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.4%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Parsons Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge Road West, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Wandsworth Bridge Road North, Hammersmith & Fulham	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	13
Wandsworth Bridge Road South, Hammersmith & Fulham	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Other - Harrow	0.5%	16	8.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.1%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rayners Lane, Harrow	0.3%	8	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Harrow	0.8%	23	15.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	2.8%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	1.1%	32	22.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	1.8%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	2.6%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow West	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.2%	37	0.0%	0	0.0%	0	6.0%	11	14.0%	21	0.0%	0
King's Road East, Kensington & Chelsea	0.4%	12	0.0%	0	0.0%	0	1.0%	2	6.0%	9	0.0%	0
Kingston-Upon-Thames	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Richmond	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Clapham Junction	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	15
Central London / West End	0.6%	19	0.0%	0	0.0%	0	4.0%	7	1.0%	2	0.0%	0
Queensway / Wesbtourne Grove, Westminster	1.1%	32	0.0%	0	0.0%	0	16.0%	30	0.0%	0	0.0%	0
Edgware Road / Church Street, Westminster	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Praed Street / Paddington, Westminster	0.1%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other Locations	1.2%	36	1.0%	1	4.0%	10	1.0%	2	0.0%	0	5.0%	13
Ashford (Zone 22,	1.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Spelthorne)												
Barnes (Zone 18, Richmond Upon Thames)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	38
Earls Court (Zone 29, Kensington & Chelsea)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.0%	0
Hampton Hill (Zone 21, Richmond Upon Thames)	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.2%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley, Zone 15 (Hounslow)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Other, Zone 20 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 23 (Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 25 (Ealing / Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 26 (Hillingdon)	0.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.4%	13	0.0%	0	0.0%	0	7.0%	13	0.0%	0	0.0%	0
Other, Zone 3 (Brent)	0.5%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6 (Ealing)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheen (Zone 19, Richmond Upon Thames)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	18
Windsor	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.8%	114	1.0%	1	6.9%	17	9.0%	17	1.0%	2	10.0%	25
(Don't do this activity)	47.6%	1435	38.0%	51	37.6%	90	51.0%	95	71.0%	107	41.0%	104
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30						
Q32 In which location does your household spend most money on Cafes / Pubs / Bars?												
Brent Cross	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlesden	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Kilburn	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Wembley	0.9%	28	0.0%	0	10.9%	26	0.0%	0	0.0%	0	0.0%	0
Wembley Park	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Willesden Green	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Acton	0.7%	22	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ealing	4.4%	131	2.0%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0
East Acton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greenford	0.6%	18	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Hanwell	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfields	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northolt	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Perivale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pitshanger	0.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
South Ealing	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southall	0.5%	15	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sudbury Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Way Cross	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Askew Road, Hammersmith & Fulham	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - Fulham	0.9%	27	1.0%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Fulham High Street, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Palace Road, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fulham Road, Hammersmith & Fulham	0.8%	24	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other - Hammersmith	1.1%	33	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
King Street West, Hammersmith & Fulham	0.5%	15	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
North End Road, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsons Green	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepherds Bush Road, Hammersmith & Fulham	0.2%	6	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Uxbridge Road East, Hammersmith & Fulham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth Bridge Road North, Hammersmith & Fulham	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
Wandsworth Bridge Road South, Hammersmith & Fulham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
Westfield	0.2%	5	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other - Harrow	1.0%	31	10.0%	13	5.0%	12	0.0%	0	0.0%	0	0.0%	0
North Harrow	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pinner	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
South Harrow	0.5%	14	9.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanmore	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Eastcote	0.1%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayes	1.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ruislip	0.7%	20	11.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.7%	21	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bedfont	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brentford	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chiswick	3.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow	1.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hounslow West	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Isleworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Isleworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kensington High Street, Kensington & Chelsea	1.5%	46	0.0%	0	2.0%	5	5.0%	9	14.0%	21	1.0%	3
King's Road East, Kensington & Chelsea	1.4%	42	0.0%	0	0.0%	0	2.0%	4	19.0%	29	2.0%	5
Knightsbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-Upon-Thames	0.7%	20	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Richmond	2.4%	73	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Sheen	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Teddington	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitton	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twickenham	1.4%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Putney	1.4%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	13
Clapham Junction	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	28
Central London / West End	4.7%	140	3.0%	4	9.9%	24	11.0%	21	6.0%	9	8.0%	20
Queensway / Wesbtourne Grove, Westminster	1.2%	36	0.0%	0	0.0%	0	18.0%	34	0.0%	0	0.0%	0
Other Locations	1.2%	36	1.0%	1	2.0%	5	2.0%	4	0.0%	0	2.0%	5
Ashford (Zone 22, Spelthorne)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnes (Zone 18, Richmond Upon Thames)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battersea (Zone 30, Wandsworth)	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	23
Earls Court (Zone 29, Kensington & Chelsea)	0.3%	9	0.0%	0	0.0%	0	0.0%	0	6.0%	9	0.0%	0

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
Hampton (Zone 21, Richmond Upon Thames)	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harlington (Zone 24, Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew (Zone 19, Richmond Upon Thames)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osterley, Zone 15 (Hounslow)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 16 (Hounslow)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 17 (Hounslow)	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	8
Other, Zone 19 (Richmond Upon Thames)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 20 (Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 25 (Ealing / Hillingdon)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Zone 28 (Kensington & Chelsea)	0.5%	15	0.0%	0	1.0%	2	6.0%	11	0.0%	0	0.0%	0
Other, Zone 29 (Kensington & Chelsea)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Other, Zone 3 (Brent)	0.4%	12	0.0%	0	5.0%	12	0.0%	0	0.0%	0	0.0%	0
Other, Zone 6 (Ealing)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheen (Zone 19, Richmond Upon Thames)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepperton (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanwell (Zone 23, Spelthorne)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sunbury (Spelthorne)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wandsworth (Zone 30, Wandsworth)	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	13
Windsor	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.4%	223	5.0%	7	9.9%	24	15.0%	28	8.0%	12	15.0%	38
(Don't do this activity)	43.3%	1304	50.0%	67	47.5%	114	35.0%	65	41.0%	62	33.0%	83
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

GEN Gender of respondent.

Male	33.0%	995	33.0%	44	34.7%	83	30.0%	56	40.0%	60	32.0%	81
Female	67.0%	2019	67.0%	90	65.3%	157	70.0%	131	60.0%	90	68.0%	172
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
AGE Could I ask, how old are you ?												
18 to 24	2.0%	61	4.0%	5	2.0%	5	2.0%	4	1.0%	2	1.0%	3
25 to 34	8.0%	243	6.0%	8	6.9%	17	8.0%	15	8.0%	12	12.0%	30
35 to 44	20.1%	604	29.0%	39	23.8%	57	24.0%	45	19.0%	29	33.0%	83
45 to 54	24.2%	728	38.0%	51	28.7%	69	26.0%	49	29.0%	44	34.0%	86
55 to 64	15.9%	479	11.0%	15	12.9%	31	16.0%	30	9.0%	14	12.0%	30
65 +	27.9%	841	12.0%	16	22.8%	55	19.0%	35	31.0%	47	6.0%	15
(Refused)	1.9%	59	0.0%	0	3.0%	7	5.0%	9	3.0%	5	2.0%	5
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

CAR How many cars does your household own or have the use of ?

None	24.3%	733	8.0%	11	23.8%	57	46.0%	86	31.0%	47	21.0%	53
One	47.7%	1437	55.0%	74	48.5%	117	42.0%	78	50.0%	75	52.0%	131
Two	22.0%	662	28.0%	38	21.8%	52	8.0%	15	15.0%	23	25.0%	63
Three or more	4.7%	141	9.0%	12	4.0%	10	2.0%	4	2.0%	3	1.0%	3
(Refused)	1.4%	42	0.0%	0	2.0%	5	2.0%	4	2.0%	3	1.0%	3
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

WOR Which of the following best describes the chief wage earner of your household's current employment situation ?

Working full time	50.3%	1515	71.0%	95	56.4%	136	58.0%	108	50.0%	75	70.0%	177
Working part time	8.4%	253	6.0%	8	5.9%	14	10.0%	19	5.0%	8	10.0%	25
Unemployed	4.9%	149	8.0%	11	3.0%	7	5.0%	9	5.0%	8	5.0%	13
Retired	32.7%	986	14.0%	19	28.7%	69	20.0%	37	36.0%	54	13.0%	33
Home-maker	0.7%	20	0.0%	0	0.0%	0	2.0%	4	1.0%	2	0.0%	0
Student	0.6%	18	1.0%	1	1.0%	2	2.0%	4	1.0%	2	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled	0.4%	11	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Carer	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.0%	60	0.0%	0	2.0%	5	3.0%	6	2.0%	3	2.0%	5
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study
for Roger Tym and Partners

		Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
SEG Socio-economic group													
A	6.1%	183	5.0%	7	5.9%	14	7.0%	13	15.0%	23	8.0%	20	
B	20.3%	611	17.0%	23	10.9%	26	20.0%	37	33.0%	50	34.0%	86	
C1	27.3%	824	28.0%	38	34.7%	83	36.0%	67	21.0%	32	28.0%	71	
C2	10.2%	308	19.0%	26	10.9%	26	6.0%	11	4.0%	6	8.0%	20	
D	9.2%	276	17.0%	23	9.9%	24	10.0%	19	1.0%	2	6.0%	15	
E	15.6%	469	6.0%	8	15.8%	38	8.0%	15	13.0%	20	4.0%	10	
(Refused)	11.4%	342	8.0%	11	11.9%	29	13.0%	24	13.0%	20	12.0%	30	
Weighted base:		3014		134		240		187		150		253	
Sample:		3014		100		101		100		100		100	

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
LAN Where English is not your first language, please specify your main language:												
No other language / English is my first language	82.7%	2492	73.0%	98	73.3%	176	79.0%	148	85.0%	128	92.0%	232
Other language	1.9%	56	3.0%	4	3.0%	7	2.0%	4	0.0%	0	0.0%	0
Albanian	0.1%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Arabic	0.7%	22	1.0%	1	0.0%	0	1.0%	2	1.0%	2	0.0%	0
Chinese	0.2%	6	1.0%	1	1.0%	2	1.0%	2	0.0%	0	0.0%	0
Danish	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dari	0.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dutch	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
French	1.3%	40	2.0%	3	1.0%	2	1.0%	2	5.0%	8	0.0%	0
German	0.8%	24	1.0%	1	1.0%	2	0.0%	0	2.0%	3	0.0%	0
Ghanian	0.2%	5	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Greek	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gujarati	1.3%	39	9.0%	12	5.9%	14	0.0%	0	0.0%	0	1.0%	3
Hindi	0.6%	17	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Hungarian	0.2%	6	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.0%	3
Urdu	0.6%	18	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Indian	0.4%	12	1.0%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Irish	0.1%	4	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Italian	0.7%	22	0.0%	0	2.0%	5	6.0%	11	1.0%	2	0.0%	0
Konkani	0.2%	7	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Punjabi	1.7%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Persian	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fillipino	0.1%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Polish	0.4%	12	0.0%	0	1.0%	2	0.0%	0	1.0%	2	0.0%	0
Portuguese	0.5%	16	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.0%	5
Russian	0.3%	8	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Somali	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spanish	1.0%	31	2.0%	3	3.0%	7	1.0%	2	2.0%	3	2.0%	5
Swahili	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swedish	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamil	0.5%	14	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.3%	70	1.0%	1	3.0%	7	3.0%	6	3.0%	5	2.0%	5
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
DIS Do you consider you have a disability? If so, what is the nature of your disability?												
No disabilities	87.5%	2638	94.0%	126	91.1%	219	89.0%	166	92.0%	138	92.0%	232
Disability	0.8%	24	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.0%	3
Arthritis	1.7%	50	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
Asthma	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Back problems	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Blind	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Cancer	0.3%	8	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Diabetes	0.6%	19	0.0%	0	1.0%	2	1.0%	2	2.0%	3	0.0%	0
Epilepsy	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hearing	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
Heart problems	0.6%	17	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hip problems	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knee problems	0.2%	6	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor eyesight	0.4%	11	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.0%	0
Lung problems	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mental health problems	0.3%	10	1.0%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Mobility problems	2.3%	69	0.0%	0	1.0%	2	2.0%	4	0.0%	0	1.0%	3
MS	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Osteoporosis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkinsons disease	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Physical impairment	0.1%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sensory	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	3
(Don't know / varies)	0.4%	11	1.0%	1	0.0%	0	2.0%	4	0.0%	0	0.0%	0
(Refused)	3.2%	98	0.0%	0	5.0%	12	3.0%	6	2.0%	3	3.0%	8
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
ETH What would best describe your ethnic origin (according to the census)?												
White – British	65.1%	1961	58.0%	78	30.7%	74	55.0%	103	72.0%	108	75.0%	189
White - Irish	4.6%	137	6.0%	8	10.9%	26	7.0%	13	2.0%	3	5.0%	13
Any other white background	1.4%	41	2.0%	3	2.0%	5	0.0%	0	1.0%	2	2.0%	5
Black - Caribbean	1.9%	59	1.0%	1	8.9%	21	2.0%	4	1.0%	2	1.0%	3
Black - African	1.2%	35	2.0%	3	1.0%	2	1.0%	2	0.0%	0	0.0%	0
Black - Any other black background	0.2%	5	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Mixed - White and black	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - Caribbean	0.5%	15	0.0%	0	2.0%	5	1.0%	2	0.0%	0	1.0%	3
White - White and black African	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White - White and Asian	0.6%	18	2.0%	3	1.0%	2	0.0%	0	1.0%	2	0.0%	0
White - Any other mixed background	0.4%	11	0.0%	0	1.0%	2	0.0%	0	1.0%	2	0.0%	0
Asian - Chinese	0.4%	12	0.0%	0	1.0%	2	2.0%	4	0.0%	0	0.0%	0
Asian - Indian	7.5%	227	20.0%	27	18.8%	45	2.0%	4	0.0%	0	2.0%	5
Asian - Pakistani	1.1%	33	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian - Bangladeshi	0.2%	5	0.0%	0	1.0%	2	1.0%	2	0.0%	0	0.0%	0
Asian - Any other Asian background	0.8%	23	2.0%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Gypsy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic background	0.6%	19	1.0%	1	1.0%	2	0.0%	0	0.0%	0	1.0%	3
European	2.5%	77	3.0%	4	2.0%	5	5.0%	9	2.0%	3	8.0%	20
American	0.7%	22	1.0%	1	0.0%	0	5.0%	9	3.0%	5	1.0%	3
Australian	0.4%	13	0.0%	0	1.0%	2	2.0%	4	1.0%	2	0.0%	0
French	0.7%	21	0.0%	0	1.0%	2	0.0%	0	4.0%	6	0.0%	0
German	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Italian	0.4%	13	0.0%	0	2.0%	5	1.0%	2	1.0%	2	0.0%	0
New Zealand	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Polish	0.4%	13	0.0%	0	1.0%	2	0.0%	0	1.0%	2	0.0%	0
Portuguese	0.2%	7	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Spanish	0.7%	20	0.0%	0	3.0%	7	2.0%	4	1.0%	2	0.0%	0
Asian	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Danish	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black British	0.6%	18	0.0%	0	2.0%	5	1.0%	2	0.0%	0	1.0%	3
Jamaican	0.2%	6	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Arabic	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Asian British	0.7%	21	0.0%	0	2.0%	5	0.0%	0	0.0%	0	0.0%	0
Sri Lankan	0.2%	7	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fillipino	0.1%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
(Don't know)	0.6%	19	0.0%	0	0.0%	0	2.0%	4	1.0%	2	1.0%	3
(Refused)	3.8%	115	0.0%	0	3.0%	7	9.0%	17	5.0%	8	2.0%	5
Weighted base:		3014		134		240		187		150		253
Sample:		3014		100		101		100		100		100

West London Retail Study
for Roger Tym and Partners

		Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30						
QUOTA	Zone												
Zone 1		4.1%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 2		4.2%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 3		3.2%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 4		3.1%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 5		4.3%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 6		3.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 7		2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 8		2.7%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 9		2.3%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 10		3.4%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 11		2.6%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 12		1.6%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 13		2.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 14		3.1%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 15		2.2%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 16		1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 17		2.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 18		3.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 19		2.4%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 20		3.7%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 21		1.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 22		2.5%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 23		0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 24		1.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 25		3.8%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Zone 26		4.5%	134	100.0%	134	0.0%	0	0.0%	0	0.0%	0		
Zone 27		8.0%	240	0.0%	0	100.0%	240	0.0%	0	0.0%	0		
Zone 28		6.2%	187	0.0%	0	0.0%	0	100.0%	187	0.0%	0		
Zone 29		5.0%	150	0.0%	0	0.0%	0	0.0%	0	100.0%	150		
Zone 30		8.4%	253	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weighted base:			3014		134		240		187		150		253
Sample:			3014		100		101		100		100		100

West London Retail Study for Roger Tym and Partners

Weighted:

November 2009

	Total	Zone 26		Zone 27		Zone 28		Zone 29		Zone 30		
SECTOR Postcode												
HA0 1	0.3%	10	0.0%	0	4.0%	10	0.0%	0	0.0%	0	0.0%	0
HA0 2	0.9%	29	0.0%	0	11.9%	29	0.0%	0	0.0%	0	0.0%	0
HA0 4	1.2%	36	0.0%	0	14.9%	36	0.0%	0	0.0%	0	0.0%	0
HA1 3	0.6%	17	13.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 0	0.7%	20	15.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 8	0.8%	26	19.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA2 9	1.0%	30	22.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 0	0.8%	26	19.0%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA4 6	0.5%	16	12.0%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HA9 6	1.3%	38	0.0%	0	15.8%	38	0.0%	0	0.0%	0	0.0%	0
HA9 7	0.8%	24	0.0%	0	9.9%	24	0.0%	0	0.0%	0	0.0%	0
NW100	0.6%	19	0.0%	0	7.9%	19	0.0%	0	0.0%	0	0.0%	0
NW102	0.4%	12	0.0%	0	5.0%	12	0.0%	0	0.0%	0	0.0%	0
NW103	0.5%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0	0.0%	0
NW104	0.5%	14	0.0%	0	5.9%	14	0.0%	0	0.0%	0	0.0%	0
NW105	0.9%	26	0.0%	0	10.9%	26	0.0%	0	0.0%	0	0.0%	0
NW106	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
NW107	0.1%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
NW108	0.2%	7	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
NW109	0.3%	10	0.0%	0	4.0%	10	0.0%	0	0.0%	0	0.0%	0
SW100	0.8%	26	0.0%	0	0.0%	0	0.0%	0	17.0%	26	0.0%	0
SW109	0.7%	21	0.0%	0	0.0%	0	0.0%	0	14.0%	21	0.0%	0
SW111	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	23
SW112	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	18
SW113	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	23
SW114	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	13
SW115	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.0%	43
SW116	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	23
SW130	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW139	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW147	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW148	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW151	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW152	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	18
SW155	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW156	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW181	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	10
SW182	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	18
SW183	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	15
SW184	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	13
SW185	1.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	38
SW3 5	0.4%	14	0.0%	0	0.0%	0	0.0%	0	9.0%	14	0.0%	0
SW3 6	0.1%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0
SW5 0	0.4%	12	0.0%	0	0.0%	0	0.0%	0	8.0%	12	0.0%	0
SW5 9	0.7%	21	0.0%	0	0.0%	0	0.0%	0	14.0%	21	0.0%	0

West London Retail Study
for Roger Tym and Partners

	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
SW6 1	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 2	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 3	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 4	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 5	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 6	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW6 7	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW7 3	0.2%	8	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0
SW7 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0
SW7 5	0.5%	17	0.0%	0	0.0%	0	0.0%	0	11.0%	17	0.0%	0
TW1 1	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW1 2	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW1 3	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW1 4	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW106	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW121	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW122	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW123	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW134	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW135	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW136	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW137	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW140	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW148	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW149	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW151	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW152	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW153	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW165	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW167	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW197	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW2 5	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW2 6	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW2 7	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 1	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 2	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 3	0.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW3 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW4 5	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW4 6	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW4 7	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW5 0	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW5 9	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 4	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 5	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 6	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW7 7	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total		Zone 26		Zone 27		Zone 28		Zone 29		Zone 30	
TW8 0	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW8 8	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW8 9	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 1	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 2	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 3	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TW9 4	0.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB1 1	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB1 2	0.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB1 3	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB2 4	1.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB2 5	1.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 1	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 2	0.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 3	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 4	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB3 5	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB4 0	0.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB4 8	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB4 9	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB5 4	0.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB5 5	0.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB5 6	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 0	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 7	0.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 8	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UB6 9	1.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W10 4	0.5%	15	0.0%	0	0.0%	0	8.0%	15	0.0%	0	0.0%	0
W10 5	0.7%	21	0.0%	0	0.0%	0	11.0%	21	0.0%	0	0.0%	0
W10 6	0.8%	24	0.0%	0	0.0%	0	13.0%	24	0.0%	0	0.0%	0
W11 1	1.2%	35	0.0%	0	0.0%	0	19.0%	35	0.0%	0	0.0%	0
W11 2	0.3%	9	0.0%	0	0.0%	0	5.0%	9	0.0%	0	0.0%	0
W11 3	0.2%	6	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0
W11 4	0.8%	24	0.0%	0	0.0%	0	13.0%	24	0.0%	0	0.0%	0
W12 0	1.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W12 7	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W12 8	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W12 9	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W13 0	0.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W13 8	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W13 9	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W14 0	1.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W14 8	0.6%	19	0.0%	0	0.0%	0	10.0%	19	0.0%	0	0.0%	0
W14 9	0.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W2 4	0.5%	15	0.0%	0	0.0%	0	8.0%	15	0.0%	0	0.0%	0
W2 5	0.6%	19	0.0%	0	0.0%	0	10.0%	19	0.0%	0	0.0%	0
W3 0	0.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
W3 6	0.6% 18	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W3 7	0.9% 28	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W3 8	0.5% 14	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W3 9	0.6% 19	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W4 1	0.7% 21	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W4 2	0.5% 15	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W4 3	1.0% 30	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W4 4	0.3% 10	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W4 5	0.3% 10	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W5 1	0.9% 26	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W5 2	0.7% 20	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W5 3	0.5% 15	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W5 4	0.9% 26	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W5 5	0.3% 10	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W6 0	0.8% 25	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W6 7	0.4% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W6 8	0.4% 11	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W6 9	0.8% 24	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W7 1	0.7% 21	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W7 2	0.6% 17	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W7 3	0.8% 25	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
W8 5	0.2% 8	0.0% 0	0.0% 0	0.0% 0	5.0% 8	0.0% 0
W8 6	0.6% 18	0.0% 0	0.0% 0	0.0% 0	12.0% 18	0.0% 0
Weighted base:	3014	134	240	187	150	253
Sample:	3014	100	101	100	100	100